



**Seniors, Wellness and Social Development**

# Annual Performance Report 2014 to 2015

September 30, 2015

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**Paper\***

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**Reference Period:** This Annual Report covers the **reference period September 30, 2014 through March 31, 2015**. This report includes the previously existing mandate areas, programs and services of the former Department of Tourism, Culture and Recreation (Recreation and Sport Division); the Healthy Living Division and the Seniors and Aging Division of the Department of Health and Community Services; and the Disability Policy Office and the Poverty Reduction Division of the Department of Advanced Education and Skills. These divisions were combined to form the new Department of Seniors, Wellness and Social Development on September 30, 2014.

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# Minister's Message

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I am pleased to present the first Annual Report of the Department of Seniors, Wellness and Social Development (SWSD). The report highlights SWSD accomplishments and activities from September 30, 2014 to March 31, 2015 and is submitted in accordance with the requirements of a Category One Government entity under the **Transparency and Accountability Act**. The outcomes identified in this report are a measure of the Department of SWSD's performance against the strategic issues outlined in its **Strategic Plan 2014-2017**.

SWSD's creation marks a new approach in social development by the Government of Newfoundland and Labrador related to the overall quality of life in our province. Since its establishment, SWSD has led and advanced a wide range of initiatives to better develop and coordinate effective Government and sector-wide policies that remove barriers and help create the conditions to achieve more positive outcomes for people in our province.

With our province's aging demographics, SWSD has invested strategically in initiatives to promote healthy aging through the **Provincial Healthy Aging Policy Framework**. In wellness, the ongoing implementation of the **Provincial Wellness Plan** has provided leadership to help all people in the province adopt healthier habits and more active lifestyles over the life course.

**Active, Healthy Newfoundland and Labrador** works to increase participation in recreation and sport and physical activity, and to encourage and support communities and organizations to improve access to recreation and sport by overcoming barriers to participation. Initiatives under **the Poverty Reduction Strategy** have contributed to the province having the second-lowest level of poverty in the country. **Access. Inclusion. Equality – The Provincial Strategy for the Inclusion of Persons with Disabilities** has advanced support of accessibility and inclusiveness.

All of these efforts were critical in achieving SWSD's overall mandate to taking a proactive, preventative and integrated approach to living well, and living more equitably and inclusively. As Minister, my signature below indicates my accountability for the results reported within this annual performance report.



**CLYDE JACKMAN, MHA**  
Burin – Placentia West  
Minister

# Government Entity Overview

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Following is a brief overview of the Department of Seniors, Wellness and Social Development (SWSD) which contains key statistics, mandate, lines of business, vision, and mission. For further information about SWSD, please visit [www.swsd.gov.nl.ca](http://www.swsd.gov.nl.ca).

## Key Statistics

### Where We Operate

The Department of SWSD is located mainly in the Confederation Building Complex, West Block (second and third floors), St. John's, and operates a regional office in Happy Valley-Goose Bay (Recreation and Sport Division). The Department also operates a training centre in Happy Valley-Goose Bay (which includes a pool), and two swimming pools – one in Gander and one in Corner Brook – that are co-located with the Arts and Culture Centres in their respective communities. Figure 1 (following page) shows the location of the Department of SWSD's offices, sites and facilities.

### Our Employees

As of March 31, 2015, we have a core staff of 46. Most (89 per cent) of our employees are located on the Avalon Peninsula. The Department of SWSD has 38 female employees (83 per cent) and eight male employees (17 per cent). Figure 2 (following page) shows SWSD's organization chart.

### Financial Information

Expenditure and revenue figures included in this document are based on public information provided in the **Report on the Program Expenditures and Revenues Of the Consolidated Revenue Fund For The Year Ended 31 March 2015**. SWSD's total net expenditures for 2014-15 are \$20,593,245.

Expenditures by program area in 2014-15 are as follows: Health Promotion, Wellness and Sport, \$16,082,553 (78 per cent); Seniors, Aging and Social Development, \$3,040,606 (15 per cent); and Executive and Support Services, \$1,470,086 (seven per cent). The financial statements are contained in Appendix One.

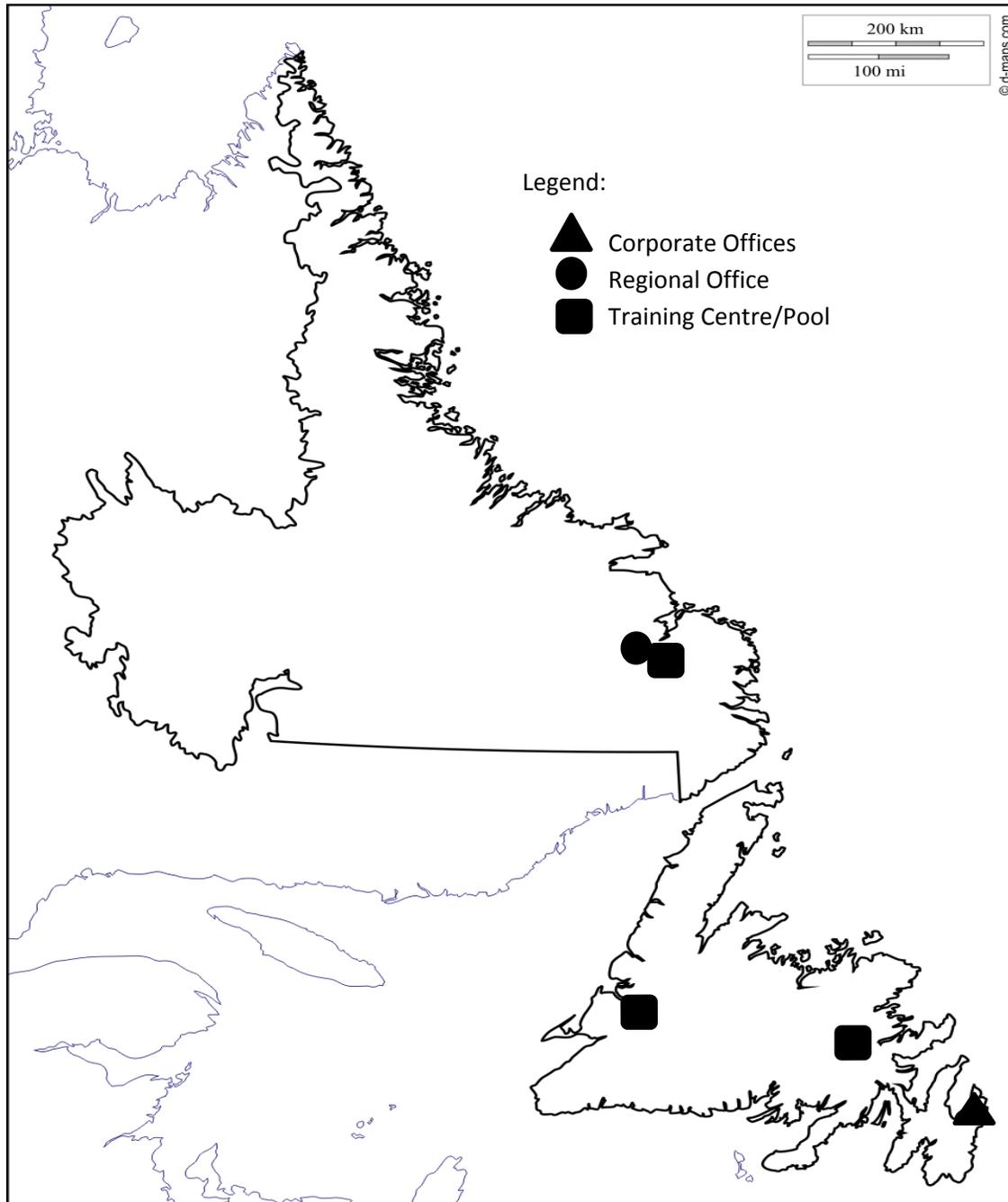


Figure 1: Department of Seniors, Wellness and Social Development Location of Offices and Facilities as of March 31, 2015

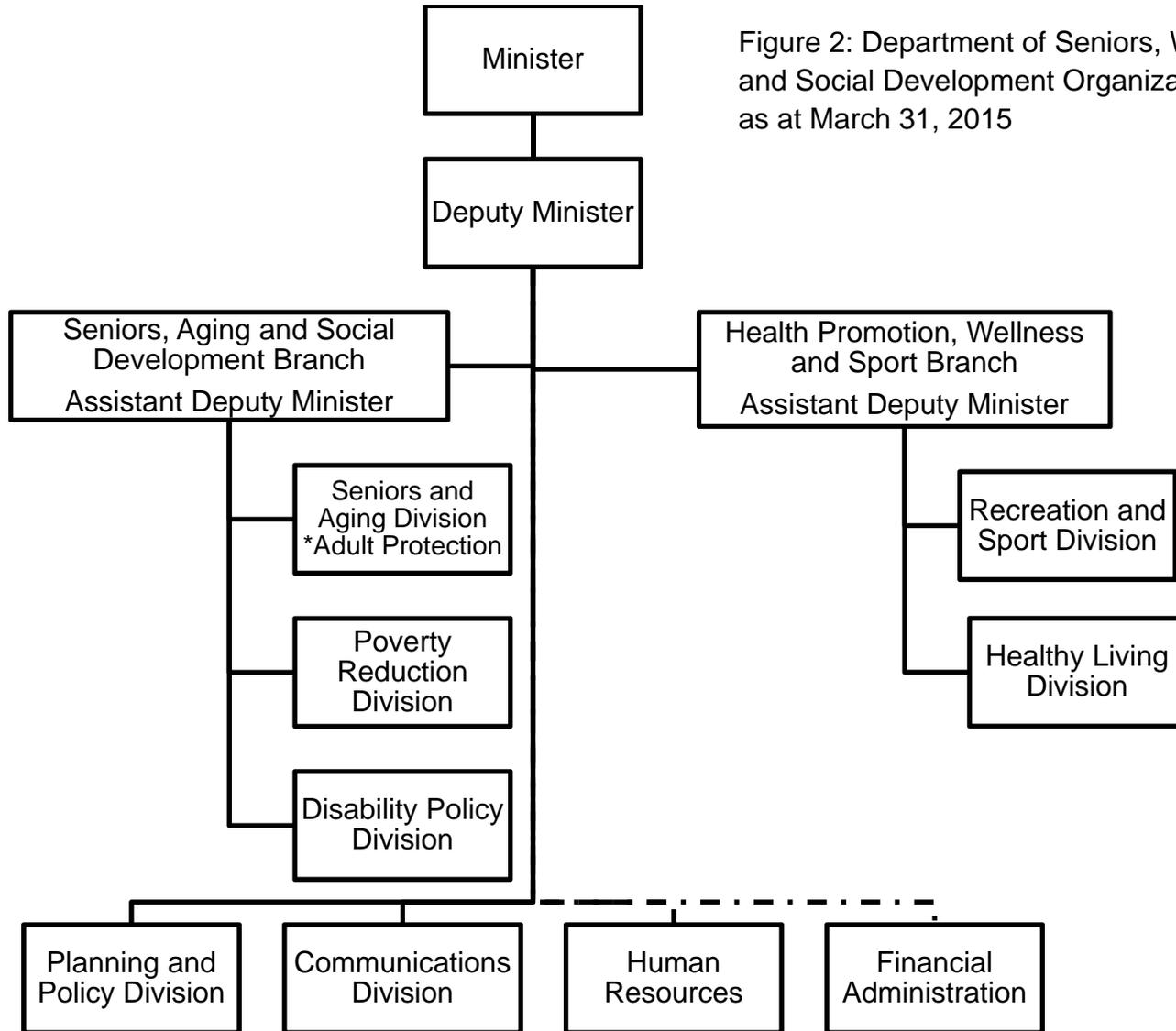


Figure 2: Department of Seniors, Wellness and Social Development Organization Chart as at March 31, 2015

## **Mandate**

The Department of SWSD has dedicated focus and efforts in the following specific areas across all of government:

- Seniors: to promote healthy aging across the lifespan and foster a healthy society which honours, listens to and includes seniors in building stronger, more dynamic communities
- Adult Protection: to administer the **Adult Protection Act**, which protects adults who are at risk of abuse and neglect, and who do not understand or appreciate that risk
- Wellness: to provide leadership and focus on progressive measures to help all people in the province to adopt healthier habits and more active lifestyles over the life course
- Recreation and Sport: to promote and support physical activity and the recreation and sport delivery system, including through the promotion and support of physical activity for children and youth
- Poverty Reduction: to focus on reducing, alleviating and preventing poverty and ensuring that every citizen is provided the opportunity to share fully in our society and economy
- Inclusion: to enhance the inclusion of persons with disabilities in all aspects of society including access to economic, social and cultural opportunities on an equal basis with others.

## **Lines of Business**

The Department of SWSD's Lines of Business are the discrete and coherent sets of programs and services that the Department delivers to its clients. These Lines of Business are as follows:

### **Horizontal Approach and Initiatives**

The Department of SWSD's horizontal initiatives cross over many Government departments and sectors. These are complex, multi-dimensional issues often shared by two or more departments and involve many partners and stakeholders. Activities within this line of business are:

- Addressing equity and rights issues especially concerning vulnerable and at-risk populations
- Administering the **Adult Protection Act**
- Engaging citizens, partners and key stakeholders to identify joint issues and key priorities
- Leading and collaborating on the development and implementation of horizontal strategies, policies and approaches across government and sectors
- Monitoring and measuring progress made, publically reporting on results and making necessary adjustments to inform future actions. This allows all partners to have a common understanding of goals, how to work together to achieve them and how they will measure and report on results
- Forming productive partnerships with defined goals and outcomes
- Sharing information, authority, responsibility, resources (such as time, funding and expertise), and risk among partners, stakeholders and collaborators for mutual benefits
- Overseeing implementation and promotion of integrated and aligned policy and program priorities and initiatives
- Developing and applying a social development policy lens to public policy issues
- Removing barriers for persons with disabilities resulting in inclusion for all.

## **Capacity Building**

Capacity building focuses on enhancing the ability to address and evaluate issues and questions related to policy choices, and to promote social development options based on understanding needs and environments (socio-economic, physical and cultural) at the individual, government, sector and community levels. The Department of SWSD works to create an enabling environment with appropriate policy and legal frameworks, and to engage all relevant stakeholders in more effective social development interventions that bring about desired change. This includes understanding and removing the barriers that stop people, governments, institutions, and organizations from realizing their development goals, while enhancing their abilities to achieve measurable and sustainable results.

Individuals, communities, organizations and networks are the main clients of capacity building. These include all levels of government, the non-profit and the private sector. Capacities to be developed and supported include better planning, organizing, managing, partnering and responding to social development needs and issues. Activities include:

- Engaging people, communities, organizations, stakeholders, partners and others to share information and knowledge, and to collaborate effectively in decision making, policy development and the delivery of programs and services
- Focusing on client- and community-based perspectives, knowledge, needs and issues through research, consultation and evaluation
- Providing grants to support networks, organizations, community groups and Aboriginal governments whose programs and services align with and advance the mandate of the Department and are within the fiscal resources of the Provincial Government through SWSD granting programs
- Improving the quality and impact of social development processes and interventions by providing evidence-based policy and planning advice
- Promoting innovative, proven concepts to support developing and operationalizing improved policies, programs and services
- Identifying, developing and promoting person-centred and community-based policies, strategies and plans
- Undertaking and strengthening information sharing, progress monitoring and reporting and evaluation (measurement of results).

## **Vision**

The Department's vision is: "All people in the province are equal, included, supported and empowered to achieve their full potential and well-being."

## **Mission Statement**

By March 31, 2017, the Department of Seniors, Wellness and Social Development will have provided leadership to align government-wide efforts and facilitate positive change to improve overall health and well-being.

**Mission Measure:** Leadership provided to align government-wide efforts and facilitate positive change.

**Mission Indicators:**

- Updated horizontal provincial frameworks and strategies with key population outcomes developed
- Priority policy and program areas identified, aligned and strengthened
- Evaluation frameworks implemented
- Policy and program effectiveness demonstrated.

## Shared Commitments

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SWSD works with many partners to fulfill its mandate and address the strategic directions of the Provincial Government. Collaboration between SWSD and its partners was essential throughout 2014-15 in achieving the strategic goals as identified in the Department's 2014-2017 Strategic Plan and in advancing Government's strategic directions as follows:

1. Help all people in the province secure economic, cultural and social opportunities on an equitable basis and enhance the inclusion of persons with disabilities in all aspects of our society.
2. Provide leadership and strengthen measures to support people in our province to adopt healthier lifestyles through wellness, including enhanced promotion and support for physical activity for children and youth.
3. Foster a healthy society that honours, listens to and includes seniors in building stronger, more dynamic communities.

This includes horizontal initiatives across government as well as accomplishments achieved via external partnerships. SWSD leads a number of horizontal strategies and policy frameworks and plans to promote health and wellness, reduce poverty, increase the inclusion of persons with disabilities, and promote recreation and sport including physical activity, and support seniors and aging. These are:

- **Achieving Health and Wellness: Provincial Wellness Plan for Newfoundland and Labrador** (2006) (the provincial wellness plan)
- **Eating Healthier in Newfoundland and Labrador: Provincial Food and Nutrition Framework and Action Plan** (2006) (the provincial food and nutrition framework and action plan)
- **Poverty Reduction – An Action Plan for Newfoundland and Labrador** (2006) (the Poverty Reduction Strategy – PRS)
- **The Provincial Healthy Aging Policy Framework** (2007) (PHAPF)
- **Active, Healthy Newfoundland and Labrador: A Provincial Recreation and Sport Strategy** (2007) (the provincial recreation and sport strategy)
- **Access. Inclusion. Equality: Provincial Strategy for the Inclusion of Persons with Disabilities in Newfoundland and Labrador** (2012) (the provincial strategy for the inclusion of persons with disabilities).

SWSD's commitment to community organizations throughout Newfoundland and Labrador is exhibited in the strength and breadth of the relationships it has established and the support it provides, including financial support. The Department is committed to financially supporting many organizations and community groups whose programs and services advance the mandate of the Department and are within the fiscal resources of the Provincial Government. Throughout the year, funding is provided to community-based organizations to deliver programs that provide services, such as:

- Support to seniors and age-friendly initiatives
- Support for health and wellness initiatives
- Support for participation in recreation and sport and physical activity
- Community capacity building and supportive inclusive environments
- Support for inclusion and the removal of barriers for persons with disabilities
- Services and supports to prevent, reduce and alleviate poverty.

The complex social development issues addressed by the Department of SWSD require a strong partnership approach, both across government departments and with community-based organizations, to support an active, healthy population as well as strong community and social supports. In this way, SWSD works with and through organizations and groups to create more impact than they ever could have achieved alone. Partners include:

- Entities reporting to the Minister: the Newfoundland and Labrador Housing Corporation (NLHC); the Provincial Wellness Advisory Council (PWAC); the Provincial Advisory Council on Seniors and Aging (PACAS); the Provincial Advisory Council for the Inclusion of Persons with Disabilities (PACIPD); and the Newfoundland and Labrador Sport Centre (NLSC)
- Other Provincial Government departments and agencies especially: the Departments of Health and Community Services (HCS), Education and Early Childhood Development (EECD), and Municipal and Intergovernmental Affairs (MIGA) and Advanced Education and Skills (AES); Service NL (SNL); and the Office of Public Engagement (OPE) This work includes inter-departmental working groups, ministerial and deputy minister committees and technical committees in a number of mandate areas
- Advisory groups and community-based organizations and groups
- Various sectors including recreation, sport, health, social services, education and municipalities

- Various municipal and federal government departments and agencies including variety of Federal-Provincial-Territorial (FPT) committees, working groups and organizations
- Aboriginal governments and organizations
- Business and industry organizations
- Post-secondary institutions and researchers.

In 2014-15, SWSD and key partners worked to advance shared commitments and align complementary efforts nationally, provincially and regionally in key mandate areas and in support of Government's strategic directions to:

- Help all people in the province secure economic, cultural and social opportunities on an equitable basis and enhance the inclusion of persons with disabilities in all aspects of our society;
- Provide leadership and strengthen measures to support people in our province to adopt healthier lifestyles through wellness, including enhanced promotion and support for physical activity for children and youth; and
- Foster a healthy society that honours, listens to and includes seniors in building stronger, more dynamic communities.

Highlights of these shared commitments include:

- The FPT Ministers Responsible for Seniors Forum who met in October 2014 to approve the first in a series of videos, a fact sheet and a comprehensive self-assessment checklist that raise awareness and encourage seniors to consider the importance of planning for aging in place in their home or community. Ministers also directed work in two priority areas: 1) explore ways to increase caregiver readiness for current and future Canadian caregivers; and 2) share promising approaches that lead to innovative solutions to address social isolation among seniors.
- With the support of the Dietitians of Canada, PACAS and registered dietitians throughout the province, **Easy, Tasty... Nutritious, Healthy Eating for Healthy Aging**, a guide for seniors, was developed in 2014-15 and shared with individuals and community partners, including the Newfoundland and Labrador 50+ Federation and the Seniors Resource Centre Newfoundland and Labrador.
- In 2014-15, FPT Ministers Responsible for Sport, Physical Activity and Recreation (with the exception of Quebec which follows its own framework) endorsed the **National Framework for Recreation in Canada 2015**. This collaborative provides opportunities to enhance mental and physical well-being, connect people and nature, and address constraints to

participation. FPT Ministers gave direction to apply findings from the report to advance approaches and program interventions to increase population-level physical activity through collaborative action and jurisdictional initiatives.

- In December 2014, SWSD and the Minister were involved with the Building Healthy Communities - Collaboration (BHCC) in Action Workshop held at Memorial University. The event was hosted by the BHCC, the Newfoundland and Labrador Branch of the Atlantic Planners Institute (API), and the Newfoundland and Labrador Centre for Applied Health Research (NLCAHR) and encouraged communities, health authorities, municipal planners and others to take leadership on health and well-being as the focus of this multi-sector collaboration to build healthier communities.
- Government supported the province-wide physical activity campaign Find your Fit! with a \$90,000 investment announced October 2014. School Sports Newfoundland and Labrador (SSNL) partnered with SWSD to offer a variety of programs and initiatives including Participation Nation Unplugged, which received additional support of \$300,000 in October 2014. A new partnership between SWSD and ParticipACTION, the national voice of physical activity and sport participation in Canada, also was formed in 2014-15. The new Make Room for Play physical activity campaign, in which the Provincial Government invested \$150,000 as a partner, calls on Canadian families to cut down on screen time and encourages children to participate in active play.
- An awareness campaign to provide guidelines to businesses and municipalities on accessible parking also was launched on March 4, 2015 through a partnership between SNL and the Coalition of Persons with Disabilities (COD-NL) in Newfoundland and Labrador (COD-NL). The partnership, developed with the support of the Disability Policy Office, was established in September 2014 with a contract totalling \$25,800. Using this funding, COD-NL developed promotional materials and hosted ongoing information sessions for businesses, building industry groups and municipalities.
- Partnerships with community organizations enhanced the safety, security and shelter of people in the province as follows:
  - In February 2015, SWSD partnered with Fire and Emergency Services Newfoundland and Labrador (FES-NL) to develop the new prevention program “Be Prepared! Emergency Fire and Falls Prevention” targeted toward seniors
  - In October 2014, the Provincial Government partnered with COD-NL by supporting inclusive emergency preparedness planning including the publication in March 2015 of **Shared Responsibility: An Inclusive Emergency Planning Guide – A Resource for First Responders and Community Leaders**
  - In partnership with the Newfoundland and Labrador Housing Corporation (NLHC), SWSD is supporting a new Portable Rent Supplement Pilot Project which commenced in early 2015 with investment of \$104,000 announced in Budget 2015-16.

# Highlights and Accomplishments

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SWSD was created on September 30, 2014 and combines functions from a number of government departments into new branches focused on seniors, aging and social development as well as health promotion, wellness and sport. The mandate of the new department crosses all government departments and agencies - from health care to housing. In addition to its formation, 2014-15 highlights and accomplishments include the following:

- Continued to support community organizations that promote healthy eating and accessibility to nutritious foods. In 2014-15, funding was provided to the Kids Eat Smart Foundation (over \$1 million annually) and the Food Security Network (\$105,000 annually and an additional \$107,000 in 2014-15 to support food security engagement sessions and other healthy eating initiatives).
- Provided \$542,000 to 82 community-based organizations and communities through the Provincial Health and Wellness Grants as a contribution toward the cost of a project which supports healthy living and wellness.
- Supported the provincial implementation of the developmental screening tool Ages and Stages 3 (ASQ), a questionnaire completed by parents with support provided by the Public Health Nurse.
- Continued to support the Eat Great and Participate program which promotes healthy eating among children and youth and aims to increase access to healthy food and beverage choices in recreation, sport and community facilities and at events. In 2014-15, six municipalities and two Provincial Sport Organizations (PSOs) adopted Healthy Eating Policies that support healthier food environments and 11 communities increased their capacity to offer healthy food and beverage choices in recreation, sport and community settings.
- The Provincial Government demonstrated its commitment to athletic excellence by investing over \$5.2 million in sport in 2014-15.
- Supported increased accessibility for children and youth in low income families to sport and recreation activities, with funding provided to the Jumpstart Program (\$350,000 annually) and KidSport (\$85,000 annually).
- Continued to support community recreation and sport with investments in the Community Recreation Development Grants Program which supports local recreation programming (approximately \$333,000), the Community Recreation Support

Program for physical activity equipment grants to 62 communities and organizations (approximately \$138,000), and over \$700,000 in small capital upgrades and repair to recreational facilities and environments.

- Hosted a roundtable on recreation and sport for persons with a disability in October 2014 to learn more about current supports and opportunities in activities and sports and have stakeholders share information about barriers, opportunities and solutions. The event provided insight to help facilitate future direction, investment and strategic engagement as it relates to increased recreation and competitive sport opportunities for persons with a disability.
- Completed the three-year Age-Friendly Newfoundland and Labrador Transportation Pilot Project which was designed to increase access for older adults and those living with mobility challenges to affordable and reliable transportation. This included a \$1.3 million investment by the Provincial Government. In 2014-15 the five participants in the Project received the final year of funding.
- Following the department's formation, SWSD continued to oversee implementation of the **Adult Protection Act** which was proclaimed on June 30, 2014. This Act replaces the **Neglected Adults Welfare Act**, and protects adults who are at risk of abuse and neglect, and who do not understand or appreciate that risk.
- Supported the creation of an Age-Friendly Park which opened in Clarenville in October 2014, illustrating the department's mandate of promoting physical activity and wellness initiatives inclusive to citizens of all ages. The park is designed to appeal to individuals of all ages and is complete with walking trails, benches, green spaces and a community garden.
- Invested \$189,289 in the Seniors Community Recreation Grant Program, designed to help seniors organizations and other committees support physical activity and leisure for older persons.
- An evaluation of Age-Friendly NL, a program designed to support age-friendly communities, was completed. Municipalities, communities, senior's organizations and retiree groups provided input into a final report that will inform future directions.
- Continued investment in the Poverty Reduction Strategy (PRS) of approximately \$170 million, including enhancements to benefit seniors and individuals with low incomes. The PRS is a Government-wide approach to promoting self-reliance, opportunity, and access to key supports for persons vulnerable to poverty.
- Awarded \$205,863 to 14 community-based organizations throughout the province through the Inclusion Grants Program which provides funding for community-based organizations to create, or improve, the accessibility of the built environment, or provide disability-related supports at events and meetings.
- Supported accessible transportation through the Accessible Taxi Pilot Project. In 2014-15, St. John's-based Newfoundland Cabs was awarded \$50,000 to acquire two taxi vans which are accessible to persons with mobility disabilities.

# Report on Performance

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In the 2014-17 Strategic Plan, SWSD identified the following two strategic issues as key ministerial priorities:

1. Living respectfully in an inclusive, equitable society for all
2. Living well as our way of life in Newfoundland and Labrador.

To address these issues, three-year goals with corresponding annual objectives were developed. This year, SWSD is reporting its success in achieving its 2014-15 objectives.

## **Strategic Issue One: Living respectfully in an inclusive, equitable society for all**

As the Government department tasked with providing leadership in the areas of seniors, wellness and social development, SWSD committed in its 2014-2017 strategic plan to removing barriers and supporting inclusion for all. We want all people, regardless of their age or circumstances, to be respected and included on an equal basis with others. There are many barriers that can get in the way, for example, when people try to access a service, program or opportunity. Whether it is going to school, finding a job, aging in your own home, accessing healthy food, voting, travelling, playing sports, or volunteering in a local event, people should not experience barriers and should not be excluded. Opportunities and actions to remove barriers and to support inclusion exist at every age and in every sphere of our social and economic life in Newfoundland and Labrador.

Building on work done in the previous Departments of HCS, AES and the former Department of Tourism, Culture and Recreation (TCR), SWSD continued activities related to the review of the **Poverty Reduction: An Action Plan for Newfoundland and Labrador** (2006) and **Access.Inclusion.Equity: the Provincial Strategy for the Inclusion of Persons with Disabilities** (2012). These two frameworks directly address Government's overall vision of an inclusive, equitable, respectful society for all. Related SWSD frameworks and strategies that advance important elements of inclusion and equity were also reviewed including: the **Provincial Healthy Aging Policy Framework** (2006), **Achieving Health and Wellness: The Provincial**

**Wellness Plan (2006), Eating Healthier in NL: the Provincial Food and Nutrition Framework and Action Plan (2006) and Active, Healthy NL: the Provincial Recreation and Sport Strategy (2007).**

In 2014-15, SWSD engaged and consulted with key stakeholders and partners as all of these horizontal frameworks were reviewed. This was to explore opportunities that would inform how existing frameworks could be enhanced, and to identify expanded actions, or new and emerging priorities to further advance removing barriers and promoting and supporting inclusiveness. These priorities informed the development of actions plans for both poverty reduction and inclusion which were initiated in 2014-15. SWSD also identified cross-cutting opportunities within other provincial frameworks in wellness, healthy aging, food and nutrition and recreation and sport. This work collectively supports: 1) Government’s strategic direction to: “Help all people in the province secure economic, cultural and social opportunities on an equitable basis and enhance the inclusion of persons with disabilities in all aspects of our society” and the key focus areas: “Poverty Reduction,” “Employment and Self-Sufficiency,” and “Inclusion;” and 2) Government’s strategic direction: “Foster a healthy society that honours, listens to and includes seniors in building stronger, more dynamic communities” and the key focus areas: “Honour Seniors,” “Involve Seniors,” and “Engage with other Government Departments and Agencies.”

**Goal:** By March 31, 2017, the Department of Seniors, Wellness and Social Development will have removed barriers and supported inclusion for all.

**Objective 2014-15:** By March 2015, the Department of Seniors, Wellness and Social Development will have explored opportunities to remove barriers and support inclusion for all.

**Measure:** Opportunities explored.

Indicator	Planned versus Actual Results
1. Engagement and consultation with partners and stakeholders implemented	In 2014-15, SWSD implemented engagement and consultation with partners and stakeholders to explore opportunities to remove barriers and support inclusion for all. These efforts included engagement and consultation processes designed to: 1) review and enhance horizontal frameworks; and 2) support the development of new and updated actions plans to remove barriers and support inclusion.

Indicator	Planned versus Actual Results
	<p>Following approval of a consultation process in fall 2014, SWSD implemented an engagement process to inform the development of the Poverty Reduction Strategy's next Action Plan. Completed by March 31, 2015, this innovative process emphasized connecting directly with people who have personal experience of poverty. The process involved over 1,000 people through a variety of focus groups and meetings with community groups, a virtual regional summit in Labrador and a Provincial Summit on March 11, 2015.</p> <p>A Provincial Government staff survey with feedback on opportunities to remove barriers and support inclusion also was received from 1,894 provincial government employees. Six new priority areas for removing barriers and supporting inclusion were identified which will inform the next PRS Action Plan (see Indicator 3).</p> <p>Development of the Inclusion Action Plan in 2014-15 was informed by engagement and consultation with the Provincial advisory Council on the Inclusion of Persons with disabilities (PACIPD), the Deputy Minister and Ministerial Committees, the inter-departmental working group as well as external stakeholders, consultations, and research. These processes focused on reviewing the key directions and confirming priority areas of the Inclusion Action Plan. The PACIPD engagement process resulted in advice on a variety of priority issues including, but not limited to, buildings accessibility, accessible elections, assistive technology, as well as the development of the Inclusion Action Plan itself.</p> <p>To further inform the Inclusion Action Plan, SWSD also engaged and partnered with individuals and community organizations and groups in 2014-15 to gain their expertise concerning a number of identified opportunities for removing barriers and supporting the inclusion of persons with disabilities including: the promotion of visual fire alarms; training materials on inclusive public service and best practices for public service staff; removal of barriers from the provincial election process; and engagement with the Deaf Community regarding barriers to participation in society.</p>

Indicator	Planned versus Actual Results
	<p>When SWSD was formed, it brought together new branches focused on seniors and aging, social development, health promotion, wellness and sport. SWSD strategic planning processes engaged and consulted staff in formulating the 2017 goal of removing barriers and supporting inclusion for all. This included identifying key linkages, enhanced internal coordination and potential joint actions to achieve this three-year goal and meet the 2014-15 objective of exploring opportunities to remove barriers and support inclusion.</p> <p>SWSD also supported the Department of HCS and others in the province-wide Premier's Summit on Primary Health Care in winter 2015, and monitored input and feedback which included the inter-related issues of illness prevention, health promotion, aging and seniors, inclusion and poverty reduction.</p> <p>Engagement and consultation on removing barriers and supporting inclusion also occurred through ongoing work with the PACAS and other key stakeholders and organizations concerned with seniors. This was part of SWSD's review of the PHAPF in 2014-15.</p> <p>The review of the provincial food and nutrition framework and action plan in 2014-15 was informed by stakeholder input through provincial committees and through dialogue sessions held earlier in March 2014, and by the results of the PRS engagement process which included supporting healthy eating and enhancing food security especially for people living with low income, vulnerable families and seniors. SWSD also engaged and collaborated with new partners such as municipalities and sport organizations on how to remove barriers and advance access to healthy food options for all in sport, recreation and community facilities through the Eat Great Participate program. Engaging and collaborating with partners in the health and community service sectors also occurred in the area of tobacco control. This included promoting the new smoking cessation program which removes barriers and supports individuals in their attempts to quit smoking, including key populations living with low income and seniors.</p>

Indicator	Planned versus Actual Results
<p>2. Enhanced provincial frameworks and development of action plans initiated</p>	<p>In 2014-15, SWSD reviewed major provincial frameworks which address or include opportunities for removing barriers and supporting inclusion for all, notably the PRS and the provincial strategy for the inclusion of persons with disabilities. Key directions for both strategies were reviewed and possible enhancements were identified and informed the development of action plans.</p> <p>As a result of the PRS engagement process and PRS Summit, the 2006 PRS Vision and Guiding Principles were strongly supported and six new priority areas (see Indicator 3) were identified that will remove barriers to alleviating, reducing and preventing poverty and supporting inclusion. These new areas will enhance the original PRS strategy framework and inform the development of a new action plan which was initiated in 2014-15. The new action plan will build on the successes of the strategy to date and will address priorities moving forward.</p> <p>In 2014-15, SWSD, working together with community organizations, businesses and key partners such as PACIPD and COD-NL, spearheaded the development of an Inclusion Action Plan. A total of 43 actions (involving 16 Provincial Government departments and agencies as well as the community and business sectors) were identified. This action plan will guide Government and the people of the province as the inclusion of persons with disabilities is enhanced in all aspects of society and on an equal basis. The development of a Performance Measurement Framework (PMF) in consultation with the Policy Innovation and Accountability Office (PIAO) of Executive Council was a major framework enhancement in 2014-15 which will increase overall accountability and the timely reporting of results and annual updates on the status of individual actions.</p> <p>Other SWSD strategies and horizontal frameworks were reviewed in 2014-15, both to enhance and revitalize these frameworks and to develop actions plans in 2015-16. Forming SWSD provided a broader, horizontal social development lens and opportunities to identify cross-cutting elements to remove barriers and support inclusion within all of these strategies and frameworks moving forward. Examples include:</p>

Indicator	Planned versus Actual Results
	<ul style="list-style-type: none"> <li>• The <b>Provincial Wellness Review</b> (completed June 2014 in HCS) to inform the new the provincial wellness plan, noted the need to expand the scope of the wellness beyond health prevention and health promotion to better encompass the social, economic, cultural and environmental determinants of health including poverty reduction and inclusion.</li> <li>• The provincial food and nutrition framework and action plan, a component strategy of the provincial wellness plan, will include opportunities to increase access to food and food security and to remove barriers to healthy food options.</li> <li>• The PHAPF status report, initiated in 2014-15, and the planned public engagement process in 2015-16, will inform the next phase of the Framework. This will build upon and refresh existing elements supporting inclusion and removing barriers such as recognition and inclusion of seniors, improved housing opportunities, financial well-being (including low income seniors), health and well-being (including caregiving) and access to employment, education and research.</li> <li>• In 2014-15, SWSD completed an inventory of accomplishments of the provincial recreation and sport strategy since its release in 2007. This process and ongoing consultation and stakeholder engagement helped identify successes, opportunities, gaps and challenges to better inform future direction in the development of a physical activity strategy including removing barriers and promoting and supporting inclusion for all in this sector.</li> </ul>
<p>3. Priority focus areas to support removing barriers and promoting and supporting inclusiveness identified and enhanced.</p>	<p>The PRS engagement process resulted in identifying six new priority areas for removing barriers and supporting inclusion which will inform the next Poverty Reduction Action Plan which will be developed in 2015-16. These are:</p> <ol style="list-style-type: none"> <li>1. Housing affordability</li> <li>2. Increased supports for vulnerable youth</li> <li>3. Increased supports for vulnerable families with children</li> <li>4. Increased supports for people to work</li> <li>5. Improved access to, and awareness of, Government services</li> <li>6. Improved access to necessities (transportation, food, adult learning and literacy, medication and dental services).</li> </ol>

Indicator	Planned versus Actual Results
	<p>This process has informed a new PRS Action Plan. In 2014-15, the PRS continued to monitor and report on a set of 15 indicators as well as on the outcomes of specific initiatives and overall impacts on individuals and families.</p> <p>The draft Inclusion Action Plan developed in 2014-15 includes 43 priority initiatives, some of which are horizontal policies and programs that support people to have access to, and participate in, our society and economy. These priority actions will mirror the strategic directions of the provincial strategy for persons with disabilities, by focusing on the following areas: 1) shifting public perceptions of disability; 2) engaging persons with disabilities; 3) improving accessibility in the built environment; 4) improving access to disability-related supports; and 5) changing the service delivery culture to be more fair and respectful. The Inclusion Action Plan will guide Government and the people of the province as the inclusion of persons with disabilities is enhanced in all aspects of society and on an equal basis.</p> <p>In addition to existing priorities in healthy eating, physical activity, tobacco control and injury prevention, the provincial wellness plan will be informed and enhanced by considering potential new elements related to removing barriers and supporting inclusion including the built environment, mental health promotion, child and youth development, and inclusive physical activity for children and youth. Both the PRS engagement process and the Premier’s Summit on Primary Health Care also noted the need for improved access to services and supports and increased collaboration and coordination across systems and in communities and regions.</p> <p>The provincial food and nutrition framework and action plan will be informed by the PRS priority areas related to food security, access to food and housing including for seniors, and recreation and sport opportunities for children and youth.</p> <p>The refreshed PHAPF will be informed especially by findings related to seniors living with low income, healthy aging, and access to employment, access to transportation and housing.</p>

Indicator	Planned versus Actual Results
	<p>In 2014-15, SWSD initiated a review of recreation and sport programs to identify enhanced physical activity opportunities for children and youth to remove barriers and support inclusiveness. Priority opportunities for collaborative, coordinated actions were confirmed. This review built upon the evaluation findings of the After School Physical Activity Initiative (ASPA 2011-2014) in 2014-15 which included recommendations for the removal of barriers and support for inclusiveness to inform future policies, programs and partnerships.</p>

**Discussion of Results:**

Government’s overall goal is to remove barriers and to support inclusion for all so that Newfoundland and Labrador will have a more respectful, equitable and inclusive society. By March 2015, the Department of SWSD had explored opportunities to remove barriers and support inclusion in all areas of the Department’s mandate. This was accomplished by reviewing its horizontal strategies for potential enhancements and by initiating the development of action plans especially in the areas of poverty reduction and inclusion of persons with disabilities. In this, SWSD continued work initiated in the Departments of AES, HCS and the former TCR.

In 2014-15 the Disability Policy Office, which coordinates provincial strategy for persons with disabilities, facilitated the development of an Inclusion Action Plan informed by the advice of PACIPD and other key stakeholders. The Action Plan will outline 43 initiatives across Provincial Government departments and the community to advance the provincial strategy for persons with disabilities’ strategic directions. Since 2014, the Provincial Government has moved forward on a number of initiatives to improve the status of persons with disabilities including: strengthened blue zone parking regulations; investments made through the Accessible Vehicle Funding Program and the Inclusion Grants Program; initiatives to address inclusion and increase access to healthy living and supports for seniors; and NLHC’s increased inventory of fully accessible and “visitable” units, and help for the private sector and non-profit groups to create more units.

While investments in programming, services and accessibility upgrades have been ongoing, the new Inclusion Action Plan is the next step in Government’s efforts to build a truly inclusive society and will ensure that accessibility and inclusion are actively

incorporated into decision making and support for citizens in their daily lives. The Inclusion Action Plan also will include the monitoring, reporting and evaluating of results, an important framework enhancement in accountability.

Approximately \$1 billion has been approved for poverty reduction initiatives in this province since the launch of the Poverty Reduction Strategy in 2006. The PRS currently includes more than 90 ongoing initiatives that were informed by the input of the public and developed by 13 Provincial Government departments and agencies in order to meet the needs of groups most vulnerable to poverty. In June of 2014, the Provincial Government released the second PRS progress report. While the report showed considerable progress in poverty reduction in the province, more remains to be done.

In 2014-15, the Provincial Government reaffirmed its commitment to reducing poverty in Newfoundland and Labrador by undertaking an extensive engagement process to inform the development of the PRS's next Action Plan. With six new priority areas identified as a result of an extensive and innovative engagement process, SWSD will develop the next PRS Action Plan in order to further advance Newfoundland and Labrador along the challenging path of further reducing poverty. Through the inter-departmental working group for the PRS, SWSD is continuing to lead work to improve coordination of, and access to, programs and services for people in low income.

**Objective 2015-16:** By March 2016, the Department of Seniors, Wellness and Social Development will have initiated key actions and activities that improve horizontal policies and supports for people to have access to, and participate in, our province's society and economy.

**Measure:** Key actions and activities initiated.

**Indicators:**

- Cross-government strategies that address key issues of poverty reduction and inclusion implemented
- Key Actions and activities that improve horizontal policies and supports implemented
- Horizontal policies and supports for people improved
- Program and service delivery improvements implemented.

## **Strategic Issue Two: Living well as our way of life in Newfoundland and Labrador**

The human, social and economic impacts of unhealthy living and chronic disease on individuals, families and communities are well documented, especially in Newfoundland and Labrador. Recognizing the significant effect on health care and provincial resources as well as individual lives, the provincial wellness plan focuses on addressing the modifiable risk factors of healthy eating, physical activity, tobacco control and injury prevention. The goal of healthier people and healthier communities can only be reached if we work together at all levels – Government, community, family and individual – to prevent and reduce unhealthy behaviours, and place wellness and the adoption of healthy behaviours as our “way of life.” This will require the coordination of policies, funding, and action across Provincial Government departments and community sectors.

The Government of Newfoundland and Labrador has invested in wellness and disease reduction, and is looking to update and revitalize its provincial wellness plan over the next three years. SWSD is working with key partners in government and community to lead the way in more integrated, province-wide wellness efforts. In 2014-15, SWSD focused on reviewing the wealth of information from past strategies and the existing evidence base, collecting advice from key stakeholders and partners, and mapping out an engagement and consultation process so that development of a new provincial wellness plan can be initiated. This engagement and consultation process especially will build on and complement the Premier’s Summit on Primary Health Care and the Poverty Reduction Strategy engagement process to confirm the current barriers to wellness, to see wellness in a broader, more integrated context, and to mobilize people province-wide to create a healthier, more active and productive province.

With an integrated provincial wellness plan in place, we will be better able to effect change and measure both the impact of investment and the positive changes that occur as people work to improve their personal health and wellness and that of their communities. This approach addresses: 1) Government’s strategic direction: “Provide leadership and strengthen measures to support people in our province to adopt healthier lifestyles through wellness, including enhanced promotion and support for physical activity for children and youth,” and the key focus areas: “Healthy Living and Wellness,” “Seniors and Aging” and “Children and Youth;” and 2) Government’s strategic direction: “Foster a healthy society that honours, listens to and includes seniors in building stronger, more dynamic communities.” The focus areas are: “Honour Seniors,” “Involve Seniors,” and “Engage with other Government Departments and Agencies.”

**Goal:** By March 31, 2017, the Department of Seniors, Wellness and Social Development will have advanced an integrated approach to wellness across government and sectors.

**Objective 2014-15:** By March 31, 2015, the Department of Seniors, Wellness and Social Development will have initiated development of a new Provincial Wellness Plan toward an integrated approach to wellness.

**Measure:** Provincial Wellness Plan development initiated.

<b>2014-15 Indicators</b>	<b>Planned versus Actual Results</b>
<p>1. Processes to engage key partners and the public identified</p>	<p>As a result of discussions within SWSD and with the Office of Public Engagement (OPE), the following processes were identified and planned as ways to engage key partners and the public in initiating development of the new provincial wellness plan:</p> <ul style="list-style-type: none"> <li>• Revisit and review previous engagement and consultation processes related to wellness undertaken when the Healthy Living Division was a part of HCS.</li> <li>• Consult internally in SWSD in efforts to work toward processes to engage all departmental branches in wellness planning. This included planning a workshop involving all SWSD mandate areas and branches concerning the provincial wellness plan.</li> <li>• Consult externally with PWAC through a guided discussion. PWAC provides advice to the Minister on priority areas for wellness including: advice on the components of the provincial wellness plan; identifying gaps and priorities based on evidence and research; recommending action strategies; monitoring the achievements of the plan; and providing ongoing leadership for wellness.</li> <li>• Consultation with OPE in order to identify key stakeholders in the food and nutrition sector, and optimal methods to engage and consult on reviewing and updating the food and nutrition framework and action plan, a component of the provincial wellness plan.</li> <li>• The NL Physical Activity Coalition, formed in 2011, represented the collective interests of the organizations, agencies and Government departments supporting physical activity. Following a Physical Activity Gathering in April 2014, SWSD built on these results by continuing to engage representatives from the recreation, sport, health, education, and related provincial associations to explore physical activity priorities moving forward, a key focus area of the provincial wellness plan.</li> </ul>

2014-15 Indicators	Planned versus Actual Results
<p>2. Relevant strategies and evidence base reviewed</p>	<p>Building on research and consultation undertaken in the Department of HCS and the former Department of TCR, and by key stakeholders and partners, SWSD identified and reviewed the following relevant strategies and evidence base as they initiated development of a provincial wellness plan:</p> <ul style="list-style-type: none"> <li>• The <b>Provincial Wellness Plan</b> (2006) evaluation by Goss Gilroy (2008) and the PWAC recommendations (2011) which informed the development of the wellness plan and potential priority wellness areas.</li> <li>• PWAC background/options papers (provided formerly to the Minister of HCS) on healthy living, tobacco control, injury prevention, mental health promotion, child and youth development and environmental health. These papers reviewed existing and emerging wellness areas and explored new directions and priorities.</li> <li>• <b>The Provincial Wellness Review (2014)</b> which mapped the province’s current health promotion system, scanned health promotion systems in other jurisdictions and proposed potential health promotion models and options for Newfoundland and Labrador.</li> <li>• <b>A Framework for Recreation in Canada in 2015: New Pathways to Wellbeing</b> (January 2015) which provided a refreshed definition of recreation, identified challenges and benefits of recreation, identified an investment rationale in a renewed recreation strategy, and outlined the need for more collaboration in recreation as an integral part of wellness.</li> <li>• <b>Current and predicted prevalence of obesity in Canada: a trend analysis</b> (March 2014), a paper by Dr. Laurie Twells et al. This paper contained 10-year national and provincial data on the current prevalence of adult obesity (key in monitoring and evaluating the effectiveness of population- and community-wide interventions aimed at reducing obesity), and future estimates which indicate the growing burden of obesity on the health care system.</li> <li>• <b>Built Healthy Environment Paper: Building Healthy Communities</b> (May 2014) which provided an evidence-based overview of the scope and impacts of the healthy built environment on the health and well-being of people and recommendations concerning this significant emerging wellness area.</li> <li>• Evaluation report (June 2014) of the After School Physical Activity Pilot Initiative of the former Department of TCR which was implemented at 25 sites in the province from 2011</li> </ul>

2014-15 Indicators	Planned versus Actual Results
	<p>to 2014. These results demonstrated the positive impacts achieved on increasing opportunities for students to participate in physical activities in the critical after-school period.</p> <ul style="list-style-type: none"> <li>• <b>Eating Healthier in Newfoundland and Labrador</b>, the provincial food and nutrition framework and action plan was reviewed to summarize achievements and results, and to identify potential gaps and opportunities for further consultation.</li> <li>• Review of Community Recreation Funding Support which was undertaken by TCR as an opportunity to better align with community needs with wellness goals.</li> <li>• Review of the <b>Provincial Healthy Aging Policy Framework</b> was initiated including Goal 18 – Older persons demonstrate improved health and well-being in target areas. This goal targets middle-aged and older persons in priority wellness areas including healthy eating, physical activity, tobacco control and injury prevention.</li> <li>• Smoke Free legislation and associated policies reviewed to identify potential legislative reform and updated policies. Smoking cessation is an existing wellness priority area of tobacco control and includes emerging areas such as e-cigarettes and hookah.</li> <li>• The Canadian Institute for Health Information (CIHI) <b>Indicators for Healthy Living</b>, reviewed fall 2014. The CIHI tool encompasses 45 indicators at the national, provincial-territorial, regional and facility levels including key indicators for wellness. SWSD supports HCS analysis of this major evidence base including trends and provincial performance in key areas of health and wellness.</li> <li>• A comparative jurisdictional review of Health Impact Assessments (HIA) in Canada commissioned by HCS and undertaken by the Newfoundland and Labrador Centre for Applied Health Research (NLCAHR) in 2013.<sup>1</sup> HIA was reviewed as a potential tool for applying a “health in all policies” lens and for building working relationships and alliances for health promotion and wellness among stakeholders and across sectors. HIA was also</li> </ul>

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<sup>1</sup> HIA is a systematic process which brings together processes of health impact assessment and environmental impact assessment (EIA) to estimate and assess the potential positive and negative health impacts of a policy, program and project both within the health sector and beyond.

2014-15 Indicators	Planned versus Actual Results
	<p>identified as a key integrated planning tool in the <b>Building Healthy Communities</b> paper.</p> <ul style="list-style-type: none"> <li>• Harris Centre Report, <b>Vital Signs</b> (October 2014), a collaboration between the Community Foundation of NL and Memorial University's Harris Centre. This report was a province-wide check-up on the quality of life including aspects of wellness in our communities.</li> </ul>
<p>3. Information from key stakeholders on actions to advance wellness received</p>	<p>SWSD reviewed both existing information received from key stakeholders in the Department of HCS and the former Department of TCR, and new information received in SWSD from key internal and external stakeholders on actions to advance wellness. These were:</p> <ul style="list-style-type: none"> <li>• Healthy Living Division workshop February 15, 2015. This workshop included an environmental scan, identification of key issues, and potential new directions and priority areas for wellness</li> <li>• Cancer Control Advisory Committee (Advisory to the Minister of HCS) position paper June 2014 with recommendations for flavoured tobacco, e-cigarettes and hookah. When SWSD was formed, this position paper on new developments and emerging issues was forwarded to Minister Jackman for consideration.</li> <li>• Further to the concepts of the <b>Healthy Built Environment Wellness Paper: Building Healthy Communities</b> (May 2014), SWSD participated in, and received additional stakeholder input through the Building Healthy Communities Collaboration in Action Workshop held December 2014.</li> <li>• Information collected within HCS from key stakeholders on actions to address food and nutrition as part of review of the provincial food and nutrition framework and action plan, initiated earlier in 2014 in HCS. This included: 1) the Healthy Eating Dialogue (which brought together over 60 participants from across the province in March 2014 to explore options for a healthy eating promotion plan for NL) and; 2) the results of consultations undertaken in the summer of 2014 by the Food Security Network, a key community partner, on food security issues in NL.</li> <li>• Consulted with key partners in recreation and sport to identify priorities for physical activity at the community level. This included initiating new partnered research with Memorial University and Recreation NL concerning healthy, active living with a focus on children and youth.</li> </ul>

2014-15 Indicators	Planned versus Actual Results
	<p>Two province-wide consultation and engagement processes further informed the wellness planning process by identifying actions to advance wellness as follows:</p> <ol style="list-style-type: none"> <li>1. The Premier's Summit on Primary Health Care (December 2014 to February 2015) for which SWSD provided support to HCS) identified the following key concepts and areas: <ul style="list-style-type: none"> <li>• Improved access to health care services and supports, and improved collaboration and coordination across systems and in communities and regions</li> <li>• A renewed focus on health promotion and disease prevention</li> <li>• Taking a more preventative and integrated approach to systemic challenges within the health care system</li> <li>• The effects of the social determinants of health which include where people are born, grow, live, work and age</li> <li>• Applying a "Health in All Policies" lens is a direction Government will consider moving forward.</li> </ul> </li>   <li>2. The Poverty Reduction Strategy engagement process which culminated in a Provincial Summit in March 2015 raised a variety of themes and issues to advance wellness as follows: <ul style="list-style-type: none"> <li>• The need to improve and enhance food security with an emphasis on: the increased cost of healthy food; the need for increased supports for community-led food initiatives; and the need to provide children with healthy food at school and at home.</li> <li>• The themes of recreation and sport emphasized the importance of all children and youth being able to participate in sport and recreation activities. The cost of participating in recreation programs was identified as a barrier for families with children who were living with low income.</li> </ul> </li> </ol> <p>The PWAC chair met twice with the Minister of SWSD (September and November 2014) to: discuss wellness issues such as obesity, healthy active living and tobacco control; to present a position paper on the healthy built environment; and to share the results of the <b>Provincial Wellness Review</b>. This built upon an earlier focus group held in June 2014 on food security, a priority wellness area.</p>

2014-15 Indicators	Planned versus Actual Results
<p>4. Information from key government initiatives on wellness collected</p>	<p>In SWSD, selected reviews and inventories of related programs across all mandate areas impacting wellness were undertaken, and information concerning key Government wellness initiatives was collected. These included:</p> <ul style="list-style-type: none"> <li>• Information on current Government initiatives in health promotion and prevention (healthy eating, physical activity, tobacco control and injury prevention) including both SWSD and HCS</li> <li>• A system inventory of Provincial Government legislation, policies, programs, and services directly related to, and impacting upon, health and wellness was initiated. This was to identify system-wide points of shared responsibility, integration and key linkages</li> <li>• The Food Security Interdepartmental Working Group was reconvened to explore opportunities to work together and develop recommendations on food security as a key element of wellness. This group includes representation from the Departments of SWSD, HCS, EECD, AES, MIGA, Natural Resources (Fisheries and Aquaculture and Agriculture), Labrador and Aboriginal Affairs, and Business, Tourism, Culture and Rural Development</li> <li>• Completed an inventory of accomplishments of the provincial recreation and sport strategy to help identify successes, opportunities, gaps and challenges, and to better inform future direction in the development of a physical activity strategy</li> <li>• Reviewed the healthy living recreation and wellness grant programs (total \$2.2 million - formerly within HCS and TCR and now within SWSD) to identify options for a more integrated, streamlined process and aligned investment approach for communities and organizations.</li> </ul>
<p>5. Key elements for the development of the provincial wellness plan identified.</p>	<p>Key elements for the development of the provincial wellness plan were identified through the following processes: strategic planning workshops and other internal workshops, the Premier's Summit on Primary Health Care, the PRS engagement process, review of relevant strategies and discussions with PWAC. These included:</p> <p><b>Existing and emerging potential principles and key directions:</b></p> <ul style="list-style-type: none"> <li>• A renewed focus on health promotion and disease prevention</li> <li>• Taking a more preventative and integrated approach to systemic challenges within the health care system</li> </ul>

2014-15 Indicators	Planned versus Actual Results
	<ul style="list-style-type: none"> <li>• The effects of the social determinants of health</li> <li>• A population-health approach which aims to improve the health of the entire population and reduce health inequities among population groups</li> <li>• Applying a "Health in All Policies" lens across government</li> <li>• Improved access to health care and wellness services and supports, and improved collaboration and coordination across systems and in communities and regions</li> <li>• Creating a culture of wellness, where living well is a way of life (cultural shift)</li> <li>• An approach to wellness across the lifespan (from infancy to old age) and across settings (to support living well in homes, workplaces, and communities)</li> <li>• Incorporating the principles of inclusion and equity so that all people have the opportunity to live well at every stage and circumstance of life</li> <li>• Taking into consideration the multiple dimensions of wellness for a more holistic approach to health and well-being</li> <li>• The importance of Health Impact Assessments for all policies, programs and practices across Government.</li> </ul> <p><b>Existing and emerging potential wellness priority areas identified as key elements of wellness:</b></p> <ul style="list-style-type: none"> <li>• Healthy eating</li> <li>• Physical activity</li> <li>• Tobacco control</li> <li>• Injury prevention</li> <li>• The healthy built environment</li> <li>• Health and wellness incorporated in municipal- and community-level planning</li> <li>• Mental health, including social and emotional well-being</li> <li>• Early childhood development</li> <li>• Food security</li> <li>• Seniors and healthy aging across the life continuum</li> <li>• Access to recreation and sport especially for children and youth</li> <li>• Enhanced opportunities in recreation and sport for persons with disabilities.</li> </ul>

## Discussion of Results:

By March 31, 2015, SWSD had initiated development of a new provincial wellness plan toward an integrated approach to wellness. In this initial planning phase, SWSD itself was being formed, and so engagement processes initially focused on existing key stakeholders in Government and sectors including all divisions of the new Department of SWSD. SWSD reviewed and built upon research and consultation initiated earlier in 2014, and ongoing research and consultation within the new department in 2014-15. These initial processes laid the groundwork for the development of a new provincial wellness plan through the identification of key stakeholders, key elements and priority areas for wellness.

To achieve well-being for all people, SWSD recognized through its formation, review and consultation processes that the usual framework of health promotion, prevention and education must be expanded. As the Premier's Summit on Primary Health Care and the PRS engagement processes clearly demonstrated and reinforced the influence and impacts of the determinants of health – that people's health and well-being are influenced by economic and social conditions, such as housing, social status, social support and income. Healthy societies require a strong connection between individuals, provincial, local and federal governments and the community.

In 2014-15, existing wellness areas (healthy eating, physical activity, tobacco control and injury prevention) were reviewed and a results report will summarize achievements, lessons learned and key issues and directions as SWSD moves forward to develop and implement its new provincial wellness plan in 2015-16. This plan will feature a more integrated approach to wellness across Government and sectors, and address the new wellness priority areas identified including the healthy built environment, municipal and community planning, mental health and early childhood development. It will encompass healthy aging across the life continuum and the needs of seniors will remain a key focus area of wellness in both the **Provincial Healthy Aging Policy Framework** and the new provincial wellness plan. The Premier's Summit on Primary Health Care and the PRS engagement processes both confirmed existing priority areas for wellness and identified new areas of focus, including food security, housing, seniors and enhanced access for sport and recreation for children and youth, among others.

The role of research and evaluation in existing and emerging practices to influence Government policy and programming in wellness remains critical in both developing and implementing the wellness plan in 2015-16. This new wellness plan will set the direction for wellness, provide strong leadership in many wellness areas, set priorities, and better coordinate and align resources for health promotion and wellness in the province. This will include prioritization across Government and sectors and meaningful measurement and evaluation for selected programs and initiatives.

**Objective 2015-16:** By March 2016, the Department of Seniors, Wellness and Social Development will have developed and initiated implementation of a new Provincial Wellness Plan.

**Measure:** New Provincial Wellness Plan developed and implementation initiated.

**Indicators:**

- New provincial wellness plan developed and implementation initiated
- Engagement, leadership and partnerships concerning wellness undertaken
- Policies and actions to advance wellness and integrate approaches to wellness identified and initiated
- Evaluation frameworks being developed.

## Opportunities and Challenges Ahead

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SWSD was established to realign divisions within Government to focus more clearly on emerging issues such as our aging population, the need for overall wellness, and to help ensure all citizens are able to contribute to, and benefit from, our economy. The focus of SWSD in the coming year is outlined in its 2014-17 Strategic Plan and within Government's strategic directions.

Continuing to establish the Department in its horizontal social development role and cross-government leadership in SWSD's mandate areas and across Government and community sectors presents opportunities for better coordination and integration of policies and programs. The ongoing challenge is to better integrate and adapt service delivery, programs and policies especially for an aging population within a challenging fiscal environment.

SWSD's focus on a changing reality in Newfoundland and Labrador – the growing aging population – has opportunities for a more inclusive, respectful and caring society. The challenge will be helping older adults to remain healthy, active and engaged, living in their own homes for as long as possible. Ongoing collaboration with other Government departments and key stakeholders will ensure that the views and needs of seniors are reflected in government policies and priorities, and seniors will continue to be involved in the design of programs and services that are intended to meet their needs.

SWSD was established, in part, to bring more focus to Government-wide efforts to promote physical activity and wellness initiatives that are inclusive to citizens of all ages. In 2016-17, SWSD will continue its efforts to promote and improve the overall wellness of the province's population, from birth to senior years, through initiatives that provide support and reduce barriers to healthy, active living. A new provincial wellness plan presents the opportunity to expand the scope of wellness priorities in achieving an integrated approach to wellness across Government and sectors. SWSD will be challenged to work more effectively with Government and community stakeholders and partners to overcome the challenges faced by our population when it comes to ensuring healthy, active living.

In 2015-16, SWSD has the further opportunity to raise awareness and mobilize supports targeting physical activity and children and youth including schools and community. In 2014-15, SWSD evaluated increased physical activity opportunities for children and youth in the critical after-school period and formed new partnerships to further advance this key priority. SWSD will build on

this knowledge and be challenged to work effectively with other Government departments and key stakeholders to enhance promotion and support for physical activity and the recreation and sport delivery systems.

Approximately \$1 billion has been approved for poverty reduction initiatives in this province since the launch of the Poverty Reduction Strategy in 2006. While significance progress has been made, the six new priority focus areas identified through the comprehensive engagement process in 2014-15 present new opportunities in targeted areas including persons living with extreme low income, housing, vulnerable youth and families, improved access to and awareness of, Government services, and improved access to such necessities as transportation, food, adult learning and literacy, medication and dental services. SWSD will be challenged to develop a new PRS Action Plan in 2015-16 to ensure the continued success of efforts to reduce, alleviate and prevent poverty in Newfoundland and Labrador.

Inclusiveness is essential to promoting opportunity in our province. Government is committed to building a more inclusive society, without barriers and where appropriate supports are in place so that all residents can avail of programs, services and opportunities to live meaningful, healthy, active lives. In 2015-16, SWSD will release the three-year action plan to further guide implementation of initiatives under **Access. Inclusion. Equality. A Strategy for the Inclusion of Persons with Disabilities.** Investments in programming, services and accessibility upgrades have been ongoing, and this action plan is the next step in efforts to build a truly inclusive society. Both the opportunity and challenge here concerns ensuring accessibility and inclusion are not an afterthought, but rather how we make decisions and live our lives each day.

Housing and homelessness are over-arching social development needs and there are opportunities to bring one of the most important basics to people province-wide so that they can live healthier, more productive and safer lives. SWSD and its partners including the NLHC will work together on the continuum of housing options. Another key horizontal challenge is developing an integrated, comprehensive, Government-wide means so that citizens can navigate and more easily access Government programs and services wherever they may be and whatever their needs.

# Appendix One – Financial Statements

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Expenditures and revenue figures included in this document are based on public information provided in the **Report on the Program Expenditures and Revenues of the Consolidate Revenue Fund for Fiscal Year Ended 31 March 2015** (unaudited) and the Estimates 2015.

<b>Program</b>	<b>Actual \$</b>	<b>Amended \$</b>	<b>Original \$</b>
Executive and Support Services	1,470,086	1,578,800	1,578,800
Health Promotion, Wellness and Sport	16,082,553	16,142,200	16,156,200
Seniors Aging and Social Development	3,040,606	3,174,300	3,118,400
Total: Program	20,593,245	20,895,300	20,853,400

**Source:**

Provided in the **Report on the Program Expenditures and Revenues of the Consolidated Revenue Fund for Fiscal Year Ended March 31, 2015**, pp. 194-198. See [http://www.fin.gov.nl.ca/fin/publications/2015\\_Consolidated\\_Revenue\\_Fund.pdf](http://www.fin.gov.nl.ca/fin/publications/2015_Consolidated_Revenue_Fund.pdf)

## Appendix Two – Entities Reporting to the Minister

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The following entities also report to the Minister of Seniors, Wellness and Social Development and undertake their own planning and performance reporting according to their categorization under the **Transparency and Accountability Act** as indicated in the entity overview provided below. It is noted that these entities produce their own planning and reporting documents in accordance with the **Transparency and Accountability Act**.

**The Newfoundland and Labrador Housing Corporation (NLHC).** The NLHC is a crown corporation whose mandate is to develop and administer housing assistance policy and programs for the benefit of low to moderate income households throughout the province. NLHC is governed by a Board of Directors representing different geographic regions and special interest groups and reports to the Provincial Government through the Minister who is named responsible for the Newfoundland and Labrador Housing Corporation. In 2014-15, this is the Minister responsible for the Department of Seniors, Wellness and Social Development. The Chairperson of the NLHC Board also serves in a dual capacity as Chief Executive Officer and is responsible for the day-to-day operations of NLHC. The Corporation is a Category One entity.

**Provincial Advisory Council on Aging and Seniors (PACAS).** The Provincial Advisory Council for Aging and Seniors advises Government in preparing for an aging population by ensuring that a seniors' perspective is reflected in policy development and in planning for future service delivery. The mandate of this Council is to advise and inform Government on issues, concerns and needs of seniors. The Council provides a mechanism for seniors to have a strong voice in the development of comprehensive programming to support the independence and well-being of an aging population. The Council consists of 12 members in addition to a Chairperson. All members and the Chairperson are appointed by the Minister of Seniors, Wellness and Social Development. Members serve up to a three-year term. The Council is a Category Three entity.

**Provincial Advisory Council for the Inclusion of Persons with Disabilities (PACIPD).** The Provincial Advisory Council for the Inclusion of Persons with Disabilities advises the Minister Responsible for the Status of Persons with Disabilities on current issues and ways to make things better. This Council is made up of 12 to 18 people who have disability-related experiences and knowledge. They are women and men of different ages who come from small and large communities. All members and the Chairperson are appointed by the Minister of Seniors, Wellness and Social Development, as the Minister Responsible for the Status of Persons with Disabilities. The Council is a Category Three entity.

**The Provincial Wellness Advisory Council.** The Provincial Wellness Advisory Council provided the leadership for the development of the Provincial Wellness Plan. The Wellness Council will continue to provide advice and guidance on the wellness priorities to Government through the Minister of Seniors, Wellness and Social Development. All members and the Chairperson are appointed by the Minister of Seniors, Wellness and Social Development. The Council is a Category Three entity.

**Newfoundland and Labrador Sports Centre (NLSC).** Opened in St. John's in 2008-09, the NL Sports Centre serves as a venue for athlete training, and as host to provincial, national and international competitions for the more than 70,000 athletes, coaches and administrators that make up Sport Newfoundland and Labrador (SNL). All members and the Chairperson are appointed by the Minister of Seniors, Wellness and Social Development. The NL Sports Centre is a Category Three entity.