



Seniors, Wellness and Social Development

Annual Performance Report 2015 to 2016

September 30, 2016

***As a result of changes to the structure of government announced August 17, 2016, the former Department of Seniors, Wellness and Social Development is now part of the new Department of Children, Seniors and Social Development**

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Paper*

Department of Children, Seniors and Social Development
Government of Newfoundland and Labrador
P.O. Box 8700
St. John's, NL
A1B 4J6

*Alternative formats available upon request.

Please Note: In accordance with **Clear Print Accessibility Guidelines**, italics or upper-case letters have not been used for the titles of acts, titles, sub-titles or for emphasis. Bold fonts of medium heaviness as recommended have been used instead.

Reference Period: This Annual Report covers the **reference period April 1, 2015 through March 31, 2016** for the former Department of Seniors, Wellness and Social Development.

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Contents

Minister’s Message.....	4
Departmental Overview.....	6
Key Statistics.....	6
Mandate, Lines of Business	7
Vision, Mission.....	9
Shared Commitments.....	10
Highlights and Accomplishments.....	14
Report on Performance.....	16
Strategic Issue One: Living respectfully in an inclusive, equitable society.....	16
Strategic Issue Two: Living well as our way of life in Newfoundland and Labrador.....	26
Opportunities and Challenges Ahead.....	34
Appendix One – Financial Statements.....	36
Appendix Two – Entities reporting to the Minister.....	37

Minister's Message



I am pleased to present the second Annual Report of the Department of Seniors, Wellness and Social Development (SWSD). The report highlights SWSD accomplishments and activities from April 1, 2015 to March 31, 2016 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 brings together those focused on inclusion of persons with disabilities, poverty reduction, seniors and aging and healthy living with those working to increase physical activity, recreational opportunities and sport development. In 2015-16, SWSD 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.

We envision a truly inclusive society with accessibility and inclusion for all. The launch of our **new Inclusion Strategy Action Plan** in June 2015 with its 43 practical actions guided further implementation of **Access. Inclusion. Equality – A Provincial Strategy for the Inclusion of Persons with Disabilities**. This action plan will further advance the fundamental shift toward full equity for persons with disabilities needed across our province.

While people are becoming more informed about how to prolong their lives through physical activity, social activity and inclusion and eating healthier, we have persistent high rates of chronic illness. In 2015-16, we committed, with the Department of Health and Community Services (HCS), to develop a **Health Promotion and Healthy Living Strategy** that will focus on two key areas: Youth Wellness and Chronic Disease Prevention and Management. The new strategy will be comprehensive and include all people in Newfoundland and Labrador, with a specific focus on youth. We continue to take every opportunity for Newfoundlanders and Labradorians to engage and to increase their capacity for wellness.

We support seniors to live healthy, independent lives while participating fully in their communities. Right now, nearly 50% of our NL population is 50 years of age and older. This aging trend is projected to continue well into the future. We are continuing to implement the **Provincial Healthy Aging Policy Framework** including assessing the best age-friendly transportation options. Government has committed to creating an Office of the Seniors' Advocate (OSA) to ensure an independent voice to advocate on behalf of seniors and we commenced work on this commitment with the Department of Justice and Public Safety in 2015-16.

Poverty and inequality are being reduced in our province, but it is still difficult for those living with low income to get and stay healthy, to find and keep a home, to obtain an education, and to gain and keep work over the life course. Without these basics in place, the demand for social supports rise and health care costs increase for all residents. Through the **Poverty Reduction Strategy**, we continue to work to ensure that everyone in our province has the right to the same quality of living. We work across various government departments and agencies, with the Federal Government and with community partners to focus especially on vulnerable youth, seniors, mental health, affordable housing and initiatives that will prevent and end homelessness.

For 2016-17, under the new Department of Children, Seniors and Social Development (CSSD) formed August 17, 2016, I look forward to achieving progress on the 2016-17 objectives outlined in this report. Such efforts are critical in achieving the mandate of 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.



SHERRY GAMBIN-WALSH, MHA

Placentia – St. Mary's

Minister

Departmental Overview

Following is a brief overview of the Department of SWSD, which contains key statistics, mandate, lines of business, vision, and mission. For further information about SWSD, please visit www.cssd.gov.nl.ca

Key Statistics

Where We Operate

The Department of SWSD was 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 operated 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. See Figure 1: Department of Seniors, Wellness and Social Development Location of Offices and Facilities as of March 31, 2016 (attached).

Our Employees

As of March 31, 2016, SWSD had a core staff of 41. Most (88 per cent) of our employees were located on the Avalon Peninsula. The Department of SWSD had 33 female employees (80 per cent) and 8 male employees (20 per cent). See Figure 2: Department of Seniors, Wellness and Social Development Organization Chart as of March 31, 2016 (attached)

Financial Information

Expenditure and revenue figures included in this document were 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 2016**. SWSD's total net expenditures for 2015-16 were \$21,093,997. Expenditures by program area in 2015-16 were as follows: Health Promotion, Wellness and Sport, \$16,665,692 (79 per cent); Seniors, Aging and Social Development, \$2,797,872

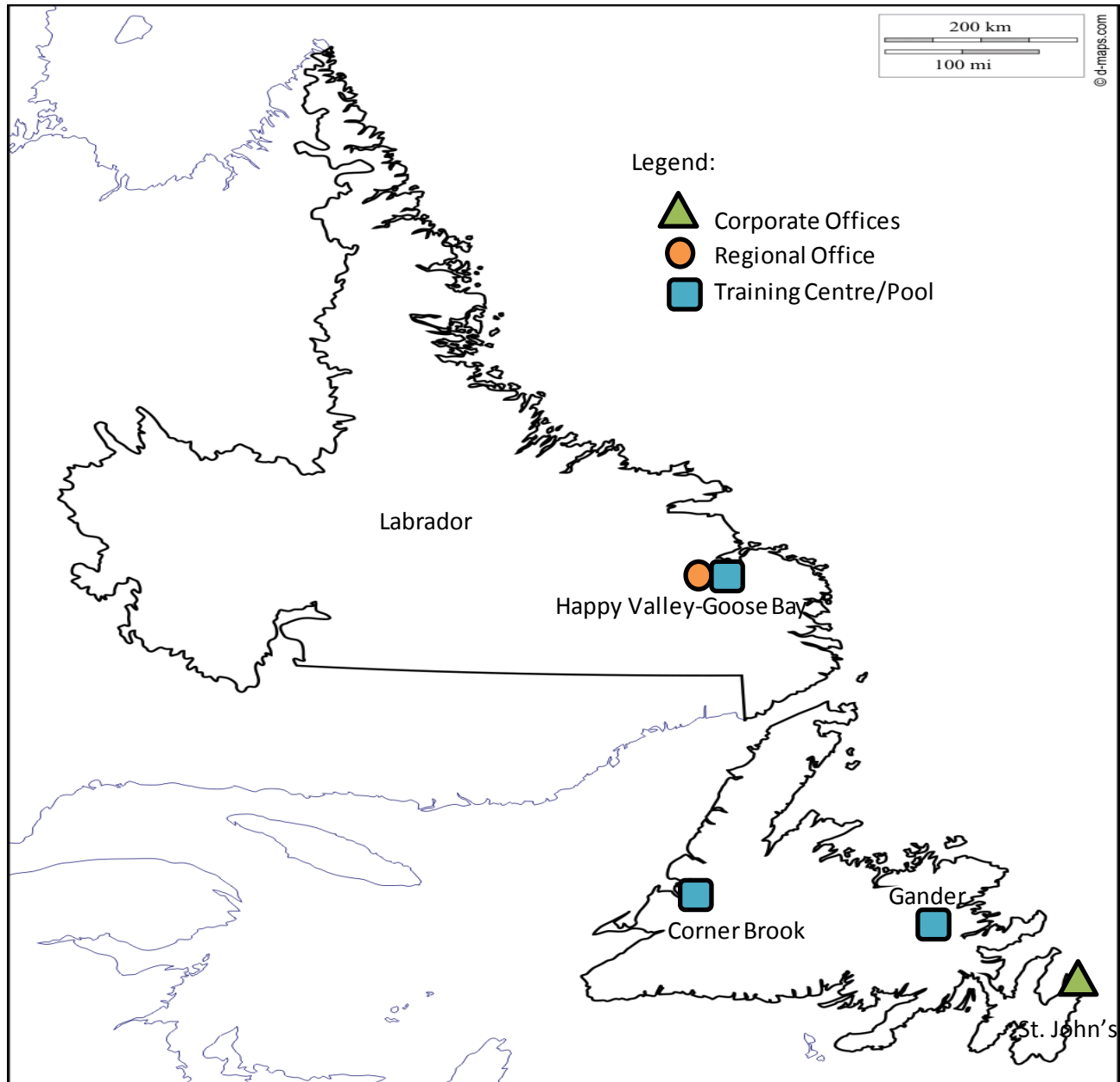


Figure 1: Department of SWSD Offices and Facilities as of March 31, 2016

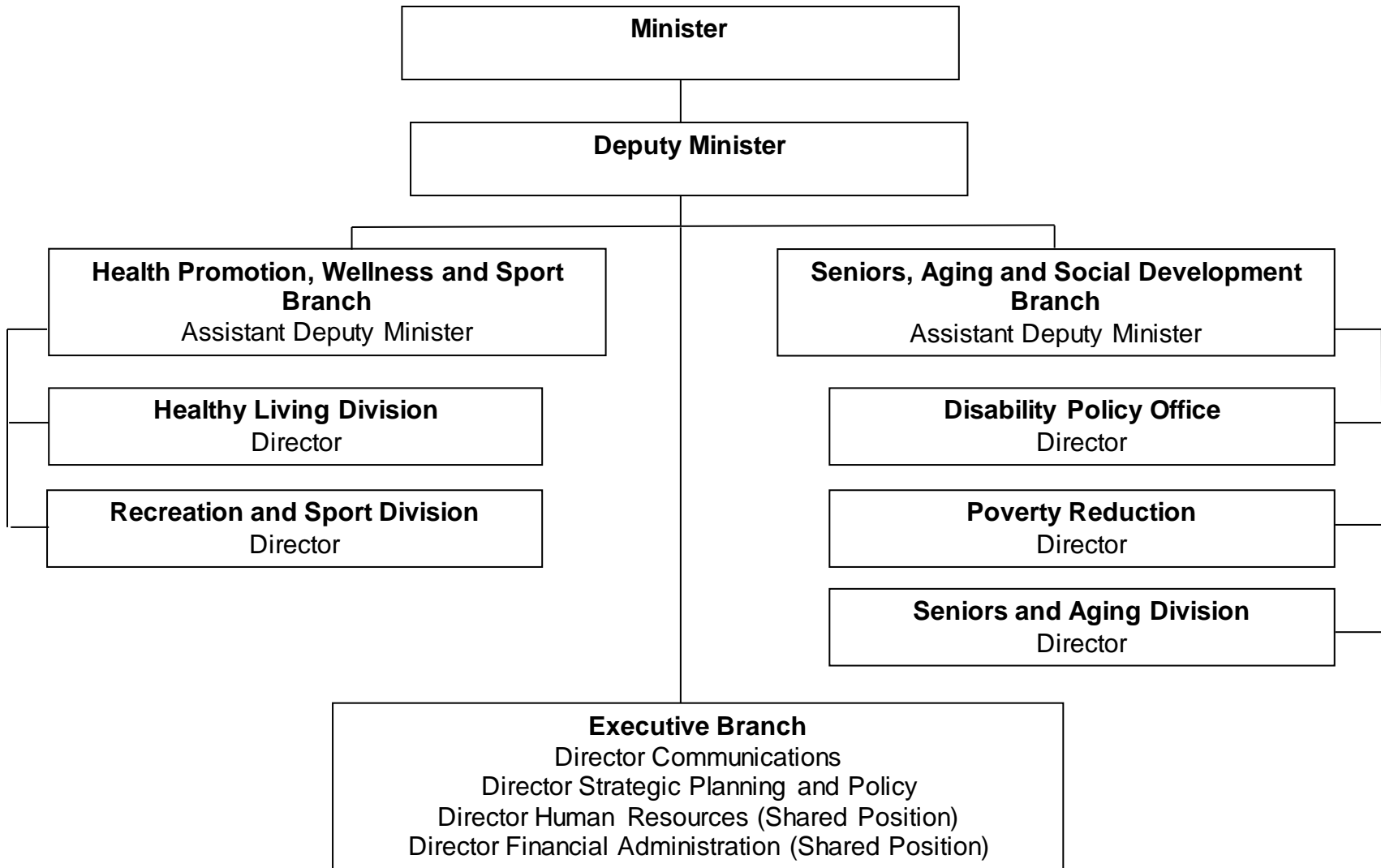


Figure 2: Department of SWSD Organization Chart as of March 31, 2016

(13 per cent); and Executive and Support Services, \$1,630,433 (8 per cent). The financial statements are contained in Appendix One.

Mandate

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

Horizontal Approach and Initiatives

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

- 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 focused 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. SWSD worked 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 included 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 were the main clients of capacity building. Activities included:

- 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 was: "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.

Shared Commitments

The Department of SWSD worked with many partners to fulfil its mandate and support its aims. SWSD's commitment to community organizations throughout the province was shown in the strength and breadth of the relationships it established and the support it provided, including financial support. The Department was committed to financially supporting many organizations and community groups whose programs and services advanced the mandate of the Department and were within the fiscal resources of the Provincial Government. Throughout 2015-16, funding was 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 SWSD required 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 worked with and through organizations and groups to create more impact than they ever could have achieved alone. Partners included:

- Entities reporting to the Minister of SWSD: 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). See Appendix Two for more details.
- Other Provincial Government departments and agencies especially: the Departments of Health and Community Services (HCS); Education and Early Childhood Development (EECD); Child, Youth and Family Services (CYFS); Finance (FIN); Transportation and Works (TW); Justice and Public Safety (JPS); Municipal Affairs (MA);

Intergovernmental Affairs Secretariat (IGS); Human Resources Secretariat (HRS) including the Centre for Learning and Development (CLD); Advanced Education and Skills (AES); Service NL (SNL); Natural Resources (NR); Environment and Conservation (ENVC); and Business, Tourism, Culture and Rural Development (BTCRD); and the Offices of Public Engagement (OPE), Women's Policy (WPO), the Chief Electoral Officer (CEO), and the Chief Information Officer (OCIO) This work included 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 a variety of Federal-Provincial-Territorial (FPT) committees, working groups and organizations.
- Aboriginal governments and organizations.
- Business and industry organizations.
- Post-secondary institutions and researchers.

Highlights of these shared commitments in 2015-16 included:

- Ongoing implementation committees of the **Adult Protection Act** which included: the Provincial Adult Protection Steering Committee; the Aboriginal Adult Protection Committee; and the Abuse, Capacity and Tracking sub-committees as well as consumer and stakeholder groups. These committees focused on a mid-term evaluation of the act in 2015-16.
- Work with Legislative Counsel to create legislation that is supporting creation of an independent **Office of the Seniors' Advocate** (OSA) for Newfoundland and Labrador (anticipated 2016), a key Government commitment.
- Work with the **Violence Prevention Initiative**, coordinated by the WPO, a multi-departmental, government - community partnership to find long term solutions to the problem of violence against those most at risk in our society. This involved the Provincial Steering Committee and Aboriginal Committee in matters relating to the **Respect Aging** program which provides training and supports the safety of seniors.
- Work with Eastern Regional Health Authority, the Department of JPS, the Coalition of Persons with Disabilities in Newfoundland and Labrador (COD-NL) and other stakeholders to develop public information concerning **Advance**

Health Care Directives and Substitute Decision-Makers.¹ This key element of life span care planning, supported by legislation, enabled all people in the province to exercise their own choices and to have their wishes documented so that they could be used by multiple systems, for example, health care and justice.

- Ongoing implementation of the **Age-Friendly Transportation Pilot Program** which involved cross-departmental representatives including the Departments of JPS and TW and six community-based pilot projects with multiple stakeholders. In 2015-16, the committee was expanded to SWSD's Disability Policy Office (DPO) (accessible vehicle and accessible taxi) and the Strategic Planning and Policy Division (to develop the evaluation framework and evaluation plan and undertake the evaluation).
- A 10-year **strategy to end homelessness** in Newfoundland and Labrador, announced in October 2015, with NLHC and SWSD co-leading plan development and implementation through a Deputy Minister Committee which has been formed. This included adopting a "**Housing First approach**", whereby individuals in need were provided with a safe place to live, and at the same time gained supports they required to stabilize their lives.
- The **Inclusion Action Plan** (2015-18) released June 2015 involved the engagement of 16 government departments through the **Inclusion Action Plan** Inter-Departmental Working Group (IDWG). DPO coordinated regularly scheduled meetings in September and December of 2015 and in February 2016 which closely monitored progress.
- DPO worked with COD-NL to organize a workshop December 8, 2015, St. John's featuring internationally-known guest speaker Randy Lewis, a former vice-president with American pharmacy chain Walgreen's, to build knowledge and awareness about persons with disabilities in the workplace, a key **Inclusion Action Plan** priority.
- The Food Security Interdepartmental Working Group co-chaired by the Departments of SWSD and NR, undertook an **Inventory of Government Initiatives related to Food Security**.
- The Healthy Living Division represented SWSD on the **Provincial Cancer Control Advisory Committee** with a particular focus on strengthening or developing legislation that would regulate e-cigarettes and address restrictions on flavoured tobacco products among other matters.
- An Advisory Committee composed of the Recreation and Sport Division, DPO, Recreation NL, School Sport NL, Sport NL and three additional community/sector representatives, met with key stakeholders in January 2016 to identify

¹ An Advance Health Care Directive enables all individuals to ensure that their health care wishes are known and considered if for any reason they are unable to speak for themselves. This may be accomplished through individualized instruction and/or appointment of a substitute decision-maker(s).

priorities for persons with a disability participating in recreation and sport and to develop a three-year work plan for this initiative.

- FPT Ministers Responsible for Sport, Physical Activity and Recreation (with the exception of Quebec which follows its own framework), of which the Minister of the SWSD is a member, endorsed the **Framework for Recreation in Canada 2015** in 2015-16. Following this endorsement, the Framework will be implemented in each jurisdiction according to policies, practices and procedures in a way that works best for them.
- The FPT Ministers Responsible for Seniors Forum focused on 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**. Two Working Groups were established in 2015 in these priority areas: 1) Caregiver Readiness; and 2) Social Isolation/Social Innovation. NL co-chaired the working group on social isolation.
- The FPT Ministers responsible for Health Forum (which encompassed a number of areas including healthy living and health promotion and seniors and aging) met in January 2016. This forum, attended by the Minister of SWSD, focused on such areas as physician-assisted dying, Indigenous health and wellness, access and affordability of pharmaceuticals, negotiating a new Health Accord and a long-term agreement on funding.
- FPT social services ministers met in February 2016 – the first such meeting in 10 years – to discuss reducing poverty, supporting high quality early learning and child care services, improving outcomes for Indigenous children and youth and removing and preventing barriers for people with disabilities. This included ensuring flexible, complementary FPT initiatives to reduce poverty and to support children and families and persons with disabilities.

Highlights and Accomplishments

Since SWSD's formation on September 30, 2014, the Department's branches have focused on seniors, aging and social development as well as health promotion, wellness and sport. The mandate of the department crosses all government departments and agencies - from health care to housing. As the Department concluded its second year, 2015-16 highlights and accomplishments included the following:

- Released October 2015, the latest available data (2013) from Statistics Canada showed that the province had one of the lowest levels of poverty in Canada. In addition, it was reported that 6.4 per cent of the province's population was receiving Income Support - among the lowest percentages ever recorded in in the province. These represented significant advancements in poverty reduction in Newfoundland and Labrador
- Released the new **Inclusion Action Plan** in June 2015, which outlines 43 practical, concrete initiatives which advance the five strategic directions of **Access. Inclusion. Equality - A Provincial Strategy for the Inclusion of Persons with Disabilities (2012)** which are: shifting public perceptions of disability, engaging persons with disabilities, improving accessibility in the built environment, improving access to disability-related supports, and changing the service delivery culture to be more fair and respectful.
- Released the **Provincial Healthy Aging Policy Framework [PHAPF] – Status Report** which outlined the significant progress made on seniors' initiatives since the launch of the Framework.
- Provided a total of \$200,000 to 14 municipalities and 19 community-based organizations to support the development of programs and services which make Newfoundland and Labrador more age-friendly for residents. The grants, a key action of the **PHAPF**, are designed to help develop plans, build capacity, and implement projects and programs which help communities create more age-friendly environments which benefit all citizens, including older adults.
- Hosted the seventh annual **Seniors of Distinction Awards** which honoured the following five exemplary senior citizens for their contributions to society: Rita Andersen of Nain, Arthur Daye of Grand Falls-Windsor, Theresa Hann of Port au Port East, Goward Heath of St. John's, and Petrinella Hodder of St. Lawrence.
- Partnered with Canadian Tire Corporation, ParticipACTION, School Sports Newfoundland and Labrador, and the Newfoundland and Labrador English School District in support of **Start Right Now**. School-aged children are

encouraged to “start right now” to increase their daily level of physical activity through expanded Active Schools and Participation Nation programming.

- Honoured close to 120 of the province’s most accomplished young athletes representing 26 sports at the Premier’s Athletic Awards held May 2015. Through the Athletic Excellence Fund (designed to recognize athletic excellence as per Key Direction Four of the **Provincial Recreation and Sport Strategy**), the Team Gushue Scholarship Awards (\$5,000 each) were awarded to Jillian Forsey of Kippens (athletics) and Ben Taylor of St. John’s (target shooting). This fund also supported successful provincial participation in the **2015 Pan Am Games** and the **2015 Parapan Games** in Toronto in 2015 where a number of provincial athletes excelled.
- Supported the **Special Olympics Canada Winter Games** (\$500,000 investment) which were held from March 1 to 5, 2016 in Corner Brook, the first time the event has been held in this province since Special Olympics Canada was established in 1969. Team NL sent 44 athletes and a support team of 23 and earned a total of 36 medals (10 gold, 16 silver and 10 bronze) which was more than double those earned at the 2012 Winter Games.
- Supported the **Labrador Winter Games (\$500,000)** which were held in March 2016 and served as a promotion of competitive sport and the benefits of active, healthy living and a celebration of Labrador’s distinct culture. More than 400 participants from up to 30 communities took part in the games.
- Agreed with the Government of Ontario in October 2015 to switch spots in the hosting rotation for the **Canada Summer Games**, with Ontario hosting in 2021 and Newfoundland and Labrador hosting in 2025. Government committed a total of \$480,000 to Sport Newfoundland and Labrador to plan for the games including funding for two full-time coaching positions.
- Invested \$880,000 for infrastructure upgrades to sport and recreation facilities in June 2015 preparation for the 2016 **Newfoundland and Labrador Summer Games** (25th anniversary of the games) to be held August 2016 in the Town of Conception Bay South. The town last hosted the games in 1996. These games also will be the first NL Games to include Aboriginal participation.

Report on Performance

In the 2014-17 Strategic Plan the Department of SWSD identified the following two strategic issues as key 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 2015-16 objectives.

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

SWSD committed in its 2014-17 strategic plan to removing barriers and supporting inclusion for all. Opportunities and actions to remove barriers and to support inclusion exist at every age and in every sphere of the social and economic life in Newfoundland and Labrador. SWSD worked through its major horizontal strategies and related action plans which cross government departments and community sectors to affect change. Their collective achievements were great examples of how improved coordination, collaboration and partnerships create impact that was more far reaching and long lasting than could ever be achieved in isolation.

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

Objective 2015-2016: 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.

Planned versus Actual Results 2015-16

Indicator #1: Cross-government strategies that address key issues of poverty reduction and inclusion implemented.

Cross-government strategies that addressed key issues of poverty reduction and inclusion were implemented as follows:

- Released the three-year **Inclusion Action Plan** (2015-18) outlining 43 initiatives which advance the five strategic directions of **Access. Inclusion. Equality - Provincial Strategy for the Inclusion of Persons with Disabilities in Newfoundland and Labrador**. In 2015-16, much progress was made with 13 actions completed and work begun on another 22 actions.
- Continued to oversee implementation of poverty reduction initiatives. A total of 13 departments and agencies implemented 124 such initiatives.
- This plan will be one component of a provincial housing strategy, which was a commitment made by government in the December 2015 mandate letter to the Minister Responsible for the Newfoundland and Labrador Housing Corporation.
- Continued to implement the **Provincial Healthy Aging Policy Framework** which addressed the needs of an older population and complemented many other government frameworks, strategies and plans including the **Poverty Reduction Strategy** and **Provincial Strategy for the Inclusion of Persons with Disabilities**. Many effective programs and services for older adults including those that addressed poverty reduction under Priority Direction “Financial Well-being” and inclusion under Priority Direction “Supportive Communities” continued (see following details). The framework guided government and partners on legislation, policies, programs and services for older adults especially the Minister of SWSD Mandate Letter 2015 priority for creating an Office of the Seniors’ Advocate.
- Reviewed and updated the **Provincial Food and Nutrition Framework and Action Plan** including food security (ensuring access to adequate, healthy food for all), a key area related to poverty reduction and inclusion.
- Further advanced the **Provincial Recreation and Sport Strategy**, Key Direction One: “improve access to recreation and sport by overcoming barriers to participation” by focusing on funding and initiatives to increase opportunities and support for persons living with low income, persons with disabilities and under-represented groups including aboriginal peoples to participate in recreation and sport (see Indicator 2: Key Actions below).

Indicator #2: Key Actions and activities that improve horizontal policies and supports implemented.

Key actions and activities that improved horizontal policies and supports were implemented as follows:

- New PRS initiatives which focused specifically on Goal 1-Improved Coordination included: creation of a provincial system navigator position to assist in accessing the health care system (HCS \$88,000); three youth outreach workers in the Labrador communities of Nain, Hopedale and Sheshatshiu (HCS \$202,000); enhancements to frontline service for the Labrador child protection model (CYFS \$585,400); and creation of the Community Healthy Living Fund (SWSD \$2,208,000) for community-based initiatives, programs and projects focused on healthy living, recreation and wellness.
- Supported the first-ever Provincial 'Housing First' Forum held in St. John's March 1-3, 2016 which addressed key priorities in the St. John's Community Plan to End Homelessness and the development of a provincial plan based on "Housing First" principles.
- Supported an information session of individuals and organizations engaged in issues concerning poverty in October 2015. This multi-sector gathering of over 50 individuals and groups advanced a collective approach to reducing poverty and a report with recommendations to inform future horizontal policies and supports.
- Undertook key informant research with over 20 key informants (government, university and community) on food and nutrition research priorities with a special focus on the issue of food security. This research informed the identification of potential priorities and actions in this critical area of poverty reduction and inclusion.
- Reviewed the **PHAPF** and released a status report outlining the progress made on seniors' initiatives since its launch. A gap analysis further informed where potential key actions and improvements to existing and new horizontal policies and supports could be made.
- Initiated planning with the Department of JPS to develop legislation that supported creation of an independent Office of the Seniors' Advocate (OSA) (anticipated in 2016-17).
- Further implemented the **Adult Protection Act** which applies to all NL adults meeting the criteria of an adult in need of protective intervention, regardless of living arrangement. In 2015-16, SWSD undertook 300 reports/evaluations (with fewer than 20% proceeding to investigation) and policies were established through the work of ongoing implementation committees: the Provincial Adult Protection Steering Committee; the Aboriginal Adult Protection Committee; and the Abuse, Capacity and Tracking sub-committees as well as consumer and stakeholder groups.

- Initiated an evaluation of the Age-Friendly Transportation Project to inform future models and investment in age-friendly transportation for older adults and persons with mobility issues across the province.
- Further advanced the province-wide Age-Friendly (AF) Communities policy initiative from a grant program to a community capacity building and community development process. By 2015, there were 50 communities with AF Committees assessing, developing policies and developing services and structures related to the physical and social environment designed to help seniors live safely, enjoy good health and stay involved and connected to their communities.
- Supported the Seniors Affordable Housing working group, a horizontal initiative involving the provincial government, the City of St. John's and community groups. This work focused on affordable housing for seniors in St. John's including initiating review of affordable housing research and reports relating to seniors and best practices.
- Worked to promote universal design with government, private sector and community stakeholders so that new buildings are barrier-free. This included workshops featuring experts and presentations on best practices for government, businesses and community.
- Engaged with the Deaf community when it held its first-ever American Sign Language Consultation in the fall of 2015, bringing together close to 100 Deaf individuals from across the province to identify ways in which to improve mental health services, wellness programs and community supports for members of the Deaf community.
- Collaborated with the community group COD-NL to deliver workshops and a toolkit for those working in the marketing and media sector in order to advance a positive image of persons with disabilities, a key direction of the **Provincial Inclusion of Persons with Disabilities Strategy** and **Inclusion of Persons with Disabilities Action Plan**.
- Discussed and explored with the Provincial Advisory Council for the Inclusion of Persons with Disabilities (PACIPD), service delivery concepts and models such as individualized funding to help inform the framework of the new model for Disability-Related Supports.
- Worked with community partner the Independent Living Resource Centre (ILRC) to plan and develop the first-ever Inclusive Communities Summit: Sharing Experiences and Exploring Opportunities (to be held April 2016) to inform key policies and strategies in inclusive employment, education, recreation, legislation, mental health and universal design.
- Initiated research and review of existing assistive technology program offerings was initiated with the objective to provide recommendations of a provincial Assistive Technology Program in partnership with community stakeholders.

- Researched and assessed potential social media strategies to shift public attitudes by challenging negative stereotypes and building knowledge about barriers and how to remove them. This was a key element of Objective One of the **Inclusion Action Plan**, “Build a positive image of disability.”
- Invested \$150,000 through Budget 2015 and worked with managing partner Recreation NL to implement an initiative to increase opportunities and support for persons with disabilities to participate in recreation and sport.
- Worked with the Aboriginal Sport and Recreation Circle (ARC) to develop and evaluate participation by Aboriginal groups in the NL Games beginning with the Summer Games 2016 as a pilot initiative.

Indicator #3: Horizontal policies and supports for people improved.

Horizontal policies and improved supports for people were improved as follows:

- Worked with the Department of Finance to enhance the **Low Income Seniors Benefit** announced October 2015. This refundable tax credit benefited more than 43,000 seniors (at least 65 years old) in the province. As a result, the maximum payment seniors may receive was the highest ever at \$1,059, benefitting approximately 45,000 eligible households in 2015. The estimated amount of this benefit for 2015 was \$42.1 million.
- Provided inputs to the evaluation of the **Paid Family Care Giving Option**, under the Provincial Home Support Program (HCS), which was available to home support clients to assist them to remain in their homes and communities. This individualized funding model for seniors and adults with disabilities provided more flexibility for clients and reduced the administrative burden.
- Conducted orientation sessions and community visits to promote and train municipal-level participants in the **Age-Friendly (AF) Communities** process. Meetings with mayors and councils occurred in Baie Verte, McIvers, Parker’s Cove, Corner Brook, St. Joseph’s and Twillingate to raise awareness of the program and process, encourage the creation of AF Committees and to conduct assessments to identify priorities for action to make communities more age-friendly and inclusive.
- Worked with the OPE and the Communications Branch (Executive Council) to develop and implement new accessibility guidelines for public information and public engagement. This resulted in government-wide policies and guidelines for accessible communication and public engagement providing instructive guidance to ensure policy processes and practices are accessible and inclusive of everyone, including persons with disabilities.

- Worked with SNL, community and other stakeholders to develop new public procurement accessibility and inclusion guidelines, so that products, leases and contracts by the Provincial Government take accessibility into consideration.
- Worked to strengthen disability-related supports initiated through a working group composed of the Departments of HCS, AES and EECD. This group explored concepts of disability-related supports and services; reviewed research and current trends, and examined disability-related supports currently offered throughout government to identify the direction of a pilot and future program model.
- Worked with EECD to support early intervention through a reading and writing program pilot in select schools. **Working Together to Support Student Achievement**, is in year two of the pilot, and will provide guidelines to support schools in meeting student needs.
- Worked with AES to explore with post-secondary institutions the potential of providing multi-year accessibility plans to advancing inclusion in post-secondary education.
- Worked with NR and the **Inter-Departmental Working Group on Food and Nutrition** in order to inventory all government-related programs and policies related to food security.

Indicator #4: Program and service delivery improvements implemented.

The following program and service delivery improvements were implemented:

- Released the updated, improved **Government of Newfoundland and Labrador Guide to Programs and Services for Individuals and Families** in October 2015, an initiative under the **Poverty Reduction Strategy**, with new, easier-to-find information on more than 100 programs and services. Over 3,000 government program guides (also available online) were distributed in 2015-16.
- Worked to support new programming and services through PRS initiatives in 2015-16 notably: 1) the increase of the operating grant program for the Family and Child Care Centres to reduce or eliminate surcharges to parents (EECD); 2) funding for a specialized Domestic Violence Court, including funding for the development of a model for Labrador (JPS); 3) an agreement with Health Canada to fund a Provincial Methadone Treatment Policy and increase access to substance-abuse services (HCS); and 4) funding for **Choices for Youth** to provide Youth Outreach Services (HCS).
- Supported the establishment of the establishment of the **Downtown Health Care Collaborative** which consisted of representatives from HCS, Eastern Regional Health Authority, Memorial University, SWSD and various community

organizations. This was aimed at enhancing access to health care services and community supports in the downtown St. John's area, particularly for at-risk groups including those living with mental illness and addiction.

- Supported the **Seniors Resource Centre of Newfoundland and Labrador (SRC)** to conduct an evaluation of its programs and services leading to additional investment of \$200,000 in September 2015. The funding stabilized SRC operations and strengthened its network of community supports especially its information and referral services.
- Invested \$400,000 through Budget 2015 to implement the third year of the innovative **Age-Friendly Transportation Pilot Project** and initiate the program evaluation of the six pilot projects operating in various rural and urban locations within the province, to inform future investment and sustainable models in transportation for seniors and persons with disabilities.
- Piloted the revised, updated FPT **Working Together Toolkit to Promote Seniors Social Integration in Community Services, Programs and Policies** at one of three Ideas Exchange Events held throughout Canada (NL, Ontario and British Columbia). Age-Friendly Grand Falls-Windsor partnered with SWSD to facilitate the first event which tested elements of the revised toolkit with engaged community members using relevant, local examples.
- Allocated \$100,000 of the annual \$200,000 **Age-Friendly Newfoundland and Labrador (AFNL)** program to the **Community Healthy Living Fund (CHLF)**. This fund employs a lifespan perspective with a focus on recreation, physical activity, healthy eating and injury prevention. The Age-Friendly Community Grants program (\$100,000) continued as a separate entity with a focus on community development and community capacity building.
- Worked with EECD to develop and implement a transition policy for students with an exceptionality transitioning into and within the K-12 system, and from the K-12 system to community, work and/or post-secondary environments. Transition Guidelines (policy) and supporting documents were developed and available on Government website
- Launched the innovative **Accessible Taxi Pilot Initiative**. Five grants were provided to taxi companies in St. John's, Conception Bay North and Grand Falls-Windsor to add accessible taxis to their fleets so that people using mobility devices like wheelchairs could access taxi services in their communities. Work is ongoing to promote accessible taxis within the industry in other regions of the province.
- Helped ENVC make **Wildlife Regulations regarding the Disabled Hunter and Disabled Angler Program** more inclusive.
- Worked with JPS and BTCRD to promote broad awareness and education regarding the **Service Animal Act**, with specific focus on industry, such as tourism and hospitality.

- Community partner COD-NL, with support from DPO, engaged with the CLD to develop and promote resources on inclusive service delivery for distribution on government internal website. New resources on accessible documents developed, piloted and being finalized for further circulation within government.
- Supported accessible websites and electronic information and services created and distributed by the OCIO. This ensured equitable access to Provincial Government website information and documents. Information flyers on universal design shared with public service staff via government internal website.
- Collaborated with COD-NL, government departments and agencies, including the Chief Electoral Office and the Newfoundland and Labrador Association for the Deaf to train 100 Elections NL employees including the Chief Electoral Officer, returning officers, and special ballot staff. This resulted in a new mutual understanding and made the electoral process accessible to all persons.
- Partnered with COD-NL and the CLD to provide resources on inclusive service delivery that support learning by public service employees. Focus groups were used to identify the learning needs of public staff; and work is ongoing to develop an inclusive service delivery eLearning module into public service training opportunities. Also developed and piloted workshops on how to create accessible documents within SWSD with materials now being finalized and circulated throughout government.
- Collaborated with COD-NL to develop new public procurement accessibility and inclusion guidelines. This partnership resulted in research on leading practices, tools and resources, and a review of implications of procurement guidelines which will inform improvements.
- Worked with the Canadian Hard of Hearing Association NL (CHHA-NL) and increased the use of visual smoke and fire alarms in private homes for the safety of persons who are deaf or hard of hearing. A total of 68 visual or tactile fire detection systems were placed in homes where the cost of installing such devices is a barrier for individuals and families. These alarms would have been otherwise unavailable (goal met 100% of target).
- In partnership with managing partner Recreation NL, further supported the participation of persons with disabilities in sport and recreation activities. This included signing a bilateral agreement with the Federal Government (Sport Canada) to provide increased opportunities for sport and recreation for persons with a disability and meeting with key stakeholders in January 2016 to identify priorities for persons with disabilities participating in recreation and sport and to develop a three-year work plan for this initiative. This agreement enabled a 32% increase to date in the number of youth with a disability who were provided the opportunity to participate in sport.

Discussion of Results:

By March 31, 2016, SWSD continued to implement cross-government strategies that addressed poverty reduction and inclusion and initiated key actions and activities that improved horizontal policies and supports and enhanced programs and service delivery for people to have access to, and participate in, our province's society and economy. These advancements occurred across the department in all mandate areas and across government departments and within communities across the province.

In 2015, SWSD released the **Inclusion Strategy Action Plan** which focused on changing how we think about disability, engaging people with disabilities, removing barriers from the built environment, enhancing access to disability-related supports, and delivering services with dignity and respect. These actions, developed through extensive consultation and research, were specifically designed to ensure policies, services and attitudes were inclusive and that barriers are removed and prevented. Over 60 programs and services were already in place for persons with disabilities. These continued within a common policy framework that provided a coordinated and streamlined approach to services and actions that supports inclusion. Government departments and agencies led actions that fell within their mandates, and adopted a more coordinated, collaborative approach for actions with shared responsibilities. Innovative community-government partnerships, for example, made Elections NL accessible for the first time with strategies, training and support provided by persons with disabilities for persons with disabilities. Innovative private sector partnerships, for example, helped the taxi industry acquire or adapt vehicles for accessibility, and government, community and sector partnerships supported recreation and sport development initiatives for persons with disabilities. Removing these and many more barriers made a positive difference in people's lives and benefited all Newfoundlanders and Labradorians in 2015-16.

Poverty Reduction focused in 2015-16 on the paramount priority of housing and homelessness, for example, support and participation in the **NL Housing and Homelessness Network (NLHHN)**, a horizontal government-community mechanism committed to working collaboratively on issues related to homelessness and housing. Together, NLHC and SWSD also initiated development of a 10-year strategy to end homelessness in the province. Work on the strategy was informed by recommendations contained in an independent consultant's report entitled **A Roadmap for Ending Homelessness in Newfoundland and Labrador**, prepared by Orgcode Consulting Inc. (released in February 2015).

The **Provincial Healthy Aging Policy Framework Status Report**, released in 2015, outlined the progress made on seniors' initiatives since the framework's launch in 2007. The province has a rapidly-aging population, and SWSD

continued to work with other government departments, agencies and key partners through the **PHAPF** and the evolving **Age-Friendly** process to address this demographic reality. SWSD worked on legislation to create the **Office of the Seniors' Advocate** which will: identify, review and analyze systemic issues; work collaboratively with seniors' organizations, service delivery groups and others to identify and address systemic issues; and make recommendations to government to improve services to and for seniors. A strengthened information and referral role for the **Seniors' Resource Centre** complemented this effort, and in 2015-16, the **Age-Friendly Communities** community development process focused greater effort on working with municipalities on age-friendly living, geographical challenges and sharing of seniors' activities, services, and programs at the community level.

The inventory of government food security initiatives responded to a key issue emerging from the PRS 2014-15 engagement process. This work was further informed by key informant research and inputs from the following provincial government committees and groups: 1) Food Security Inter-Departmental Working Group (IDWG); 2) Provincial Food and Nutrition Seniors' Expert Working Group; 3) Dietitians' Network for Seniors' Nutrition; 4) Regional Nutritionists within the Regional Health Authorities; and 5) Food Security Network (Food First NL). In 2015-16, the year of the 25th anniversary of the NL Summer Games, SWSD also worked with the Aboriginal Sport and Recreation Circle (ARC) to pilot aboriginal athlete participation in select sports as part of the NL Games program which, historically, has not included participation from aboriginal people. A phased-in approach was agreed upon beginning with a pilot initiative for the NL Summer Games in Conception Bay South in 2016. A review of the NL Games in general and how to best integrate aboriginal participation specifically will be undertaken at the end of the 2016 Games to inform the future Games model and participation.

Objective 2016-17: By March 2017, the Department of Seniors, Wellness and Social Development will have further supported and assessed the implementation of horizontal policies and supports for people to have access to, and participate in, our province's society and economy.

Measure: Horizontal policies and supports for people further supported and assessed.

Indicators:

- Program and service delivery improvements further implemented.
- Supportive, inclusive programming for individuals over the life course further implemented
- Progress on horizontal strategies monitored and supports assessed
- Policy and program effectiveness demonstrated.

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

The Provincial Government supports initiatives and puts community supports in place, to enable all people in the province to pursue healthier, more active lifestyles. SWSD is committed to working with partners and stakeholders to support individuals, families and communities make positive changes that improve overall health and well-being and to promote and increase physical activity opportunities across the life span. Through its strategic plan 2014-2017, SWSD committed to advancing an integrated approach to wellness across government and sectors.

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 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.

Planned versus Actual Results 2015-16

Indicator #1: New provincial wellness plan developed and implementation initiated.

While SWSD was in the process of developing a new Provincial Wellness Plan in 2015-16, the Minister of SWSD was mandated in December 2015 to lead Government's development of a new **Health Promotion and Healthy Living Strategy** in collaboration with the Minister of HCS (see further discussion below). Research, review and engagement activities undertaken in 2015-16 informed development of the new **Health Promotion and Healthy Living Strategy** were as follows:

- A draft **Highlights and Accomplishments of the Provincial Wellness Plan 2006 to 2013** was compiled of key initiatives and progress toward a healthier, more active Newfoundland and Labrador. This provided baseline information on key initiatives and progress of the former Provincial Wellness Plan
- Four internal and external stakeholder engagement sessions (over 160 participants) were held from December 2015 to January 2016. A report on key themes, findings and recommendations (developed by March 2016 for review by the

Provincial Wellness Advisory Council - PWAC) included the following focus areas which Mandate Letter 2015 identified as part of the new **Health Promotion and Healthy Living Strategy**: youth wellness, healthy eating, smoking cessation and physical activity for school-aged children

- Background work updating the **Provincial Food and Nutrition Action Plan** undertaken in 2015 was used to inform the healthy eating programs to facilitate healthy lifestyles and youth wellness, also identified in the Mandate Letter 2015 as key focus areas.

Indicator #2: Engagement, leadership and partnerships concerning wellness undertaken

SWSD undertook a number of engagement, leadership and partnership initiatives concerning wellness in 2015-16 as follows:

Engagement

- Worked on the Primary Health Care Advisory Committee including inputs to the **What We Have Heard Report** and the development of the **Primary Health Care Framework**. This focused on improving population health including support to individuals, families, communities, and the health sector to prevent illness and maintain health.
- Collaborated with the Newfoundland Association of the Deaf (NLAD) and held a provincial American Sign Language (ASL) Consultation on Wellness. Topics included accessing primary care and services and information in ASL; wellness in the context of mental health services; and wellness programs and community supports. This was the first consultation of its kind bringing the Deaf community together to engage surrounded in Deaf culture sharing solutions to barrier removal.

Leadership

- Led work with HCS to strengthen and develop legislation that would regulate the product characteristics, promotion, display, sale, and use of e-cigarettes, similar to regulatory controls that are in place for tobacco products; and, to amend the **Tobacco Control Act** to provide authority for the province to restrict flavoured tobacco products, and subsequently develop regulations banning all flavoured tobacco products, including menthol.

- With EECD, initiated a Provincial Advisory Committee on maternal and infant wellness, with representation from Provincial Government Departments, Regional Health Authorities and Family Resources Centres.

Partnership

- Continued work on the inter-departmental committee focusing on prevention and early intervention actions and initiatives including recognizing and working to improve social conditions that have a significant impact on health such as income, housing, education, and environment.
- Renewed the Memorandum of Understanding (MOU) between Health Canada and the provinces for the **1-800 Quitline** initiative in October 2015. This extended funding support for this key smoking cessation initiative for an additional 18 months until March 2017.
- Partnered with EECD and the Public Health Agency of Canada (PHAC) on the **Healthy Baby Club Joint Management Committee** which focused on maternal and infant wellness. Initiated a Provincial Advisory Committee with representation from Provincial Government Departments, Regional Health Authorities and Family Resources Centres.
- Collaborated with AES on the **Mother Baby Nutrition Supplement (MBNS)** to increase program awareness and uptake and quality of health promotion resources. MBNS aims to improve maternal health and wellness through increased access to healthy food during pregnancy and first year of baby's life. Breastfeeding initiation is being monitored in all Regional Health Authorities including monitoring the duration of breastfeeding.
- Worked with Regional Nutritionists and Parent-Child Health Coordinators on parent resources focused on child wellness including prenatal health, child nutrition and safety resources etc.
- Compiled an inventory of food security initiatives through the **Food Security Interdepartmental Working Group**. Undertook over 20 key informant interviews with researchers and partners engaged in food and nutrition research, policies and met with the **Food and Nutrition Advisory Council** in early 2016 to inform them of the status of the **Provincial Food and Nutrition Action Plan**.
- Supported the Food Security Network Food (now First NL) in the **Healthy Corner Store** project – a collaboration among Memorial University's Food Policy Lab, Eastern Health, and Food First NL. This project seeks to re- envision convenience stores as a potential cornerstone of healthy eating in the province, especially since we have the highest number of convenience stores per capita of any province or territory.

- Signed a new 2015-19 **Bilateral Sport Participation Agreement** in October 2015 (total cost \$2,212,520: Canada \$1,106,260; NL \$1,106,260). Supported projects that strengthen physical literacy and child and youth participation are: 1) National Travel Subsidy Program; 2) Participation Nation: to strengthen physical literacy K-12; 3) Aboriginal Sport participation; and 4) Recreation and Sport for Persons with Disabilities.
- Partnered with **ParticipACTION**, School Sports Newfoundland and Labrador, and the Newfoundland and Labrador English School District to promote and increase physical activity opportunities for school-aged children.
- Invested \$187,000 with HCS in **Carrot Rewards**, an innovative Smart Phone Application (App) developed by Social Change Rewards (SCR) in partnership with PHAC and others that allows users to gain points from loyalty programs — like Aeroplan and Cineplex's SCENE — by taking health quizzes and tracking daily steps. NL is Canada's second province, after British Columbia, to adopt the program which will be developed for NL.
- Supported, with HCS, the evaluation of the Seniors Resource Centre and additional investment of \$300,000 for enhanced information and referral services throughout the province including promoting healthy aging.
- Supported seven research projects (funded by SWSD and administered by the NL Centre for Applied Health Research at Memorial University), focused on priorities of the **Provincial Healthy Aging Policy Framework**. A total of \$108,980 was invested in these projects through the Healthy Aging Research Program.

Indicator #3: Policies and actions to advance wellness and integrated approaches to wellness identified and initiated.

Policies and actions to advance wellness and integrated approaches to wellness were identified and initiated as follows:

- Realigned the Department's healthy living, recreation and wellness grant programs into a more streamlined, integrated **Community Healthy Living Fund**. A total of \$1,913,450 was allocated through the fund for 2015 - 2016.
- Released **Healthy Eating for Healthy Aging** and **Thinking About your Health? What about Your Weight?** These resources that encouraged a healthy eating, active living and positive body image resource for adults.
- Implemented all program elements of **Healthy Students, Healthy Schools (HSHS)**, an initiative through which children are supported in the school setting to practice healthy, active lives. HSHS is a package of programs and initiatives to increase physical activity among school-aged children. 2015-16 saw the investment of \$500,000 to

implement the following elements: Active Schools; Participation Nation; ParticipACTION Partnership; Healthy School Planner and HSHS Grants.

- Through funding provided to **Food First NL**, supported Food workshops for seniors using the **Healthy Eating for Healthy Aging** resource; the **Healthy Eating On-Line Resource Centre**; and **Everybody Eats** discussion sessions to inform the food security assembly in 2017. The food security assembly brings together delegates from all regions of the province to create opportunities for networking and learning, as well as to gather information and opinions on food security issues and priorities to provide direction for a provincial food security agenda.
- Worked with Regional Nutritionists and Parent-Child Health Coordinators on parent resources focused on child wellness including prenatal health, child nutrition and safety resources etc.
- Supported the transition of the **Meals on Wheels Program** from the Victorian Order of Nurses (VON) to the Canadian Red Cross. About 100 seniors and older adults in the St. John's area rely on the service to receive a hot and nutritious meal on a regular basis, enabling them to remain independent and live in their own homes.
- Supported the development and implementation of the Vegetable and Fruit program in the Regional Health Authorities (implementation later in 2016).
- Worked with Service NL (lead) and such groups as the NL Medical Association, the Association of Registered Nurses of NL, Safety Services NL, the NL Injury Prevention Coalition, and the NL Brain Injury Association, to amend the **Highway Traffic Act** to include mandatory use of bike helmets as a new safety standard.

Indicator#4: Evaluation frameworks being developed

Evaluation frameworks developed in 2015-16 were as follows:

- Developed accountability frameworks, logic models and evaluation plans for the new **Community Healthy Living Fund** and the **Healthy Students, Healthy Schools** (formerly **Start Right Now**) package of initiatives related to physical activity and healthy living for school-aged children. Performance monitoring was underway and informing implementation.
- The **Healthy Students, Healthy Schools** initiative included components linked to national accountability frameworks, logic models, performance monitoring and evaluation plans within the new **Canada-Newfoundland and Labrador Bilateral Agreement on Sport Participation 2015-2019** (signed October 2015). Supported activities were: 1)

National Travel Subsidy Program; 2) Participation Nation: to strengthen physical literacy K-12; 3) Aboriginal Sport participation; and 4) Recreation and Sport for Persons with Disabilities. Reporting on outcomes/results is occurring (beginning in 2015-16 and ending 2018-19). A standardized reporting format was provided to capture the concrete results of the supported activities. SWSD developed a tracking tool to serve as standard reporting mechanisms for the presentation of performance indicators for each activity.

- Established an SWSD working group on wellness statistics and information and reviewed and released a report in December 2015 on key wellness indicators developed by the NL Centre for Health Information (NLCHI) as part of the Provincial Wellness Plan Review. This was also preliminary baseline work to support development of an accountability framework, logic model and evaluation plan for the new **Health Promotion and Healthy Living Strategy** to be developed in 2016-17 with HCS. Under the HCS Mandate Letter, the NLCHI was working on a common set of indicators for HCS.

Discussion of Results:

SWSD's role is to lead and facilitate the communication and collaborative efforts to support citizens of all ages and abilities to make healthier choices where they live, learn, work, play and commute. In 2015-16, SWSD's objective was to have developed and initiated implementation of a new **Provincial Wellness Plan**. SWSD laid the groundwork through research, review and an engagement process of key internal and external stakeholders. A draft **Highlights and Accomplishments of the Provincial Wellness Plan 2006 to 2013** was compiled and a targeted engagement process, involving over 100 key internal and external stakeholders, was summarized in an additional report reviewed by the Provincial Wellness Advisory Council. Potential priority areas, new approaches, partnerships and innovative ideas were identified.

In December 2015, the Minister of SWSD was mandated to lead Government's development of a new **Health Promotion and Healthy Living Strategy** in collaboration with the Minister of HCS. This includes investments in health promotion, healthy living programs, and early intervention. Government's goals as of December 2015 were to reduce acute healthcare costs in the long term and help to achieve a healthy population in the province. Accordingly, SWSD was directed to implement specific programs to facilitate healthy lifestyles and youth wellness. This work included:

- Promoting healthy eating habits through a combination of awareness campaigns and community outreach;

- Offering wellness coaching in schools beginning with Kindergarten children; and,
- Implementing anti-smoking programs, including support for organizations that offer smoking cessation programs.

This change of direction meant a difference for the 2015-16 objective of developing and implementing a new Provincial Wellness Plan. Building on the foundation of planning, engagement and programs in place in 2015-16, SWSD consulted with HCS concerning the way to move forward jointly to develop instead the new **Health Promotion and Healthy Living Strategy**. SWSD also developed a proposed plan beginning in 2016-17 with a three-pronged pilot approach for youth wellness (involving HCS and EECD) that builds on existing tools and resources such as the Healthy School Planner (HSP), research and review of Health Risk Assessments (HRAs) and wellness coaching options to support student health and well-being. The new strategy will require a horizontal results-based Management and Accountability Framework to ensure overall performance measurement of the joint strategy with HCS, including shared outcomes of departments and partners for the common key results identified.

In 2015-16, SWSD and its government and community partners continued to make positive changes that are having measureable impact for people of all ages and in all areas of the province, especially children and youth. SWSD continued to promote and improve the overall wellness of the province's population, from birth to senior years, through initiatives which provided support and reduce barriers to healthy, active living. We continued to support **Kids Eat Smart Clubs**; The **School Lunch Association**, **Eat Great and Participate**, **Healthy Students Healthy Schools**; **Find Your Fit**; **Sportfest**; and **Participation Nation Unplugged**. We supported community-based groups through various wellness and recreation grants. Such support is all part of a continuum and a comprehensive approach across the lifespan. Efforts focused on creating the environments, settings and opportunities for people to become healthy, active and engaged citizens who will set an example for the generations to come.

In 2015-16, SWSD promoted and addressed health and well-being as early as possible as evidence tells us that children and youth who fall behind early in life have a much harder time trying to catch up later in life. Newfoundland and Labrador also was expected to have the highest proportion of seniors in the country by 2026. Investment in policy, programming and services and research projects helped support and inform current and future programs and policies designed to allow seniors to remain healthy, active, and engaged in their communities for as long as possible. Notable initiatives included:

- Re-design of the **Community Healthy Living Fund (CHLF)** bringing together a number of grant programs through a single application process that is now a one-stop shopping approach for grant applicants and minimizes the need to complete multiple applications
- A new four-year **Bi-Lateral Agreement on Sport Participation** that **strengthens physical literacy and child and youth participation** and are compatible with the first three stages of Canadian Sport for Life and including under-represented groups (for example, Aboriginal and persons with disabilities)
- Review and development of proposed amendments that cover the sale, use and promotion of flavoured tobacco, e-cigarette, and hookah products throughout Newfoundland and Labrador and help minimize the risk that flavoured tobacco products, e-cigarettes and hookah may lead to more young people starting to smoke.

Technology can be used in numerous ways to improve, promote and monitor health, and in 2015-16, SWSD partnered with HCS and the Public Health Agency of Canada to develop the **Carrot Rewards** app (provincial launch 2016). This initiative was an example of seeking new ways to do things through innovative partnerships and new technologies to support and enable healthy living. The app, developed by private sector company Social Change Rewards, was the first of its kind in Canada. The Heart & Stroke Foundation, the Canadian Diabetes Association and YMCA Canada were the national partners with Carrot Rewards.

Objective 2016-17: By March 2017, the Department of Seniors, Wellness and Social Development will have continued to implement and monitor selected integrated actions for wellness.

Measure: Selected integrated actions for health promotion and healthy living implemented and monitored.

Key Indicators:

- Updated horizontal provincial frameworks and strategies with key population outcomes developed
- Priority policy and program areas identified, aligned and strengthened
- Selected integrated actions for health promotion and healthy living implemented
- Capacities to address health promotion and healthy living strengthened
- Evaluation frameworks implemented
- Policy and program effectiveness demonstrated.

Opportunities and Challenges Ahead

In 2016-17, the new Department of CSSD (formed August 17, 2016 and composed of the former Departments of SWSD and CYFS) will focus on enhanced service delivery through all stages of life. This includes supporting key wellness and protection initiatives and collaborating closely with stakeholders to build upon the work being carried out in our communities. CSSD's horizontal strategies in social development will continue to bring government-wide leadership and a cross-cutting and preventative approach to better policies, programs and service delivery. New Federal Government investment, relationships and partnerships present opportunities while the Provincial Government is committed to addressing economic and fiscal challenges. Promising areas of new investment and partnership include health and healthy living across the life course, poverty reduction, potential new legislation for persons with disabilities, investment for indigenous peoples, infrastructure spending at the municipal/community level and investments to provide greater access to more affordable housing.

Opportunities to help older adults to remain healthy, active and engaged, and living in their own homes for as long as possible will continue to be challenged by the growing proportion of seniors, as well as their average age. Both are projected to increase sharply over the next decade in the province and issues of concern to seniors will evolve as a result and will require further policy action. Government's commitment to creating an Office of the Seniors' Advocate will bring a focal point for seniors' issues and a further seniors' lens on policies and programs. CSSD will continue to implement the **Adult Protection Act** and work with established partners to protect adults who are at risk of abuse and neglect.

CSSD is working with HCS to develop a new **Health Promotion and Healthy Living Strategy**. While such a strategy presents the opportunity to reduce acute health care costs and improve the health of the province's population, the challenge will be to focus on those priorities and actions that will reverse persistent trends that keep Newfoundland and Labrador among the worst performing provinces and territories in terms of key health indicators. Preventing and addressing the impacts of health inequalities and effectively addressing our stressful, sedentary modern life on children and youth are pre-requisites to improving lifelong health. In 2016-17, CSSD, working with HCS, EECD and others, has the further opportunity to raise awareness and mobilize supports by targeting youth wellness including schools and community. Through research, policy, education, and community and family supports, we will work to better support them

in leading healthier lives. This includes moving ahead to regulate e-cigarettes, flavoured tobacco and hookah bars, in legislation.

CSSD will continue to foster poverty reduction initiatives. 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. CSSD and its partners including the NLHC will work together on the continuum of housing options.

CSSD will continue to lead and support implementation of the three-year action plan to further guide implementation of initiatives under **Access. Inclusion. Equality. A Strategy for the Inclusion of Persons with Disabilities**. With 50 per cent of our population impacted by disability, personally or through a family member, both the challenge and opportunities is to continue to work with government and community to advance inclusion throughout our province. We will continue working with advocacy groups and community stakeholders to promote a more inclusive province and review existing legislation and regulations with the goal of possibly developing a new inclusion-based Disabilities Act.

Many people and organizations in the province are challenged by trying to navigate the complex system of policies and programs. Community-based and individual funding and supports are not always streamlined and integrated. Policy inconsistencies and incompatibilities persist and the very programs designed to provide necessary supports may present barriers in terms of accessibility and overlap. People and groups must be able to navigate and more easily access Government programs and services wherever they may be and whatever their needs.

Appendix One – Financial Statements

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 2016** (unaudited) and the Estimates 2016.

Program	Actual \$	Amended \$	Original \$
Executive and Support Services	1,630,433	1,759,000	1,592,600
Health Promotion, Wellness and Sport	16,665,692	17,222,200	17,184,900
Seniors Aging and Social Development	2,797,872	3,517,400	3,532,500
Total:	21,093,997	22,498,600	22,310,000
Source:			
Provided in the Report on the Program Expenditures and Revenues of the Consolidated Revenue Fund for Fiscal Year Ended March 31, 2016 , pp. 201-206. See http://www.fin.gov.nl.ca/fin/publications/2016_Consolidated_Revenue_Fund.pdf			

Appendix Two – Entities Reporting to the Minister

The following entities also reported to the Minister of SWSD and undertook their own planning and performance reporting according to their categorization under the **Transparency and Accountability Act** as indicated in the entity overview provided below. These entities produce their own planning and reporting documents in accordance with the Act.

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 NLHC. In 2014-15, this is the Minister responsible for the Department of SWSD. 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.

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 SWSD. The NL Sports Centre is a Category Three 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 SWSD. 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 SWSD, as the Minister Responsible for the Status of Persons with Disabilities. The Council is a Category Three entity.

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 SWSD. All members and the Chairperson are appointed by the Minister of SWSD. The Council is a Category Three entity.