

ABCD - Healthy Neighbourhoods, Healthy Cities

IMPROVING EDMONTON'S URBAN WELLNESS



#recover #urbanwellnessyeg



SUSAN COWARD
Project Lead



SAMUEL JURU
Strategic Planner



KATE GUNN
Co-Lead



SUE HOLDSWORTH
Strategic Planner



KEREN TANG
Strategic Planner &
Project Manager



AMANDA RANCOURT
Strategic Analyst



MIKI STRICKER-TALBOT
Strategic Planner



RAFFAELLA LORO
Strategy &
Communications Lead



NOR'ALI McDANIEL
Community Support
Social Worker

Downtown

Meet Krazy.

How to start over
without networks?



Meet Debra.

How to not
feel lonely?

**"I am worried
about living alone.
I'll probably sneak
them through the
back door or sleep
at the shelter."**

A photograph of a man and a woman in a closet. The man, on the left, is wearing a blue t-shirt and a black beanie, and is leaning forward. The woman, on the right, is wearing a blue t-shirt with an American flag graphic and is making a surprised or excited face with her mouth open. In the background, there is a black dresser with various items on it, including a Coach bag and some bottles. Clothes are hanging on racks in the background.

Downtown

**Meet Monique
& Leroy.**

How to leverage
positive deviance?

"Everybody has a responsibility to look after the people of Edmonton," said Dan Eckel, who sits on the Central McDougall Community League board. "You cannot continue to expect a few communities to accept all the poverty and all the social issues in Edmonton. It has to be shared."

What if... we used social innovation to improve urban wellness in Edmonton?

Chinatown business association asks court to overturn safe injection approvals

The Chinatown and Area Business Association has filed a court application to overturn approvals for safe injection sites.

PAIGE PARSONS

[More from Paige Parsons](#)

Published on: November 23, 2017 | Last Updated: November 23, 2017 9:53 AM MST

Researchers outline plan to study impact of Edmonton's safe injection sites

KRITH GERSEN

Published on: September 1, 2017 | Last Updated: September 1, 2017 7:00 AM MST

Boyle Street Community Services pitches plan to redevelop deserted downtown remand centre

A \$93 million plan could see the empty remand centre in downtown Edmonton redeveloped into a comprehensive wellness centre for Edmonton's most vulnerable.

CLARE THEOBALD

Published on: November 16, 2017 4:57 PM MST

A rendering of a proposed redevelopment of the empty remand centre in downtown Edmonton by Boyle Street Community Services in partnership with more than 16 government and community organizations. The plan would bring various addictions, health and housing services under one roof. If approved, the redevelopment would cost \$93 million.

A \$93-million plan could see the empty remand centre in downtown Edmonton redeveloped into a comprehensive wellness centre for Edmonton's most vulnerable. The plan would bring various addictions, health and housing services under one roof. If approved, the redevelopment would cost \$93 million. The plan would bring various addictions, health and housing services under one roof. If approved, the redevelopment would cost \$93 million.



tackles three main problems

How do we best meet the needs of very vulnerable people?

How do we support thriving communities?

How does government manage cumulative effects and plan wellness services infrastructure throughout the city?



When facing **tough** and **complex** challenges,
social innovation helps us to...

Explore deeply what might be the root causes

Create solutions with people not to them

Find what might work through testing little experiments

Grow the stuff that seems to work better

A man with glasses and a beard, wearing a blue button-down shirt, is speaking and gesturing with his hands. The image is overlaid with a semi-transparent blue filter.

“Edmonton is the
social innovation
silicon valley
of Canada”

Tim Draimin - Social innovation Generation Canada

A woman in a white lab coat is pointing at a wall covered in sticky notes and diagrams. The sticky notes contain various text and small charts. In the background, other people are visible, also in white lab coats, suggesting a collaborative work environment. The image has a blue tint.

Build a framework for
urban wellness innovation.



Ground our approach
in data.

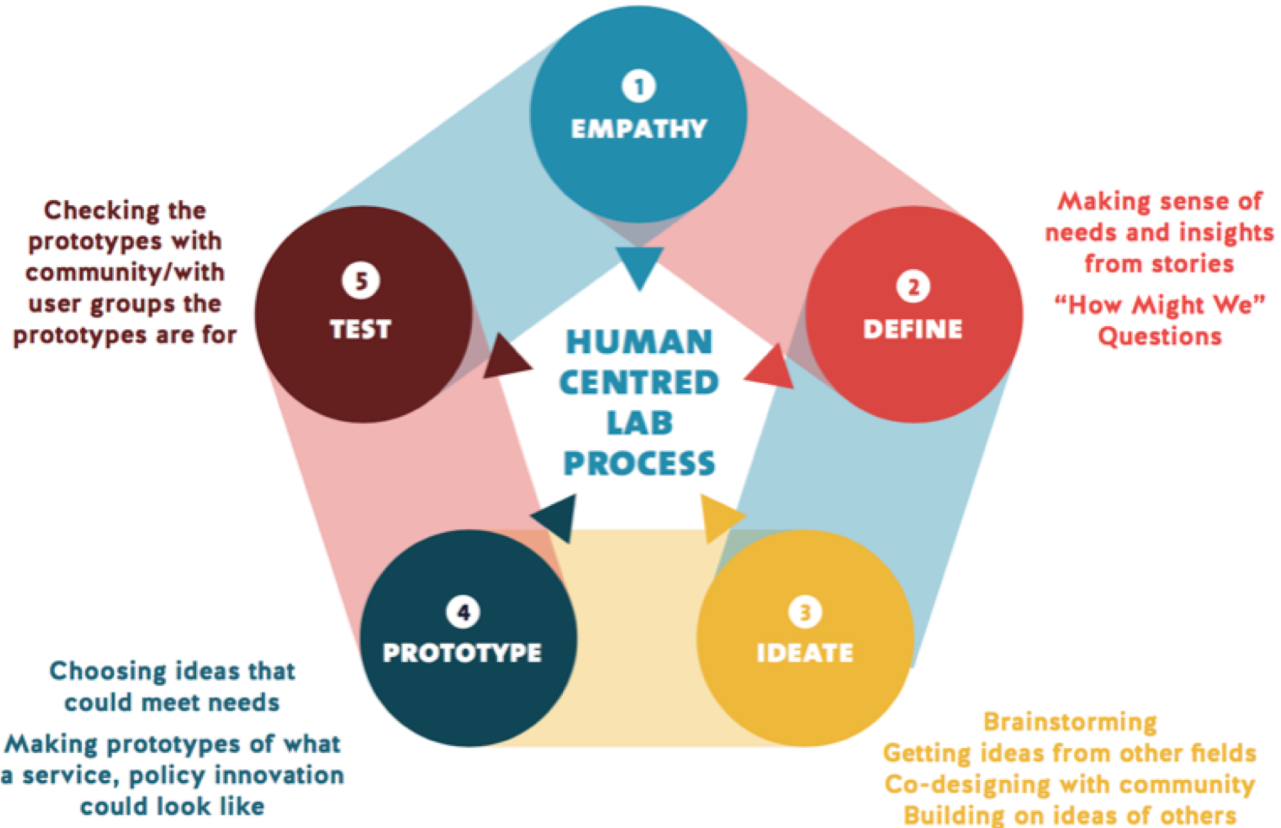
A group of people are gathered in a meeting room, engaged in conversation. In the background, there are whiteboards with some writing on them. The scene is dimly lit, with a blue tint. A vertical white line is on the left side of the image.

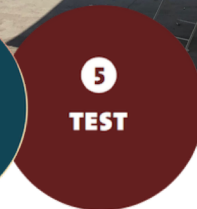
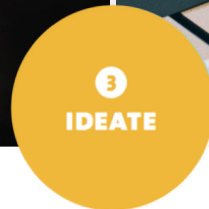
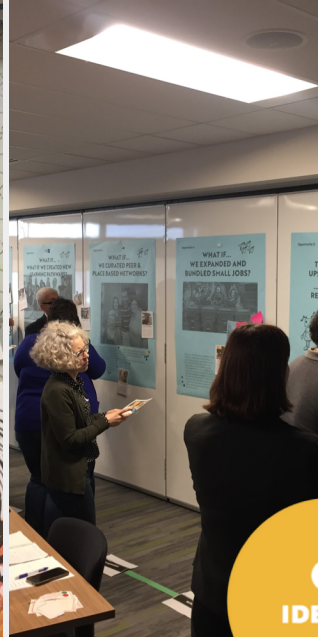
Uncover tensions and
build relationships.

A group of people are gathered in a modern meeting room with large windows. A man in a dark suit stands on the left, addressing the group. The group consists of about 15 people of various ages and ethnicities, seated around a long white table. They are looking towards the speaker. The room has large windows in the background, and the overall atmosphere is professional and collaborative. The text "Create opportunities for solutions-based collaboration." is overlaid in white on the image.

Create opportunities for
solutions-based
collaboration.

Stories
Ethnographic Research
Sense Making
System Mapping





Problem
Framing

Indepth Research &
Making Sense of Insights

Explore *What If* Ideas

Narrow down the ideas we
might prototype and design
our draft gameplan

Prototype, Test, & Evaluate
Consider Opportunities to Scale

prototypes not pilots





Boyle Street Community Services

FOUR DIRECTIONS

A photograph of the Boyle Street Community Services building, a two-story structure with a blue and white facade. The name "Boyle Street Community Services" is written in blue letters above the entrance. Several people are standing on the sidewalk in front of the building. A red car is parked on the left, and a blue car is partially visible on the right. The ground is covered in snow. The entire image has a blue tint.

Boyle Street Community Services

what if...

we improved the sidewalk space in front of service providers' buildings to facilitate human connection, destigmatize service and provide dignity to marginalized people?



POUR DIRECTIONS
TO THE CITY

PINK

Boyle Street
STAFF





A photograph of three people (two men and one woman) smiling and posing for a photo. They are standing in front of a church entrance. The man on the left is wearing a dark jacket. The woman in the middle is wearing a striped shirt. The man on the right is wearing a dark jacket, a cap, and a scarf, and is holding a white cup. In the background, there is a sign for 'mint HEALTH + DRUGS' and a sign that says 'CHURCH'. A Christmas tree is visible on the left side of the image.

what if...

we could build momentum among small business owners and expand their roles to support vulnerable neighbours and customers.

THE nook CAFE





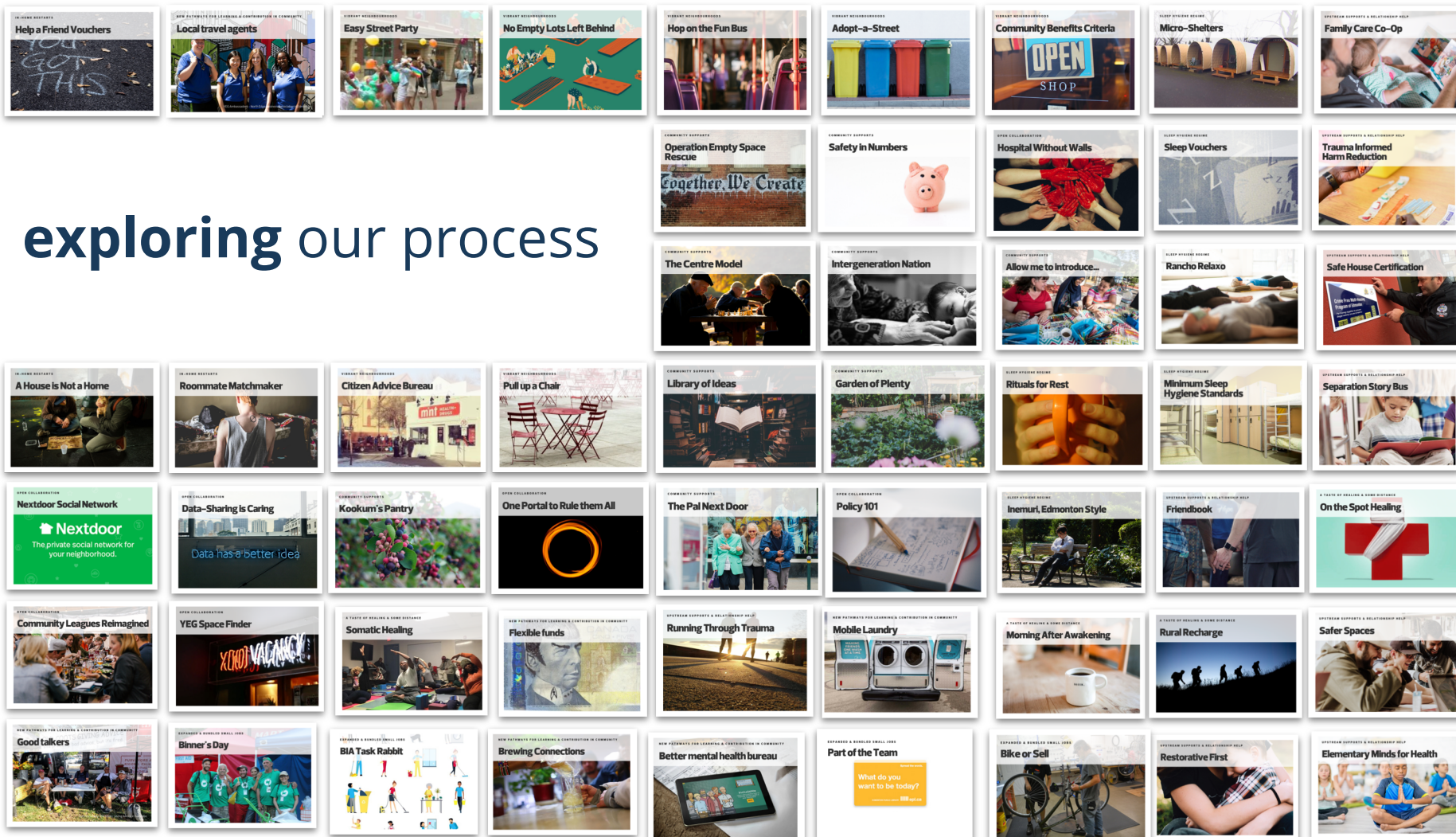
8. After a few more tries, Jamie and Martin are able to connect.

Martin is given time to be comfortable with Jamie, and is open to his help.

Martin decides that he does want to enter detox and asks Jamie for some direction.



exploring our process



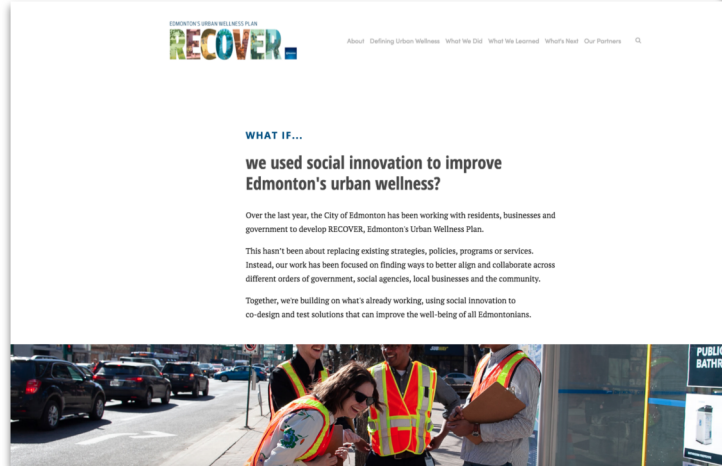


questions?

Community Report

Urbanwellnessedmonton.com

www.edmonton.ca/urbanwellness



Think, pair, share

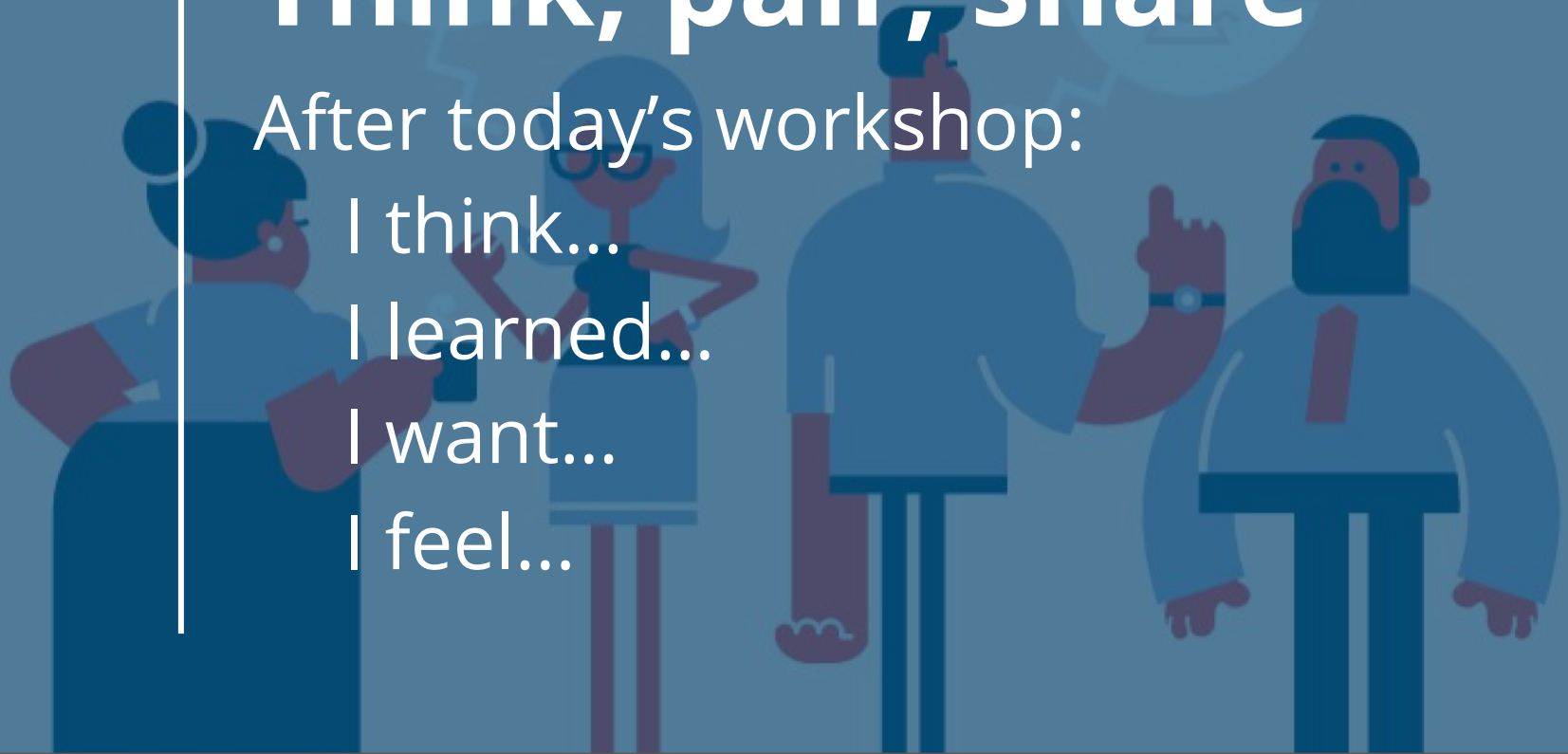
After today's workshop:

I think...

I learned...

I want...

I feel...





Thank you.



raffaella.loro@edmonton.ca



samuel.juru@edmonton.ca