



City of Welland

Health and Wellness Services Growth Plan

**Judy Calvin Consultant
June 24, 2008**

Executive Summary

The City of Welland Health and Wellness Services Growth Plan developed in response to an identified community need to diversify the economic base and to increase access to health and wellness services in Welland. Through the process of community consultation and review of numerous documents a growth plan model emerged.

The growth plan model involves developing centres of excellence in health and wellness in Welland and in other municipalities in Niagara. Additionally, the need to enhance already existing community health and wellness services was identified as a priority. How to create a culture of prevention of health and wellness concerns by further developing sports activities is outlined in the growth plan.

In order to ensure sustainability of the health and wellness services growth plan there must be goal alignment with community stakeholders and continued emphasis on innovative practices. Developing an entrepreneurial approach to implementation of the health and wellness growth plan will help to create even more opportunities for the future. The City of Welland Health and Wellness Services Growth Plan is a model that can be used to increase services in the Niagara Region.

Part One: Vision and Team

Vision for Welland

The Health and Wellness Services Growth Plan for Welland ensures that Welland will become a Health and Wellness Services leader in the Region of Niagara.

Diversify Welland's Economy

- Model is specific to the culture of Welland, accentuating the assets of the city and the region
- Focus is on the strengths and builds on the capacity that already exists
- Introduce new opportunities for growth

Commitment to the Long-term

- Long-term plan with short-term initiatives and outcomes
- One to five year plan, five to ten year plan, over ten year plan
- The Implementation Team will identify outcomes and expand on long-term plans

Niagara Region Context

- Regional approach with municipalities working in conjunction to create Health and Wellness services available to the Niagara community
- Municipalities focus on what makes sense for the community within the larger context
- Municipalities advocate with one voice to market to investors and to advocate for provincial and federal support

Campus on the Canal

- Centralized location within proximity to King Street
- Highlighting existing Health and Wellness programming
- Campus for community and regional health and wellness needs
- Health Services, Wellness Centres, Training, Education, Research, Innovation, Design, Integrated approach
- Wireless access, professional landscaping Niagara telephone access, signage
- Telephone 211 Information to link community with services located outside the Campus on the Canal



Team: Taskforce Members and Affiliations



Task Force Members (listed left to right). Absent from photo, Dr. Joyce Engels, Marcel Castonguay, Patty Welychka

- Rob Neill, Welland Development Commission
- Diane Vanecko, Manager Niagara Region Public Health
- Denys Prevost, Welland Fire Chief
- Val Kuhns, V.P. Market and Sector Development Niagara Economic Development Corporation
- Damian Goulbourne, Mayor of Welland
- Aggie Giovannini, Physician Recruitment Consultant
- Dan Degazio, Manager of Economic Development
- Mario Bevacqua, Business Community
- Pat Chiochio, Welland Development Commission (Co-Chair)
- Dr. John Corlett, Dean Applied Health Sciences Brock
- Marcel Castonguay, Executive Director, Centre de Sante
- Dr. Joyce Engels V. P. of Academics Niagara College
- Patty Welychka, Niagara Health System (Co-Chair)

Objective of the Task Force

The Health and Wellness Services Task Force will assist the Welland Development Commission to investigate how Welland can realize an increase in investment in the Health Care Industries and growth in related jobs.

Part Two: Research Methodology

Reports, Statistics, and Demographics Reviewed

- **City of Welland**

- A Community Economic Development Strategy for the Way Forward (November 2004)
- Building a Community Strategy for the Way Forward: Community Models Study (October 2004)
- Parks, Recreation and Culture Plan: Vision 2025 (December 2006)
- Brownfield Community Improvement Plan (May 1, 2007)
- Downtown Improvement Incentive Program

- **Provincial/Federal**

- Places to Grow: A Guide to the Growth Plan 2006
- Scientists in School Program (2007)
- Improving the Health of Canadians 2008: Mental Health, Delinquency and Criminal Activity ISBN (613) 241-7860

- **Region of Niagara and Stakeholders**

- Economic Development: World to Niagara, Niagara to the World. Lightstone, Patterson, Gedge (2008)
- Regional Seniors' Workshops on Research: Summary Report (May 2007)
- Michael G. DeGroot, School Of Medicine Niagara Regional Campus Plans Karl Stobbe
- NHS Statistics and Demographics
- Niagara Region Public Health Statistics/Demographics
- Aging at Home: Exploring Possibility Together-Community Planning Session. LHIN October 2007
- Reversing the Real Brain Drain: Early Years Study *The Canadian Institute for Advanced Research*-chairs: Hon. Margaret Norrie McCain & J. Fraser Mustard http://www.gov.on.ca/children/english/resources/bestst art/STEL02_183383.html
- Early Years Study 2: Putting Science into Action, Council for Early Childhood Development <http://www.councilecd.ca/cecd/home.nsf/pages/EYS2>
- Niagara Region Public Health Report on Poverty <http://www.regional.niagara.on.ca/living/saeo/reports/pdf/PovertyReport.pdf>
- Niagara Region Public Health Overweight and Obesity In the Niagara Region Stephanie Totten, Epidemiologist July 2007
- The Health of Niagara's Children and Youth Birth to 18 years May 2008 Niagara Region Public Health

North American Best Practice Models

Best Practice Models of other cities in North America that have successfully changed the economy base were reviewed to look for parallels with the City of Welland.

- Best Practice of Education and Training Centres as key to the success of the cities (Hamilton)
- Best Practice of a Political Champion or a strong Economic Development Council (Cobourg, Moncton, Sheffield)
- Best Practices Sports Tourism Naturalized environmental assets supporting tourism and recreation (Sheffield and Indianapolis)
- Best practices Tourism Industry (Sault Ste. Marie, Cobourg, Gary Indiana)
- Best Practices attracting new business (Gary Indiana, LeHigh Valley)
- Best Practices of Community Ownership including support of the community and all key stakeholders (Cobourg, Greater Moncton, Hamilton, Sault Ste. Marie, Indianapolis)
- Best Practice of Creating Short, Medium and Long Term Strategies (Cobourg, Greater Moncton, Pittsburgh)
- Best Practice of Creating a Skilled and Flexible Workforce (Hamilton, Pittsburgh and Sheffield)
- Best Practice of Developing Land, Land Availability, and Brownfield Development (Cobourg, Sault Ste. Marie, Greater Moncton, Lower Don Valley, Pittsburg, Lehigh Valley)

Community Consultation

A short-list of interviewees was identified by the Task Force. The following people agreed to be interviewed. The comments from the interviews in part formed the Health and Wellness Services Growth Plan.

- Debbie Arsenault, Dental Assistant, Dental Health Program
- Mario Bevacqua, Business Community
- Stephen Butz, CEO, YMCA
- Dave Carey, Manager, Environmental Health
- Marcel Castonguay, Executive Director, Centre de Sante
- Dianne Coppola, Manager, Chronic Disease & Injury Prevention Division
- Dr. John Corlett, Dean Applied Health Sciences Brock
- John Cunnane, Director Niagara EMS
- Dan Degazio, Manager of Economic Development
- Dr. Joyce Engels V.P Academics Niagara College
- Aggie Giovannini, Physician Recruitment Consultant
- Juanita Gledhill, LHIN Chair Hamilton, Niagara, Haldimand,
- Damian Goulbourne, Mayor of Welland
- Dr. Keith Greenway, Chair of the Hospitalist Program, NHS
- Dr. Yousef Haj-Ahmad, President & CEO Norgen Bioteck
- Sean Kennedy, V.P. Student and Community Relations, Niagara College
- Amy LeMay, CEO of Vista Science and Technology
- John Krall, Lewis and Krall
- Val Kuhns, V.P. Market and Sector Development, NEDC
- Dr. Jack Lightstone, President, Brock University
- Bonnie Magwood, General Manager, Chartwell Select
- Rob Neill, Welland Development Commission
- Denys Prevost, Welland Fire Chief
- Doug Rapelje, Community Member
- Jane Rufrano CEO and CFO Shaver/Hotel Dieu
- Pia Sandstrom, Sandstrom Trade & Technology
- Karen Seliske, Public Health Nurse, Healthy Babies, Healthy Children program
- Debbie Sevenpifer, CEO and President, NHS
- Mark Shoalts, Shoalts Bros Construction Ltd.
- Betty Lou Souter, Chair of the Board of Directors, Niagara Health System Board and CEO Community Care
- Dr. Karl Stobbe, Regional Assistant Dean School of Medicine McMaster University
- Roy Timms, President, Timbro
- Rosanne Thoms, Executive Director Information Niagara
- Dana Thornton, Community Mental Health Nurse, Community Mental Health
- Diane Vanecko, Manager Health Babies, Health Children, Niagara Region Public Health
- Mike Watt, Vice President, Walker Industries.
- Jan Weaver, Public Health Nurse, School Health Secondary program
- Patty Welychka, Niagara Health System
- Kristyn Wilson-Schram, Public Health Nurse, Healthy Babies, Healthy Children Program
- Linda Zavitz, Public Health Nurse, Sexual health program

The Welland Model can be a best practice model for health and wellness services into the next decade

- Community consultation is valued
- Committed economic, education, health and community partnerships in place
- City as the facilitator not the investor
- Short, medium and long term strategies
- Land availability
- Political Champion
- Strong economic development department
- Sports and recreation focus

- Downtown Incentive Programs in Place
 - Façade Restoration and Improvement Loan
 - Development Charge Waiver/Exemption Program
 - Refund of Local Planning and Building Fees Program
 - Residential Conversion and Intensification Loan Program
 - Property Rehabilitation and Redevelopment Tax-Increment Grant Program
 - Parking Requirements Reduction Program

- Brownfield Strategy and Community Improvement Plan
 - Revised Planning Policies and Procedures
 - Environmental Site Assessment (ESA) Grant Program
 - Brownfield Tax Assistance Programs
 - Brownfield Rehabilitation Grant Program
 - Brownfield Planning and Building Fees Refund Program
 - Brownfield Development Charge Exemption Program



Growth Plan

- Interview Results were compiled
- Task Force identified priorities
- Executive Committee formulated the plan
- Task Force provided input and approved the Plan
- Health and Wellness Services Growth Plan presented to Welland City Council June 24, 2008

Part Three: Research Data and Direction Outcome

The following information was provided by Niagara Health Services and Niagara Region Public Health and with information compiled from Statistics Canada.

Overview

- Welland's 2006 population was 50,331, a 4% increase from 2001 (Census Canada)
- People with lower incomes, lower levels of education, and other characteristics indicating lower Socio Economic Status are more likely to experience illness, disability, premature death, have a higher prevalence of behavioural risk factors, and less access to health care and other services than those with a higher SES
- Welland residents experienced 19% more deaths from circulatory system diseases, 58% more endocrine and 36% more nutrition and metabolic deaths than the Region as a whole. (Niagara Region Public Health)
- 37.0% of the population of Welland is Overweight (BMI 25.0 to 29.9) and 19.7% of the population of Welland is Obese (BMI 30.0 +)
- 28,538 people or 56.7% of the Welland population are overweight or obese
- Welland residents have a significantly higher rate of hospitalizations than the Region for diseases of the circulatory; digestive system; respiratory system; injuries and poisonings; mental and behavioural disorders; symptoms, signs and abnormal clinical and lab findings; diseases of the genitourinary system; and diseases of the musculoskeletal system (Niagara Region Public Health)
- The top five causes of death for Welland residents are:
 - diseases of the circulatory system;
 - neoplasms (cancers);
 - endocrine, nutritional and metabolic disorders;
 - diseases of the respiratory system; and
 - diseases of the nervous system.
- Additional charts and graphs relevant the Health and Wellness can be found at the end of the Growth Plan

Part Four: Five Key Findings

1. Target Strategic Centres of Excellence
 - I. Centre of Excellence: Diabetes Centre for Education and Treatment
 - II. Centre of Excellence: Research and Design in Medical Equipment
 - III. Centre of Excellence: Training Centre for Emergency Services, Health and Wellness
2. Enhance Community Health and Wellness Services
3. Create a Culture of Prevention through Sport
4. Goal Alignment and Innovation Vital to Sustainability
5. Entrepreneurial Approach to Implementation

The key findings are explored in-depth in the following sections.

Part Five: Target Strategic Centers of Excellence

The following Centres of Excellence have been identified as a priority for Welland. Strategies will be put in place or are already in place to develop the Centres of Excellence.

Centre of Excellence: Diabetes Centre for Education and Treatment

- High rate of Diabetes in Welland
- Niagara Health System: New Dialysis Unit located at the Welland Site
- Centre de Sante model of education, collaboration with physicians, pharmacists etc... and watch small steps evolve into large changes
- Need to identify the Canadian University or College education leader
- Research opportunities exist but progress is dependent upon the Canadian University or College partner capacity
- Strong familial link with obesity and diabetes. There is a need to involve the family, i.e. if husband/father is on dialysis, then mother and children can attend diabetes education centre.
- Development of this facility must be completed in collaboration with the LIHN and the Niagara Health Services

Centre of Excellence: Research and Design in Medical Equipment

- There are local manufacturers who have the means to produce medical equipment
- Companies do not currently purchase medical equipment from Niagara
- Identified need to have a partner to turn knowledge into products
- Create a partnership between the business community, Niagara College Technology Centre and Brock University Bioscience Centre
- Identified need for a not-for-profit organization similar to The Stiller Centre in London, ON www.stillercentre.com, specifically the Business Mentorship and Entrepreneurship Program
- First and Second level start-up space required for Post-Secondary graduates of Niagara College and Brock University
- The role of the Niagara College Technology Centre must be defined in cooperation with the medical Equipment Manufacturers

Centre of Excellence: Training Centre for Emergency Services, Health and Wellness

Brock University Fire Management Program

- Candidate Physical Abilities Testing (CPAT)
 - Weekend course required by numerous municipal Fire Services, including Welland, for continued employment
 - Brock University looking for permanent space for CPAT
 - Envision an expansion to the CPAT program
- Possible Brock University Program in Fire Services Management
 - Combine with fire education and training centre to become a joint degree/diploma leading to a model of excellence
 - Closest college for Fire Training in Gravenhurst, costly for Welland and Niagara firefighters to attend
 - Fire Training required locally



Brock University Applied Health Science Degree Programs are offered in the following areas

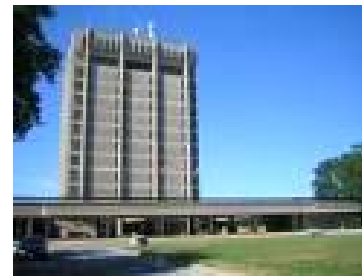
- Community Health Sciences
- Nursing
- Physical Education and Kinesiology
- Recreation and Leisure Studies
- Sport Management

Brock University Mathematics and Science Degree Programs are offered in the following areas

- Biological Sciences
- Computer Sciences
- Biotechnology
- Chemistry

Brock University Cardiac Rehabilitation

- 2500 people in Niagara are in need of cardiac rehabilitation
- Current Cardiac Care program operated by a Welland doctor on Brock University property
- Program is currently looking for space to expand
- Creates skilled employment



Brock University



Centre of Excellence: Training Centre for Emergency Services, Health and Wellness continued

Niagara College Diploma Programs relating to Health and Wellness



- 56 Primary Care Paramedics (2 year program)
- 16 Advanced Care Paramedics (One year part-time program)
- 27 Practical Nursing (2 year program)
- 19 Personal Support Worker (1 year program)
- 56 Dental Assisting (1 year program)
- 48 Dental Hygiene (2 year program)
- 66 Fitness and Health Promotion (2 year program)
- 43 Recreation and Leisure (2 year program)
- 43 Pharmacy Technician (one year)

Niagara College Technology Centre

Electrical and Electronic Engineering Technology
Mechanical Studies
Motive Power Automotive Studies
Photonics Studies
Skilled Trades, Apprenticeships and Pre-Apprenticeships

Regional Emergency Medical Service Dispatch Training

- EMS Master Plan may provide opportunities for partnership
- 26 week training for EMS Dispatch

Opportunities Worth Pursuing

- McMaster Medical School, St. Catharines Campus Family Physicians Residency Program
- Waterloo University, Pharmacists and Optometrists Training



Niagara College



Part Six: Enhance Community Health and Wellness Services

Community Health Centers in Welland

- Various Health Models are already in place in Welland (Turnkey Model, Walk-in Clinic Model, Centre de Sante, Pediatric Clinic)
- Task Force identified a need for a Family Health Clinic or a Community Health Centre. These clinics already exist in St. Catharines and Niagara Falls. Requires LIHN approval.
- Identified need for Mental Health Services, Family Physicians, Nurse Practitioners, Occupational Therapy, Physio Therapy, Speech Services located in one area.
- Objective is to keep non acute patients out of the hospitals

Community Wellness Centres

- Early Years Centre located in King Street area
- Prevention Clinics
- Alternative Therapies
- Expansion of Seniors Education for safety issues
- Centre to promote networking with community partners to help keep people out of the hospitals and living at home with or without support and assistance

Supportive Housing Model

- 1,370 people in Niagara require supportive housing
- Identified need for a “Villa Style Housing” complex with incremental housing supports for elderly
 - Built-in supports to help people to stay at home
 - Primary Health Team on site (LIHN to approve)
 - Mini village with retirement housing, supportive housing, long term care beds
 - Provides better quality of life for seniors and keep people out of the hospital unnecessarily
 - Private Operator to build
 - Easy access to “Campus on the Canal”



NORTHEAST AERIAL VIEW
PROPOSED MIXED-USE DEVELOPMENT
WELLAND, ONTARIO



Chronic Disease Management

- The identified leading chronic diseases in developed countries are: arthritis, cardiovascular diseases (heart attacks and stroke), cancer, diabetes, epilepsy, obesity, oral hygiene
- Community identified chronic disease management as a priority
- Need to further explore the relationship between chronic disease management and senior care, pharmacists, education, nutrition, blood pressure, prevention, home health care with the public
- Develop a chronic disease management community model outside the hospital setting and outside an acute care model
 - Community based grassroots level.
 - Include all health practitioners who know what is happening in the community i.e. Pharmacists
 - Develop a data base of willing chronic care patients to identify who needs care (foot care, eye exam...)
 - The cost to educate people on an individual basis on the basics of diabetes is very expensive. However, with proper education there may be fewer issues and lower long-term costs.
- Centre de Sante is a leader in Chronic Disease Management

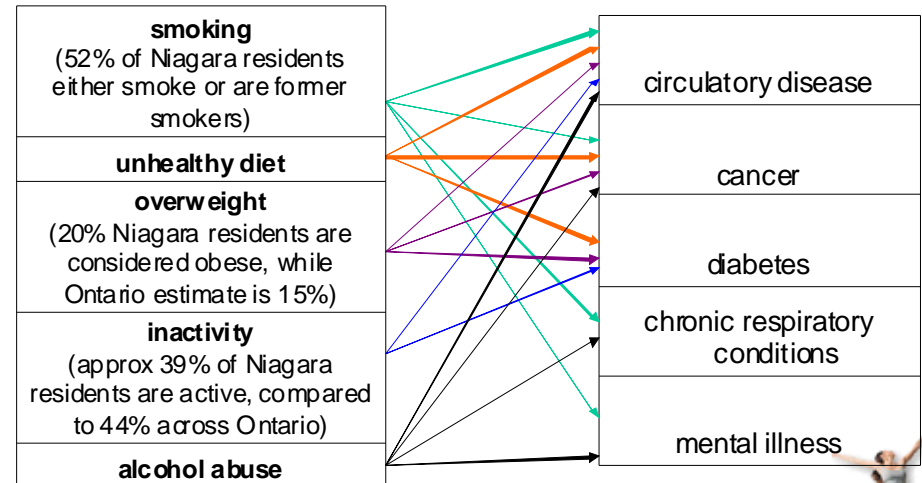
Enhancing Community Health and Wellness Services will improve the lives of Wellanders by:

- Decreasing poverty
- Increasing employment
- Increasing literacy
- Increasing access to health care (Welland & Niagara)
- The Campus on the Canal will be for all Niagara's residents



Our Niagara Health System

Modifiable Risk Factors



Courtesy of NHS

Part Seven: Create a Culture of Prevention through Sport

Brock University Sports Management Program

- Develop a Centre for Sport Capacity for the purpose of assisting the grassroots club system
 - Education for coaches on not-for-profit organizational management (Treasurer, President, Volunteer Board of Director roles and responsibilities)
 - Volunteer Development by educating sport-centred Volunteer Board of Directors
 - Brock University can straddle the boundary between research, services and education for both profit and not-for profit entities
 - Possibility of realizing financial profit
 - Tangible community benefits
- Sport Tourism
 - Brock University is looking for faculty and students to be involved in sport tourism
 - Brock University can facilitate the process. Brock requires a room for training
- Student Placements and Employment
 - Hosting students of Kinesiology, Recreation and Leisure and other Health and Wellness Programs



Welland Youth and Main Arena

- Feasibility Study being conducted in 2008
- Alternative uses may be available after the Feasibility Study is complete
- Investigate alternative uses for the building



Leverage Underutilized Partnerships

- YMCA
- Region – Public Health
- Local School Boards
- Early Years Centres
- Sports centred volunteer organizations (skating, swimming, rowing, soccer etc...)
- Other organizations as identified

Rose City Senior Centre Expansion

- Program Delivery expansion
- Increased focus on Health and Wellness Services
- Connected to Campus on the Canal



Welland International Flatwater Centre

- Potential Provincial and National Training Center Location
- University partner is vital for Provincial and National support



Part Eight: Goal Alignment and Innovation Vital to Sustainability

Review the Plan with Stakeholders Plans

In order to ensure that the Health and Wellness Growth Plan remain innovative and reflect the needs of the community the Growth Plan will be reviewed annually against Stakeholder plans. These stakeholders may include but is not limited to:

- Brock University
- Business Community
- Centre de Sante
- City – Fire Service
- City of Welland
- Community Seniors Services
- Community Youth Services
- Early Years Centres
- Emergency Medical Services
- Health Canada
- Hotel Dieu Shaver Rehab
- Information Niagara
- LHIN
- Ministry of Health
- Ministry of Health Promotion
- Niagara Health Services
- Niagara College
- Physician Recruitment
- Public Health
- Region of Niagara
- YMCA
- Other partners

Pre-hospital and Emergency Care

- EMS, Fire Hall & EMS Dispatch
- Identified need for a new Fire Headquarters
- Discussion on how EMS Master Plan (to Regional Council by January 2009) fits with the Health and Wellness Growth Plan
 - Welland is a regionally central location
 - All ambulances in Niagara come to Welland for maintenance and repairs
 - Identified need from EMS for more space for fleet vehicles
 - Crowland EMS Base built prior to EMS being a regional service. Base is an inadequate size.





Respect Community Values and ideals as shared by the interviewees

- Campus on the Canal to be developed in the King Street area
- Campus on the Canal to contain one stop health and wellness services for residents of Welland and Niagara
 - Focus on immediate opportunities to create the Campus on the Canal
 - Welland will be the leader in Health and Wellness Services
 - Clear identified need for increased health and wellness services in Welland and Niagara
- Region-wide to ensure that all services are available to all not necessarily all in the same municipality
- Work together with other municipalities, health and wellness partners, education partners, other sector partners, not-for-profit community, and interested community members
 - Build on what services we have do not reinvent the wheel

Part Nine: Entrepreneurial Approach to Implementation

There is a link between entrepreneurial opportunities and health and wellness services. New businesses provide part of the foundation for community development. Providing new employment, education and training opportunities can lead to an increase in socioeconomic status for individuals and the community.

Key Themes

- Municipal Leader's must be responsive to stakeholder input
- Entrepreneurial opportunities must be seized and developed
- Implementation must occur as opportunities are presented
- Planning must encourage private investment
- Stakeholder investment must be encouraged
- City of Welland is the facilitator not the investor
- Support for start-up companies to have space for new research and development
- Create a Venture Capital Fund for Welland and Niagara to ensure seed funds for start-up companies

New business has identified a need for the following

- Zoning and Planning that is streamlined
- Wireless-high tech corridor
- No planning or development roadblocks
- Changes and flexibility are the key
- City Hall as YES people
- Be more than open for business--Be Business
- An additional incentive (tax credit/break, grants, assistance with cleaning Brownfield's...)
- Consideration of alternative energy options, i.e. geothermal, green buildings.
- Input required from Planning and Development
- Input required from Regional Smart Growth Committee

The Stiller Centre Model as a Best Practice Model for Welland

The Stiller Centre offers an incubation and acceleration space for emerging technology based companies. Administrative costs and regulatory issues are managed by facility team within the lease.

The Business Mentorship and Entrepreneurship Program (BMEP) at the Stiller Centre offer a single access point for entrepreneurial services and resources province-wide. BMEP is designed to meet the needs of start-up and early-stage science and technology companies as well as small- and medium-sized enterprises in these sectors. The Stiller Centre provides:

- Meeting rooms and a conference room equipped with overhead projectors and white boards
- Internet service
- Individual office pods available monthly and annually
- Temporary Laboratory Services (Convergence Lab).
- Central ware washing, autoclaving and sterilization facilities, ice machine, RO water, Millipore unit etc...
- 100 mbps fibre optic backbone into the building.
- Back-up generator for all critical systems.
- Sized elevator and accessibility for large-scale equipment transport.
- Recessed loading dock for central shipping and receiving.
- Licensed waste generator for tenants.

Part Ten: Conclusion and Implementation

Key Responsibilities

The following chart provides an outline of the template that can be used when an entrepreneurial opportunity is available. This template is a general guideline to determine the initial feasibility of an opportunity.

STRATEGY	RESPONSIBILITIES	LEVEL OF COMMITMENT	TIME LINE	CHAMPION
e.g. To investigate how Welland can realize an increase in investment in the Health Care Industries and growth in related fields	<ul style="list-style-type: none"> ▪ Create a Health and Wellness Services Growth Plan ▪ Refer to Health and Wellness Task Force Terms of Reference for additional responsibilities 	Meetings biweekly or weekly as needed	10 months	Mayor WDC

Additional Municipality Centre's of Excellence Identified

- Centre of Excellence of Excellence for Childhood Obesity Treatment and Prevention
- Centre of Excellence of Medical Manufacturing
- Centre of Excellence of Pharmaceuticals
- Centre of Excellence of Design and Assembly
- Centre of Excellence of Research and Innovation

Additional Regional Centre's of Excellence Identified

- Regional Centre of Excellence for Food Management
- Regional Centre of Excellence for Biomanufacturing
- Regional Centre of Excellence for Chronic Disease Management
- Regional Centre of Excellence for Pre-hospital and Emergency Care
- Regional Centre of Excellence in Sports Management

Possible Sources of Preliminary Funding

- City – WDC
- City – Parks, Facilities and Leisure
- Region – Niagara Economic Development Commission
- Region – Public Health
- Ontario – Ministry of Health Promotion
- Ontario – Ministry of Universities, Colleges and Training
- Ontario – Center’s of Excellence
- Federal – Service Canada
- Federal – Applicable Programs
- Land
 - City, Region, Niagara Health Services, Federal Government, WRCC, and Private Sector funding
- FCM--Research and Report
- Private Sector--Land, Buildings, Services

Implementation and Next Steps

- Task Force will become the Implementation Team
 - Primary task will be to create the appropriate brand and tagline for “Campus on the Canal”
 - Initial meeting will require participants to determine short term and long term strategies
 - Implementation Team will meet in September, December, March and June with monthly updates
- Key Stakeholders will be asked to attend
- Chair of the WDC to chair the meetings
- Semi-annual stakeholder meetings hosted by the Mayor

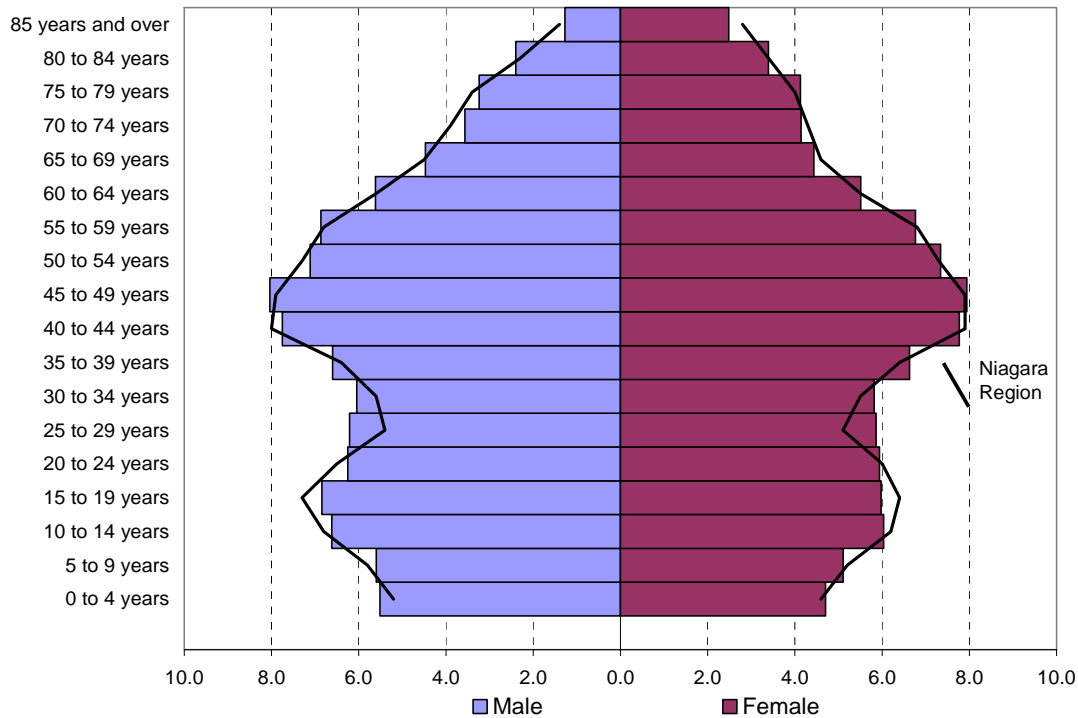
Final Thoughts

- Intention is to identify opportunities and implement applicable actions
- The community has ownership over the Health and Wellness Services Growth Plan
- Remain cognizant of the need for an entrepreneurial approach in order to achieve success
- Seize opportunities as they are presented

Additional Statistics

The following charts and statistics were provided by Niagara Health Services and Niagara Region Public Health and with information provided by Statistics Canada. Additional Statistics Canada Information for Welland can be found at: <http://www12.statcan.ca> Search: Welland.

Population pyramid for Welland (% of population), 2006

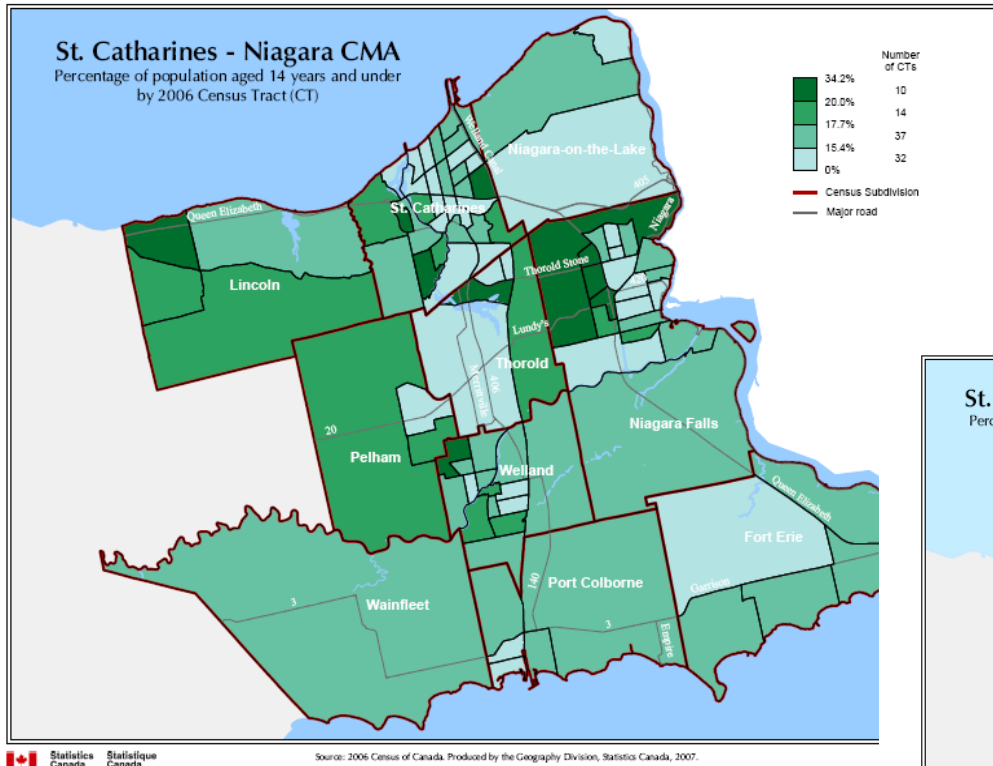


Statistics Canada. 2007a. Profile of Age and Sex, for Canada, Provinces, Territories, Census Division and Census Subdivisions, 2006 Census (table). Statistics Canada Catalogue no. 94-575-x2006001. Ottawa. July17.

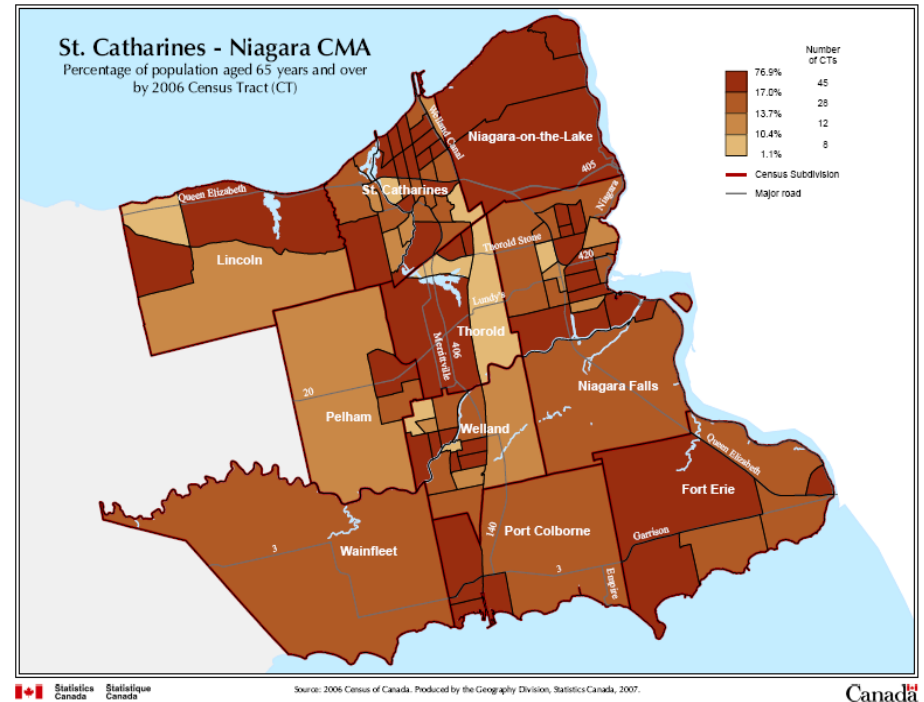
SOCIOECONOMIC CHARACTERISTICS, WELLAND AND NIAGARA REGION, 2006

	Welland	Niagara Region
Without completed high school education (% aged 25-64 years)	15.8	14.0
Incidence of low income in 2005 (% of total population)	10.2	8.4
Incidence of low income in families with persons less than 18 years	12.4	10.5
Female lone parent families (% of families with children at home)	24.3	21.9
Population immigrated to Canada between 2001 and 2006 (%)	9.1	10.4
Aboriginal identity population (%)	2.4	1.6

Population Demographics

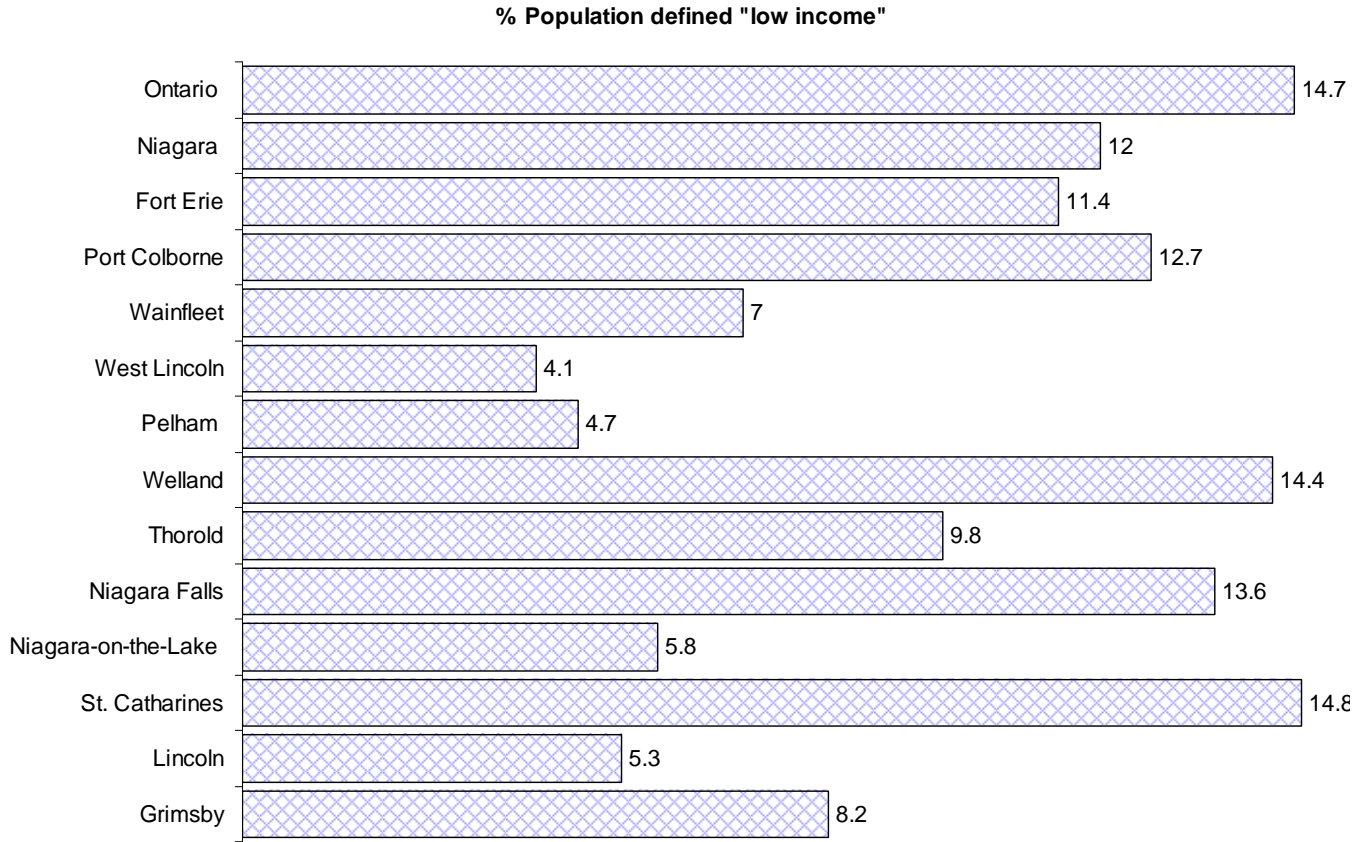


Percentage of Population under 14



Percentage of Population over 65

**Population Prevalence of Low Income
Niagara Region and Ontario, 2006**



**Provided by Niagara Region Public Health
Statistics Canada 2008**

Dialysis Patients, By Municipality of Patient Residence, Niagara Region, 2005

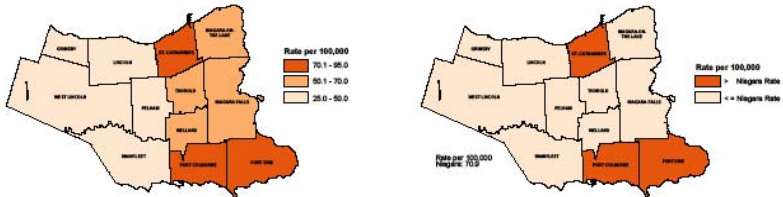


Figure 1.0 Dialysis patients (incl. hemodialysis & peritoneal) Niagara Region, Crude Rate per 100,000, Both Sexes, 2005

Figure 2.0 Municipal Comparison to Niagara Rate, Niagara Region, Crude Rate per 100,000, Both Sexes, 2005

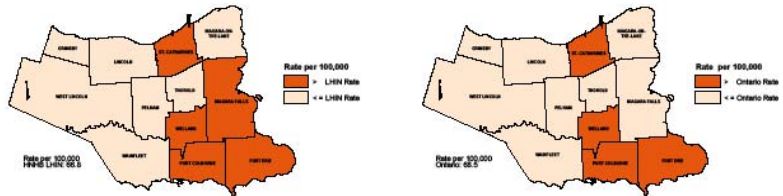


Figure 3.0 Municipal Comparison to LHN Rate, Niagara Region, Crude Rate per 100,000, Both Sexes, 2005

Figure 4.0 Municipal Comparison to Ontario Rate, Niagara Region, Crude Rate per 100,000, Both Sexes, 2005

Data Source: Dialysis patients, by patient residence, 2004, CORRCAI
Produced By: Public Health (PHEP Unit)

Hospitalization Rates for Cancer, By Municipality of Patient Residence, Niagara Region, 2005/06

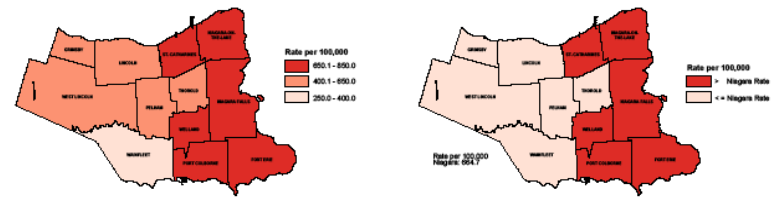


Figure 1.0 Acute Inpatient Hospitalization Rate for Cancer, Niagara Region, Crude Rate per 100,000, Both Sexes, 2005/06

Figure 2.0 Municipal Comparison to Niagara Rate, Niagara Region, Crude Rate per 100,000, Both Sexes, 2005/06



Figure 3.0 Municipal Comparison to LHN Rate, Niagara Region, Crude Rate per 100,000, Both Sexes, 2005/06

Figure 4.0 Municipal Comparison to Ontario Rate, Niagara Region, Crude Rate per 100,000, Both Sexes, 2005/06

Data Source: Inpatient hospitalizations, by patient residence, 2005/06, PHPSI
Produced By: Public Health (PHEP Unit)

Hospitalization Rates for Circulatory Diseases, By Municipality of Patient Residence, Niagara Region, 2005/06

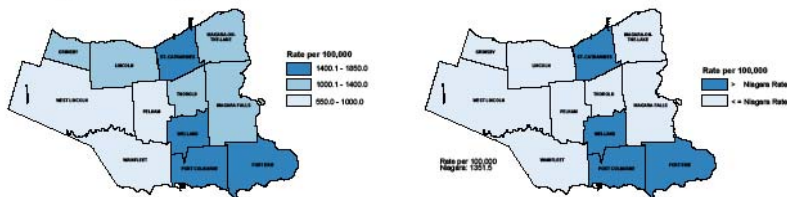


Figure 1.0 Acute Inpatient Hospitalization Rate for Diseases of the Circulatory System, Niagara Region, Crude Rate per 100,000, Both Sexes, 2005/06

Figure 2.0 Municipal Comparison to Niagara Rate, Niagara Region, Crude Rate per 100,000, Both Sexes, 2005/06

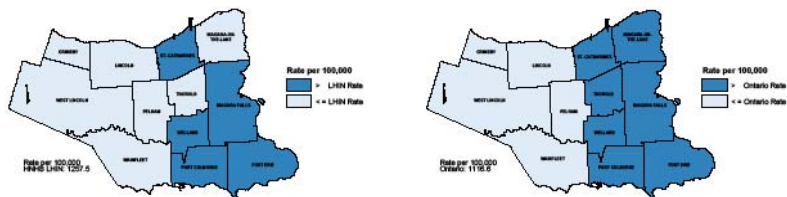


Figure 3.0 Municipal Comparison to LHN Rate, Niagara Region, Crude Rate per 100,000, Both Sexes, 2005/06

Figure 4.0 Municipal Comparison to Ontario Rate, Niagara Region, Crude Rate per 100,000, Both Sexes, 2005/06

Data Source: Inpatient hospitalizations, by patient residence, 2005/06, PHPSI
Produced By: Public Health (PHEP Unit)

Hospitalization Rates for Mental Health Disorders, By Municipality of Patient Residence, Niagara Region, 2005/06

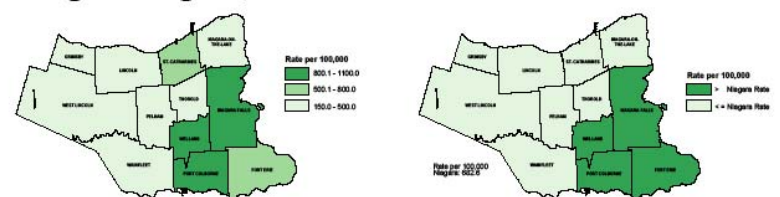


Figure 1.0 Acute Inpatient Hospitalization Rate for Mental Health Disorders, Niagara Region, Crude Rate per 100,000, Both Sexes, 2005/06

Figure 2.0 Municipal Comparison to Niagara Rate, Niagara Region, Crude Rate per 100,000, Both Sexes, 2005/06

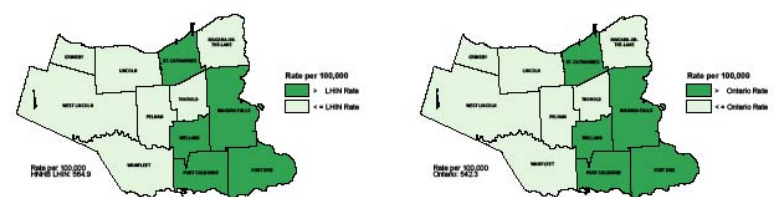
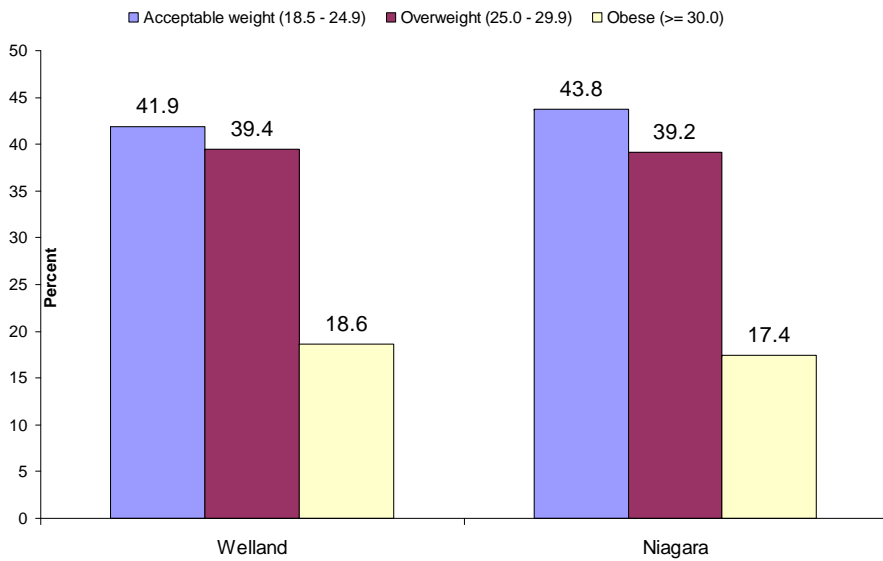


Figure 3.0 Municipal Comparison to LHN Rate, Niagara Region, Crude Rate per 100,000, Both Sexes, 2005/06

Figure 4.0 Municipal Comparison to Ontario Rate, Niagara Region, Crude Rate per 100,000, Both Sexes, 2005/06

Data Source: Inpatient hospitalizations, by patient residence, 2005/06, PHPSI
Produced By: Public Health (PHEP Unit)

Body Mass Index Distribution in Welland and Niagara, 2003-2007



Body Mass Index distribution in Welland and the Niagara Region, 2003-2007

Data Source Rapid Risk Factor Surveillance System, 2003-2007

**Prevalence of Overweight and Obesity (BMI 25.0+) by Age and Sex
Niagara Region, 2004**

