



# The *Canadian Index of Wellbeing*: Quality of Life Trends for Older Adults, 1994 to 2014

Bryan Smale, Ph.D.  
Director, *Canadian Index of Wellbeing*

Third Age Learning  
*Trimming the Sails: Living Well in Retirement*  
January 21, 2016

# CIW Mission

## The CIW's mission is to:

- ✓ **Conduct rigorous research** related to, and regularly and publicly report on, the quality of life of Canadians;
- ✓ **Encourage** policy shapers and government leaders to make **decisions based on solid evidence**; and
- ✓ **Empower Canadians to advocate for change** that responds to their needs and values.

## Rooted in Canadian Values



## *Social justice*

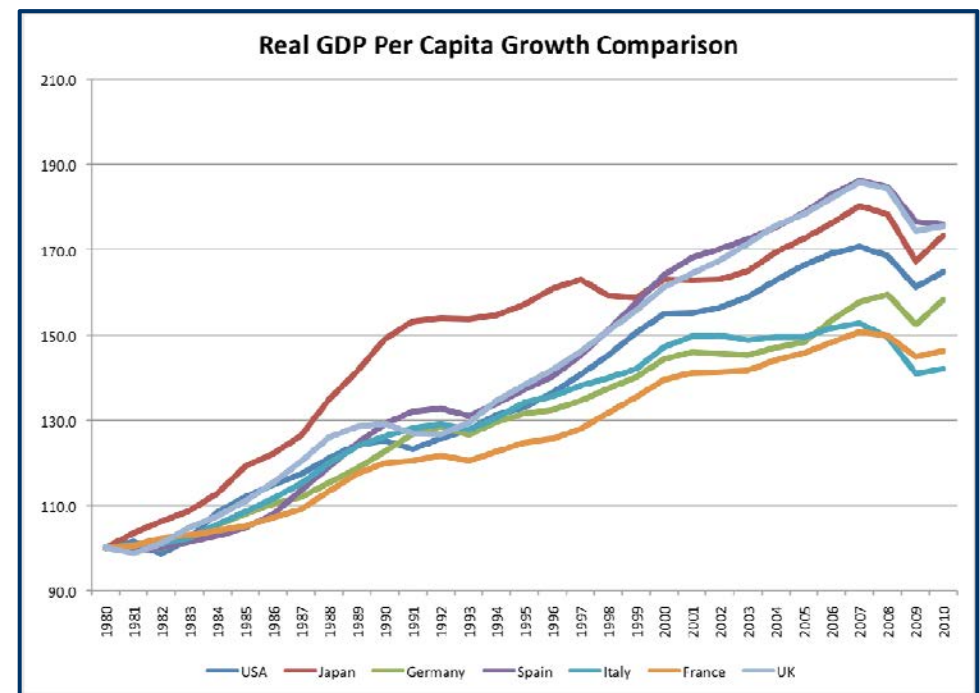
# Measuring wellbeing...

## Gross Domestic Product (GDP)

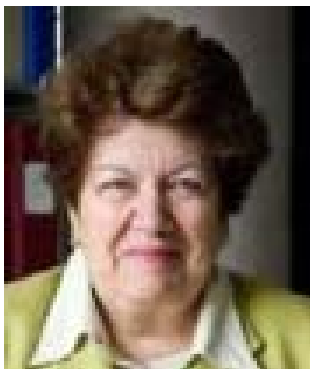
“aggregate production of an economy – meaning the value of all final goods and services – produced in a country in a given period of time”

(Statistics Canada, 2008)

But GDP is flawed ...



# Wellbeing as a basic human right



“People are much more than the goods and services they produce! Their health and quality of life come from the conditions of their daily living – the circumstances in which they are born, grow, live, work, and age.”

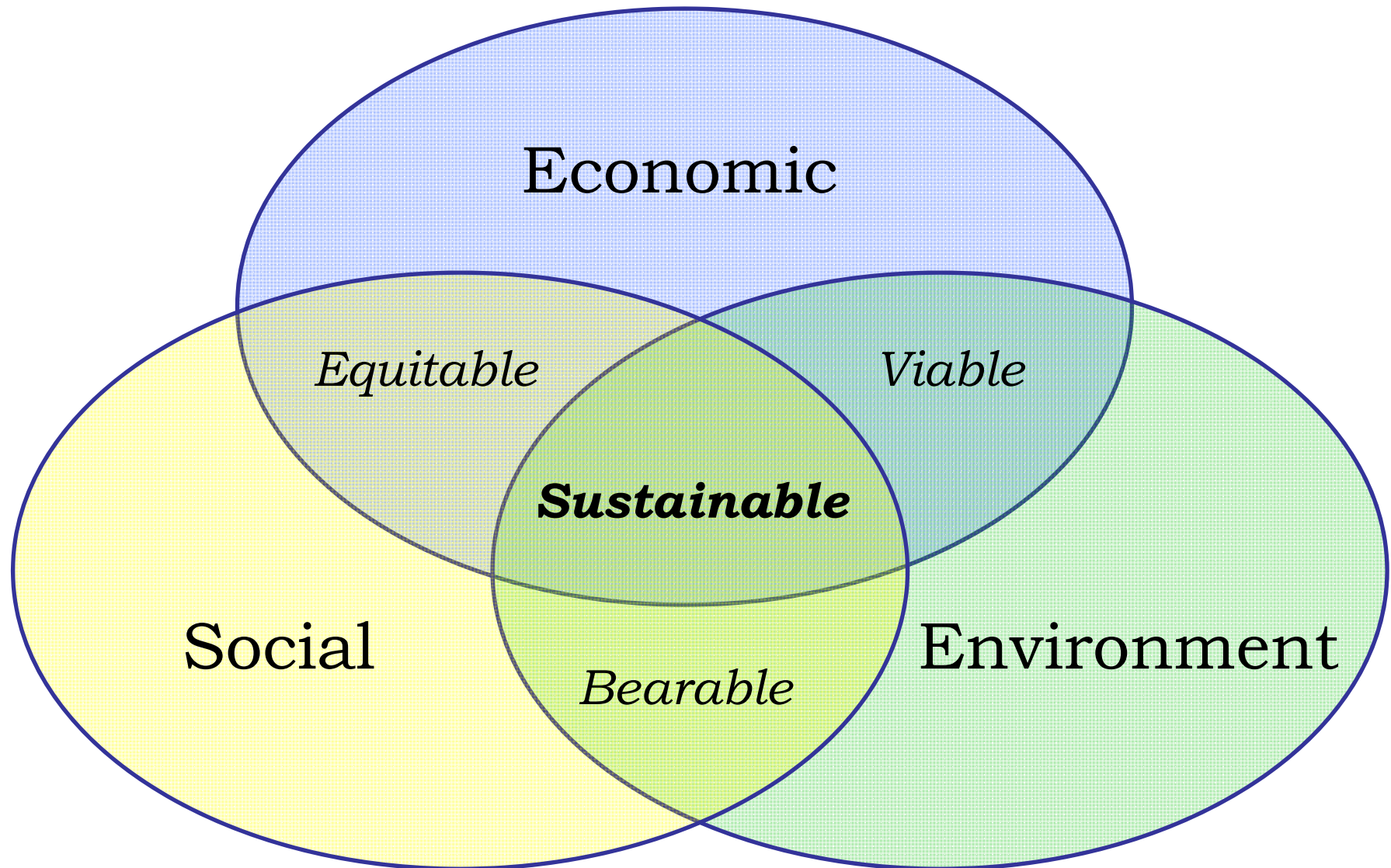
**The Honourable Monique Bégin**

Former CIW Advisory Board Co-Chair

Former Canadian Commissioner

WHO Commission on Social Determinants of Health

A more sustainable community is based on:





# Social determinants of health...

“What good does it do to treat people’s illnesses ... then send them back to the conditions that made them sick?”

(Marmot, 2008)



Commission on  
Social Determinants of Health



World Health  
Organization

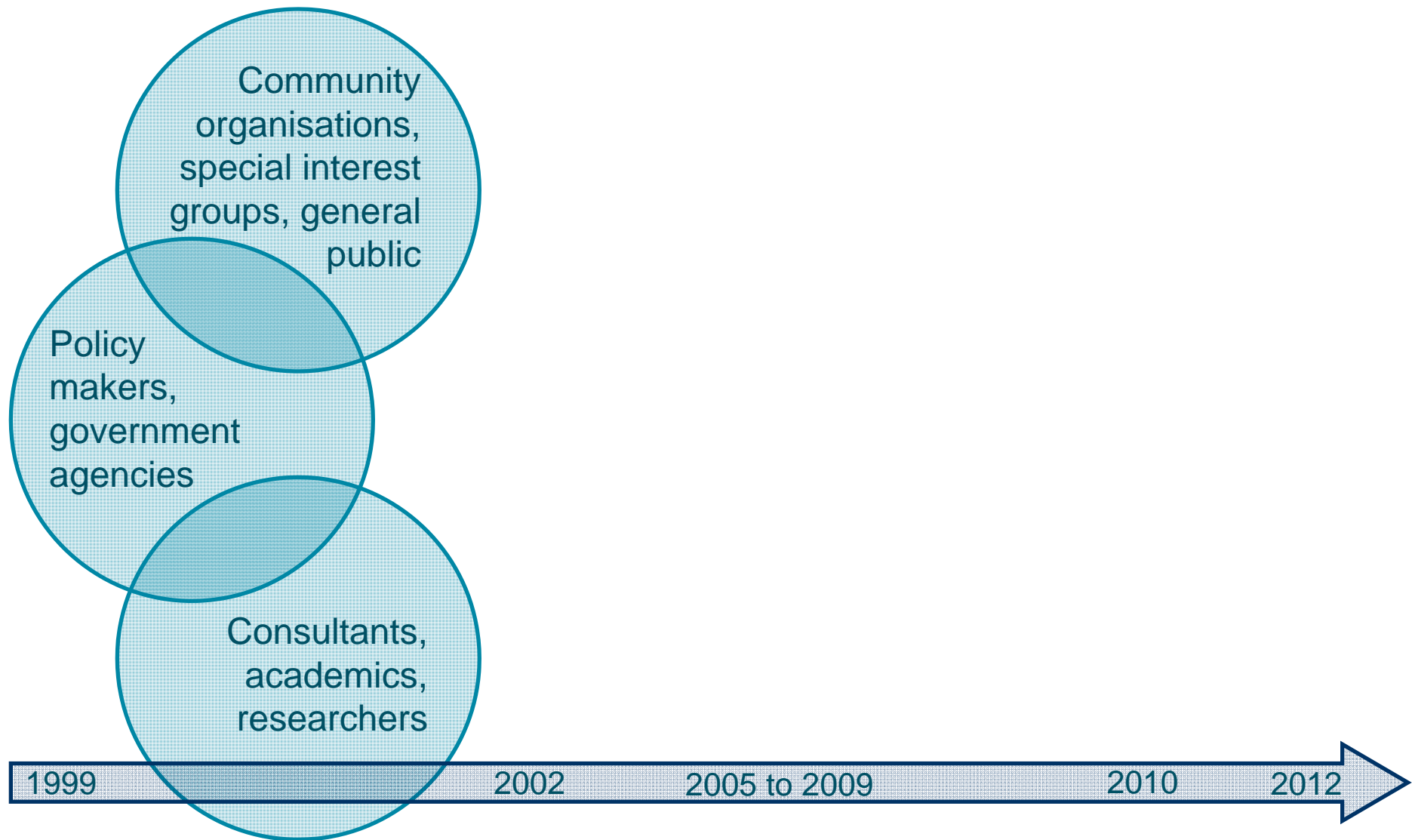




# What is **WELLBEING?**

# Collaborative development

## Public Consultations





# What is **WELLBEING**?

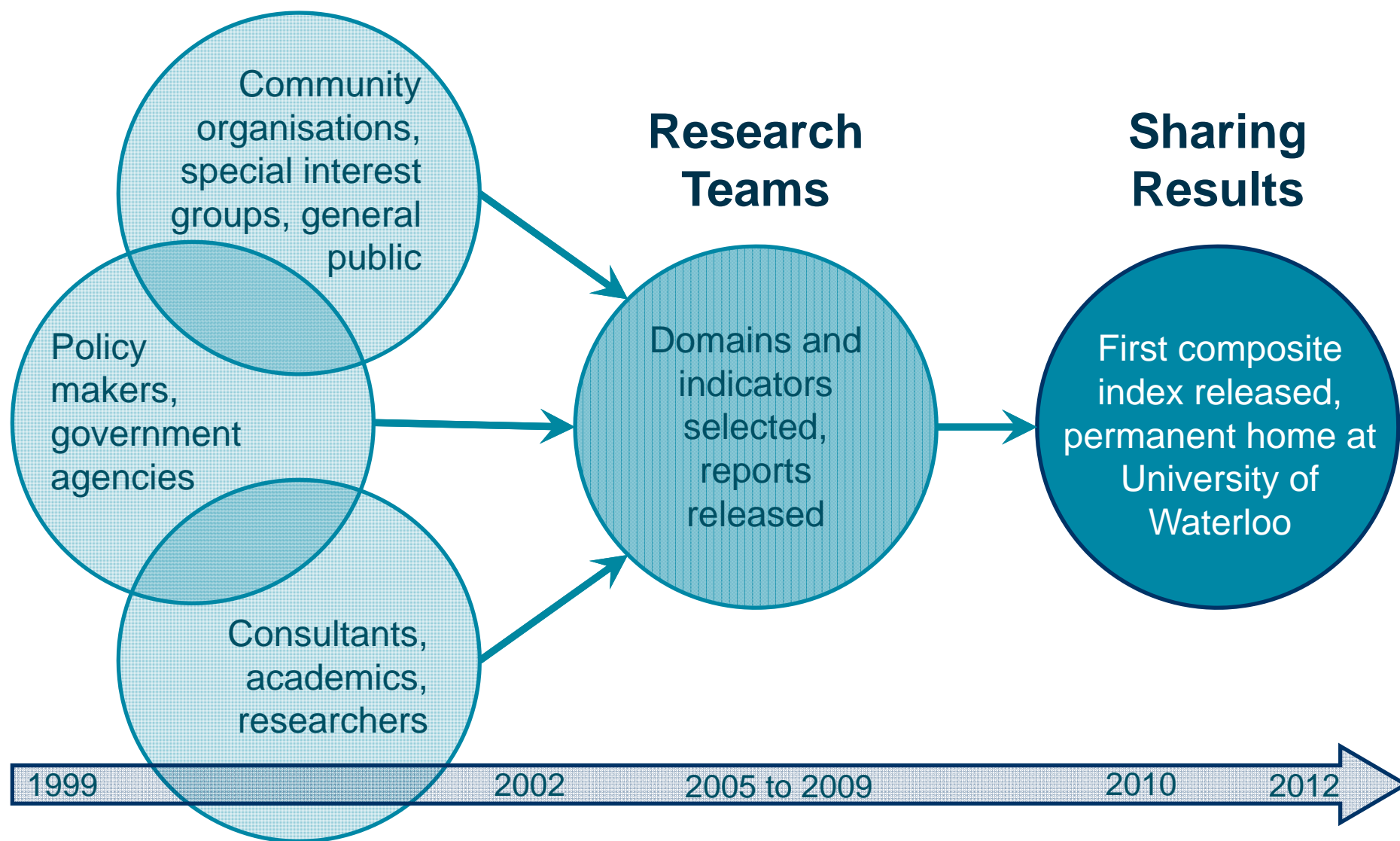


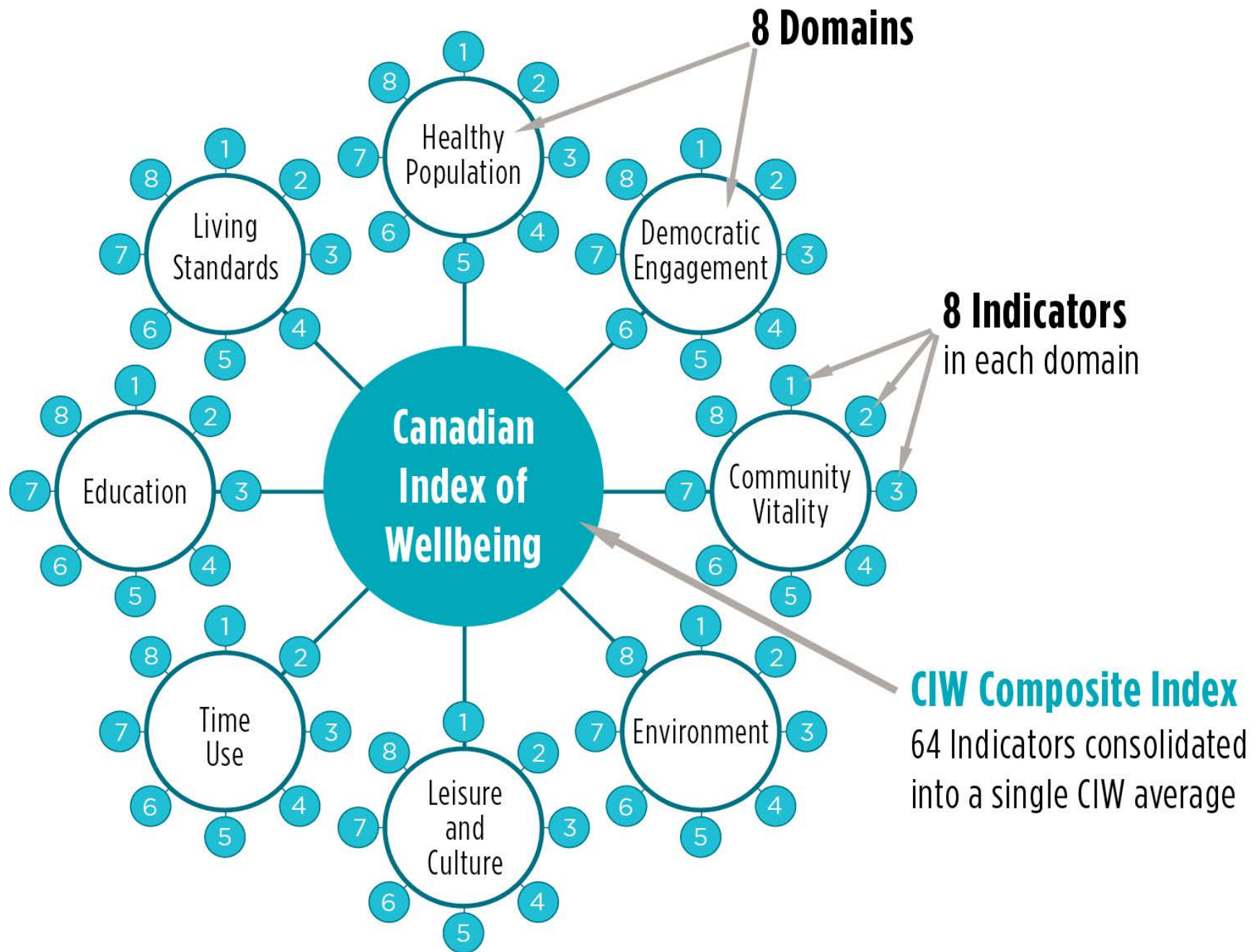
The presence of the **highest** possible **quality of life** in its full breadth of expression, focused on but not necessarily exclusive to:

- ✓ good **living standards**
- ✓ robust **health**
- ✓ a sustainable **environment**
- ✓ high levels of **democratic participation**
- ✓ access to and participation in **leisure and culture**
- ✓ **vital communities**
- ✓ an **educated populace**
- ✓ balanced **time use**

# Collaborative development

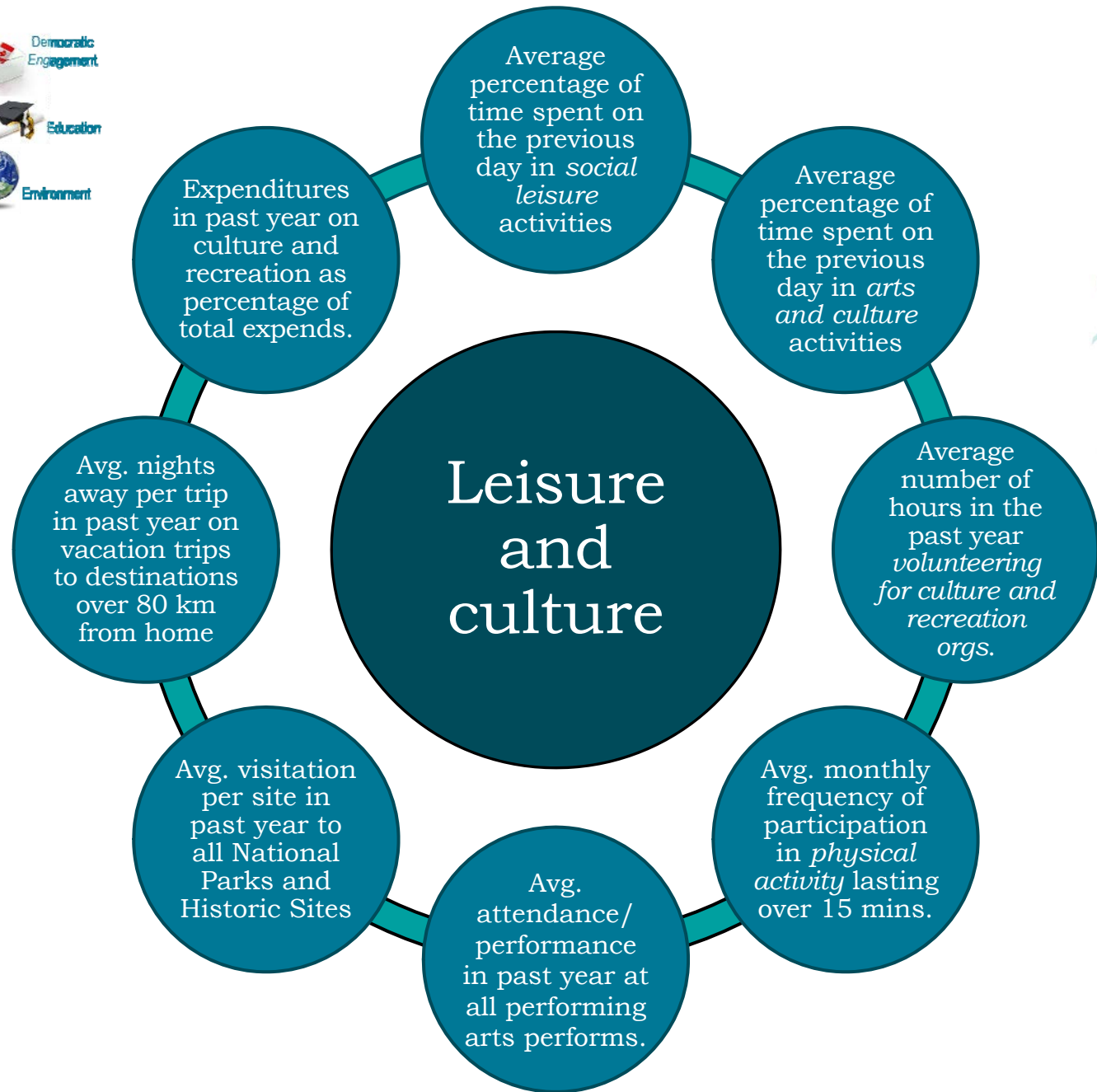
## Public Consultations



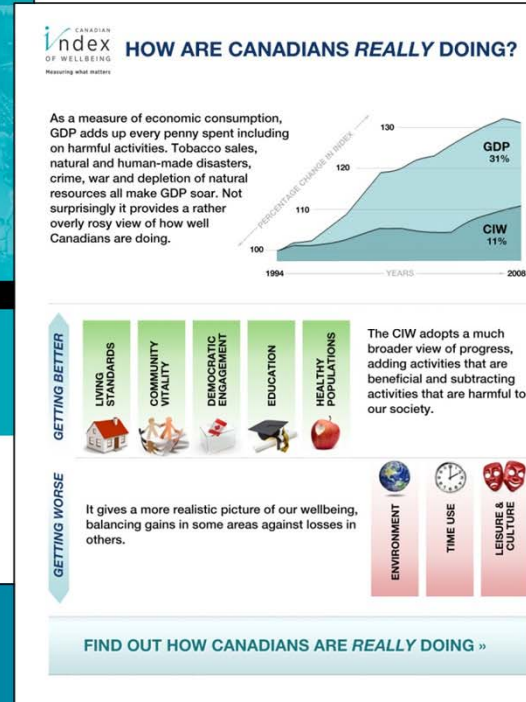
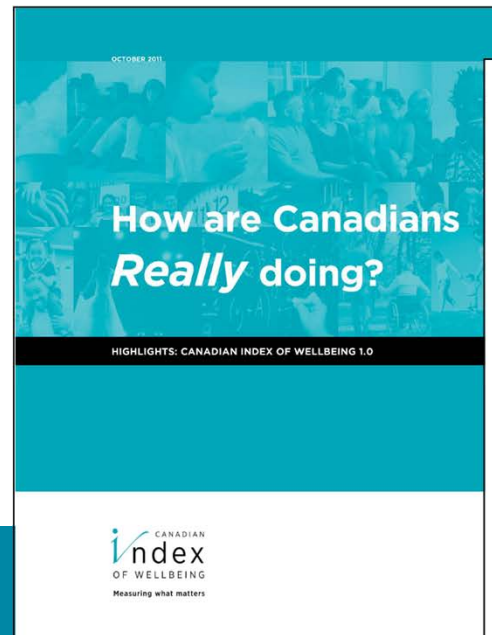




## Leisure and Culture



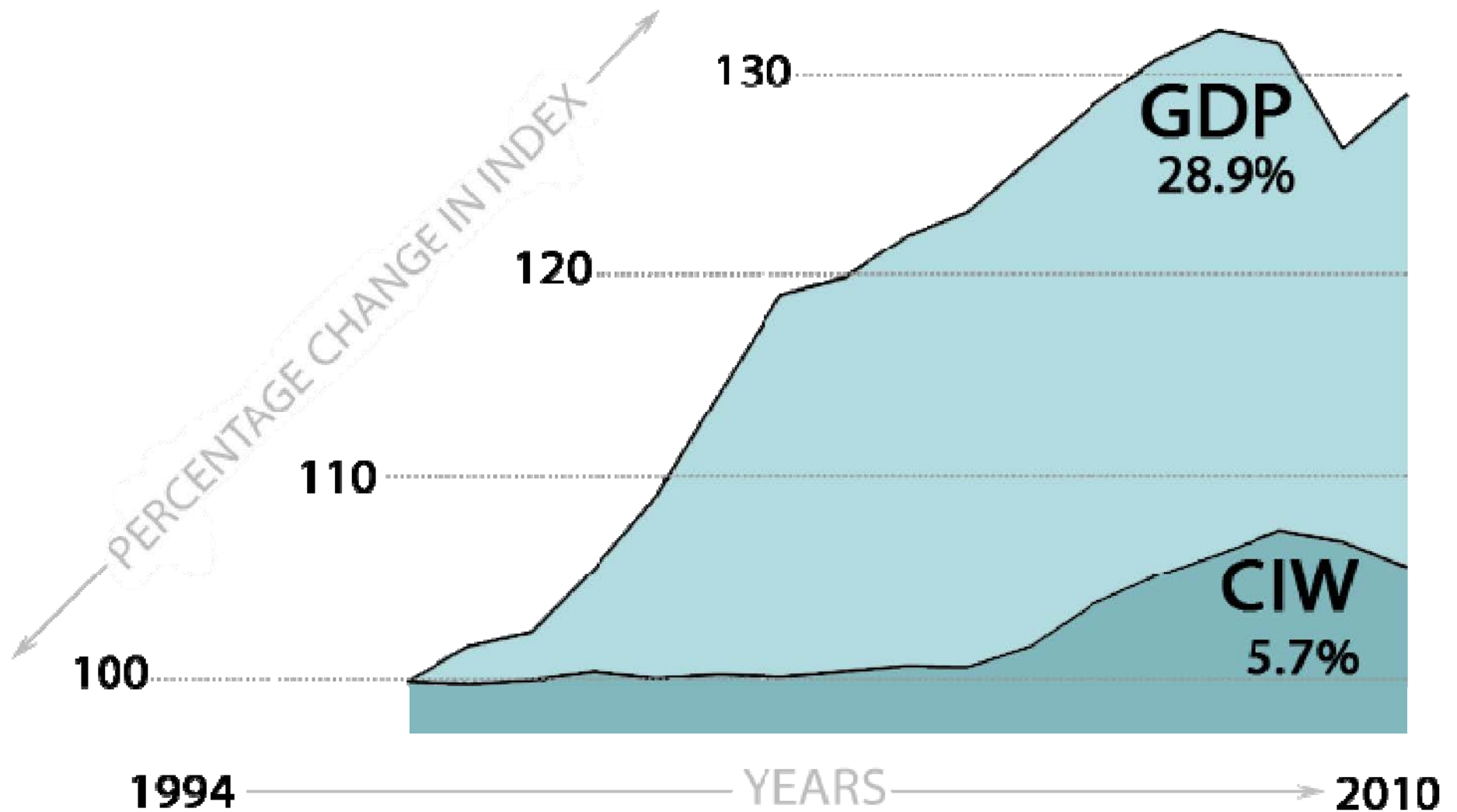




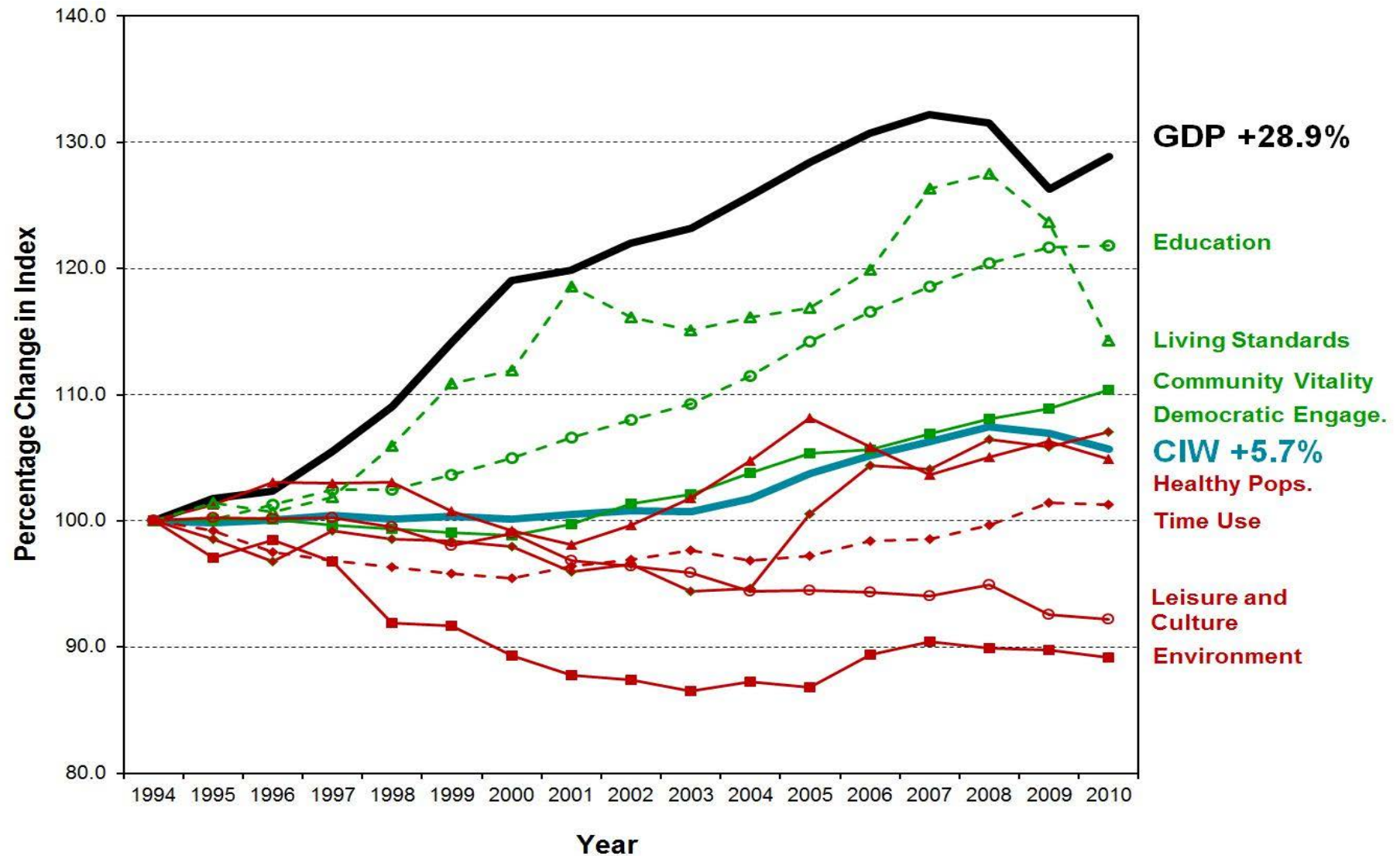
## CIW Indicators Approach

# Tracking Indicators of Wellbeing in all Domains

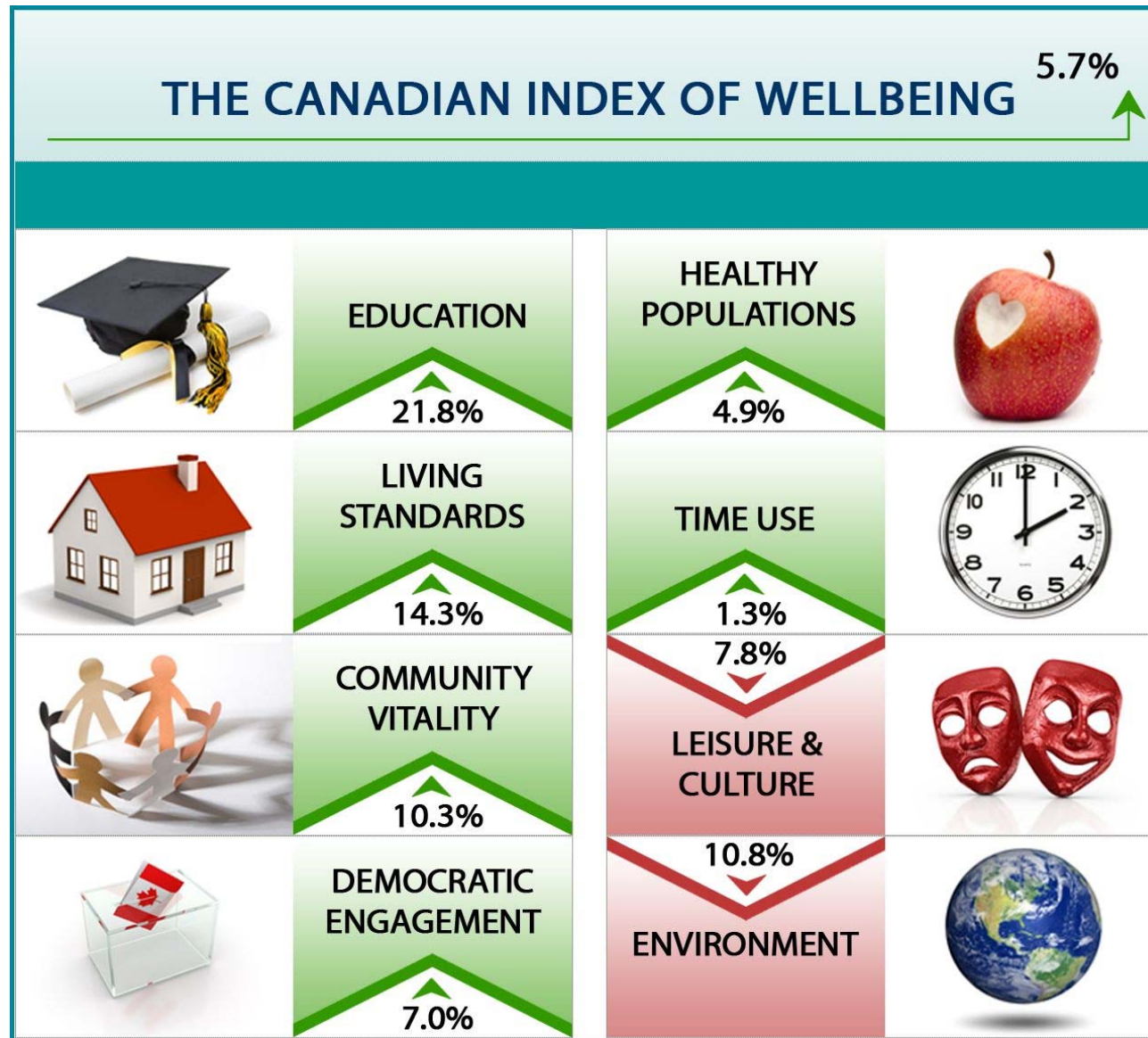
# CIW Composite Index



# Trends in domains of wellbeing...

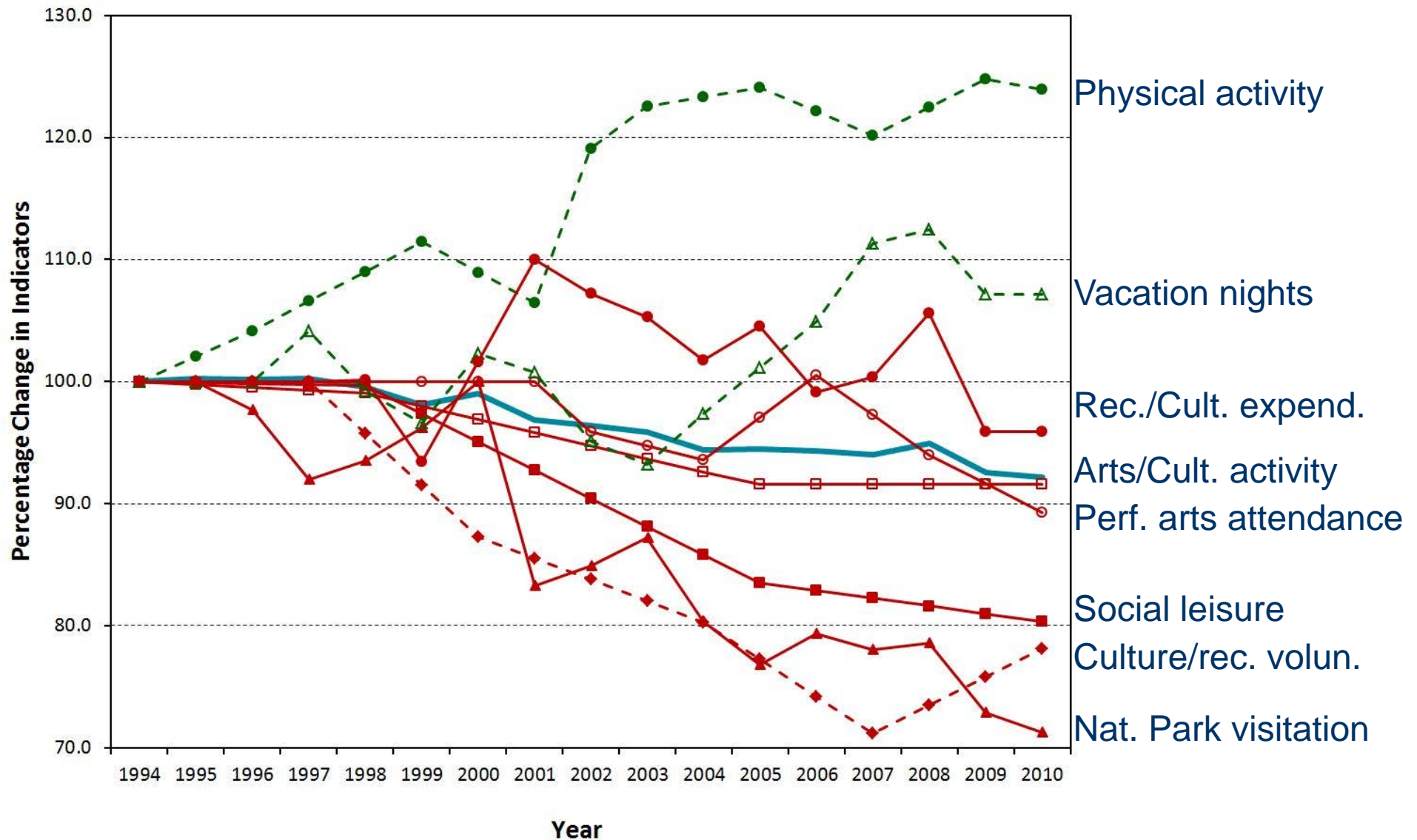


# Trends in the Canadian Index of Wellbeing's Eight Domains Compared with GDP, 1994-2010





# Trends in *Leisure and Culture* domain...



# How are Ontarians **Really** Doing?

A PROVINCIAL REPORT ON ONTARIO WELLBEING | APRIL 2014

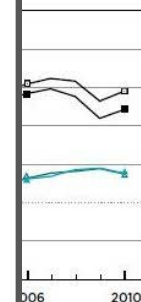


## Ontarians g?

Ontario's overall wellbeing  
GDP. Since 1994, wellbeing  
compared to an increase in

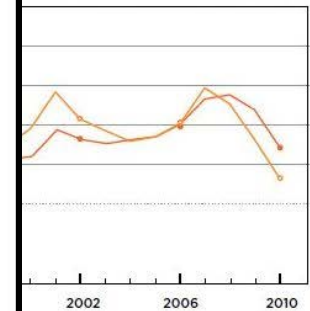
ues to grow, even recovering relatively  
in Ontario as measured by the CIW,  
ore prosperous years. Perhaps more  
ounding from the recession in the

red to GDP (per capita) for Canada and



- ▣ Canada GDP | +28.9
- ▣ Ontario GDP | +24.1
- ▲ Canada CIW | +7.5
- ▲ Ontario CIW | +7.3

Standards for Ontario and Canada (1994 to 2010)



- Canada LS | +14.3
- Ontario LS | +6.4

been similar, in every respect other  
indicators for living standards in Ontario  
the rest of the country, and in some cases,

urity in Ontario has been almost  
as a whole (down by 27.1% and

age of people living in poverty in Ontario  
se in Canada as a whole (down by 33.0%

employment of 34.5% in Ontario have not  
ment seen nationally.

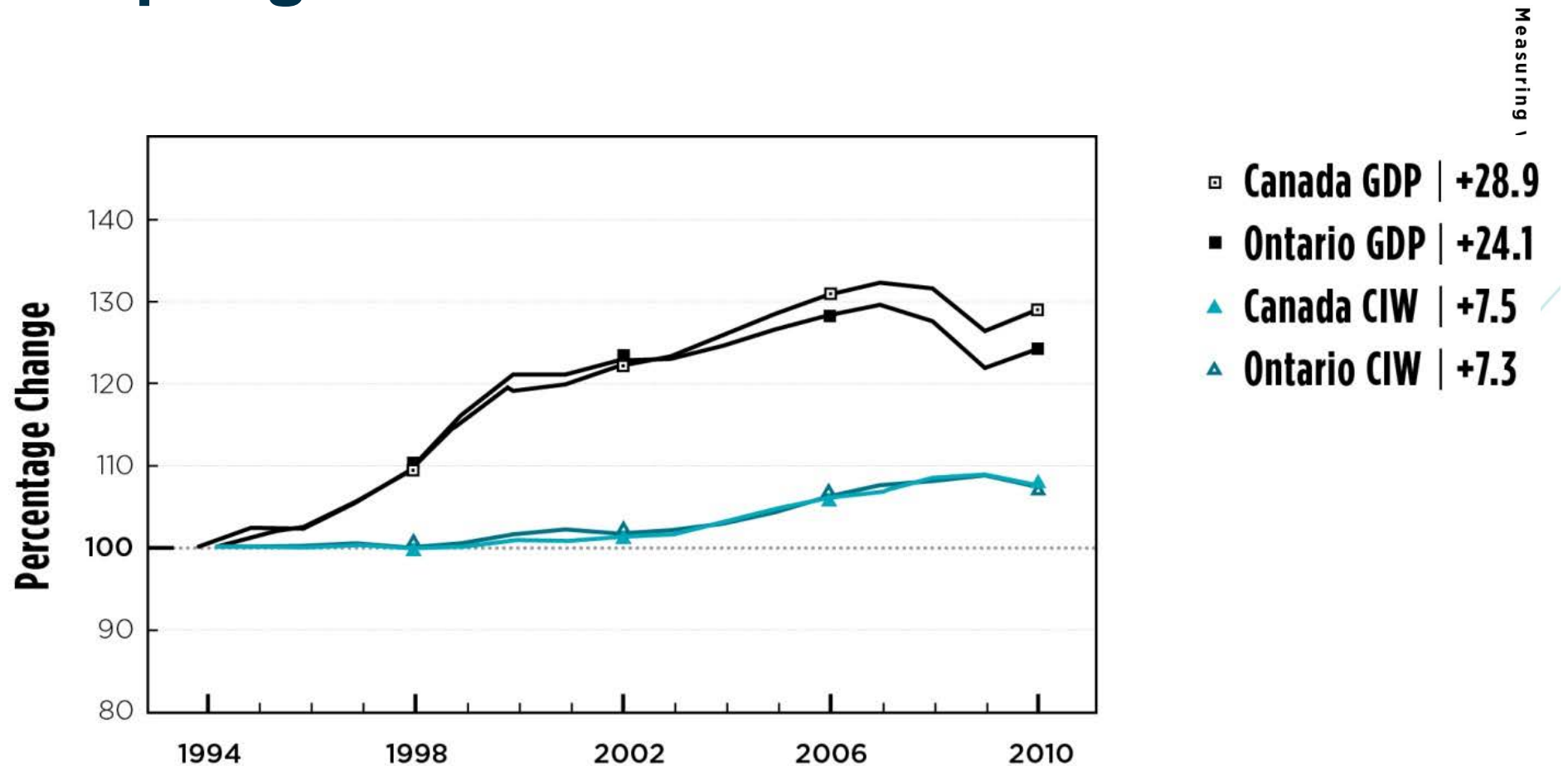
centage of people employed in Ontario is  
% in Canada as a whole.

ross the country, but the 3.6% decline in  
in the 2.8% decline overall in Canada.

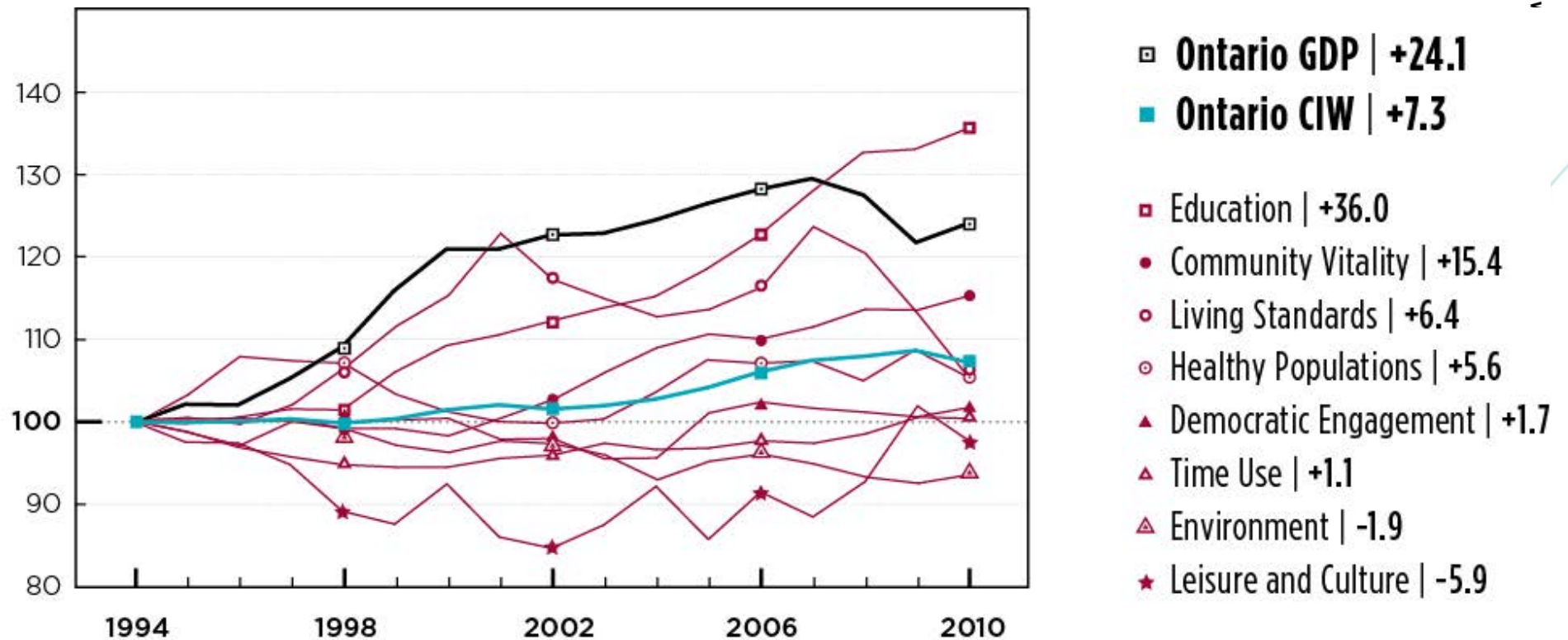
y 24.8% in Ontario, but it also trails the  
a whole. Ontario lead Canada as a whole  
nd early 2000s, but its growth in median  
nce 2005.

ario's income gap is slightly greater than  
%. Ontario's income gap surpassed the  
nd has not narrowed significantly since.

# Adapting the CIW to Ontario...



# Trends in all domains for Ontario





# A closer look at later life...

## Sources of data:

- ✓ All available surveys/datasets between 1994 and 2014
- ✓ Over 165 unique datasets
- ✓ *Principal sources:* Statistics Canada, Environment Canada, ...

## Plotting the data:

- ✓ All indicators standardised to reflect percentage over years (1994 = 100)
- ✓ Composite indices created for each domain and overall (CIW)

# So why older adults?

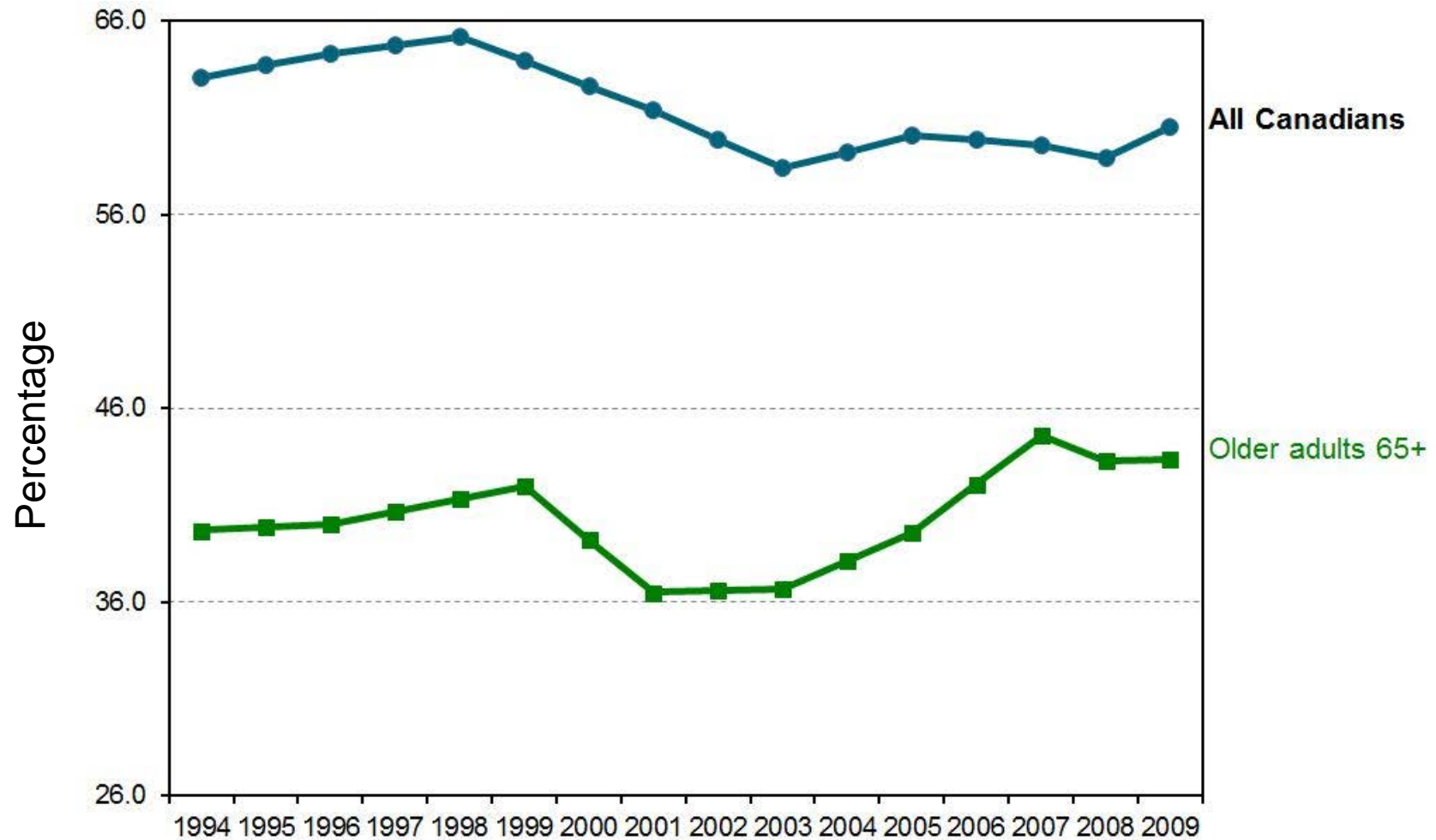
- ✓ later life is an important transitional period – physically, socially, mentally – and the cohort is growing quickly
- ✓ many policies concerned with quality of life focus on youth and adolescents

## ...and why by province?

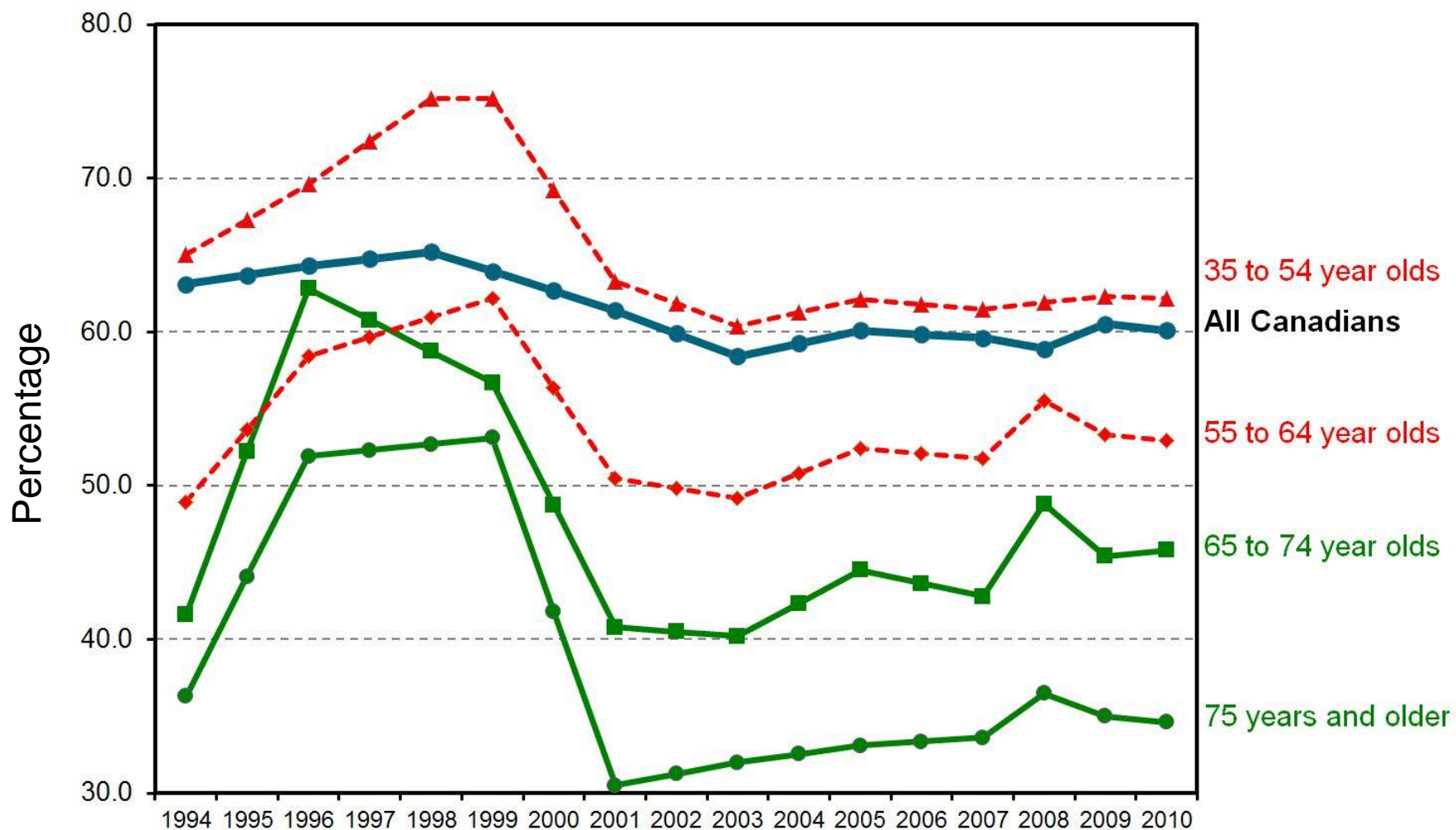
### *Place matters*

- ✓ where people live has a bearing on the quality of their lives
- ✓ differences in provinces with respect to policy regarding marginalised groups

# Percentage Rating their Health as Excellent/Very Good

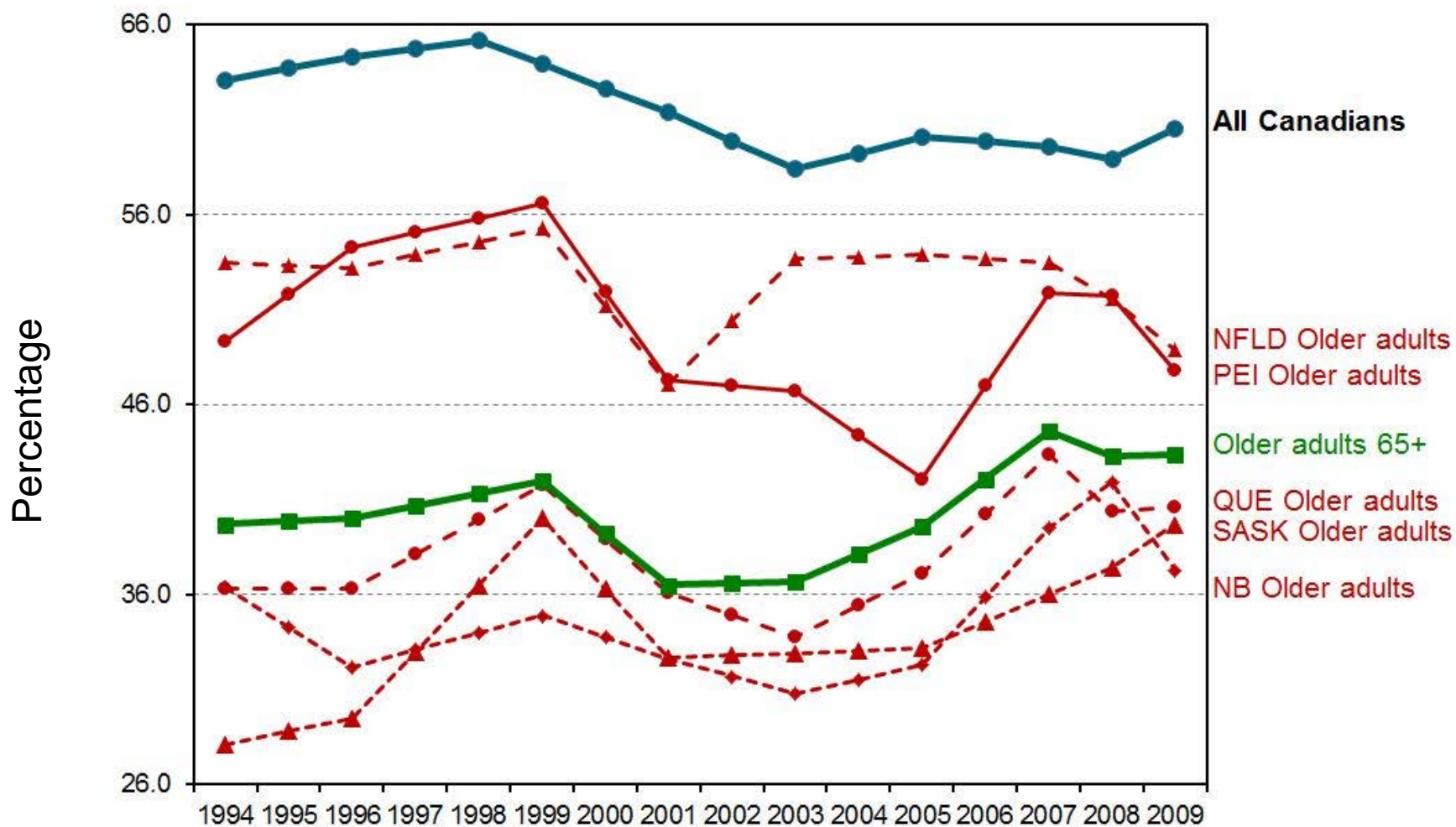


# Percentage Rating their Health as Excellent/Very Good

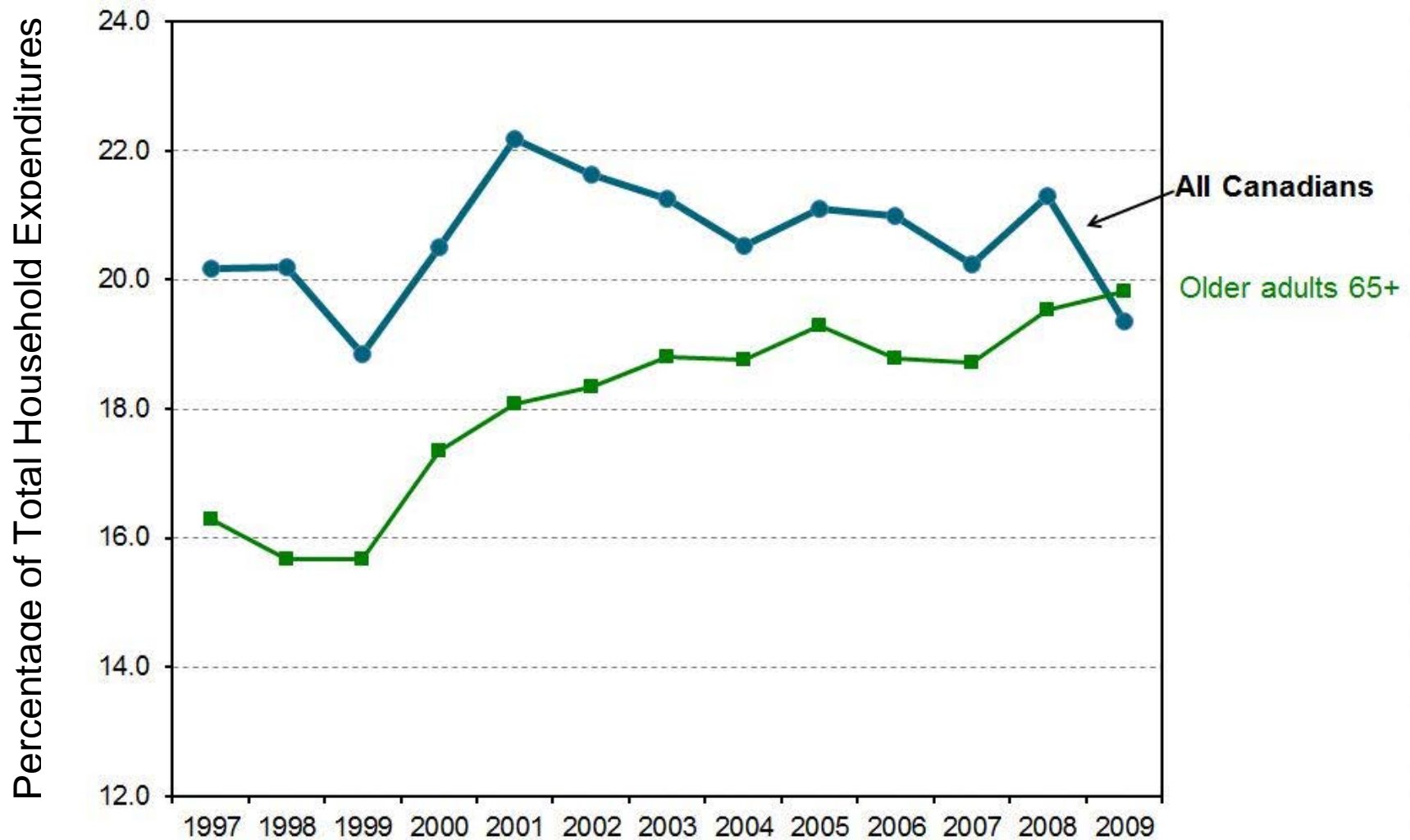




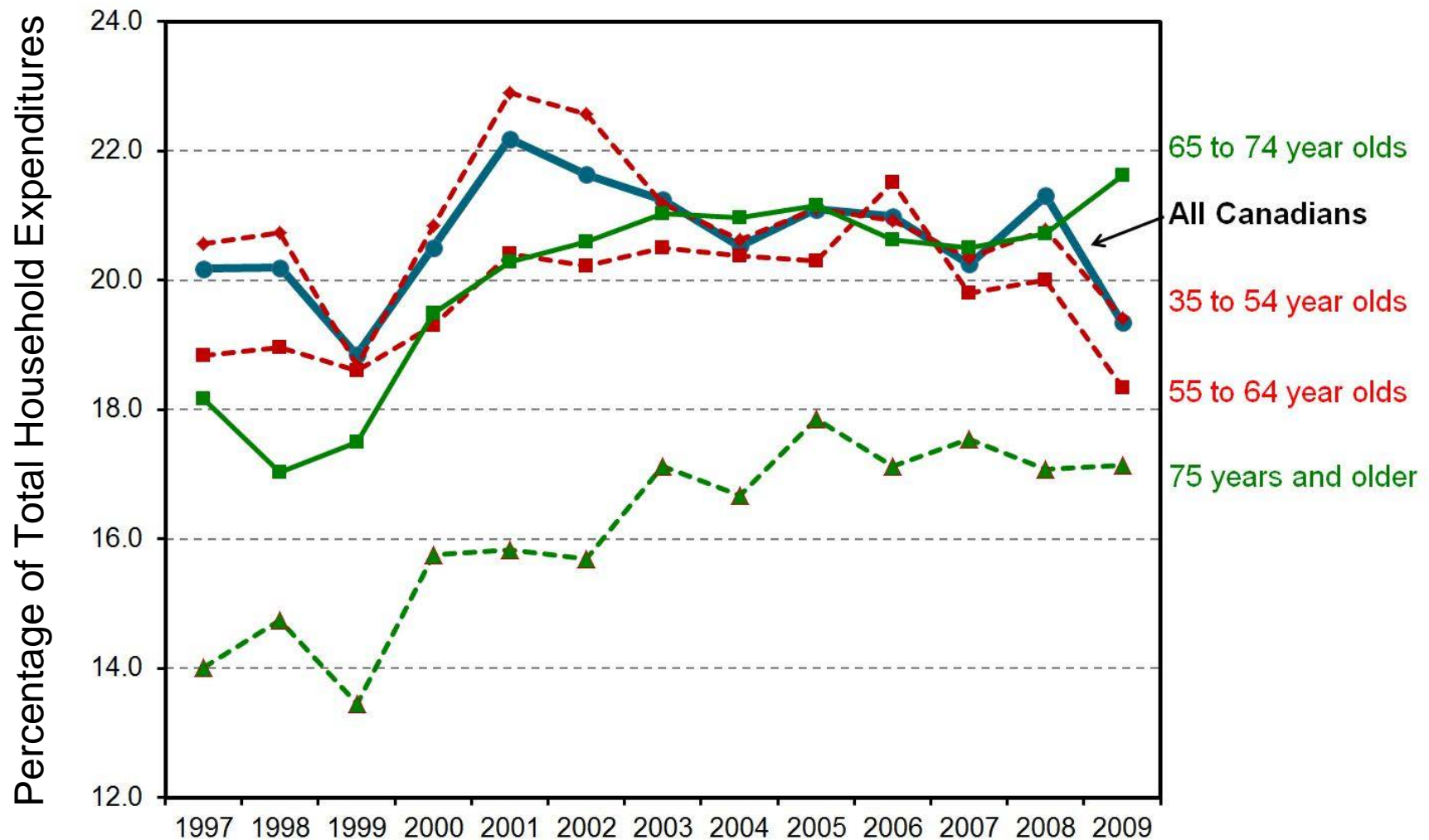
# Percentage Rating their Health as Excellent/Very Good



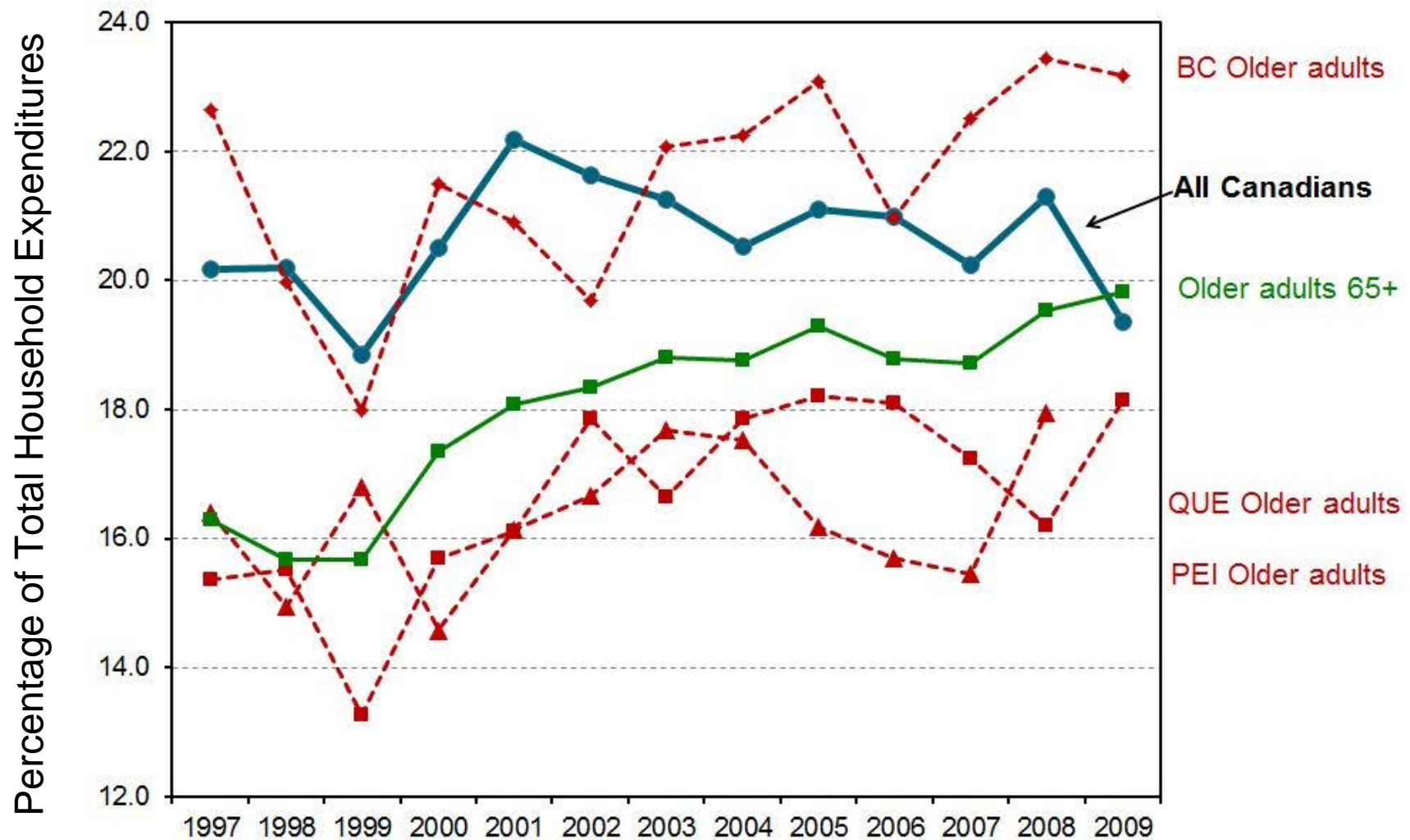
# Household Expenditures on Recreation and Culture



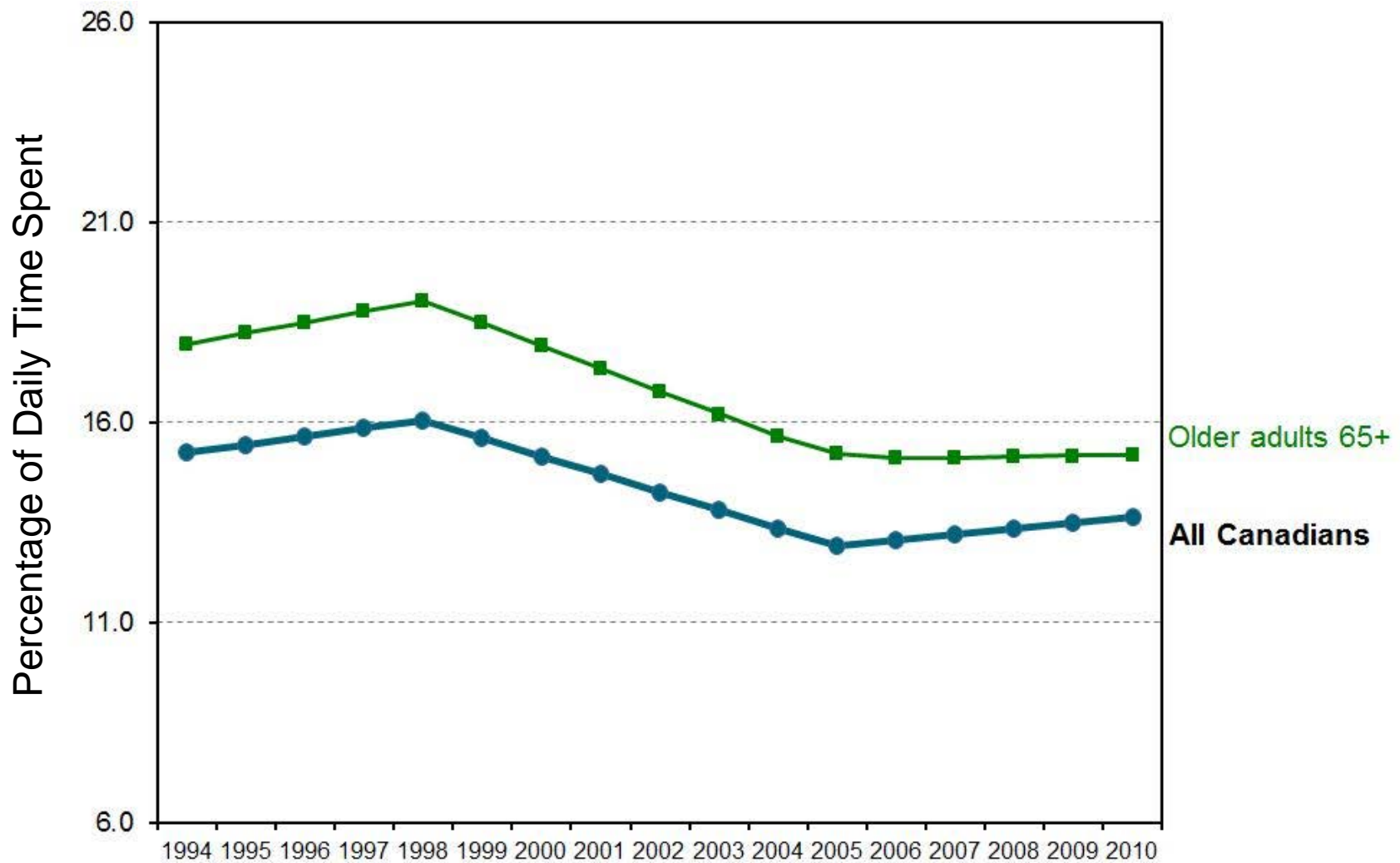
# Household Expenditures on Recreation and Culture



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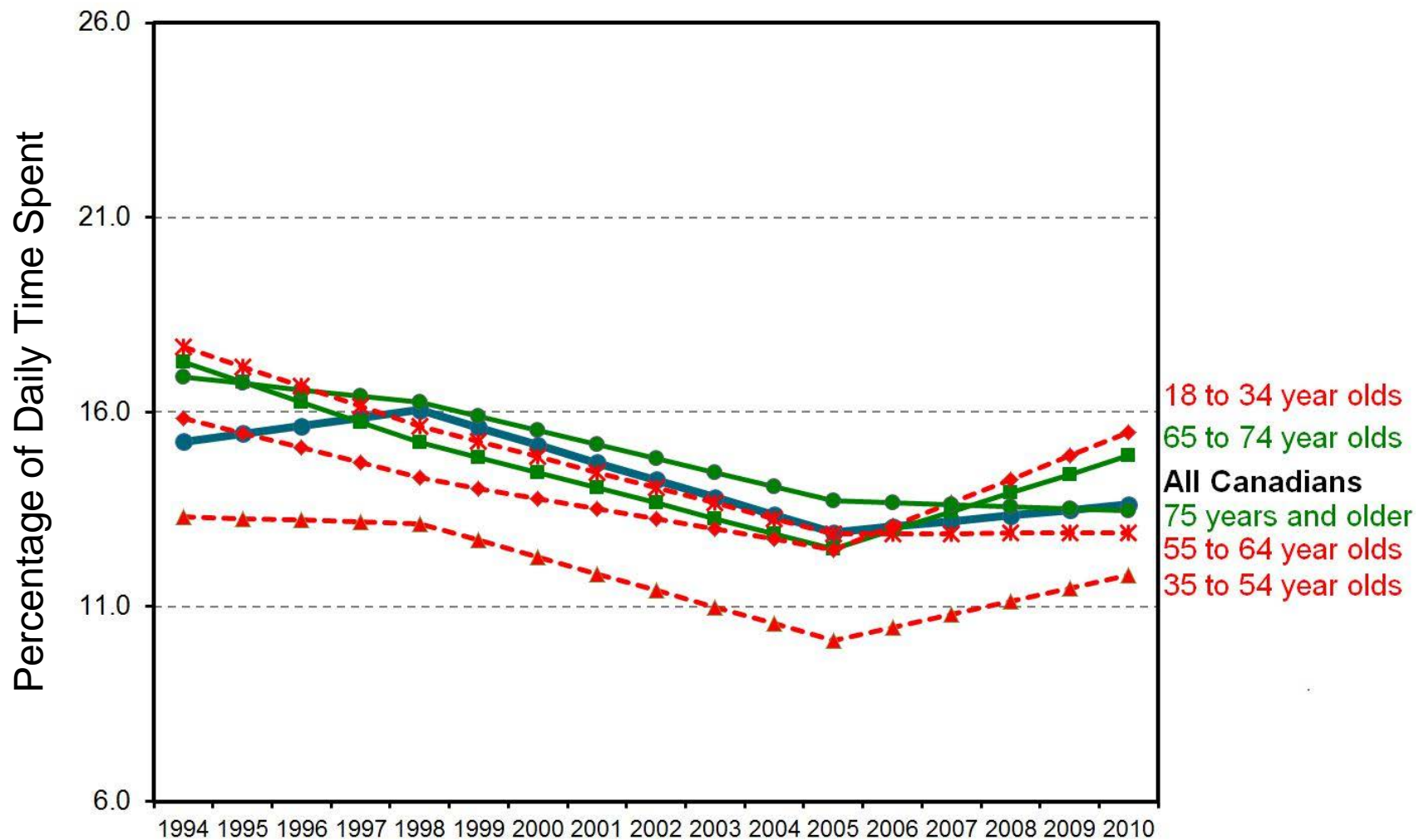


# Time Spent in Social Leisure Activities

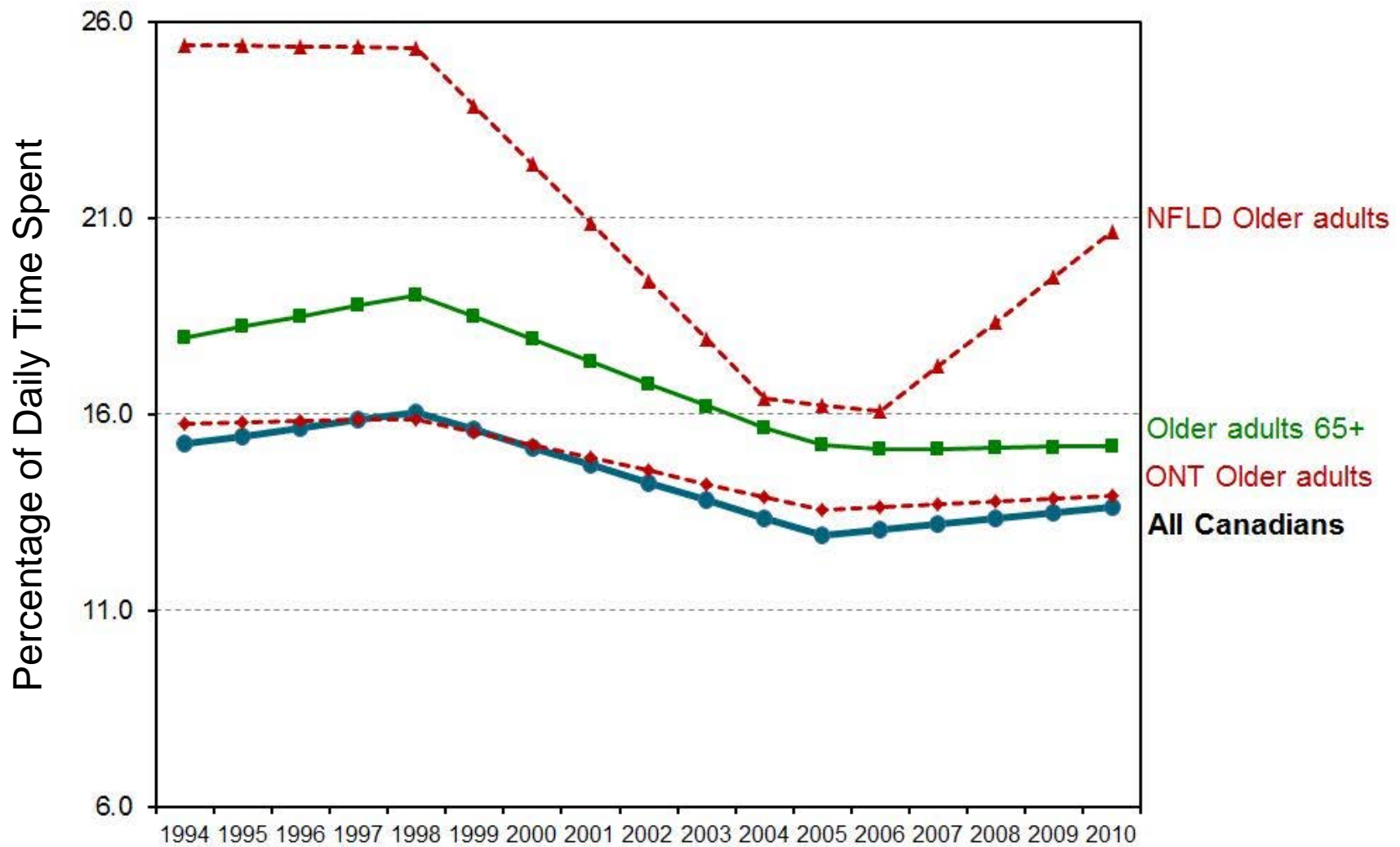




# Time Spent in Social Leisure Activities



# Time Spent in Social Leisure Activities



# Implications

- i✓ more so than for any other age group, establishing and maintaining *active social relationships* are critical to wellbeing in later life
- i✓ identifying factors associated with *place* that contribute to – or detract from – wellbeing can serve to inform policy responses
- i✓ cost of living aside, what *provincial policies* and *services* are in place to support older adults?



## CIW Community Wellbeing Survey

### Community Wellbeing Survey

#### Section A: Community Vitality

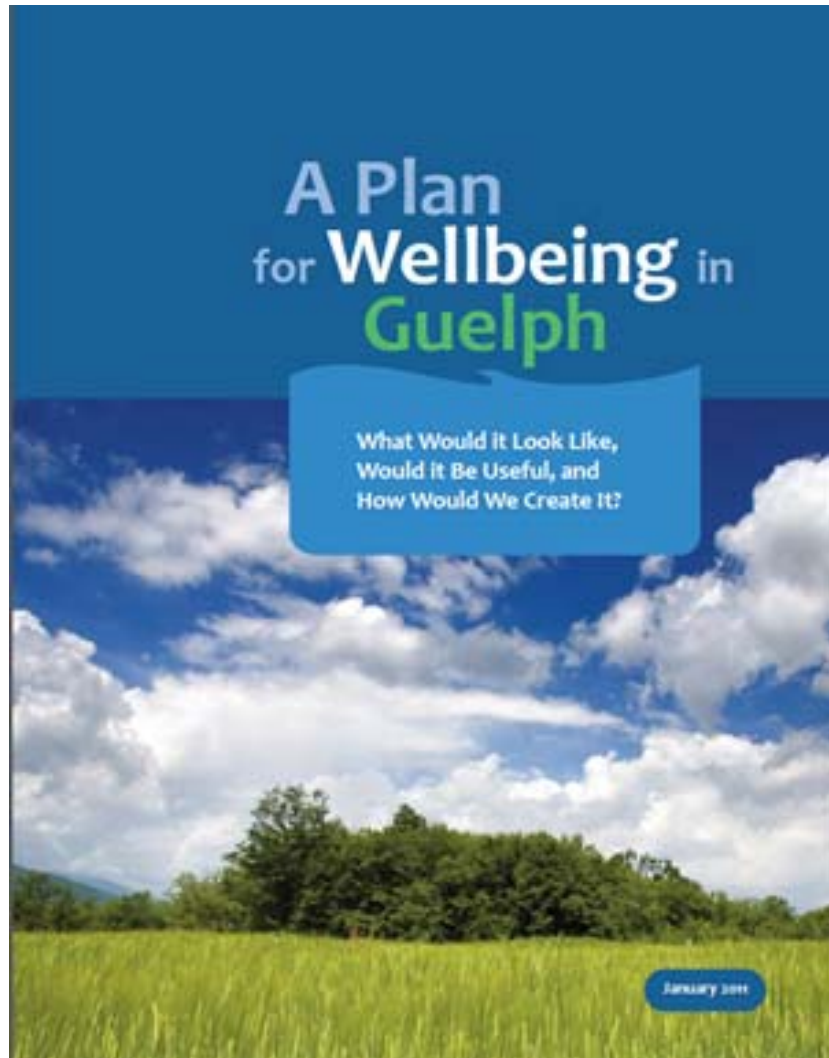
	No	Yes
In the past 12 months, did you do any unpaid volunteer work for any organization?	<input type="radio"/>	<input type="radio"/>

In the past 12 months, were you a member of or a participant in...	No	Yes
a union or professional association?	<input type="radio"/>	<input type="radio"/>
a political party or group?	<input type="radio"/>	<input type="radio"/>
a sports or recreational organization (e.g., hockey league, health club, golf club)?	<input type="radio"/>	<input type="radio"/>
a cultural, educational or hobby organization (e.g., theatre group, book club, bridge club)?	<input type="radio"/>	<input type="radio"/>
a religious-affiliated group (e.g., church youth group, choir)?	<input type="radio"/>	<input type="radio"/>
a school group, neighbourhood, civic or community association (e.g., PTA, alumni, block parents, neighbourhood watch)?	<input type="radio"/>	<input type="radio"/>
a service club or fraternal organization (e.g., Kiwanis, Knights of Columbus, the Legion)?	<input type="radio"/>	<input type="radio"/>
a public interest group (e.g., focused on the environment, animal welfare, food security, homelessness)?	<input type="radio"/>	<input type="radio"/>
some other organised group or activity not mentioned above?	<input type="radio"/>	<input type="radio"/>

In the past 12 months, did you provide any unpaid help to anyone ...	No	Yes
with work at their home such as cooking, cleaning, gardening, maintenance, painting, shovelling snow, or car repairs?	<input type="radio"/>	<input type="radio"/>
by doing any shopping, driving someone to the store, or to any other appointments?	<input type="radio"/>	<input type="radio"/>
with paperwork tasks such as writing letters, doing taxes, filling out forms, banking, paying bills, or finding information?	<input type="radio"/>	<input type="radio"/>
with health-related or personal care, such as emotional support, counselling, providing advice, visiting the elderly, unpaid babysitting?	<input type="radio"/>	<input type="radio"/>
with unpaid teaching, coaching, tutoring, or assisting with reading?	<input type="radio"/>	<input type="radio"/>

# The Development of the CIW Community Wellbeing Survey

# Administering the survey in Guelph



**i** CANADIAN  
**ndex**  
OF WELLBEING  
Measuring what matters

## **Guelph Community Wellbeing Survey**

A preliminary report for  
**The City of Guelph**

### **Stage 1 Results: A Profile of the Wellbeing of Guelph Residents**

Margo Hilbrecht  
Bryan Smale  
Robbie Shifman

*Canadian Index of Wellbeing*  
University of Waterloo

September 24, 2012

Measuring what matters





# CIW Community Wellbeing Survey

## Sample

- Stratified (by neighbourhood) random sample of households in Guelph, Ontario, a mid-sized Canadian city (Pop. = 141,097; Sample = 1,401)

## Questionnaire

- Behaviours and perceptions directly related to each of the domains of the CIW
- Aspects of and overall wellbeing
- Comprehensive demographics

## Analysis

- Technical report summarising all measures in the questionnaire
- Targetted analyses on issues of local concern

### Community Wellbeing Survey

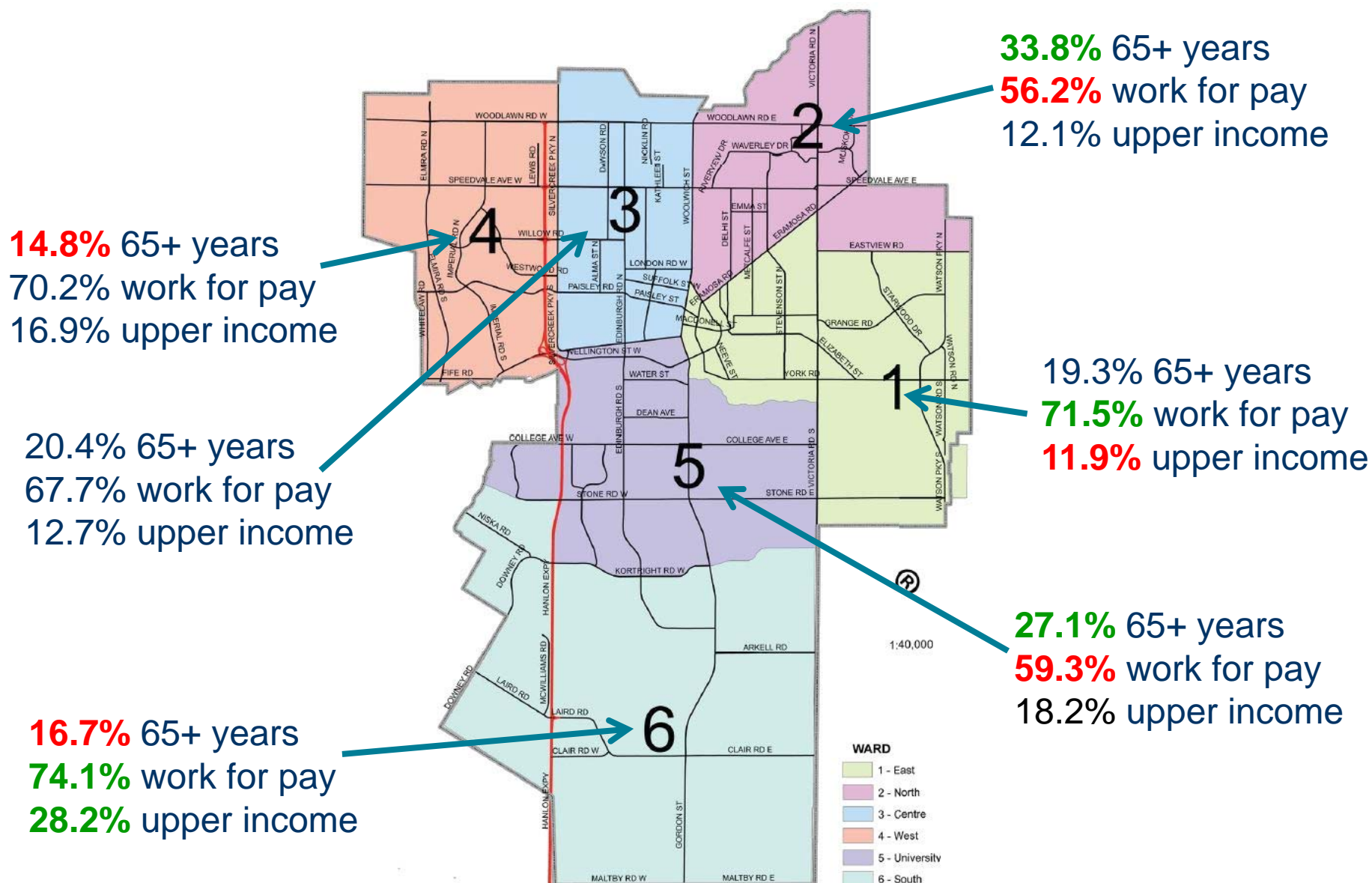
#### Section A: Community Vitality

	No	Yes
In the past 12 months, did you do any unpaid volunteer work for any organization?	<input type="radio"/>	<input type="radio"/>

In the past 12 months, were you a member of or a participant in...	No	Yes
a union or professional association?	<input type="radio"/>	<input type="radio"/>
a political party or group?	<input type="radio"/>	<input type="radio"/>
a sports or recreational organization (e.g., hockey league, health club, golf club)?	<input type="radio"/>	<input type="radio"/>
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a religious-affiliated group (e.g., church youth group, choir)?	<input type="radio"/>	<input type="radio"/>
a school group, neighbourhood, civic or community association (e.g., PTA, alumni, block parents, neighbourhood watch)?	<input type="radio"/>	<input type="radio"/>
a service club or fraternal organization (e.g., Kiwanis, Knights of Columbus, the Legion)?	<input type="radio"/>	<input type="radio"/>
a public interest group (e.g., focused on the environment, animal welfare, food security, homelessness)?	<input type="radio"/>	<input type="radio"/>
some other organised group or activity not mentioned above?	<input type="radio"/>	<input type="radio"/>

In the past 12 months, did you provide any <i>unpaid</i> help to anyone ...	No	Yes
with work at their home such as cooking, cleaning, gardening, maintenance, painting, shovelling snow, or car repairs?	<input type="radio"/>	<input type="radio"/>
by doing any shopping, driving someone to the store, or to any other appointments?	<input type="radio"/>	<input type="radio"/>
with paperwork tasks such as writing letters, doing taxes, filling out forms, banking, paying bills, or finding information?	<input type="radio"/>	<input type="radio"/>
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# A Brief Profile of the Guelph Survey Respondents



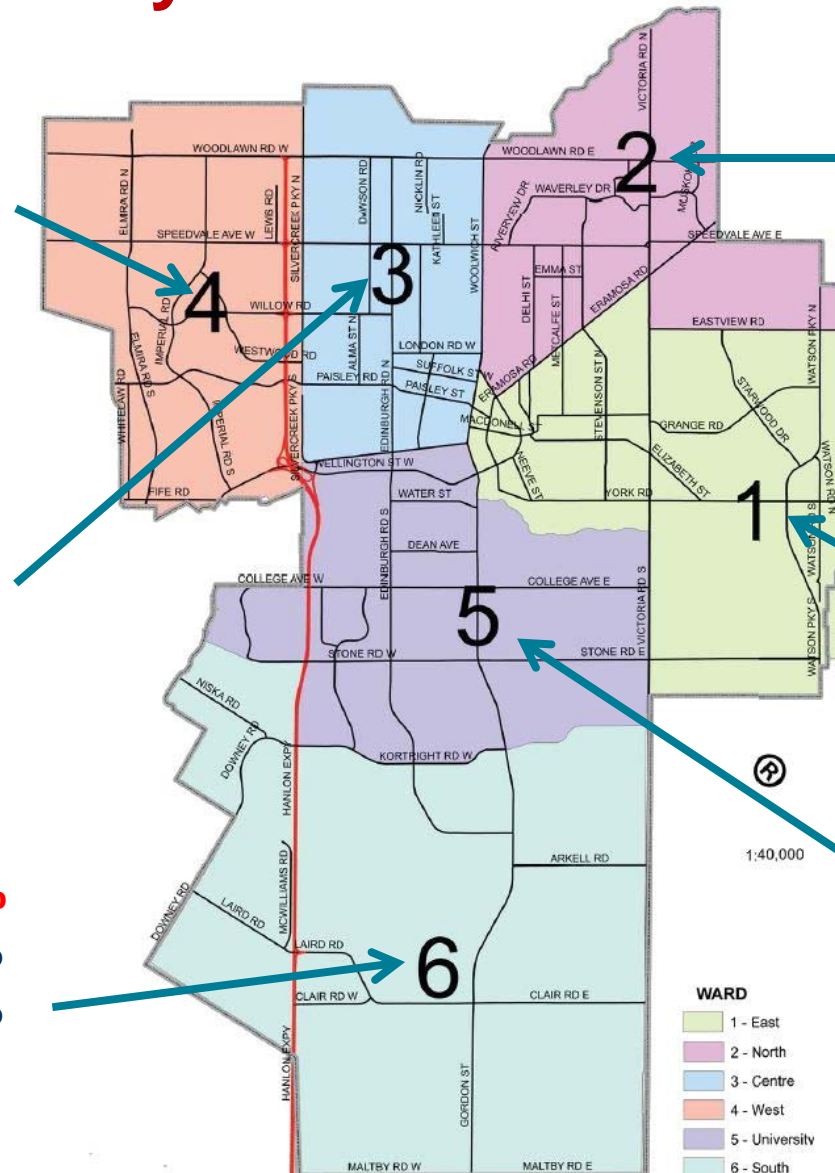
# Participation in cultural activities in previous year *by Ward*



Concerts: **63.7%**  
Galleries: **48.0%**  
Festivals: **62.5%**  
Dance: **21.5%**  
Theatre: 57.3%

Concerts: **75.2%**  
Galleries: **69.1%**  
Festivals: **69.6%**  
Dance: **31.7%**  
Theatre: 58.4%

Concerts: **63.3%**  
Galleries: 64.6%  
Festivals: 65.3%  
Dance: 24.0%  
Theatre: **62.3%**



Concerts: **71.9%**  
Galleries: 62.7%  
Festivals: **69.9%**  
Dance: **30.6%**  
Theatre: **64.3%**

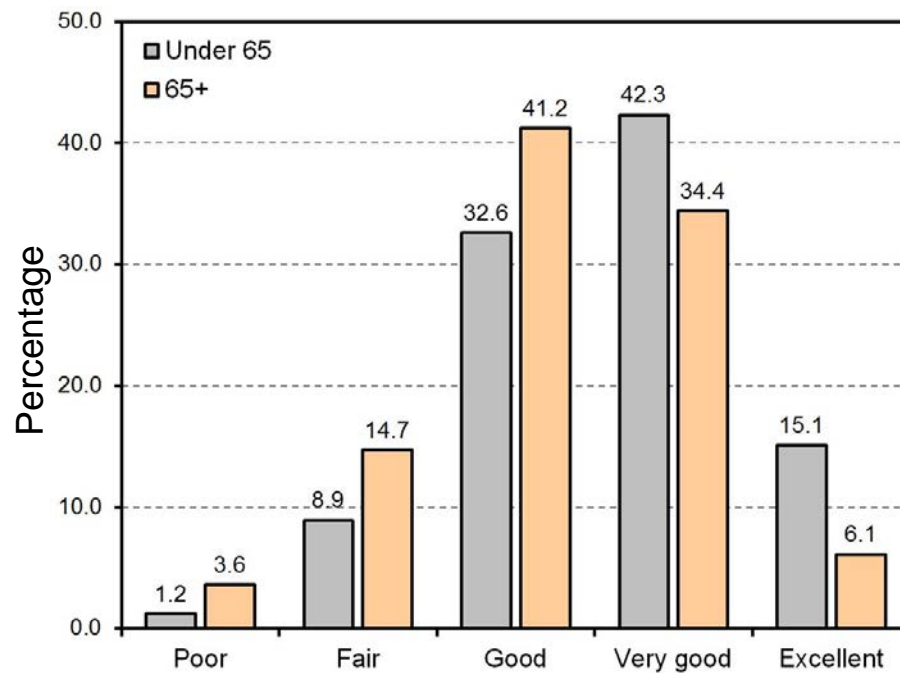
Concerts: 69.7%  
Galleries: **56.1%**  
Festivals: **72.1%**  
Dance: 24.6%  
Theatre: **54.6%**

Concerts: **71.1%**  
Galleries: **68.0%**  
Festivals: **63.9%**  
Dance: **28.0%**  
Theatre: 58.4%

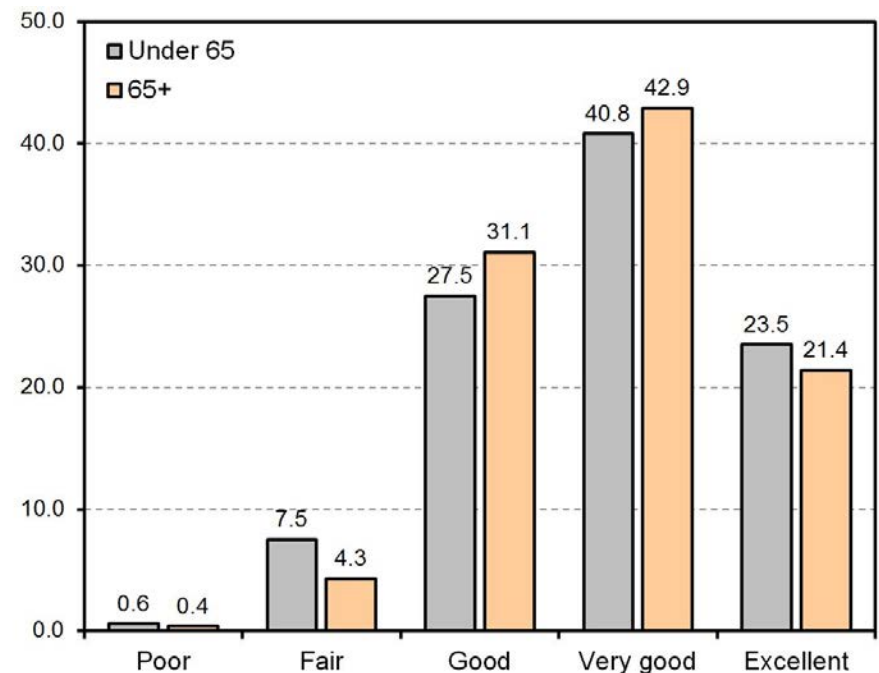
# Ratings of physical and mental health *by age group*



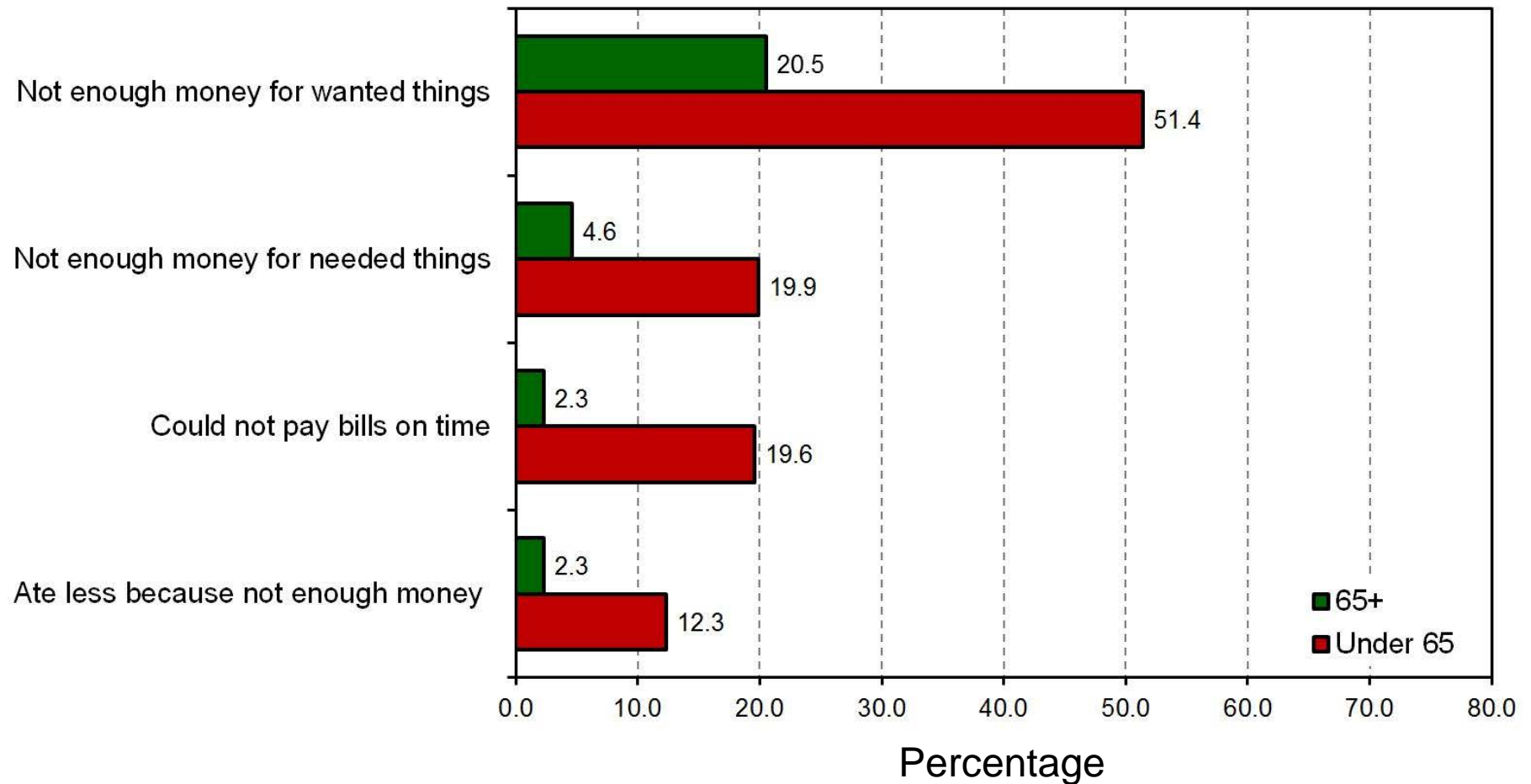
## Physical Health



## Mental Health

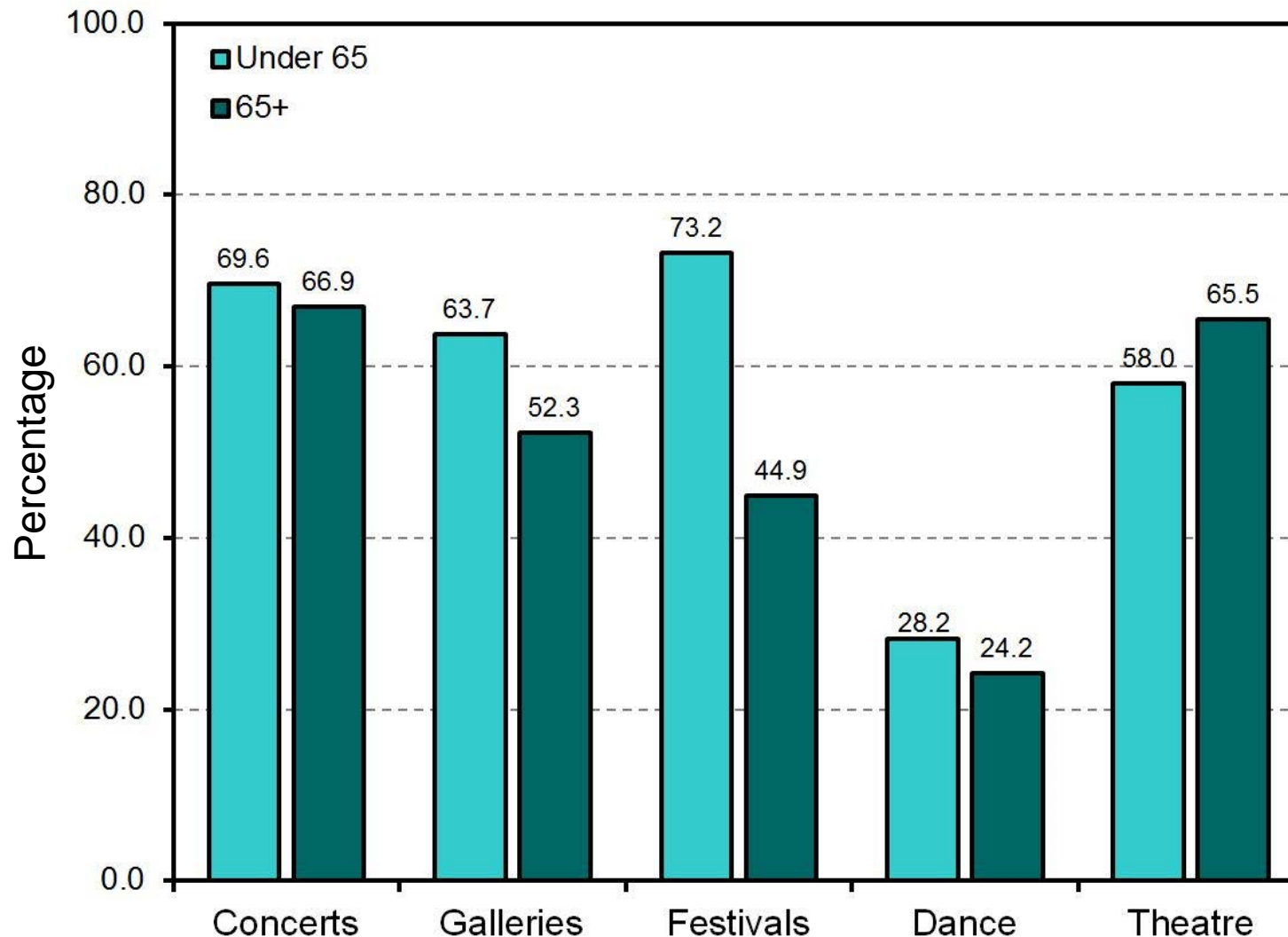


# Inability to pay for things *at least once* in past year **by age group**





# Participation in cultural activities in previous year *by age group*



# Summary...

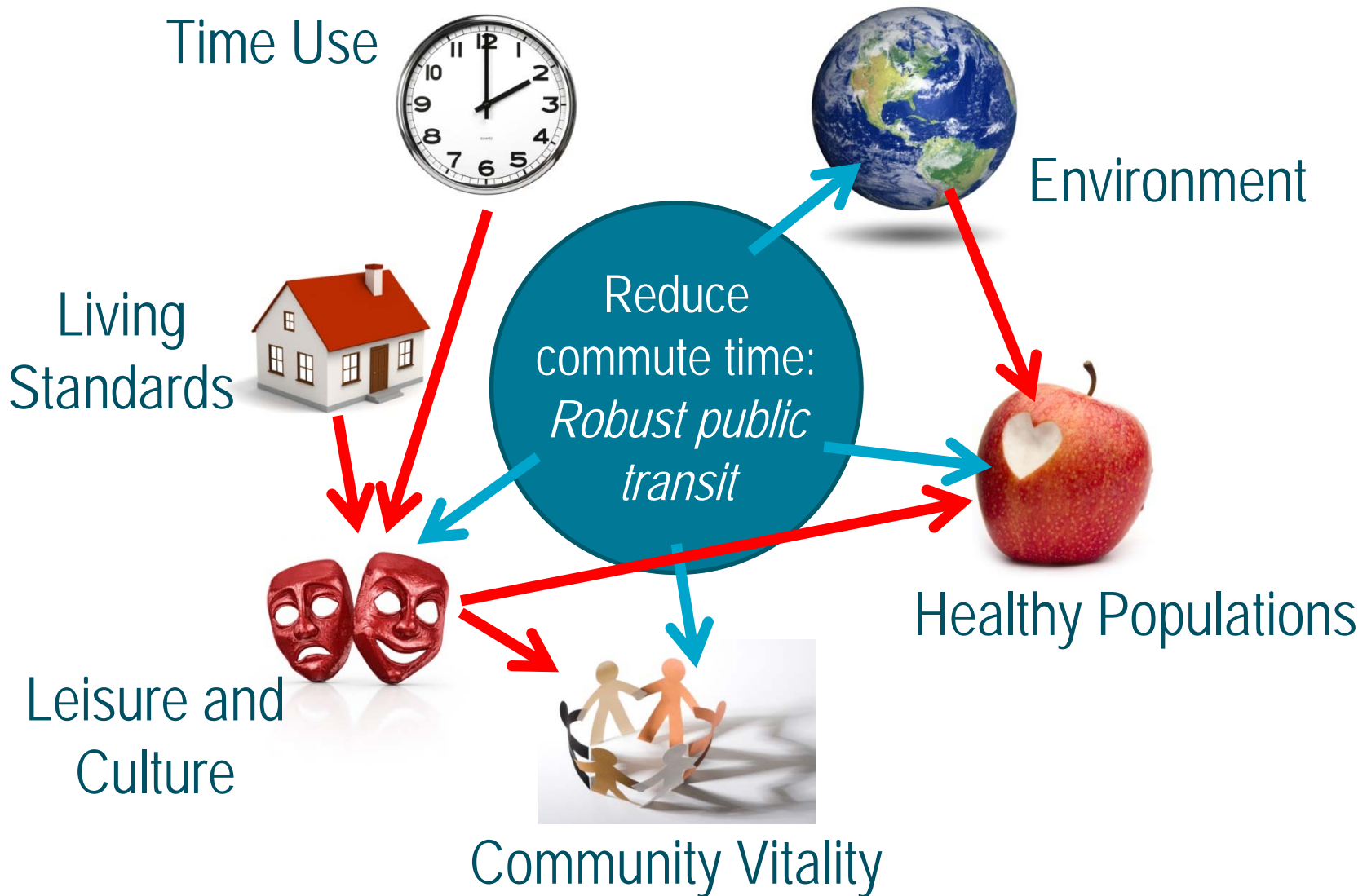
Concerning potential sources of inequity in the community:

- i✓ residents are most **similar** in their impressions of aspects related to the *Environment, Democratic Engagement, Education, and Time Use*
- i✓ residents are most **dissimilar** in their impressions of aspects related to the *Living Standards, Healthy Populations, Leisure and Culture, and Community Vitality*
- i✓ these dissimilarities are in part linked to **equality of access**, as reflected in:
  - gaps between lower and upper income households
  - differences in real and perceived access based on location

# Which domain is most critical to the quality of community life?



# An *integrated* policy response...





# Association of Ontario Health Centres Association des centres de sante de l'Ontario

Ontario's voice for community-governed primary health care.



Community Health and Wellbeing
Shift the conversation

## Creating more people and community centred services

- How could CIW domains could be used to create more meaningful dialogue with community members creating stronger, more integrated responsive services



## Health & wellbeing in Ontario is taking a backseat to GDP



Report calls for comprehensive network of Community Health Centres

(TORONTO) - APRIL 29, 2014 Ontario's high level of economic insecurity is taking a backseat to the needs of people's lives, leading to increased pressure on the health system, according to a new report from the Association of Ontario Health Centres (AOHC).

## How are you really doing?

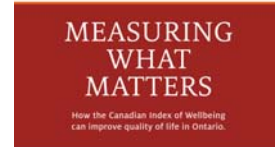
Healthy and resilient people, places, and spaces.

Your Community Health Centre wants to know how the community is really doing. To better understand this, we look at people and ask if they are doing well and are healthy, if their families are doing well, if they have jobs that cover the bills and if they have time for themselves, family and friends.

In every community – everyone matters and by completing the "Survey of Wellbeing" your voice is being heard. The answers you provide will be helpful to your neighbourhood, your community and your Community Health Centre.

The results will be used to connect people to programs and services and inform community members about important ways to work together to create the best possible health and wellbeing for everyone living in Ontario.

### Measuring what matters: Health & Wellbeing





# Association of Ontario Health Centres Association des centres de sante de l'Ontario

*Ontario's voice for community-governed primary health care.*

Community  
Health and  
Wellbeing

## WELCOME

Since 2014, I have chaired the members of the Association of Ontario Health Centres, a holistic approach to health care.

The coalition has grown since it was first formed and is now recognized as a sustainable and effective approach to health care.

To help stakeholders understand the needs of the community, we have developed a report. It is a call to action and aims to improve the wellbeing of the community.

Called *Measuring What Matters* (CIW) to create a vision for Vaughan's quality of life and evidence of community health.

We are proud to be part of the CIW to gain a better understanding of the community.

Because the coalition is inclusive and promotes the participation of all members to join in a sustainable and effective approach to health care.

## ABOUT WELLBEING TOOL

This report relies on the Index of Wellbeing, a research tool that examines, tracks and measures the quality of life.

The CIW began in 2011 with the support of the United Way. Under one umbrella, a network of indicator experts and a range of leaders from individual Canadian organizations.

The goal was to create a rigorous and credible measure of social well-being in its full breadth, with data about the quality of life in the community. "really care about" and "connect the dots" between public policy and the quality of life.

From the start, the CIW has been a community-driven initiative, with the Canadian community at the heart of the process.



Based on the Canadian research framework or quality of life.



Community Wellbeing measures the strength, activity and inclusiveness of relationships between residents, private sector and society organizations that foster individual and collective well-being.

## The Report

The Report of the Community Health and Wellbeing

From 2011 to 2012, we estimate that 13,700 senior and young people are in the York Region. In 2012, we'll have 600 new seniors.



Ownership market 2012

Source: Infographic use

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## HEALTH

The Health of the population known to the community.

Note: Due to the York Region proxy for the Vaughan market in York Region.

Our research in the York Region and mental health 'excellent' or a significant improvement.

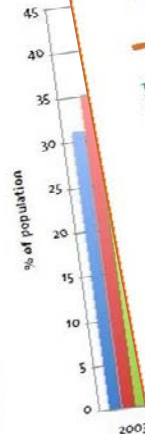
Diabetes prevalence in Canada. A rates are below rates, many York Region diagnosed with diabetes.

## Program Education

What is chronic disease is a long lasting with you. It can be cured. However, right steps are of the most common diabetes, arthritis, pulmonary disease, stroke and so on.

Vaughan Community recently established Prevention and Awareness. Among the services, Diabetes Education, individual and group risk of developing with Type 2 diabetes.

## Influenza and over



## Notes:

1. Based on 2009 data of 2009. In 2009, the H1N1 vaccine.
2. Data as reported.

Source: Statistics Canada, provinces, territories.

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## POLICY RECOMMENDATIONS

The Canadian election more vibrant.

Based on the stakeholders, United Way social service, York University.

- These discussions:
1. Increased
  2. Increased
  3. Improved
  4. Promoted

It should be noted that fall under local government, federal government, which municipal government.

A special effort will be made to ensure that the duplication of so many of ensuring that the implemented.

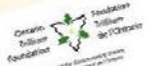
Community  
Health and  
Wellbeing

Shift the  
conversation

THE CONVERSATION CONTINUES AT  
[communityhealthandwellbeing.org](http://communityhealthandwellbeing.org)  
[info@communityhealthandwellbeing.org](mailto:info@communityhealthandwellbeing.org)



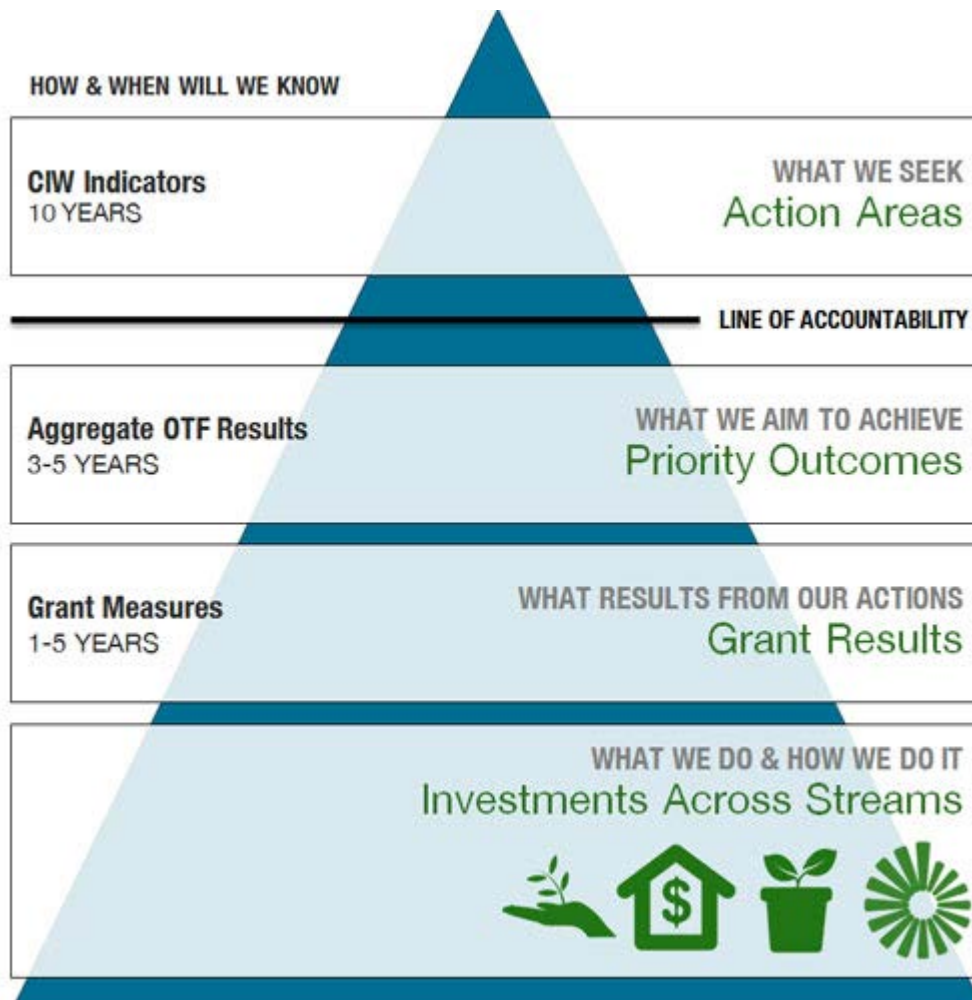
Association of Ontario Health Centres  
Communauté-gouvernée primary health care  
Association des centres de sante de l'Ontario  
Santé de santé primaire gérée par la communauté



Ontario  
Trillium  
Foundation

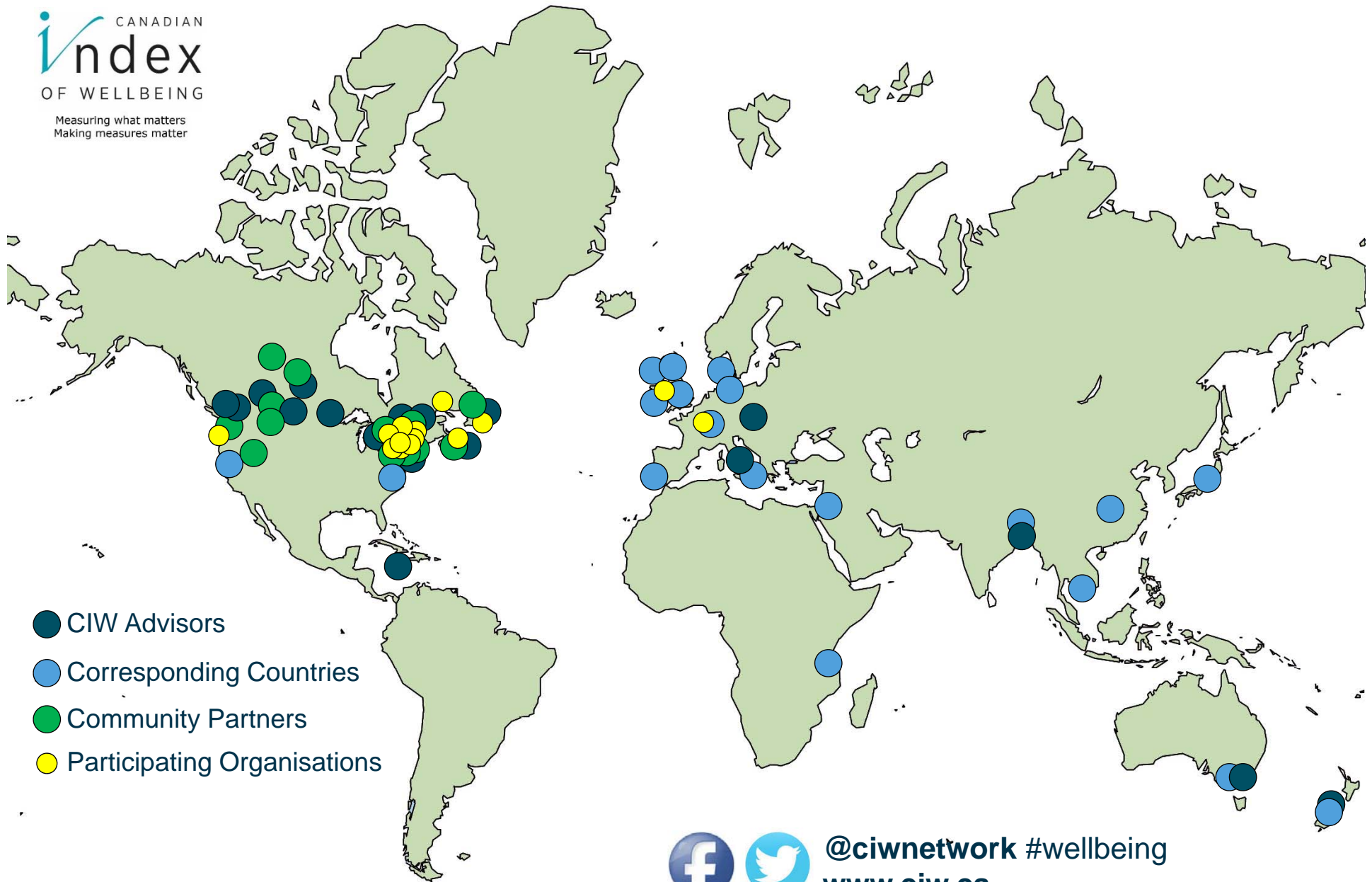


Fondation  
Trillium  
de l'Ontario



Association of Ontario Health Centres  
Association des centres de sante de l'Ontario  
*Ontario's voice for community-governed primary health care.*

# CIW influence on wellbeing measurement and index creation around the world



@ciwnetwork #wellbeing  
[www.ciw.ca](http://www.ciw.ca)

# CANADIAN index OF WELLBEING

Measuring what matters  
Making measures matter



**@ciwnetwork** #wellbeing  
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