

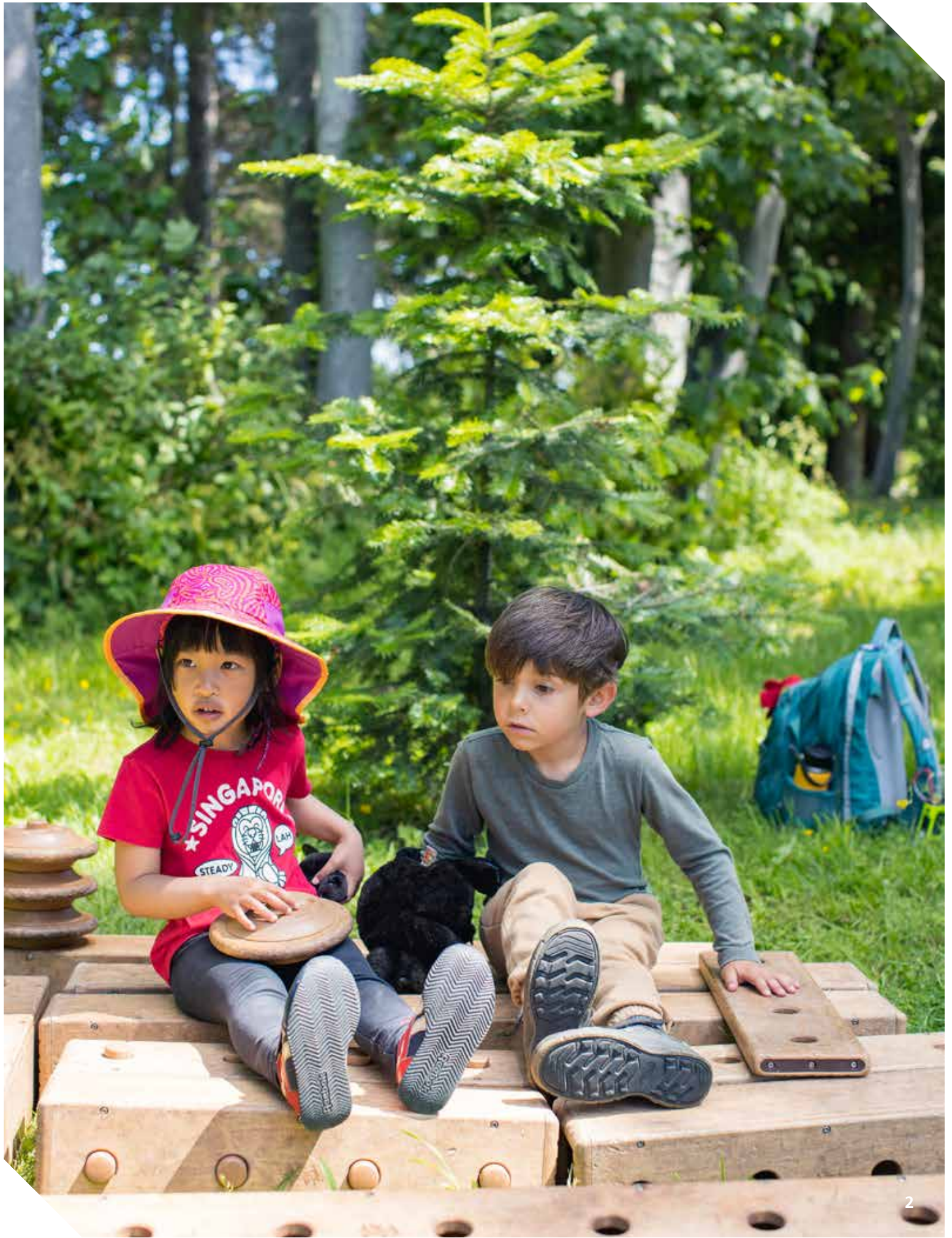
Richmond Community Wellness Strategy (2018–2023)



Progress Update 2022–2023

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About the Strategy

On July 23, 2018, Richmond City Council endorsed the second iteration of the Richmond Community Wellness Strategy (2018–2023) (the “Community Wellness Strategy”). The original five-year strategy was developed by the City of Richmond in partnership with Vancouver Coastal Health and Richmond School District No. 38, and demonstrates a renewed commitment to work together to improve wellness for Richmond residents and increase opportunities, as well as support, for active and healthy lifestyles throughout the city. The strategy’s primary objective aims to augment health and well-being for Richmond residents through innovative programming and wellness initiatives, paving the way towards the Community Wellness Strategy’s vision for an **active, caring, connected, healthy and thriving Richmond**.

In the Community Wellness Strategy (2018–2023), the concept of wellness is understood to be multifaceted, and is defined as:

... the ability of individuals and communities to reach their fullest potential. At an individual level, wellness means an optimization of and a balance among physical, mental, social and spiritual well-being. At a community level, wellness means living in harmony with others, respecting diversity, feeling safe, supported and included, and having a sense of belonging to one’s neighbourhood and broader community.

The Community Wellness Strategy guides actions across five Focus Areas, with each area having corresponding outcomes.

Focus Areas	Outcomes
#1 Foster healthy, active and involved lifestyles for all Richmond residents with an emphasis on physical activity, healthy eating and mental wellness.	<ul style="list-style-type: none"> ↑ Awareness of benefits ↑ Physical activity opportunities ↑ Physical activity levels ↑ Healthy food outlets ↑ Fruit and vegetable servings ↑ Self-rated mental health
#2 Enhance physical and social connectedness within and among neighbourhoods and communities.	<ul style="list-style-type: none"> ↑ Strong sense of community belonging ↑ Volunteers
#3 Enhance equitable access to amenities, services and programs within and among neighbourhoods.	<ul style="list-style-type: none"> ↑ Amenities, programs and services available by neighbourhood ↓ Reduced barriers to opportunities
#4 Facilitate supportive, safe and healthy natural and built environments.	<ul style="list-style-type: none"> ↑ Walkability of neighbourhoods ↑ Outdoor unstructured play opportunities
#5 Promote wellness literacy for residents across all ages and stages of their lives.	<ul style="list-style-type: none"> ↑ Awareness of wellness components



Message from the Partners

The City of Richmond, Vancouver Coastal Health and Richmond School District No. 38, remain dedicated to promoting holistic health and wellness within the community. Guided by our shared values, the Community Wellness Strategy steers the collective efforts of the partners to foster social, economic, environmental, and cultural well-being to realize the vision of Richmond as ***an active, caring, connected, healthy and thriving community***.



The years from 2022 to 2023 marked a period of recovery following the disruption caused by the COVID-19 pandemic. During this time, the partners explored the unique opportunities of this unprecedented time and conducted a comprehensive audit of the strategy, reviewing achievements completed to date and reassessing and adapting current initiatives to better align with the altered landscape brought about by the pandemic.

Since the Community Wellness Strategy's inception, the partners have made significant progress towards achieving the 47 strategic actions under each of the five Focus Areas. In addition to several completed actions, as well as ongoing actions currently in progress, the City of Richmond, Vancouver Coastal Health and Richmond School District No. 38 have collectively identified strategic priorities for the coming year that would benefit from a more concentrated effort to ensure success and maximize their positive impact on the community. Furthermore, the Community Wellness Strategy partners have identified strategic actions to review, and possibly redefine, to ensure they continue to be relevant and in alignment with the overarching goals of the Community Wellness Strategy.

Moving forward, the City of Richmond, Vancouver Coastal Health and Richmond School District No. 38 will continue collaborating, finding synergies, and advancing action items. United by our vision, the Community Wellness Strategy partners continue to forge ahead in the quest to create a community where every resident thrives and where health and wellness remain at the forefront of our collective consciousness.

The City of Richmond has several interconnected plans that guide the City's actions in promoting overall community well-being, including:

- 2041 Official Community Plan
- Community Energy and Emissions Plan
- Community Wellness Strategy
- Social Development Strategy
- Richmond Arts Strategy
- Recreation and Sport Strategy
- Parks and Open Space Strategy
- Cultural Harmony Plan
- Child Care Action Plan
- Seniors Strategy
- Youth Strategy

The Community Wellness Strategy (2018–2023) – Progress Update 2022–2023 delineates specific actions in the Community Wellness Strategy, while acknowledging the synergistic work directed by other strategies that also aim to improve wellness outcomes across the community.

Richmond School District No. 38 is guided by the Richmond Board of Education Strategic Plan 2020–2025, including a goal of fostering resilient and healthy lifelong learners.

Vancouver Coastal Health sets its strategic priorities, such as prevention and health promotion, through an annual Health Authority Services Plan, with a vision of “Healthy lives in healthy communities”.

Wellness Moving Forward

After two years of intermittent closures due to the COVID-19 pandemic, full recreation and fitness service operations resumed in the second quarter of 2022. Of the many lessons learned, the pandemic underscored the importance of social interaction and connecting with others. Looking back, it is evident that human interactions have taken on a heightened meaning in our lives.

For many people, particularly those living alone, adhering to social distancing measures during the pandemic resulted in feelings of isolation and loneliness. According to the Centre for Disease Control (CDC), loneliness can profoundly impact one's health and may increase the risk for heart disease, stroke, depression, and anxiety.

After launching the first BC COVID-19 Survey on Population Experiences, Action and Knowledge (SPEAK) in 2020, the BC Centre for Disease Control launched the BC COVID-19 SPEAK 2 Survey from April–May 2021. The SPEAK 2 Survey set out to measure the populations' perceptions of risk, acceptability of public health responses and recovery measures, and the broader ongoing impacts of the COVID-19 pandemic. Survey results indicated that BC residents self-reported worse mental health, more stress, greater household conflict, more challenges with access to health care, and decreased connections to community in the time between this survey and its predecessor in 2020. More specifically, results from the Richmond COVID-19 SPEAK 2 Survey revealed that, while individuals struggled with the stress and anxiety induced by the pandemic, their dedication to recreation and fitness remained strong:

- 51.8% said their mental health has worsened compared to before the COVID-19 pandemic, an increase of 8.8% as compared to COVID-19 SPEAK 1 Survey results
- 8.9% said they feel lonely almost always
- 36.4% said they walk, run or cycle for recreation more than before the COVID-19 pandemic
- 62.5% said they were moderately or vigorously physically active 150 minutes or more per week

It is important to note that the research also showed differential impacts on the mental wellness and physical activity levels of young people. In Richmond, 82% of parents noted a decline in their children's physical activity during to the pandemic, compared to 71% of parents across British Columbia. This statistic highlights the ongoing importance of addressing the needs of Richmond's youth.

Additional Richmond-based results provided information about the adaptations and changes that residents would like to keep and see more of in their future:

- 47.1% said expanding urban outdoor spaces is an important area within their society
- 47.4% said creating more parks/outdoor recreation facilities is an area they would like to see changed



These results clearly demonstrate that for Richmond residents, regular physical activity and convenient access to outdoor spaces play an integral role in maintaining physical and mental well-being. This sentiment is further reinforced by the enthusiasm shown by residents as they returned to in-person programs, and the joy and fulfillment they have expressed in the simple act of gathering and participating in leisure activities. In response to the insights garnered by the 2021 SPEAK 2 Survey, the Community Wellness Strategy partners redoubled their efforts to utilize outdoor environments for fitness classes and outdoor active play, enhance walking and cycling infrastructure, and strengthen neighbour connectivity as a means to improve mental and physical wellness.

Results of the BC SPEAK 3 Survey, conducted in 2023, are currently being compiled and analyzed. Once available, the Community Wellness Strategy partners will review the findings with the intention of using them to help address action items and direct future initiatives.



Highlighted Achievements and Success Stories

The five Focus Areas and 47 strategic actions outlined in the Community Wellness Strategy serve as the framework for the City of Richmond, Vancouver Coastal Health and Richmond School District No. 38, as it informs and directs initiatives aimed at enhancing the health and well-being of those who live, learn, work and play in Richmond. The following sections provide an overview of highlights, achievements and success stories for the period of January 1, 2022 to December 31, 2023, illustrating the ongoing efforts of the Community Wellness Strategy partners as they endeavor to optimize wellness in Richmond.



Focus Area #1

Foster healthy, active and involved lifestyles for all Richmond residents with an emphasis on physical activity, healthy eating and mental wellness

Why is this important?

A key to promoting overall wellness, including the adoption of healthy lifestyle habits, is through supportive environments that enable equitable access to information, life skills and opportunities to take action and make healthy choices.¹ Focus Area #1 consists of three main pillars: physical activity, healthy eating, and mental wellness.

Increasing physical activity and reducing sedentary time can provide benefits such as improved energy and strength, prolonged independence as we age, and prevention of cancers and chronic disease such as, obesity, hypertension, heart disease and type 2 diabetes.² Among many mental health benefits, regular physical activity can help reduce day-to-day stress, increase self-reported happiness, and prevent depression and anxiety.³ Community-based physical activity opportunities also offer a myriad of avenues to participate in community life, connect with others, and enjoy the outdoors.

In addition to physical activity, healthy eating is the second pillar of Focus Area #1. First and foremost, healthy eating is about food choices, such as eating plenty of fruit and vegetables, whole grain foods and protein foods. It is also about eating habits, such as being mindful of when and why you eat, knowledge of food content and sources, how to process, prepare and preserve food, the cultural appropriateness of food, and how food can help to bring people together.⁴ Additionally, healthy eating is strongly linked to access and the availability of nutritious and affordable food.

The third pillar, mental wellness, is the state of an individual's psychological and emotional well-being.⁵ Just like physical health, everyone has a state of mental wellness, which can shift at different times; for instance, when one experiences stress, a difficult life event, or burnout.⁶ Defining characteristics of good mental wellness include having a sense of purpose, strong relationships, feeling connected to others, having a good sense of self, ability to cope with stress and a feeling of enjoying life.⁶

Focus Area #1 directs strategic actions towards enhancing physical activity, promoting healthy eating, and improving mental wellness by empowering community members to proactively take command of their health, through access to information and resources, which in-turn, builds skills and knowledge.

Intended outcomes include:

- ↑ Awareness of benefits
- ↑ Physical activity opportunities
- ↑ Physical activity levels
- ↑ Healthy food outlets
- ↑ Fruit and vegetable servings
- ↑ Self-rated mental health



The City of Richmond is a designated Global Active City, and a member of the Active Well-being Initiative, the only North American city awarded this designation. Richmond's *Community Wellness Strategy (2018–2023)* and *Recreation and Sport Strategy (2019–2024)* demonstrate the City's commitment to the designation through the intentional planning of opportunities and environments that aim to enhance community members' health, well-being and happiness.

Highlighted Achievements

WALK RICHMOND (1.1.2)

Funded by the City of Richmond and spearheaded by the Richmond Fitness and Wellness Association (RFWA), the Walk Richmond initiative promotes the virtues of active living by exploring the various green spaces and walking routes throughout the city. With a dedicated team of 10 volunteer walk leaders, Walk Richmond, provides free guided walks on a weekly basis throughout the year. In 2023, RFWA expanded the number of walks offered to include nine walks designed to target specific audiences including seniors and new immigrants.

Key Action 1.1.2:
Implement initiatives to keep Richmond residents active through enhancing walking and cycling programs city-wide and at a neighbourhood level

Year	Total Number of Walks	Total Participants	Volunteers Engaged
2022	52	1165	233
2023	59	1336	202

Over 1200 people subscribe to the Walk Richmond newsletter distribution list, and the walking schedule is promoted through partner agencies and programs such as Vancouver Coastal Health.



FALLS PREVENTION THROUGH WALKING (1.1.2)

In Spring 2022, the Minoru Seniors Society provided a free fall prevention program. Supported by funding from the Vancouver Coastal Health ACTION Mini-Grant, this program featured an educational segment led by the Vancouver Coastal Health Fall Prevention Team, a balance and walking segment led by a fitness instructor, and a wholesome takeaway meal from the Minoru Seniors Society Cafeteria. Available online and in-person, and catering to both English and Cantonese-speaking communities, this initiative bolstered seniors' confidence to walk more as a means to stay physically active.

ARTS, CULTURE, AND HERITAGE WALKING RESOURCES (1.1.2)

Richmond implemented several initiatives to increase physical activity and walking opportunities for residents. As part of the digital storytelling project, Walk. Listen. Record., filmmaker Sebnem Ozpeta partnered with Walk Richmond to offer free workshops from May to July 2022. During the workshops, participants walked along Richmond’s parks and trails, recorded sounds, and shared stories and memories. Additionally, as part of the School Days component of the Children’s Arts Festival, six community centres participated as satellite locations. This allowed students of nearby schools to walk, rather than bus, to the festival. On June 21, 2023, the Summer Solstice Walk and Performance took place. Occurring on the longest day of the year, this sunset walk, led by artists Amy-Claire Huestis, brought together community members, artists, and performers as they walked along the paths of Garry Point Park, acknowledging the visiting swallows and the ecological ghosts who inhabit the *staiław* (Fraser River) estuary.



STORYWALK® LIBRARY PROGRAM (1.1.2)

A StoryWalk® is a fun, educational activity that promotes literacy, learning, and outdoor play. Individual pages of a storybook are mounted on trees in a circuit so that families and educators of young children can follow the narrative by visiting each tree in sequence. In May 2022, through the generous support of the Rotary Club of Richmond Sunrise and Decoda Literacy Solutions, the City and Richmond Public Library installed a StoryWalk Circuit along the McLean Neighbourhood Park walk trail in Hamilton. With 20 individual sign panels, community members are free to enjoy the StoryWalk® circuit any time the park is open. Featured stories are changed seasonally to keep the circuit fresh.

CYCLING PROMOTION (1.1.2)

The City offers a number of annual initiatives to promote cycling in Richmond. In August 2022 and 2023, Steveston Community Society, in partnership with the cycling advocacy group, HUB Cycling, hosted the Bike to Shop event. This week long event educated people on basic bike safety and route planning, and gave people the opportunity to experience the merits of using their bike to run errands and go shopping. From 2022 to 2023, 237 Richmond residents attended in-person courses and online webinars to learn cycling skills and bike maintenance, including several courses offered for children and youth at Thompson Community Centre.

The 20th Island City by Bike Tour took place in June 2022 at Minoru Centre for Active Living, followed by the 21st event held at Thompson Community Centre in June 2023. The annual City-led bike event brings the community together for short and long rides, showcasing new and existing cycling infrastructure in the city. Each year, the event sees an average participation of over 100 individuals, and fosters a sense of camaraderie amongst cyclists of all levels.



GO BY BIKE WEEK (1.1.2)

In 2022, 360 individuals participated in Go by Bike Week, formerly known as Bike to Work Week. This was a 13% increase over 2021. Collectively, Richmond residents recorded 1,770 trips, covering an approximate distance of 24,000 km. The following year, while participation numbers remained consistent at 354, the number of trips logged rose to 2,139, resulting in an estimated distance of 24,635 km. Go by Bike Week is a celebration dedicated to promoting cycling by encouraging community members to experience cycling as an alternate mode of transport.

AFTER-SCHOOL ART TRUCK (1.1.3)

The After-School Art Truck is a mobile programming unit that brings low-barrier, high-quality arts and recreation programming to children on school grounds. This “vehicle” also provides children, exposure to protective factors that enhance mental health and resilience. The two-hour program aims to deliver elements of social connectedness and belonging, safety, participation, play, and physical activity through a variety of artistic experiences and active games. In 2023 the Art Truck was reinstated after a two-year hiatus due to the COVID-19 pandemic. In partnership with Richmond School District No. 38 and Vancouver Coastal Health, the After-School Art Truck was offered once a week, for up to 14 weeks, to approximately 60 students at Cook and McKay Elementary Schools. Feedback received has been positive from both parents and students. A key action in the Richmond Community Wellness Strategy is to develop a plan to scale up the program and further optimize its reach to a greater number of students, which will be a focus for the 2024/2025 school year.

Key Action 1.1.3:
Increase structured and unstructured physical activity opportunities in the afterschool hours and encourage afterschool programs to include a minimum of 30 minutes of moderate to vigorous activity.



“My favourite part of the Art Truck is eating, friends and having fun!”

- Grade 7 participant

“The Art Truck has reduced my child’s screen time.”

- Parent of a Grade 4 participant

ELEVATING PHYSICAL ACTIVITY AND WELLNESS THROUGH DIVERSE PROGRAMMING (1.1.4)

In 2022 and 2023, Richmond focused on programming geared towards fostering physical activity and strengthening community bonds. These programs not only provided avenues for individuals to engage in healthy pursuits, but also facilitated meaningful connections within their community. Responding to the community's desire for outdoor activities, several new programs emerged, inviting participants to explore and enjoy Richmond's picturesque parks in the neighbourhoods where they live, work, learn and play. Outdoor programs included Cardio Kickbox, Latin Funk, and Cycle Fit. Further to this, a number of programs were implemented to cater to the needs of specific populations, such as Gold Cycle (75 years old and over) and Ladies Who Lift (60 years old and over), as well as programs like Heart Wellness, that aid individuals with chronic conditions learn how to safely integrate exercise into their daily routine.

Moreover, grant opportunities like the Canadian Parks and Recreation Associations' Gender Equity in Recreational Sport were leveraged to expand program offerings. Through this initiative, free introductory Pickleball programs were offered at West Richmond Community Centre for women aged 55+, empowering them to explore a new activity in a supportive and inclusive environment.

The diverse range of programs implemented throughout 2022 and 2023 not only promoted physical well-being but also served as catalysts for community engagement and social cohesion, reflecting Richmond's commitment to creating a healthy and connected community for all of its residents.

PLAY STREETS (1.1.4)

In 2023, the City partnered with the Society for Children and Youth of BC to develop plans to host a series of Play Streets events. Play Streets is an initiative that transforms streets into car-free areas where children can safely play outdoors and socialize outside of school hours, with the goals of reducing exposure to pollution, facilitating community connections, and providing opportunities for outdoor play without the danger of vehicles. Set to launch in early 2024, the City plans to open up select Richmond streets for play during four different Play Streets activations. Activities include biking, sports games, loose parts play, and reading outdoors.

Key Action 1.1.4:
Implement initiatives which encourage physical activity through programs and services that are neighborhood specific.



EXPANDING COMMUNITY GARDENS (1.2.1)

In partnership with the City of Richmond, and Vancouver Coastal Health, Urban Bounty looks after 16 garden sites across Richmond and brings together over 760 members of all ages, abilities, and backgrounds. These shared green spaces with individual and group plots for growing food, flowers and other plants, provide low-barrier opportunities for residents to grow plants and connect with nature. From 2019 to 2022, the waitlist for Richmond’s community gardens program tripled from 134 to close to 400 individuals. To address the growing demand for gardening space, the City, Urban Bounty and Richmond School District No. 38, further expanded the program in 2023, from 346 plots to 719 plots. New plots were constructed at Cook Neighbourhood Park and three new gardens were built along the Railway Greenway and Garden City Lands.



Key Action 1.2.1: Implement a Healthy Eating Strategy that increases access to healthy and safe foods at a neighbourhood level and builds upon and aligns with the Richmond Food Charter and the Regional Food System Action Plan. This includes coordinating and enhancing healthy eating opportunities in schools, public buildings, and where gaps have been identified at a neighbourhood level.

VENDING IN PUBLIC FACILITIES (1.2.1)

Vancouver Coastal Health supported the City of Richmond to evaluate the food and beverage options available in vending machines in public facilities. Through the City’s procurement process, qualified service providers were invited to submit proposals for the provision of food and beverage vending services at 12 public recreation centres. As a condition of the Request for Proposals, preference was given to submissions that were committed to stocking machines with products that align with BC’s Healthier Choices in Vending Machines, outlined in the BC Public Buildings Guide. As of November 2023, desired targets for healthy beverages and snacks were achieved. Staff have continued to monitor the content of the machines to ensure products offered align with established targets.

FEEDING FUTURES (1.2.1)

Commencing in 2023, the Ministry of Education and Child Care initiated Feeding Futures funding for all school districts throughout the province, for a period of three years. As part of this funding, Richmond School District No. 38 worked with schools to expand breakfast, lunch, and snack programs. As part of these initiatives, the School District undertook a Community Fridge project, whereby each school had at least one available fridge where healthy, nutritious food could be accessed by students. The School District also collaborated with a range of community partners, including Richmond Food Bank and Minoru Seniors Society, to enhance the quality and availability of food products for students.

LOW OR NO COST COMMUNITY MEALS AND FOOD PROGRAMS RESOURCE (1.2.1)

First created in response to an identified need during the COVID-19 pandemic, the Low or No Cost Community Meals and Food Programs brochure has been updated quarterly since May 2022. The City produces this map and listing of emergency food supports provided by community and faith organizations across Richmond, improving access for people seeking low cost and free meals, and grocery access. In November 2023, the City began collaborating with the Richmond Food Bank to update the program information, as part of its involvement in the Food Bank-led Richmond Food Coalition.

SOMALI WOMEN'S EMPOWERMENT SOCIETY (SWES) (1.2.3)

From 2022 to 2023, the City collaborated with the Somali Women's Empowerment Society (SWES) to educate and engage visitors of Terra Nova Rural Park, one of Richmond's most popular destination parks. Since the initial introduction, the women and their families have adopted a garden space where they practice traditional methods of agriculture, share their knowledge with park visitors, and donate a portion of their harvest to the Richmond Food Bank.

TERRA NOVA NATURE SCHOOL (1.2.3)

Terra Nova Nature School, situated on 63 acres of park land and operated by the Thompson Community Association, is a program that gives children, youth and families the opportunity to explore the natural landscape and its inhabitants through a dynamic and immersive learning experience. As part of their mission, the school believes that the community benefits when children learn to value and recognize natural resources and participate in the cultivation of a local food system. The Nature School consists of a licensed preschool for 3–5 year olds, and Beyond 4 Walls, a series of seasonal nature-based programs and camps for children, youth and families. Between January 2022 to December 2023, 55 children have registered in the preschool program and an estimated 500 children have participated in the Beyond 4 Walls programs. Furthermore, Thompson Community Association received \$4,900 from the City of Richmond's Environmental Enhancement Grant to allow for the expansion of the Terra Nova Nature School micro food forest surrounding the Edwardian Cottage in Terra Nova Rural Park, which also included the planting of edible plants, native trees and shrubs, and removal of invasive species.

Key Action 1.2.3:
Enable residents of all ages to make healthy food choices through educational opportunities and programs that are culturally relevant.

RICHMOND ART GALLERY NOURISH EXHIBITION (1.2.3)

From January 22 to April 3, 2022, the Richmond Art Gallery featured a new exhibition exploring the importance of nourishment and self-care. In addition to tours, workshops, and an interactive gallery activity on the topic of nourishment, it also included panel discussions on a number of topics such as:

- From Kitchens to Cities – Stories of Richmond and Vancouver Chinatown Food Culture
- Nourish Through Nature
- Richmond Stories – Building Community with Food



INTEGRATED CHILD AND YOUTH TEAMS (1.3.1)

As part of the province’s Pathway to Hope initiative, Integrated Child and Youth (ICY), teams were initiated in several jurisdictions across the province. Within the Vancouver Coastal Health region, Richmond was selected as the pilot site. Serving children and youth ages 6–19 within Richmond School District No. 38, as well as in private/independent schools, the School District’s ICY team was staffed with four clinical counsellors and four youth peer support workers to augment existing mental health and substance use supports in Richmond. The ICY teams bring services together in a multidisciplinary team setting to support children and youth affected by moderate to severe mental health concerns.

Key Action 1.3.1:
Implement initiatives to increase access to mental wellness resources for residents.



FOUNDRY RICHMOND (1.3.2)

Foundry Richmond successfully moved to its new location at 5811 Cooney Road in November of 2022. Part of a province-wide network of integrated health and social service centres for young people ages 12–24, the centre provides safe, non-judgemental care, information and resources. Foundry Richmond brings health and social services together including mental health care, substance use services, primary care, social services, and youth and family peer supports—in a low-barrier, youth-friendly, single-point-of-access. This makes it easier for young people to find the care, connection and support they need sooner, before health challenges become problematic. City staff play an active role on the Foundry Leadership Advisory Committee, providing input and guidance for the development and ongoing implementation of Foundry services, and continue to work closely with Foundry staff to provide information and resources to those who need it.

Key Action 1.3.2:
Implement the 'Foundry' Initiative, which is an integrated one stop shop for mental health, primary health care and social services for young people ages 12–24 with a focus on ready access to services and early intervention for wellness. This initiative is currently being implemented in cities across British Columbia.



Success Story

HAMILTON COMMUNITY CENTRE MARKET GREENS RX PROGRAM (1.2.2)

From 2022 to 2023, the Hamilton Community Association, in partnership with Urban Bounty, facilitated a “Pop-Up Market” initiative in East Richmond that included a research study called the Market Greens Rx Program. With financial backing from Community Food Centres Canada, Market Greens Rx is a program designed to evaluate and measure the impact of fruit and vegetable accessibility on community health. Market Greens Rx seeks to achieve the following objectives:

- Establish a network of affordable produce markets across the country to increase access to healthy food in a respectful manner, elevate nutritional knowledge, foster healthier eating habits, promote community cohesion, and ultimately mitigate the health risks associated with diet-related diseases;
- Evaluate the long-term impact of subsidized fresh produce access on the physical, mental, and social well-being of program participants; and
- Identify key success factors and target demographics to facilitate the scalable implementation of affordable market initiatives and market dollar programs.

Vancouver Coastal Health spearheaded the referral process, engaging nurse practitioners, social workers, nutritionists, and pharmacists to conduct health and socio-economic screenings of individuals predominantly in the East Richmond area, in order to determine their eligibility for the program. Spanning two 20-week seasons from July 2022 to October 2023, the Market Greens Rx Program, aided individuals with limited food budgets, inadequate access to fresh produce, and those with diet-related health conditions like heart disease or diabetes. At its conclusion, participant feedback was collected through a series of surveys. Results showed that:

- Over 80% of participants reported consuming significantly more fresh fruits and vegetables since starting the program.
- A majority of participants noted improvements in both physical (71%) and mental health (47%) due to their involvement in the program.
- Approximately 79% of participants indicated that Market Greens Rx assisted them in making ends meet financially.

These results underscore the positive impact of Market Greens Rx in promoting health, well-being, and food security among program participants.

Key Action 1.2.2:
Expand or implement neighbourhood food hubs in underserved areas, to address the lack of fresh and local produce and establish a healthier food environment at the neighbourhood level. mental health, primary health care and social services for young people ages 12–24 with a focus on ready access to services and early intervention for wellness. This initiative is currently being implemented in cities across British Columbia.



Quick Facts

Contributions towards:

- ↑ Physical activity opportunities
- ↑ Physical activity levels

- The table below illustrates a steady increase in participation in active recreation and sport through registered programs, as well as drop-in visits to Richmond and Association facilities from 2021 to 2023. Note that Drop-in visits include registered single visits, drop-in admissions, and membership scans.

Registered Program Participation and Drop-in Visits	2021	2022	2023
Number of Participants	53,849	52,016	56,565
Drop-in Visits	780,307	1,405,795	1,795,175

- Richmond residents and visitors can take a self-guided walk or bike tour to view the rich array of permanent and temporary public art throughout the city. In addition to a Community Mural Tour, art enhancements can be found at Alexandra Neighbourhood, Brighthouse Village, Capstan Village, Lansdowne Village, Minoru Park, Oval Village, and Steveston Waterfront Neighbourhood.
- Starting in 2022, the Richmond Museum began offering free, self-guided historical walking tours of Terra Nova, Brighthouse, and Sea Island. These 1.5 hour tours continue to spark interest in public history and encourage the exploration of our local heritage places.
- The City collaborated with HUB Cycling and Richmond School District No. 38 to facilitate cycling education courses for Grade 6 and 7 elementary students. In these courses sponsored by the City, students learned fundamental cycling skills as well as rules and responsibilities for riding on city streets and bike paths. In 2022, 1,627 students participated in the program. The program’s popularity continued to grow in 2023, with 1,801 students taking part. In recognition of its bike courses at public elementary schools and within the community, the City received HUB Cycling’s 2023 Cycling Education award.
- 2022 marked the launch of the Geocaching Adventure Lab, an app that allows users to compete in engaging virtual scavenger hunts while incentivizing individuals to get active in Richmond Nature Park, as well as Terra Nova, Garden City and Paulik Park. In addition to this, the Richmond GeoTour encourages participants of all ages to explore Richmond on foot or by bike to look for 50 hidden geocaches (treasure boxes). From 2022 to 2023, Richmond had 1,471 geocachers log 7,272 geocache finds.

Contributions towards:

↑ Healthy food outlets

↑ Fruit and vegetable servings

- In 2022 and 2023, Thompson Community Centre helped to facilitate Meals on Wheels, a program that facilitates the delivery of nourishing meals to homebound people. From 2022 to 2023, volunteers delivered 285,895 meals to residents in Richmond, Vancouver and the North Shore.
- Cambie Community Association added two vegetable trugs, (self-contained raised planters) in the King George Park Community Gardens. The trugs were later used for inter-generational programs, where seniors educated children attending Cambie’s licensed preschool program on the different types of seeds and plants, and how to use various gardening tools. The trugs were also used by Urban Bounty in the delivery of programs for seniors, which covered topics such as small place gardening and composting.
- Richmond offers a number of food programs that cater to a diverse range of ages and interests. These include Playing with Food for preschoolers at Cambie Community Centre, Food Sensitivities for 55+ years at City Centre Community Centre, and Edible Art at Thompson Community Centre. In the summer of 2023, the City Centre Community Association organized a Cuisine Camp for children. This camp provided participants with opportunities to taste a variety of foods, understand the link between physical wellness and nutrition, and gain essential cooking and kitchen safety skills.
- In 2022, Vancouver Coastal Health Public Health Dieticians delivered nutrition presentations at several community programs including: the Richmond School District Colt Young Parent Program, the Immigrant Services Society of BC’s LINC Child Care Centre, the Baby Babble Group, and the Richmond Addiction Services Society – School’s Out program. On a parallel track, in December 2023, Vancouver Coastal Health Public Health Dieticians led an accredited continuing education workshop to help Richmond Fitness Leaders increase their knowledge and capacity to promote healthy eating amongst their clients using Canada’s new Food Guide and the latest evidence on effective nutrition communication.

Contributions towards:

↑ Self-rated mental health

- The Richmond Youth Media Program is a referral-based program that provides weekly opportunities for youth to gain media skills. Presented in partnership with Richmond Addiction Services Society and supported by the Vancouver Coastal Health Sharon Martin Community Health (SMART) Fund, youth participants who demonstrate a need are connected with local service agencies that provide mental wellness support.

- The Drop-in Centre and Shower Program at Brighthouse Pavilion provides individuals at risk of or who are experiencing homelessness, access to information about a wide range of supportive services and programs, including mental health supports, as well as assistance with referrals and follow through on appointments. In 2022, there were 2,607 visits to the program, with visitation growing in 2023 to 7,318, illustrating the continued need for these vital services.
- The City’s annual Diversity Symposium is a free conference for professionals, volunteers, and community members interested in learning, sharing, and advancing diversity, equity, and inclusion in their communities. The 2022 event featured a workshop on ‘Post-Pandemic Resilience’, which equipped participants with strategies for fostering resilience, positive mental health, and well-being in response to stressors and changes resulting from the COVID-19 pandemic. The 2023 event focused around the theme of resilience and highlighted strategies and techniques to adapt and evolve through adversity and change.



Focus Area #2

Enhance physical and social connectedness within and among neighbourhoods and communities

Why is this important?

The importance of social connectedness to one’s physical health, and mental and emotional well-being is multifaceted. Having a sense of social connection, belonging and value in one’s community can help increase one’s mood and happiness. It can also have protective effects on physical health, including a reduction in the risk of premature death. Studies have shown that periods of stress can elevate cortisol levels and activate the body’s fight-or-flight response, slowing one’s recovery from disease and increasing susceptibility to anxiety and depression. On the other hand, the benefits of social connectedness include a 50% increased chance of longevity, stronger gene expression for immunity, and better emotion regulation skills.⁷

Focus Area #2 emphasizes strategic actions that promote physical and social connectedness in Richmond. Initiatives that physically link neighborhoods and communities enable individuals to access the people, programs, and services that provide social support, and increase the chance for neighbours to meet organically. However, meaningful social bonds rarely occur spontaneously. In most instances, they are fueled by purposeful and intentional programs and services that, in-turn, create opportunities for social interactions which can lead to forming genuine friendships.

Intended outcomes include:

- ↑ Strong sense of community belonging
- ↑ Volunteers



Highlighted Achievements

NEIGHBOURHOOD CELEBRATION GRANTS (2.1.1)

In 2022 and 2023, the City invited residents, artists, community leaders and the general public to apply for the Neighbourhood Celebration Grant Program, which funds creative projects that bring together people from diverse backgrounds. Over the two years, 128 applicants received grants totalling \$153,931, including Parent Advisory Councils, student and strata groups, and non-profit societies. With these funds, grantees hosted events that connected neighbors, including 28 school events, 33 block parties, and 67 community events and programs. In 2024, the program will be split into two-streams — the Community Celebration Grant Program and the Neighbourhood Block Party Program.

COMMUNITY CONNECTS WEEK (2.1.1)

Held in September 2022, Community Connects Week was a way for residents to meet their neighbours and experience creative and recreational programs at their local community centre. Showcasing a mixture of pre-registered and drop-in “try-it” activities, this free event included programs such as Bollywood Dancing (55+ years), Character Design and Visual Storytelling (9–15 years), Customer Merch Design (10–16 years) and Family Jazz Dancing (all ages).

NEIGHBOURS CONNECT (2.1.1)

Hosted by the City Centre Community Association, Neighbours Connect is an annual event designed to cultivate bonds among residents, a task that is particularly challenging in densely populated areas like City Centre. In 2022, attendees enjoyed a variety of activities at City Centre Community Centre such as live music, free try-it programs, and a pancake breakfast. In 2023, the event took place during the Canadian Mental Health Association’s Mental Health Week. In keeping with the theme, the event featured a number of activities including a musical presentation by “Chris & Vic” who performed songs addressing mental health, an informative workshop about the connection between outdoor play and early childhood brain development and mental health, and an aromatherapy session demonstrating its benefits for mental wellness.

FRIENDSHIP TEA (2.1.1)

Friendship Tea is a volunteer-led group, consisting of Cantonese and Mandarin speakers from the Broadmoor and Ironwood neighbourhoods. Occurring weekly, the Friendship Tea provides members of the Asian community the opportunity to gather with friends, meet neighbours and learn about the different programs and services available at South Arm Community Centre. The Friendship Tea attracts 50–60 people every week.

SUMMER FREE PLAY (2.1.1)

This outreach program provides affordable, low-barrier, and accessible recreation opportunities to build social cohesion and inclusion across neighbourhoods. In 2022, four Community Associations/Societies implemented outreach programs in their neighbourhoods. In partnership with the City, weekly Summer Free Play drop-in programs were offered to children aged 2–12 years at Thompson Neighbourhood Park, West Richmond Playground, Garden City Park and Steveston Park. Although the program was paused in 2023, plans are underway for Summer Free Play in a variety of parks in 2024.

Key Action 2.1.1:
Develop and implement a Neighbourhood Strategy with a focus on programs, services and initiatives, as well as built and natural environment elements that enhance social connectedness within and among neighbourhoods.

DOORS OPEN (2.1.1)

Doors Open Richmond is a free annual celebration that raises civic awareness and showcases the diverse multicultural places and communities of the city. From June 3–4, 2023, 39 sites that exemplify the city's rich culture opened their doors to over 17,000 visitors. Since launching in 2008, over 235,000 visitors have been given a behind the scenes look at some of Richmond's most popular museums, artist studios, faith-based institutions, cultural organizations, food and beverage establishments and civic centres. Doors Open Richmond helps to strengthen communities by giving residents the opportunity to develop a newfound appreciation of the members of their community.

BRANSCOMBE HOUSE ARTIST RESIDENCY (2.1.1)

The performing arts creates social cohesion through various forms of expression. Serving as a unifying force, it can bring diverse communities together and foster a sense of belonging. Richmond's Branscombe House Artist Residency program invites artists with a community-engaged practice to apply for a year-long residency. Krystal Kiran, a Punjabi-Canadian performing artist and educator, was the seventh annual artist-in-residence at Branscombe House. Her practice explored third culture identity and used the arts as a tool for healing. She offered free community arts programs, activities, and workshops at Branscombe House and around Richmond throughout 2022, including dance, movement and meditation sessions, open studio jam sessions, book club nights, development seminars and more. Both in-person and virtual programming options were available on a weekly, bi-weekly, or monthly basis from April to December. Kiran also participated in several Richmond community events, including the Children's Arts Festival, Doors Open, Richmond Arts Awards and the Steveston Salmon Festival to name a few. Additionally, she facilitated public workshops at the Richmond Art Gallery and Minoru Centre for Active Living and gave talks to the Richmond Intercultural Advisory Committee and Community Services Division staff.

In 2023, in association with activities at the floating residency located at Imperial Landing, the City of Richmond partnered with the Blue Cabin Floating Artist Residency to provide artist-led public programs at Branscombe House. Free public artists talks, open studio events and workshops animated the heritage home from mid-March through to October. The Blue Cabin Floating Artist Residency is supported by the Blue Cabin Committee, which comprises three founding partner organizations: Creative Cultural Collaborations, grunt gallery, and Other Sights for Artists' Projects.

ENGAGING ARTISTS IN COMMUNITY PROGRAM (2.1.1)

The Engaging Artists in Community Program fosters cross-cultural exchange, inclusive community building, and education on issues and topics of relevance. In 2022, the artist residency at Paulik Neighbourhood Park explored ink extraction and paper-making using native plants, plant fibres, and food scraps. The project aimed to build community and raise awareness about sustainable urban food. For one of the 2023 projects, Garden Time by Aaron Friend Lettner, the artist collaborated with the Sharing Farm Society and Thompson Community Association's Terra Nova Nature School, to deliver learnings about various plant and agricultural crop species, and how climate and weather patterns are changing and impacting local ecology.



ENVIRONMENTAL ENHANCEMENT GRANT (2.1.1)

Natural environments play a crucial role in maintaining community health by cleaning our air, purifying our water and attracting wildlife. The City of Richmond’s Environmental Enhancement Grant supports individuals and registered non-profit organizations for action-based projects that have measureable, positive outcomes on the environment in Richmond, such as shoreline clean-ups, invasive species pulls, and tree and shrub planting. In 2022, \$35,000 in funding was allocated to 17 grant applicants. The program continued to grow in 2023, where \$36,393 in funding was distributed to 26 grant applicants. A number of community projects have been funded by this initiative including, a hands-on environmental educational activity led by Canada’s Lower Mainland Green Team, that involved 62 community members participating in the removal of invasive Himalayan blackberry from a 62 square metre area at Terra Nova Rural Park. Another example includes the Midsummer Night Celebration hosted by the Richmond Garden Club where over 100 community members came together to celebrate the first day of summer. Held at Paulik Park, the event provided opportunities to learn about different habitat areas including no-dig gardens, rain gardens and meadow gardens. These initiatives exemplify how natural environments create shared experiences and strengthen neighbourhood bonds.

PARTNERS FOR BEAUTIFICATION (2.1.1)

Neighbourhood beautification not only improves the look and feel of a neighbourhood, it can lead to more interaction amongst neighbours which in-turn can create a stronger sense of community. Launched in June 1998, the Partners for Beautification Program is a unique opportunity for Richmond residents, community groups, service clubs, schools, sports groups, strata councils, and businesses to help maintain and beautify Richmond’s parks, trail systems, streetscapes and dykes. Programs include Adopt-A-Street, Adopt-A-Park, Trail or Dyke Program, Adopt-A-Garden, Adopt-A-Tree and Adopt-An-Environmentally Sensitive Area. Since its inception, over 20 km of dyke trail have been adopted along with several streets and parks, and the development of a community garden. By bringing people together, this program helps the City of Richmond achieve its civic vision to be the most appealing, livable and well-managed community in Canada.



Success Stories

RICHMOND MARITIME FESTIVAL

Events encourage residents to explore, understand and celebrate their community’s history and culture. The Richmond Maritime Festival is a shining example of this. As one of Richmond’s signature events, this festival brings the community together to enjoy nautical history and maritime-themed activities at the beautiful Britannia Shipyards National Historic Site in Steveston. Located along the Steveston Channel on the south arm of the Fraser River, Britannia represents an important era in the historical development of Richmond.

Complete with wooden boardwalks and evocative historic buildings, volunteer interpreters wander the festival area, bringing to life BC’s yesteryear maritime heritage. A family-friendly event, the festival offers a number of free activities, arts and crafts, and hands-on learning opportunities for adults and children alike.

2023 marked the festival’s 20th year. The event took place from August 26–27, and brought together an estimated 40,000 Richmond residents and visitors. The event also showcased a lively performance lineup of local artists including GO Taiko, the Seabillys, and the Richmond Delta Youth Orchestra.



This contributes to **Objective 2.1: Provide opportunities to increase Richmond residents’ sense of belonging to their neighbourhoods.**



The City of Richmond is a designated World Leisure Community of Excellence, recognized for its substantive contributions as a community to promoting leisure as a means to enhance the human condition and because it serves as an example of how broad-based citizen involvement can effectively promote leisure as integral to the social, cultural, economic, and sustainable environmental development of the community.

PRIDE WEEK

Pride Week in Richmond is a celebration of members of the two-spirit, lesbian, gay, bisexual, transgender, queer, intersex and gender diverse (2SLGBTQI+) communities in our city. An annual event that starts the last Monday of July, Pride Week fosters a sense of community by promoting inclusion and acceptance and recognizing the unique contributions of Richmond’s 2SLGBTQI+ community members. Events are presented by the City of Richmond in partnership with Community Associations and Societies, as well as Richmond Public Library. Highlights from Pride Week 2023 include:

- Pride Authors Panel – a panel of local authors engaged in a discussion about their personal and literary experiences as queer Asian writers.
- Allyship Workshop – an interactive, arts-based allyship education presentation accompanied by interactive activities and social connections.
- Hot Pot Talks: Queer Asian Storytelling – a film screening of “*Yellow Peril: Queer Destiny*” and the sequel “*Yellow Peril: Queer Futures*” followed by an interactive storytelling workshop on filmmaking methodologies and community care.

In 2023, for the first time, a Pride flag was displayed at City Hall during Pride Week in Richmond, signaling support and allyship with 2SLGBTQI+ communities, and demonstrating the City’s ongoing commitment to diversity, equity, and inclusion.

Quick Facts

Contributions towards:

- ↑ Strong sense of community belonging
- New amenities and interpretative elements were introduced in London Farm in 2023. These elements provide individuals improved opportunities for social interaction and gathering in this agriculturally-themed park.
- In 2023, the City was selected for a \$5,000 PlanH Healthy Communities grant from the BC Healthy Communities Society, in partnership with the Ministry of Health, to run workshops programmed to connect seniors to natural parks and open spaces that are otherwise challenging to access via transit. Programs will commence in 2024.
- During Family Day weekend in 2023, the Steveston Tram unveiled a new permanent exhibit about interurban rail travel. This exhibit provides residents a chance to delve into the community's history and encourages social interaction amongst people of all ages.
- Over the course of 2022 and 2023, 1,041 trees and 4,750 tulip bulbs were sold at low cost to Richmond residents to plant on private property, encouraging individuals to beautify their homes and the common property they share with their neighbours.
- The London Heritage Farm Society organized the annual Family Farm Day in August to celebrate the agricultural heritage of Steveston. This event brings together local families to learn about and experience various aspects of farm life.



- The Canadian-Ukraine Authorization Emergency Travel (CUAET) was introduced in November of 2022, to support the people of Ukraine. As part of the program, participants receive free admission to drop-in programs offered by the City and Community Associations and Societies. From 2022 to 2023, 256 people took part in the program.
- The South Arm Community Centre organized a Day of Fun, to foster strong connections between students and their community. 70 students, along with their teachers and support personnel, engaged in interactive arts activities such as acrylic painting, dramatic arts, and mixed media training.

Contribution towards:

↑ Volunteerism

- The City’s online volunteer management portal “I Can Help”, provides a convenient and easy way to match volunteers with the wide range of volunteer opportunities available throughout the City and community Associations and Societies. Based on hours of volunteer time tracked in the system, the total number of volunteer hours has shown a steady increase since the COVID-19 pandemic.

	2021	2022	2023
Total Volunteer Hours	23,489*	49,787	55,003

*Does not include hours for the Minoru Centre for Active Living as the volunteer program for this facility was in the initial planning stages.

- Offered during the winter season, the Snow Angels program provides support to elderly, ill, or mobility-challenged residents, ensuring they stay connected and have the ability to leave their homes during a snowfall event. Over the course of the 2022/2023 and 2023/2024 seasons, 138 volunteers participated, performing a total of 485 hours of snow removal services and assisting 234 residents with walkway clearing around their homes. The program’s success underscores the invaluable role community volunteers play in ensuring the safety of those most in need during an extreme weather event.



Focus Area #3:

Enhance equitable access to amenities, services and programs within and among neighbourhoods

Why is this important?

Equity is achieved when support and resources to enable access to opportunities are provided based on an individual's level of need, instead of providing everyone with the same level of support.⁸ About 75% of our overall health is determined by social factors like income, education, social support networks, and connections with others, which leads to different levels of health and well-being for people of different population groups.⁹ An equity-based approach to the planning and delivery of amenities, services and programs prompts consideration of questions such as: *Who is not participating? What contributes to this exclusion? What can be done differently to promote inclusion?*¹⁰



Photo Credit: Robert Wood Johnson Foundation (2017)

Focus Area #3 includes actions that aim to level the playing field by: developing and applying an equity lens; providing supports to increase the ability to find, access and benefit from wellness resources; and intentionally reaching out to groups that experience identified barriers. Enhancing equitable access to amenities, programs and services in spaces where people live, learn, work and play helps to ensure that everyone has the basics to be healthy and well.¹¹

Intended outcomes include:

- ↑ Amenities, programs and services available by neighbourhood
- ↓ Reduced barriers to opportunities

Highlighted Achievements

PRIMARY CARE NETWORK (3.1)

In 2019, it was announced that Richmond would be among the first communities in British Columbia to adopt the Primary Care Network (PCN) model. Funded by the BC Ministry of Health, in partnership with the Richmond Division of Family Practice and Vancouver Coastal Health, this model allows Family Physicians (FPs) and Nurse Practitioners (NPs) to invite other types of health care providers into a coordinated care team where they identify needs specific to a particular patient. As of 2023, Richmond has three PCNs: PCN1 (West), PCN 2 (City Centre), and PCN 3 (East) to address the unique socioeconomic, culture, language, and health care needs of each neighbourhood.

COMMUNITY POVERTY REDUCTION AND PREVENTION TABLE (3.1)

On February 28, 2022, Council adopted the Terms of Reference for the Community Poverty Reduction and Prevention (CPRP) Table. The CPRP Table was established to advance actions identified in the 2021–2031 Collaborative Action Plan to Reduce and Prevent Poverty in Richmond, through information sharing, aligning community resources and developing collaborative initiatives. Co-chaired by the City of Richmond and Richmond Public Library, the CPRP Table strengthens the network of cross-sectoral organizations, including non-profit agencies, Vancouver Coastal Health and Richmond School District No. 38.

REACHING EACH AND EVERY ONE: A COMMUNITY SPORT INTERVENTION (3.1.1)

In winter 2023, South Arm Community Association (SACA) was successful in obtaining a \$10,000 grant from the Government of Canada and the Canadian Parks and Recreation Association (CPRA). Entitled “*Reaching Each and Every One: A Community Sport Intervention*”, this funding supports community-led projects that remove barriers and increase participation rates in recreational sport by underrepresented groups, in particular, Black, Indigenous, racially diverse, 2SLGBTQ+, low-income and newcomer populations, as well as those living with disabilities. With the funding provided, SACA implemented an Adapted Sport and Play program that teaches fundamental movement skills to children with autism and other neurodevelopmental differences. In 2023, 28 families benefited from this program, and it continues to be a regular seasonal program offering at South Arm Community Centre.

EQUITY LENS PILOT PROJECT (3.1.1)

In order to ensure that programs and services are tailored to the diverse needs of the community, an Equity Lens Toolkit was created and will be piloted in 2024 across the City's community centres. The Reflective Guide included in the Toolkit will help staff to understand the current state of recreation programs and services and collaboratively identify key equity initiatives to focus on in the upcoming year. A monitoring and reporting plan was also developed to support the understanding of how equitable services and programs are being delivered and in what ways. This information will inform the seasonal/annual program development cycle and assist staff with making program and service delivery decisions. The project was supported by a \$15,000 BC Healthy Communities grant received in 2021, with the intention of expanding the Toolkit's use across more City programs and services in future years.

Objective 3.1: Align availability and access of programs and services to meet the needs of Richmond residents by addressing inequities at a neighbourhood level, e.g., geographical, cost of programs and transportation, timing, cultural relevance and language needs or facilitating outreach opportunities.

Key Action 3.1.1: Adopt an equity lens framework and assess what and where the inequities are at a neighbourhood level.



SOCIAL PRESCRIBING PROGRAM (PRESCRIPTION FOR HEALTH) (3.1.3)

Social Prescribing is a non-clinical, holistic approach to health care that helps connect individuals to community supports to improve physical health, mental health, emotional wellbeing and social connections. In October 2022, a Community Link Worker was hired by Richmond’s Primary Care Network (PCN) to lead a six-month pilot of the Social Prescribing Program. As part of the program, outreach and engagement was conducted to educate Richmond Family Physicians, Nurse Practitioners and Primary Care Network clinicians on the benefits of Social Prescribing through clinic drop-ins and one-on-one information sessions. In March 2023, following a successful six-month pilot, the Social Prescribing Program was given the green light to continue operating indefinitely. Since its inception, the program has received a steady influx of referrals from primary care providers and health care clinicians. Examples of prescribed City of Richmond programs and services include Joint Moves, Stay Strong, Walk Richmond and the Recreation Fee Subsidy. Participants of the Social Prescribing Program have reported improvements to their physical and emotional well-being, social connections, and overall ability to thrive. To broaden the reach and efficacy of the program, in addition to other community-based Richmond programs and services, the Richmond Division of Family practice is developing a Community Services Directory to be displayed on the Pathways BC website.

Key Action

3.1.3: Introduce a ‘Prescription for Health’ initiative where local health care providers and school counsellors would prescribe physical activity utilizing local amenities, services, programs, natural and built environments in neighbourhoods.



COMMUNITY SCHOOLS PROGRAMMING (3.1.4)

Since the inception of the Community Schools Program and the associated Community Schools Coordinator position, Richmond School District No. 38 has been focusing on identifying school communities that may benefit from additional supports based on the socio-economic background of families and/or their geographic location. This position coordinates and raises the profile of programs supporting vulnerable children and youth, ages 6–13 years, by assisting in planning, promoting, and implementing community events, programs, and services that engage with children. The number of programs available to students has steadily increased since the 2021/2022 school year and includes:

- Canada Scores Program – offered at Walter Lee Elementary for Grades 4 to 5 with a focus on soccer, poetry and community projects.

Key Action 3.1.4:

Enhance partner outreach to groups where barriers to access and participation in services and programs have been identified.

- Richmond Addiction Services Society's School's Out Program – an after-school, non-clinical, play-based connection group available at Blundell Elementary.
- Richmond Youth's Junior Youth Empowerment Program – available for Grades 6 to 9 at Brighthouse and Currie Elementary, the program aims to develop expression and nurture capacity to make sound decisions and become active agents of change within the community and globally.



LIBRARY CHAMPIONS PROJECT (3.1.4)

Richmond Public Library participates in the Library Champions Project with NewtoBC, a library settlement initiative wherein recent immigrants receive training about library services and programs as well as other community, health and social service resources in Richmond, in order to help other newcomers navigate and access resources, and participate more fully in the community. As of the end of 2023, Richmond has completed 23 cycles of the program, and has had 276 newcomers participate, who in-turn reached out to 13,358 newcomers and connected them to resources and opportunities to participate in community life.



Success Stories

ENHANCED ACCESS TO SERVICES

In response to the diverse needs of Richmond’s growing population, the City has implemented several initiatives aimed at improving access to essential services and resources for both newcomers and individuals with lower incomes.

In 2022, the City launched the Newcomers Video Series to complement its Newcomer’s Guide to Richmond. The series features five short videos that showcase newcomer stories and highlight the various programs and services available to Richmond’s new residents. The videos are available in eight languages: English, Traditional and Simplified Chinese, Punjabi, Farsi, Arabic, Ukrainian, and Korean.

The City, in partnership with Richmond Public Library (RPL), implemented the Community Services Pop Ups (Pop Ups) in December 2022. Developed through a \$50,000 grant from the Province of BC’s Poverty Reduction Planning and Action program administered by the Union of BC Municipalities (UBCM), these free, monthly drop-in sessions at Brighthouse Library connect residents with a wide range of community-based services. By December 2023, over 1,000 community members accessed essential resources and assistance at the Pop Ups, including navigation support for health and benefit systems. Due to ongoing need, the Pop Ups have continued to be offered on a monthly basis.

In 2023, the City received another \$50,000 grant from UBCM to develop the Community Services Connectors Pilot program. Partnering again with RPL, this initiative connects Richmond residents living on low income with peer-led, one-on-one assistance to find information about social service benefits, affordable housing supports, employment resources and other community programs. The Community Services Connectors Pilot program complements the Pop Ups and provides an additional option for Richmond residents living outside of the city centre to access resource navigation support. The pilot program is set to begin in early 2024.

This contributes to Objective 3.1: Align availability and access of programs and services to meet the needs of Richmond residents by addressing inequities at a neighbourhood level, e.g., geographical, cost of programs and transportation, timing, cultural relevance and language needs or facilitating outreach opportunities.



THE RICHMOND COMMUNITY WAYFINDING STRATEGY

Wayfinding connects people to their surroundings and helps them find their way—for example, through directional signage, digital tools and visual landmarks. Wayfinding can also identify attractions, places of special interest and routes for moving through the city.

The Richmond Community Wayfinding Strategy will guide and coordinate future public wayfinding and signage investments in Richmond to ensure these are designed and implemented in a well-planned and resource-efficient manner. Over time, as the strategy is implemented, the wayfinding approach in Richmond will enhance the experience of the city for visitors and residents alike.

The public was invited to provide initial input to this strategy during spring 2023, and based on this feedback and additional research, a set of Guiding Principles for the strategy was developed and endorsed by Council in October 2023. The full strategy is anticipated in 2024.

Key Action 3.1.2:
Create wayfinding tools which help residents and service providers to make best use of amenities, services, programs, natural and built environment opportunities that the neighbourhood offers.



Quick Facts

Contribution towards:

↓ Reduced barriers to opportunities

- The Recreation Fee Subsidy Program (RFSP) helps people of all ages living in Richmond who experience financial barriers accessing recreational programs. RFSP participants receive financial support for many registered and drop-in parks, recreation and cultural programs offered by the City of Richmond and its Community Associations and Societies. The total number of Richmond residents enrolled in the program has steadily been increasing, providing more residents access to the physical and mental health benefits derived from participating in recreation activities.

	2021/2022	2022/2023
Total RFSP Clients	1992	2984

- Richmond’s annual City Grant Programs support local community service organizations by providing funding to improve the quality of life for residents. The grants build capacity for Richmond-based groups to offer programs and services that provide broad community benefit, and foster positive partnerships between the City and community organizations. The program continues to be an important component of the City’s strategy to build an active and thriving community.

	Number of Applicants	Number of Grants Awarded	Funding Awarded
Health, Social and Safety Grant (2022 and 2023)	58	57	\$1,297,712
Parks, Recreation, and Community Events Grant (2022 and 2023)	27	21	\$225,440
Arts and Culture Grant (2022 and 2023)	42	40	\$243,760

- The Instructor/Lifeguard Subsidy Program trial launched in May 2023 to allow Richmond residents from low-income households to pursue a career as an aquatics instructor or lifeguard. The Program aligns with the criteria used by the City’s Recreation Fee Subsidy Program to assess financial need, and provides candidates with a 90% subsidy for each required course. As of March 2024, 16 applicants have been approved for the subsidy, two of which have been hired for aquatics positions with the City of Richmond and several more being considered once they complete their required courses.



- South Arm Community Centre’s Glitter drop-in program provides a welcoming space to 2SLGBTQ+ youth and their friends to connect, have fun and grow together through games, crafts, and open discussions about gender, identity, and acceptance. The program is free to all wishing to attend.
- Wellness Connections is an outreach program that is designed to reintegrate frail, at risk and isolated seniors back into the community. The program includes special programming, lunch and transportation, thereby removing some of the barriers seniors may face when trying to fully participate in traditional community centre programs and services. Wellness Connections is offered in English and Chinese (Mandarin and Cantonese), four times a year and each session runs for eight weeks.



Focus Area #4:

Facilitate supportive, safe and healthy natural and built environments

Why is this important?

The physical environment can influence health and wellness in a number of ways. Increased connectivity within and among neighbourhoods via bike paths and linkages with public transit enhance active travel for work, school and other destinations, while green spaces, walking paths, trails, inviting amenities and recreation facilities can promote physical activity. Some evidence suggests that living in neighbourhoods with easy access to healthier food options is correlated with better diets and better overall health. Neighbourhoods with local destinations that draw neighbours to walk, talk and connect with each other provide a way to encourage social interaction and combat isolation and loneliness.¹²

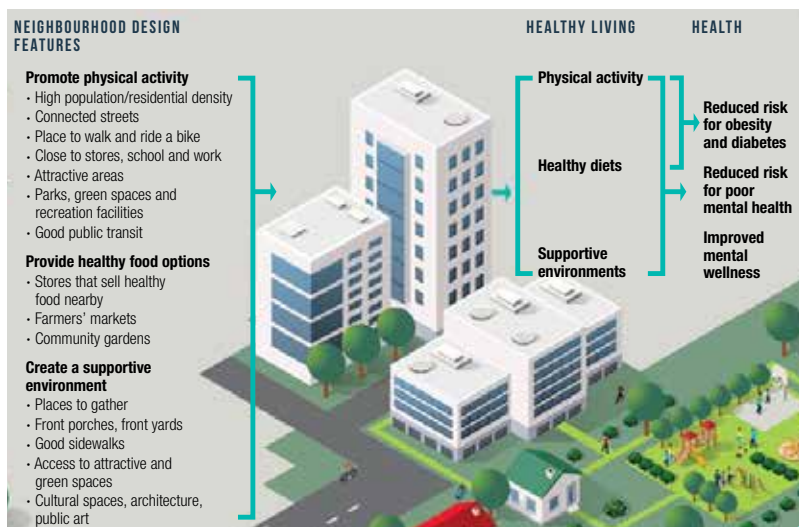


Photo Credit: Public Health Agency of Canada (2017)

The strategic actions in Focus Area #4 set the stage for improved wellness at the community level. Through the creation of public spaces that enable physical activity, active travel, and recreation, these spaces connect people to workplaces, schools, and resources like fresh food. Additionally, there are actions that encourage leveraging the natural and built environments to create local spaces that are inviting, vibrant, and inspire activity, conversation, or quiet contemplation.

Intended outcomes include:

- ↑ Walkability of neighbourhoods
- ↑ Outdoor unstructured play opportunities

Highlighted Achievements

PARKS IDENTIFICATION SIGNAGE PROGRAM (4.1.1)

As of December 2023, the City has installed park identification and wayfinding signage in over 50 parks and trails, enhancing visibility, safety, and awareness of bylaws and usage guidelines. Most recently, the new wayfinding program at Minoru Lakes improved site navigation and directional information. In addition to parks identification and wayfinding, collaboration among city departments is underway to address the ongoing issues with micro-mobility users on shared use pathways and trails. By utilizing infographics and icons for regulatory signs, the City will ensure that users from all ethnicities can easily understand our parks and trails rules of use, promoting a safer, more inclusive environmental experience.



Key Action 4.1.1: Improve connectivity by developing walkable routes in neighbourhoods that are accessible to all. Walkable routes could be further enhanced by: providing access to benches, washrooms and playgrounds, shade and gathering places; providing interactive and interpretive amenities; and implementing a wayfinding and signage plan for walkable routes within neighbourhoods.

PARKS AND OPEN SPACE STRATEGY (4.1.1)

The completion of Richmond's 2022 Parks and Open Space Strategy marks the first comprehensive strategic plan for its parks and public open space system since 1977. This strategy includes an inventory of the whole system and all of the services delivered by Parks, effectively establishing the baseline for future decision making about priorities and resources. It consists of seven Focus Areas, each accompanied by outcome statements that direct where priorities and resources must be focused, in order to continue to provide a high-quality parks and open space system for future generations. These Focus Areas include Health and Wellness, Great Spaces and Experiences, Connectivity, Green Network, Blue Network, Diversity and Multi-functionality, and Resource Management. Regular monitoring and evaluation will ensure outcomes are achieved and consistently contribute to the overall health and wellness of the community.

LIME E-SCOOTER AND E-BIKE SHARE PROGRAM (4.1.2)

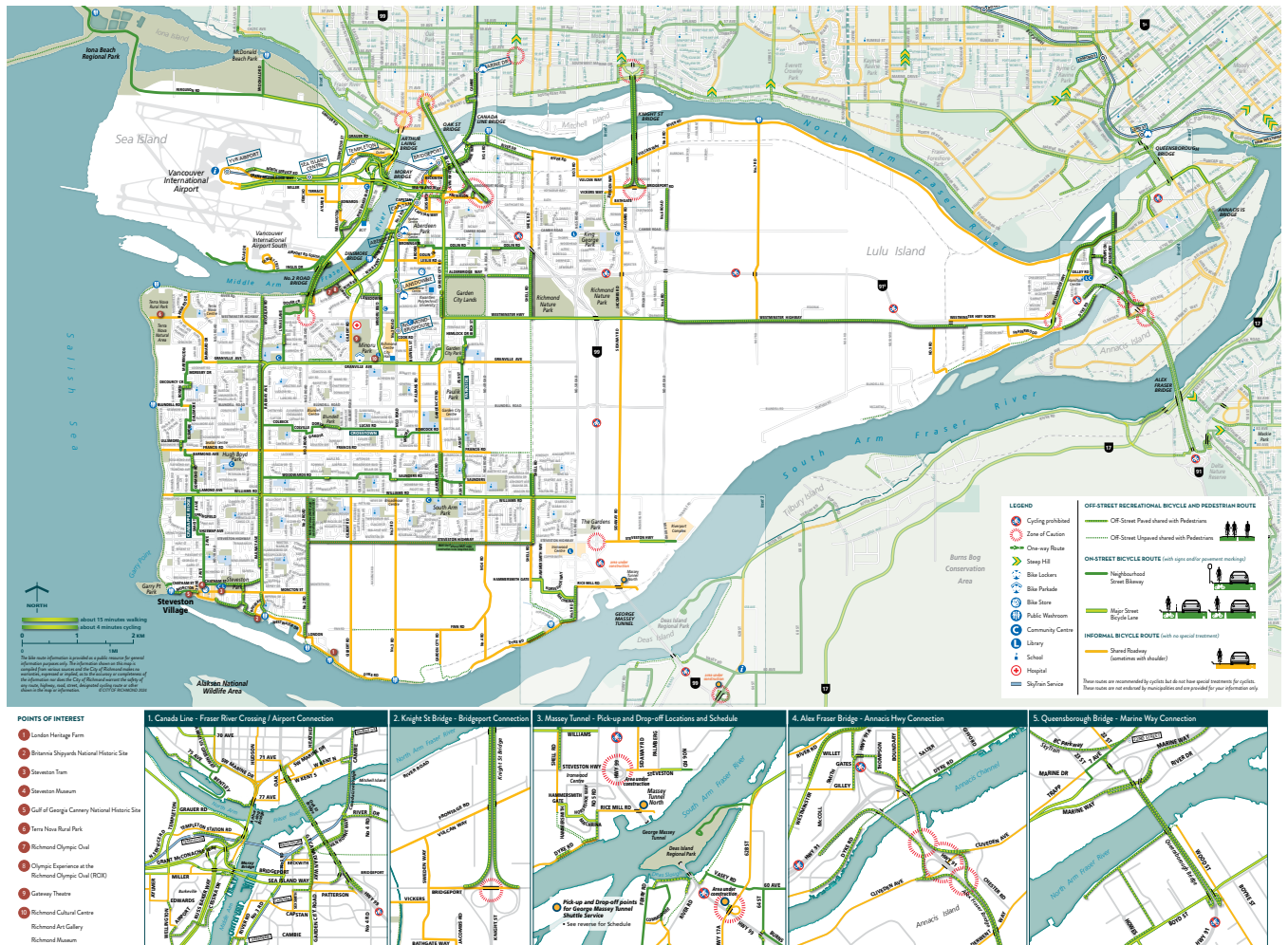
Lime, a San-Francisco-based company, was selected to operate the City's shared e-bike and e-scooter pilot project. Since its launch in May 2022, residents and visitors have embraced this service, with over 120,000 trips taken within Richmond. Lime has been an active supporter of cycling in Richmond, offering complimentary trials and education on safe riding practices for their devices at City-led events. Lime also implemented a connected helmet and lock system to enhance safety measures. Helmets conveniently attach to brackets on Lime vehicles when not in use, thereby increasing the availability of helmets for riders. The e-Scooter program offers discounts to all staff at each of the health authorities as well as for individuals enrolled in any federal, provincial, or local subsidy program. Powered by electricity, e-Scooters are an environmentally friendly alternative mode of travel that is lower in carbon emissions and less expensive than a car or motorcycle.

Key Action 4.1.2:
Continue to improve cycling networks across the city by: expanding the bike route network; expanding secured bike parking at City, health and school facilities; increasing access to bicycles and bicycle helmets to those facing barriers; and addressing barriers to using available bike routes.



CITY BICYCLE PLANNING (4.1.2)

In July 2022, Council adopted the updated Cycling Network Plan that provides an implementation strategy over a 15-year period to enhance cycling infrastructure and safety. Recommendations include intersection improvements, expanded bike parking, and other safety initiatives. Encouraging cycling as a healthy and convenient transportation choice is an integral part of the City’s community and transportation planning. The City’s goal is to grow cycling as a travel choice for 10% of all trips in Richmond by 2041. In doing so, the plan will help to ensure that the City’s neighbourhoods accommodate a range of uses with convenient access to jobs, services and airport recreation.



KWANTLEN ST. FARMERS MARKET (4.1.3)

The Kwantlen St. Farmers Market continued to be a popular event at the Richmond Cultural Centre Plaza. Offering student-grown produce and other products from community vendors, the market brings people together to share agricultural knowledge through food. In an effort to make locally grown food more accessible, seniors, low-income families, and those who are pregnant can sign up for the BC farmers market nutrition coupon program. Eligible participants may use the coupons towards the purchase of anything sold at the Kwantlen market.



Key Action 4.1.3:

Enhance walkability/proximity to healthy food sources within neighbourhoods. Considerations can be given to one or more of the following best practice approaches; creating local spaces and incentives for community gardens, food sharing, farmers' markets and food skills programs; and creating mobile options that improve proximity to healthy food sources for areas with limited access (e.g., travelling 'pop up' units that sell fruit and vegetables).

PARKS AND PLAYGROUNDS (4.1.4)

Richmond is renowned for its parks and playgrounds. In 2022 and 2023, the City performed a number of new construction and revitalization projects to further enhance its outdoor amenities. Projects include:

Parks

- Minoru Lakes – the renewal process improved water quality, reducing reliance on potable water and increasing sustainability; other improvements included widened pathways and bridges for better accessibility, added picnic areas, updated lighting and signs, and more lakefront seating to encourage sitting by the water.
- London Farm – the site was transformed with new and renewed pathways, signs, maps, benches, a bridge, heritage gardens, chicken coops, and restored heritage features to improve accessibility; enhancements made share the site's history, guide visitors, and create an inviting, interactive space; revitalization was made possible through a grant from the Canada Community Revitalization Fund administered by Pacific Economic Development Canada.
- Steveston Community Park – the Steveston Community Park dog off-leash area was upgraded in 2022 which included a separate dog enclosure; other improvements included enhanced drainage, surfacing, tree protection, new trees, furnishings, and a drinking fountain.

Key Action 4.1.4:

Improve places and spaces at the neighbourhood level to make them accessible, inviting, healthy and safe through the addition of elements such as: furnishings and activities, nature; murals; book libraries; non-smoking outdoor and indoor spaces.

- Aberdeen Neighborhood Park – second phase of Aberdeen Neighbourhood Park opened in July 2022, bringing with it several new amenities including a playground, public washroom, Chinese garden, and a covered pavilion building, improving accessibility and enabling more diverse programming.

Playgrounds

- Neighborhood Park, Heather-Dolphin Neighborhood Park, and Great West Cannery Park Playgrounds – outdated play equipment in these parks was replaced with new equipment that aligns with current design trends and best practices.
- Alexandra Neighborhood Park – opened to the public in June 2022, offering residents a range of accessible amenities including a playground, table tennis, basketball court, dog off-leash area, and a large public artwork called Pergola Garden; park also links to surrounding active transportation networks and has preserved mature trees, long grass meadows, and a central pond that handles stormwater while providing ecosystem services and reducing strain on the City's storm infrastructure.
- The Fields – located at the Richmond Olympic Oval, this facility provides the community with a new multi-use synthetic turf field, half-court basketball courts, an outdoor fitness area, and flexible spaces for programs and events; project was delivered with support from the Government of Canada, the Province of British Columbia, and several other community funding partners.
- Tait Riverfront Park – site offers recreational and social amenities to the expanding Tait Neighborhood; situated on the riverfront and dyke trail, the park features a playground, water play area, picnic spots, basketball court, skateboard features, open lawn, pavilion, benches, pathways, plantings, and trees for shade.
- South Arm Playground – promoting social interaction, imagination, and physical challenges, this newly renovated playground provides play opportunities for all ages and abilities; includes inclusive features like rubberized pathways, a wheelchair-accessible sand table and digger, saucer swings, and a cozy dome for sensory-sensitive children; renewal was funded and completed in consultation with the South Arm Community Association.



RICHMOND NATURE PARK AND HOUSE (4.1.4)

The Richmond Nature Park consists of 200 acres of raised peat bog habitat that once covered large portions of Lulu Island. Four walking trails totalling 5 km provide visitors the chance to encounter plants and animals in the bog, forest and pond habitats. Additionally, the Nature Park offers amenities such as a nature-themed playground, a bird feeding station, a covered picnic shelter, and a rentable facility known as Kinsmen Pavilion. The Nature House, located within the park, is an interpretive centre that features interactive displays, and hosts programs and events about the park and other aspects of nature. Family adventure kits that include binoculars are available for visitors to borrow while visiting the park. In 2022, an estimated 17,000 people visited the Nature House. Visitation continued to grow in 2023, where the house received approximately 19,000 visits.

PUBLIC ART PROGRAM (4.1.4)

Richmond’s Public Art Program sparks community participation in the building of public spaces and encourages citizens to take pride in public cultural expression. Since the program’s inception in 1997, Richmond has continued to be home to a wealth of engaging and thought-provoking public artworks. The City’s most recent installations include:

- Pergola Garden at Alexandra Park (Polymétis)
- Wake at Tait Waterfront Park (Aaron and Christian Huizenga)
- Typha at Middle Arm Waterfront Greenway (Charlotte Wall and Puya Khalili)
- Fireside at 6611 Pearson Way (Nathan Lee)



MURAL PROGRAM (4.1.4)

The Mural Program adds vibrancy to highly visible public spaces as it fosters community connection and cross-cultural exchange across generations. Annually, a Call for Walls is announced and interested property owners/managers can apply to have a mural on their property. In 2022, five new murals were created at Maple Lane Elementary School, Garden City Elementary School, Lord Byng Secondary School, Hayer Demolition and Steveston Harbour Authority. In 2023, the program continued with new installations at Pacific Net & Twine, Steveston Outdoor Pool, South Arm Outdoor Pool, Mitchell Elementary School and 22855 McLean Avenue (near Hamilton Community Centre). The Community Mural Program is funded from the Public Art Program Reserve with additional funds contributed from community project partners.



EARLY CHILDHOOD DEVELOPMENT (ECD) HUBS IN RICHMOND NEIGHBOURHOODS (4.1.5)

In 2021, the City of Richmond took ownership of two new innovative facilities, Sprouts and Seedlings Early Childhood Development Hubs. The two facilities are co-located with licensed child care and provide a unique combination in family strengthening and support services. The completion of the two ECD Hubs in 2021 was a significant achievement and the result of the City's commitment to creating larger facilities that can accommodate both high-quality licensed child care and wrap-around family supports. These facilities each include four different types of licensed child care and provide opportunity for enhanced community use, including multipurpose space, commercial kitchens, outdoor playgrounds and amenity spaces, thus providing a continuum of supports for families. In addition, these facilities provide high priority office space for non-profit organizations that support families and child care providers in Richmond. The Sprouts ECD Hub is located at 3368 Carscallen Road and is operated by YMCA BC. The Seedlings ECD Hub, located at 6380 No. 3 Road near the Brighthouse Canada Line Station, is operated by Aspire Richmond.

COOK WHIMSICAL GARDEN (4.1.5)

The Whimsical Garden project by J. Peachy, supported by Pat Calihou, Melissa West Morrison, Yolanda Weeks and Tiffany Yang, is an artist in residency project for Grade 4 and 5 students at William Cook Elementary. In June 2022, in celebration of Indigenous Peoples month, renowned indigenous artist, storyteller and carver, Simon Winadzi James facilitated a discussion on how his art connects his culture and family. Children were treated to a film screening of an episode of the animated series, Raven Tales called 'The Return of Kolus'. Inspired by the Canoe adventure in the story, the kids worked on their own mini paddle craft project.

Key Action 4.1.5:

Increase indoor and outdoor unstructured play opportunities citywide and at the community level at school and City playgrounds, parks and facilities by: increasing nature play elements; providing play equipment accessible to all e.g, playboxes available at community centers and parks; and creating learning opportunities in natural and built environments.



Success Stories

ACTIVE TRANSPORTATION NETWORK

Transportation networks that encourage active transportation improve equitable mobility and access. It also supports placemaking and social cohesion as more people enjoy walking and cycling to destinations within and across neighbourhoods, contributing to the overall improved health and environmental sustainability of a community.

In the City of Richmond, active transportation initiatives advanced a number of projects designed to enhance mobility, safety, and sustainability. Starting in 2023, construction began on the Steveston Highway Multi-Use Pathway (MUP). Spanning 4 km between Shell Road and No. 2 Road, this pathway offers a protected route for walking and cycling, enriching connectivity along the south side of Steveston Highway. Scheduled for completion in 2024, the MUP underscores the City's commitment to promoting active modes of transportation.

To address safety concerns, the City engaged with residents, businesses, and schools, to develop customized road safety programs for ten neighbourhoods. This collaborative approach has led to the implementation of six new speed reduction projects, which included the installation of speed cushions on neighbourhood streets. Engagement with public elementary schools also facilitated road safety improvement on fronting roadways, ensuring safer environments for pedestrians and cyclists alike. Other measures taken to proactively enhance road safety for pedestrians and cyclists include an extensive assessment of high-risk areas and collision-prone zones. As a result, the City has removed three channelized right turns at intersections to reduce vehicle and pedestrian/cyclist conflicts by slowing down right-turning traffic.

Richmond has achieved significant success in securing external grants totalling \$8,700,000 for active transport projects. Collaborative efforts with various organizations including, the Government of Canada, the Province of BC, TransLink, and ICBC, have enabled the realization of key initiatives within the community.

In 2023, engagement with both internal and external audiences played a pivotal role in championing enhanced active transportation and transit facilities as part of the province's Highway 99 Tunnel Program. Input provided outlined upgrades that would benefit Richmond residents. The new Steveston Interchange, set for completion in 2025, will provide cycling and pedestrian facilities along with improved bus stops.

Other Active Transportation Network expansion projects include:

- 2022 – Garden City Road multi-use pathway (Landsdowne Road to Westminster Highway)
- 2022 – completion of Phase 2 of the Alderbridge Way multi-use pathway (Fisher Gate to Shell Road)
- 2023 – installed delineators along existing bike lanes on Garden City Road between Granville Ave and Sea Island Way
- 2023 – completion of the Westminster Highway multi-use pathway (Smith Crescent to Fraserside Gate) allowing for safer travel and separation from vehicle traffic
- 2023 – completion of the pedestrian walkway on the north side of Westminster Highway enabling more residents to walk and take transit to local amenities

Key Action 4.1.2:
Continue to improve cycling networks across the city by: expanding the bike route network; expanding secured bike parking at City, health and school facilities; increasing access to bicycles and bicycle helmets to those facing barriers; and addressing barriers to using available bike routes.



Quick Facts

Contribution towards:

↑ Walkability of neighbourhoods

- Richmond boasts 140 parks with a total area of 871 hectares and over 50 km of trails.
- In 2023, 25 bus stops were upgraded to offer greater accessibility, bringing the total percentage of accessible bus stops in Richmond to 92%.
- In 2023, installed LED illuminated street name signs at 15 intersections.
- Audible Pedestrian Signal (APS) – in 2023, in consultation with representatives from the visually impaired community, the City installed 30 audible pedestrian pushbutton systems at signalized intersections.

Contribution towards:

↑ Outdoor unstructured play opportunities

- Outdoor spaces that offer opportunities for unstructured play across the city:
 - 85 playgrounds (includes SD 38 playgrounds)
 - 3 skate parks
 - 3 bike parks
 - 73 basketball full-courts and 43 half-courts





Focus Area #5:

Promote wellness literacy for residents across all ages and stages of their lives

Why is this important?

Wellness literacy can be understood as the ability to access, understand, evaluate and communicate information as a way to promote, maintain and improve health and wellness across the life-course. Lower levels of health and wellness literacy are often associated with equity dimensions such as lower levels of literacy, lower educational attainment, and older adults.¹³ Improving health and wellness literacy can empower people to better navigate systems and share relevant information with service providers that can help improve their state of health and wellness, take action to address their health and wellness concerns, and adopt health and wellness promoting behaviours.

The strategic actions in Focus Area #5 aim to align community resources that contribute to building health and wellness literacy of community members.

Intended outcome:

- ↑ Awareness of wellness components



Highlighted Achievements

G.O. DAY (5.1.3)

G.O. (Girls Only) Day is an annual, day-long expo where a selected group of girls, Grades 8–9, are provided the opportunity to participate in both educational and physical activity workshops. This is a joint initiative of the City of Richmond, Vancouver Coastal Health, and Richmond School District No. 38. Previous participants have reported that interacting with friends, building confidence, and having more affordable opportunities to be active were three things that would help them to become more physically active. After taking a hiatus due to the COVID-19 pandemic, a modified multi-day virtual version of G.O. Day returned in 2022. Free for girls and women, 29 activities were offered from mid to late March. The event was well attended with 243 of the 344 spots filling, and a total of 136 unique individuals registering. In 2023, the expo returned to its original day-long in-person format, and had 21 female-identifying youth attend. Registration in 2023 was more accessible as it allowed participants to register themselves, rather than needing a referral from a school teacher or counsellor. To support continued participation after the event, community centres across Richmond offer G.O. Day Clubs and many other affordable activities to provide ongoing social and skill development opportunities for girls.

Priority Action 5.13:
Provide educational workshops on wellness led by experts or high profile community members.



TRANS CARE BC (5.1.3)

Trans Care BC works with its partners to set direction and provide leadership for trans health services across the province. On June 8, 2023, Trans Care BC worked with the Youth at the Cambie Community Centre to implement an awareness campaign. This project focused on the misinformation about the health and well-being of two-spirit, trans and non-binary youth, and provided resources that increased their knowledge of the various supports available to them.

YOUTH LEADERSHIP (5.1.3)

The City Centre Community Centre has six weekly Youth Leadership groups, each focused on a different area. To address the growing concerns about youth mental health and wellness, staff brought the six groups together for a workshop covering healthy nutrition, personal mental health, managing burnout, sleep hygiene, and physical activity. This workshop provided the 80–90 attendees with resources and knowledge to improve their own wellness literacy.

55+ ACTIVATE! WELLNESS FAIR (5.1.3)

In June 2023, the 55+ Activate! Wellness Fair, returned to an in-person event, drawing over 500 people. The biennial event featured over 40 vendor booths, five educational workshops on topics such as caregiver self-care and physical activity for seniors, five activity demonstrations including yoga, tai chi, swimming, walking, free blood pressure checks by retired nurses, and a keynote speech on the secrets of positive aging.

LAUNCH REHAB WORKSHOPS (5.1.3)

Beginning in 2023, the City's Launch Rehab workshops have educated community members and provided real-life solutions to help improve health outcomes. Professional Rehabilitation Therapists delivered free workshops, where attendees learned about the common symptoms associated with arthritis and how to manage their symptoms with movement and exercise. The Healthy Back and Spine workshop taught attendees how to manage acute pain with exercise that focuses on strength and flexibility.

ARTFUL AGING ENRICHMENT PROJECT (5.1.3)

In recognition of the diversity among older adults in the city core, the City Centre Community Association has been committed to intentional programming that serves the varied wellness needs of community members, including promoting social connectedness through the Artful Aging Enrichment Project, an intergenerational initiative offering a variety of art-based and wellness literacy workshops in different languages. Examples of workshops offered in 2022 and 2023 include: Acrylic Fluid Art Painting, Bracelet Making, Embroidery, and Paper Mache Collage.



Success Stories

PARTICIPACTION COMMUNITY CHALLENGE

ParticipACTION is a national non-profit organization that inspires and supports people living in Canada to make physical activity a vital part of their everyday life. As Canada's premier physical activity brand, ParticipACTION works with its partners, which include organizations in the sport, physical activity and recreation sectors, alongside government and corporate sponsors, to help people living in Canada reduce sedentary time and move more through innovative engagement initiatives and thoughtful leadership.¹⁴

One such initiative, the Community Challenge (formerly known as Community Better Challenge), inspires Canadians to get active in the month of June, in search of Canada's Most Active Community. Open to all, participants tracked their active minutes through the ParticipACTION website and app.

In 2022, Richmond joined more than 280 communities in BC to take part in the challenge. Richmond tracked 9,700,000 minutes of physical activity and community members participated 37,911 times in organized community events, programs or services. This heightened level of activity earned Richmond the coveted title of British Columbia's Most Active Community along with a \$15,000 prize to be used to support local physical activity and sports.

The following year, Richmond residents enthusiastically returned to participate in the Challenge, this time logging 11,700,000 active minutes and surpassing 2022 results by 20%. Throughout the month of June, the City and its community partners offered over 50 free or low-cost activities including a Jazz Dance Party, a Sports Day for preschoolers and a Fitness Marathon, all of which contributed significantly to the event's success. As well, for the second year in a row, Richmond was selected as one of 50 finalists across Canada.

Since its inception in 2019, the Community Challenge exemplifies why ParticipACTION has become an enduring part of Canada's physical activity history.

This contributes to Priority Action 5.1.1: Develop and disseminate brief and easy to understand wellness messages in promotional materials.

"The City of Richmond is delighted to receive this honor which reinforces that we are one of Canada's most active communities."

- Mayor Malcom Brodie



Quick Facts

Contributions towards:

↑ Awareness of wellness components

- The Shopping Bus Program is a door-to-door transportation service for seniors that provides easy access to local businesses, including grocery stores, banks, doctor's offices and the Seniors Centre at Minoru Centre for Active Living.

	2022	2023
Number of Trips	93	92
Number of Riders	980	1,156

- G.O. Day is a day-long event for girls in Grades 8 and 9, to learn about physical activity, healthy eating and other wellness topics. Since its inception in 2006, over 1,200 youth girls have participated in the educational workshop.
- In June 2023, West Richmond Community Association ran a series of fitness and wellness workshops called Finding Your Happy Place, aimed at removing barriers to participation. The series ran over the course of three days and had a total of 90 attendees.
- In 2023, as part of an annual initiative by the Minoru Seniors Society, 100 Richmond seniors were provided with Christmas meal packages, for the fourth year in a row. This initiative was made possible through collaboration between staff, volunteers, Minoru Seniors Society members, and community partners, who worked together to identify vulnerable seniors in the community. Each meal package was supplemented with a \$20 gift card for Save-On-Foods, along with resources such as the 55+ Citywide Program Guide, the Richmond Cares Richmond Gives Seniors Directory, and the Shopping Bus Brochure.





Conclusion

The Richmond Community Wellness Strategy (2018–2023), reflects the collective efforts of the three partners: the City of Richmond, Vancouver Coastal-Health, and Richmond School District No. 38, all dedicated to enhancing the wellness of Richmond residents. Together and independently, these entities prioritize augmenting opportunities and support for physical activity, access to healthy food, mental wellness, and social connectedness.

The COVID-19 pandemic amplified public awareness regarding the importance of unstructured play in childhood development. As access to organized recreational activities became restricted, there was a notable increase in outdoor play. As a result, parents and caregivers realized the positive impact of allowing children the freedom to explore and express creativity without structured requirements and expectations, and how this in turn, benefitted their physical and mental resilience. Recognizing this shift in mindset, the Community Wellness Strategy partners are committed to advancing initiatives and action items that will enhance and broaden opportunities for unstructured play. This entails conducting a comprehensive review of the fall 2023 After-School Art Truck Pilot Project to optimize the program’s reach and financial sustainability, further expansion of the Play Streets initiative, and adding to the city’s physical literacy infrastructure.

Looking forward, the partners are embarking on several joint projects in the next phase of strategy implementation. One significant initiative is the development of the “Stories of Wellness” marketing campaign, aimed at raising awareness about the positive impact of programs and services on residents’ quality of life. Through storytelling, this campaign will highlight real-life examples of Richmond residents and their wellness journeys, emphasizing the importance of physical and mental well-being.

With an emphasis on accessibility, inclusion, and diversity through social connectedness initiatives, the partners are mindful of the evolving needs within Richmond’s population. Efforts are underway to increase opportunities for residents to engage with their neighbourhoods and connect with one another. Furthermore, the recommendations arising from the 2023 Community Services Needs Assessment will be used to guide future actions.

Through these concerted efforts, Richmond is positioned to continue to progress, develop, and thrive, with residents becoming evermore connected, healthy and well, thanks to the collective commitment of its partners and stakeholders.





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