



# REPORT to our COMMUNITY

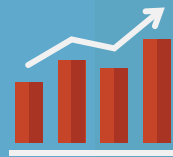
SPRING 2018

NEIGHBOURHOODS

HEALTH

EMPLOYMENT

EDUCATION



**WHO** are we?  
**THE LIVING SJ NETWORK**  
 Multi-sector leadership:  
**100+ partners** representing



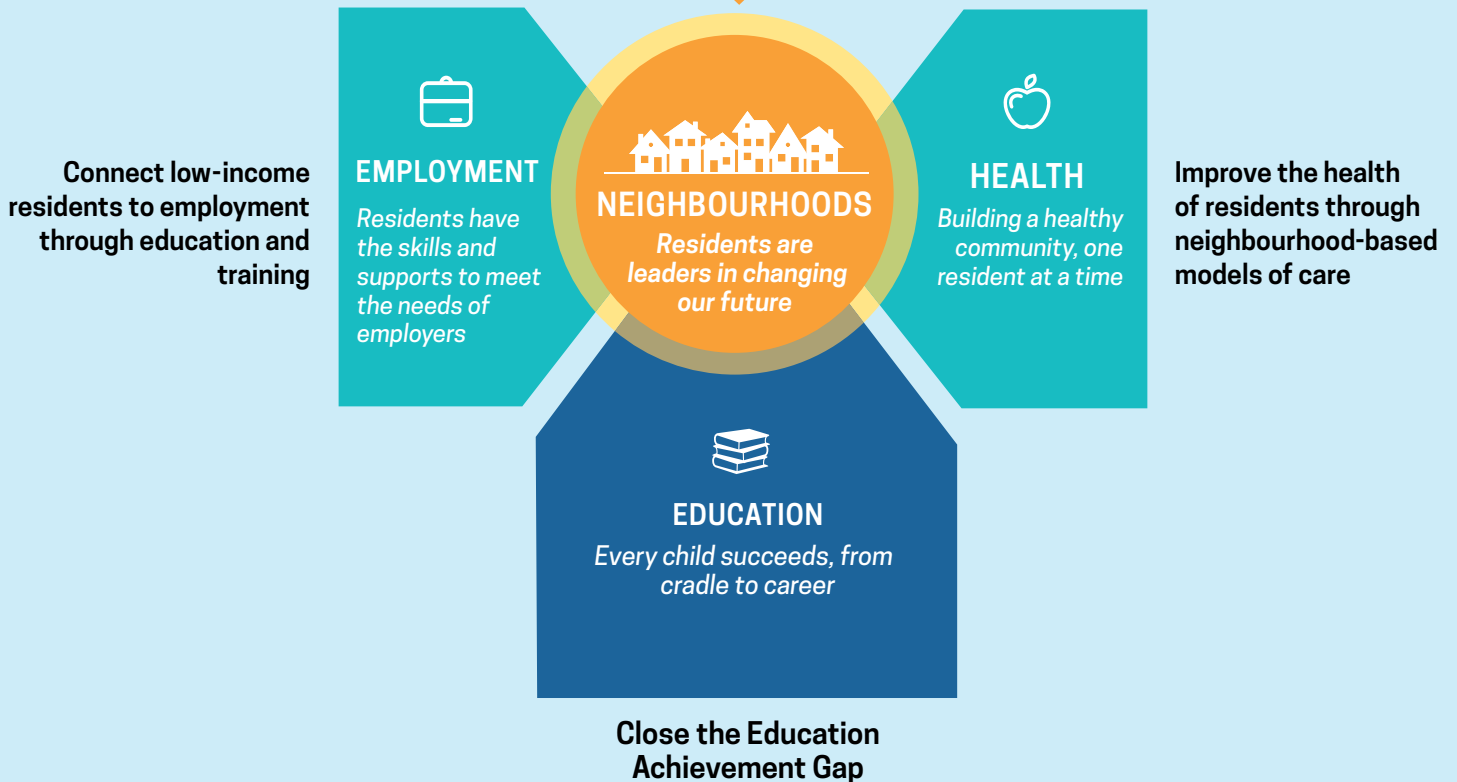
Collective **LEADERSHIP**  
 Collective **IMPACT**



**WORKING DIFFERENTLY.**  
 Increasing our **IMPACT.**

**OUR IMPACT**

Transform low-income neighbourhoods into vibrant mixed income communities



# A Message from our Co-chairs

First off, thanks to all of our network for their continued efforts to end generational poverty in Saint John. Living SJ builds the essential social foundations – education, health, employment, and citizen engagement – to create neighbourhood vibrancy and economic growth. Collective impact is the framework to achieve our vision as we build a “living lab” together.

This report highlights our progress on these priorities and where we are headed next. So critical to our success is the gathering of data on what works and what areas require us to dig deeper, so that we can improve and innovate to end generational poverty.

A pivotal moment in not only the evolution of Living SJ, but also in the fight to end poverty in our community occurred in 2017. The provincial government announced it is investing \$10 million over the next five years to create a Social Innovation Fund to support projects and initiatives aimed at our work. Initiatives that receive support from the fund will be evidenced-based and evaluated to determine their potential impact and scalability.

The fund represents a strategic partnership between the Government of New Brunswick and Living SJ, allowing Saint John to serve as a testing site for new approaches to reducing poverty and strengthening social conditions vital to economic growth. The Living SJ network will serve as a platform for the creation of new policies, services and programs aimed at benefiting residents and providing a significant return on investment.

Over the past several months, we have worked with our partners to create criteria for projects, an intake process and recruited community leaders to review and recommend proposals. We are especially grateful for the leadership of The Community Foundation in Saint John, as they have come on board as our partner to administer the fund.

In the following pages, we will share details around the first projects. It is truly an exciting time for our network and our community.

Again, our sincere thanks to this amazing community. This goal can only be accomplished with the dedicated leadership we have harnessed within government, business, non-profits and our neighbourhoods.

We look forward to keeping you informed and continuing to hear from you.

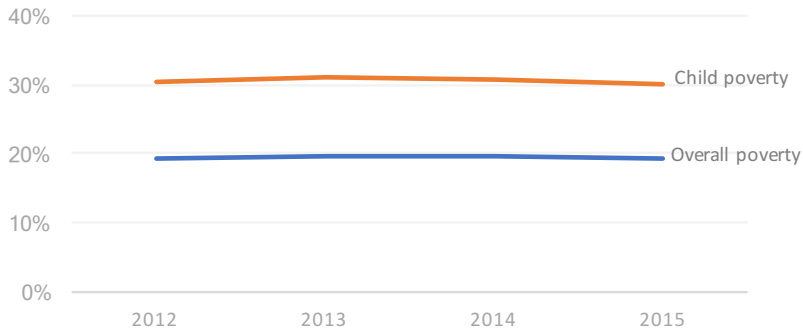
Paulette Hicks and David Alston

# Poverty in our community

## Overall:

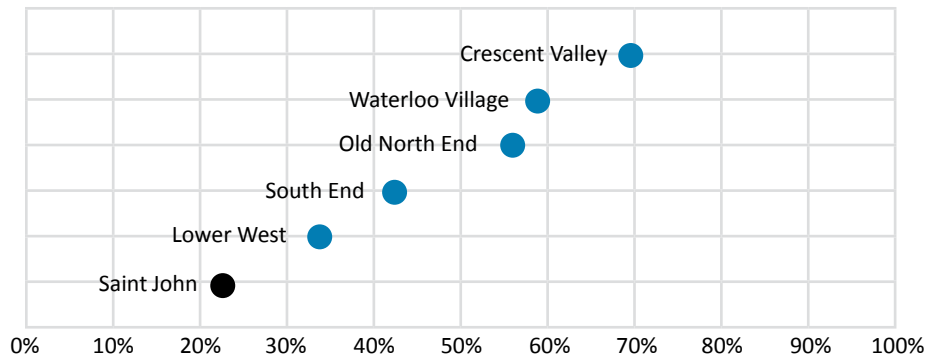
### Saint John poverty rates have remained stable in recent years

Poverty rate represents the Low Income Measure (After Tax) from the 2015 T1 Family File (T1FF; Statistics Canada).



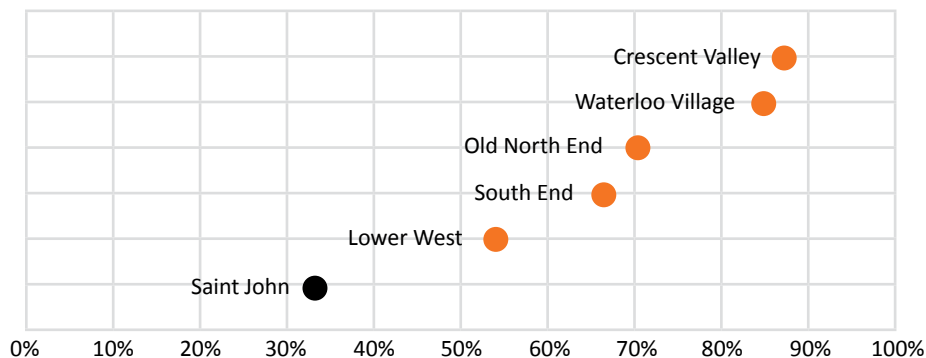
### Prevalence of low income, all ages

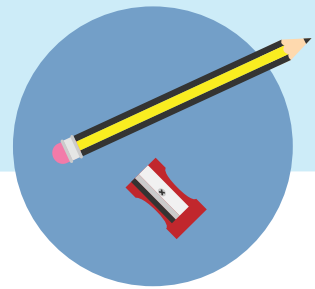
Poverty rate represents the Low Income Measure (After Tax) from the 2016 Census (Statistics Canada).



### Prevalence of low income, ages 0-17

Poverty rate represents the Low Income Measure (After Tax) from the 2016 Census (Statistics Canada).



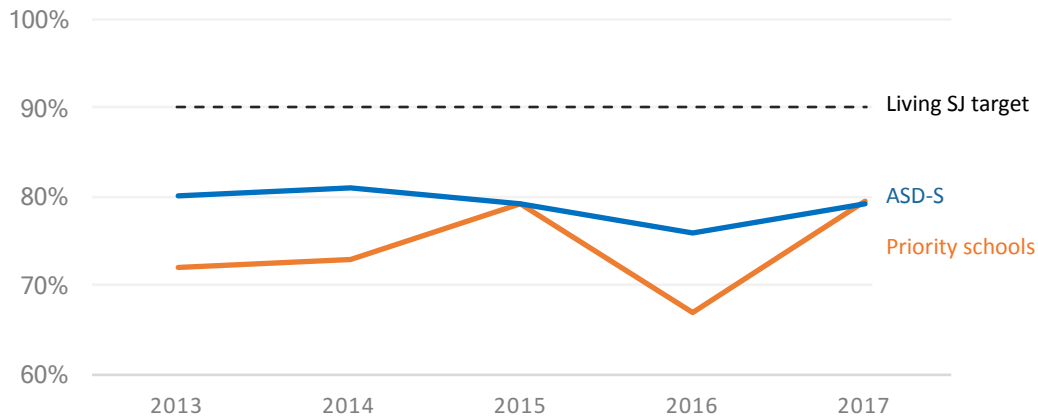


## Education:

**Target:** 90% of Grade 2 students meet New Brunswick literacy standards by 2020

There was an increase in the number of **children from priority schools** meeting Grade 2 literacy standards. These children are now on par with other students in the district.

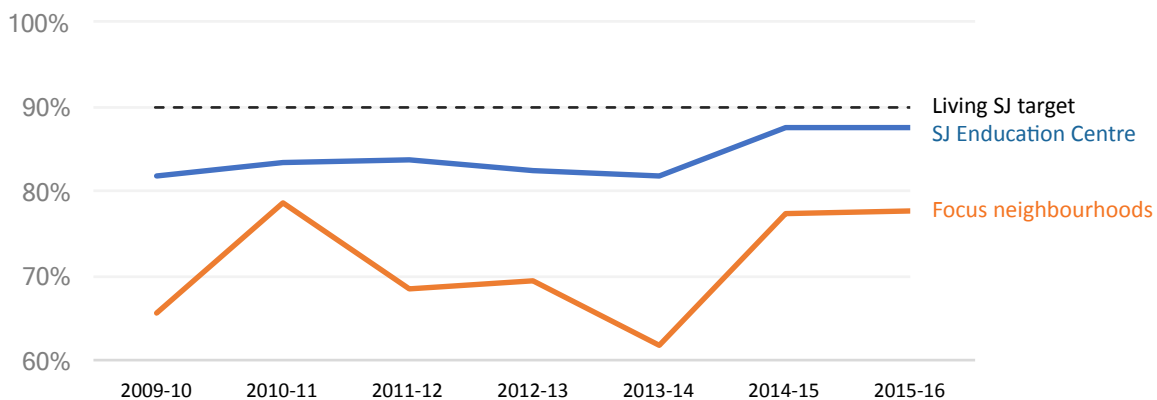
Percentage of children who achieve New Brunswick's Grade 2 reading levels (NB Department of Education and Early Childhood Development).



**Target:** 90% of students graduate, equipped for post-secondary pursuits, by 2020

The number of **youth from focus neighbourhoods** who graduate high school within 4 to 5 years has increased by almost 20%.

Percentage of students who graduate after 4-5 years of high school (NB Department of Education and Early Childhood Development).



## 2017 Progress:

### Early Childhood:

- Developed a proposal to expand the South End's Early Learning Centre model (a best practice) into additional focus neighbourhoods.
- Increased the quality and quantity of Parent/Family Programs and the participation of families in the focus neighbourhoods.
- Emphasized Early Literacy and Oral Language development; trained educators and caregivers.

### Early Literacy:

Three programs were piloted to increase early literacy achievement:

- Books, Books, Books – put new books in the hands of 2000 young children and provided training for the children's teachers and caregivers.
- Achieve Literacy Together – coached 175 families of Grade 2 children in the techniques and tools to help their child read.
- Additional teachers were hired to work intensively with at-risk Grade 2 students.

### Enriched Education:

- Studied the gaps in enriched education programming for children in grades K to 8, agreed to priorities, and prepared a go-forward strategy.

### High School Completion:

- Reported the high impact of quality programs in Saint John that are helping teens stay in school and graduate: First Steps, Teen Resource Centre, UNB Promise Partnership; PALS En Route to Success, Pathways to Education.
- Decided the next priority initiative and developed a proposal to hire a Student Success Mentor for each high school to help at-risk teens stay in school and graduate.



## Social Innovation Fund Projects

### INVESTING IN DIFFERENTIAL FUNDING FOR EDUCATIONAL DIFFERENCE:

Elementary schools with the highest concentrations of poverty will be provided additional resources to help students, from Kindergarten to Grade 2, to overcome learning barriers, achieve early literacy skills and gain the essential educational foundations required for progressive school success. This demonstration project aims to help more children succeed in school, achieve Living SJ's education targets, and inform education practice and public policy. This project will receive \$1.5 million in funding over three years.



## Priorities for 2018:

- **Early Childhood:** Secure funding and expand the Early Learning Centre model into at least one additional neighbourhood and expand Early Literacy and Oral Language awareness and training.
- **Early Literacy:** Implement a three-year demonstration project to equip inner city schools with additional resources to help K-2 children achieve early literacy skills and the essential education foundations for progressive school success.
- **Enriched Education:** Introduce a new best-practice program, called Beyond 3:30, to fill the gap for students in grades 6-8 and develop a food strategy for the seven inner city schools.
- **High School Completion:** Secure funding for the Student Success Mentor project for high schools and strengthen employment pathways for high school students, particularly those at risk.

### Social Innovation Fund Projects

#### SPEECH LANGUAGE PATHOLOGIST (SLP) FOR PRIORITY SCHOOLS:

The addition of a dedicated SLP to serve priority schools will allow for the development of instrumental oral language development strategies. Having a SLP working as a coach with teachers and children help builds the tools that will help to develop oral language skills and support children to learn to read. This project will receive \$80,000 in funding over one year.

#### SOUTH CENTRAL PENINSULA SCHOOL TASK FORCE:

The District Education Council has recommended that a new elementary school be built on the Central Peninsula in Saint John. The task force will act as a sounding board, advising the project team and the Province of New Brunswick on both the needs of the community and opportunities to leverage resources to support the development of an enhanced educational facilities model for the priority neighbourhoods, with the potential to be adapted for new construction and renovation projects throughout the Province. This project will receive \$85,000 in funding over one year.

**100%** of *First Steps* mothers return to school and  
**80%** achieve their high school diploma.



**100%** of *UNBSJ's Promise Partnership*  
teens are successfully graduating from high school.



**100%** of the *PALS (Partners Assisting Local Schools) En Route to Success*  
students at St. Malachy's High School have successfully  
graded each year and graduated.



## Employment:

**Target:** 200 families on income assistance attain employment by 2017. 500 families attain employment by 2020.

- In 2017, 277 people in **Post-secondary Education Training and Labour**-funded programs transitioned from income assistance to employment.

## 2017 Progress:

- The Saint John Women’s Empowerment Network has secured a three-year federal grant to explore and make recommendations in consultation with parents and partners, to improve the Province’s childcare policy for low income single parents.
- The EMPATH program, developed in Boston and evaluated by Harvard University, has three key components: comprehensive case management, goal setting using a structured process, and financial incentives for goal acquisition. The program in Boston works with families for five years to take them towards full financial independence. As this program has a well-proven track record of success, we wanted to bring it to Saint John. A total of 19 people from various organizations received initial training in 2017.

## Priorities for 2018:

- **Redefine Targets:** Building on the current results from community and government programs, establish common targets that track the progress of families finding and sustaining employment.
- **Responsive Policies:** Facilitate the work of our community partners in changing childcare policies for low income families, goal-specific honorariums for program participants and sustainable funding for comprehensive and measurable approaches
- **Promising Practices:** Identify local community and government transition-to-work programs to document their progress, learnings, and recommendations for strengthening outcomes.

## Social Innovation Fund Projects

### TRANSITIONING TO WORK:

The Saint John Learning Exchange provides adult education and employment programs for over 350 participants each year by using a holistic continuum-of-service approach that includes responsive programming driven by an individual's education and employment goals. This project will develop and implement a sustainable model that demonstrates both the service and funding components necessary to successfully assist individuals in their education, training, and employment pathways out of poverty. This project will receive \$1.4 million in funding over five years.

### INCENTIVES FOR BRIDGE TO A BRIGHTER FUTURE:

The goal of this project is to pilot test the EMPATH program in Saint John in order to emulate success and specifically fund the financial incentives for participants. The objective is to create a plan for a family that multiple organizations, including government departments, can help them achieve. This project will receive \$25,000 in funding over one year.



The Saint John Learning Exchange is currently engaged in a **five-year** social return on investment (SROI) evaluation.

So far the project has indicated that for every **\$1 invested in The Learning Exchange, \$5 is generated in social and economic value.**





## Health:

**Target:** *A model of care for every low income neighbourhood with demonstrated Return on Investment by 2020*

### 2017 Progress:

- The North End Wellness Centre (NEW-C) opened in May 6, 2016 and is focused on providing improved access to comprehensive health and wellness support for North End residents. A total of 432 residents have been registered to the Nurse Practitioners to date.
- Between April 2016 and October 2017 the North End Community Connector reached over 150 individuals. The majority (85%) were referred to other community or government programs and services. The Community Connector acted as a bridge to support access and system navigation for residents. In year one most referrals identified basic needs (housing, physical and mental health). In year two, there was a marked increase in the number of individuals seeking support for personal development, with most frequent linkages to the Saint John Learning Exchange. The evolution of supportive services provided by the North End Community Connector indicates that residents originally were most concerned with pressing urgent needs and once trust was established, residents began seeking other programs and services.
- Opportunities are currently being explored to transfer ownership of the Newman Street facility (formerly Lorne School), which is attached to the Nick Nicolle Community Centre (NNCC) a recently refurbished community centre owned by the City of Saint John and operated by ONE Change. Expanding the NNCC to include the Newman Street Facility would act to serve the community as a 'hub' for community-based programs and services, including: the NEW-C, education programs, employment skills training, childcare, and other potential programs and services co-located in a 'one stop' location.

### Priorities for 2018:

- Explore how to address the impacts of adverse childhood experiences on families and ways to improve access to mental health services.
- Continue to work with partners on a long-term sustainability plan for the NEW-C and Newman Street facility.

## Social Innovation Fund Projects

### PARENT-CHILD ASSISTANCE PROGRAM (PCAP):

This is a pilot to bring a program of tailored, in-home and structured case management to address the needs of pregnant and recently postpartum women who are struggling with addiction in Saint John. This program has been shown to drastically improve the outcomes of participants in terms of addiction management, stable housing, maintaining or regaining guardianship of their children, reducing reliance on government assistance, and family planning. The Social Pediatrics Research Program will work with families, advisors and community stakeholders to adapt this program to the local context and implement in Saint John. This project will receive \$898,275 in funding over four years.



# 432

North End residents have been linked



to the Nurse Practitioner(s) at North End Wellness Centre



## Neighbourhoods:

**Target:** Transform low income neighbourhoods into vibrant mixed income communities

### Priority projects:

- Creating opportunities for connection and sense of belonging.
- Providing affordable and accessible public transportation.
  - In the spring of 2017, ONE Change, Crescent Valley Resource Centre and other Living SJ partners researched transportation challenges facing residents in Saint John's focus neighbourhoods, and possible solutions. Over 100 residents surveyed expressed transportation challenges primarily in accessing medical services and healthy food programs.
  - Based on this research, the Neighbourhood Collective Impact Team decided to establish a matching service that links residents to community transportation resources to access wellness and food security services.
- Providing affordable, accessible, and sufficient housing.
  - The Saint John Land Bank was incorporated in February of 2017 and has been investigating the tools that are available to achieve its goal of acquiring real property and buildings for the development of affordable housing. It has reviewed the best and promising practices of Land Banks in North America and met with government officials at the local and provincial level.

### Priorities for 2018:

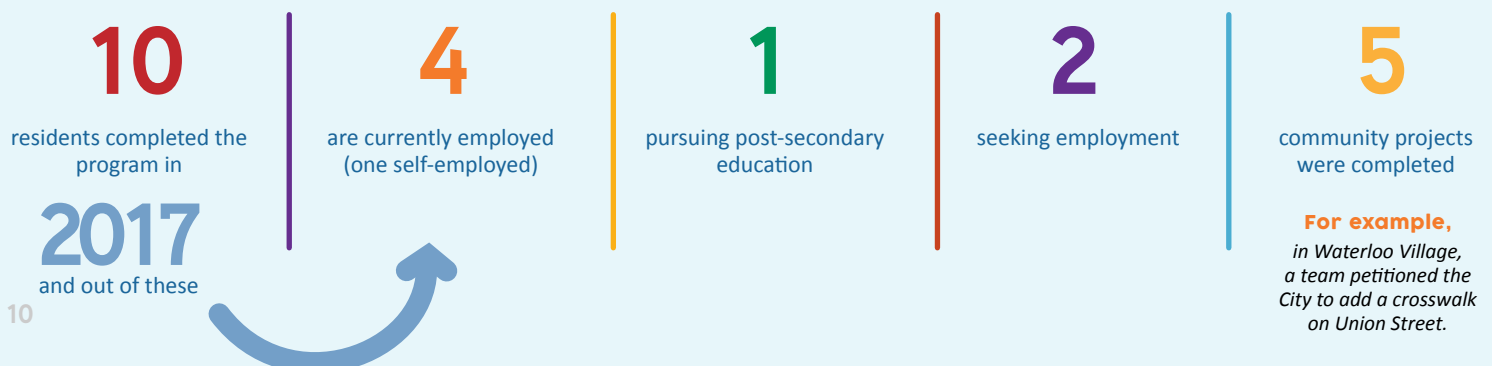
- Continue to strengthen resident engagement and sense of belonging in our focus neighbourhoods.
- Victoria Commons, a demonstration project of the Saint John Land Bank (SJLB), would see 47 new mixed income housing units created in the Old North End. Initial housing options proposed for the redevelopment project include townhouses and smaller scale apartment buildings of modest scale and design. Victoria Commons will include the participation of other community partners, such as Habitat for Humanity.
- Long-term, sustainable change in transportation.
- Engagement of East Saint John.

## Social Innovation Fund Projects

**SCALING UP WORKING 4 CHANGE: LEARN AND GO:** This project will scale and adapt the existing program to serve 60+ individuals annually as well as heighten alignment of services and policies by ensuring residents of the focus neighbourhoods are connected to desired next steps in their journey out of poverty. This project will receive \$735,700 in funding over five years.

**PROJECT MANAGER, SAINT JOHN LAND BANK (SJLB):** This project will provide funding to hire a manager that will implement an affordable housing project, Victoria Commons, in the Old North End. The findings from this project will inform SJLB's goal of developing affordable housing projects in other priority neighbourhoods. This project will receive \$180,000 in funding over two years.

**Working 4 Change: Learn & Go** is a program that engages individuals in making changes in their neighbourhood. The program strengthens the leadership capacity of residents through skill building and mentoring to make changes in their neighbourhood.



## Highlights

Saint John was selected as one of the six Tackling Poverty Together Project case studies. Together the findings of the case studies helped inform the federal government's poverty reduction plan with a goal of reducing the national poverty rate to 6.7%.

A Data and Measurement Committee was formed to provide guidance to Living SJ on accessing and collecting data, measurement, and dissemination. Committee members include Wendy MacDermott (United Way Saint John, Kings, and Charlotte), Ted MacDonald (New Brunswick Institute for Research, Data, and Training), Dan Doherty (Horizon Health), Sarah Campbell (Horizon Health), Bryn Robinson (Horizon Health), Dan Nagel (University of New Brunswick), Monica Chaperlin (BCAPI), Randy Hatfield (Human Development Council), Katerina Lysenko (Social Development), Donna Gates (Living SJ), and Carrie Tanasichuk (Living SJ).

Saint John was recognized at Vibrant Communities Canada's national conference for its outstanding work in poverty reduction. Congratulations to Cathy Wright, BCIPI and Monica Chaperlin for their well-deserved recognition!

Brenda Murphy, Executive Director of Saint John Women's Empowerment Network was selected to serve on the Advisory Committee in the development of a Canadian Poverty Reduction Strategy.



# OUR THANKS TO THE LIVING SJ LEADERSHIP TEAM

## Business

- Business Community Anti-Poverty Initiative (BCAPI), Brice Belyea, Board member
- BCIPI, Coordinator, Monica Chaperlin
- Chapman Group, Tanya Chapman, CEO
- Delta Hotel, Paulette Hicks, General Manager, (Co-Chair of Living SJ)
- Enterprise Saint John, Ron Gaudet, CEO
- Enterprise Saint John, Michele Lodge (Education CIT, PRC\* Co-Chair)
- Godbout Fawcett Law, Cathy Fawcett, Partner (PRC Co-Chair)
- Medavie Blue Cross, Dawn-Marie Buck, Director, Extra Mural Program, (Health CIT Co-Chair)
- Merrifield Photography, Brittany Merrifield, Economic & Social Inclusion Corporation (ESIC) Board Member
- Price Waterhouse Cooper, Gord Ashe, Partner, (LSJ Treasurer)
- Port Saint John, Craig Estabrooks (PRC)
- RBC Dominion Securities, Tom Gribbons, (PRC Co-Chair)
- Saint John Energy, Ray Robinson, CEO
- TimberTop Adventures, David Alston, (Co-Chair of Living SJ)

## Government – Municipal

- City of Saint John, Don Darling, Mayor
- City of Saint John, John MacKenzie, Councilor
- City of Saint John, Jacqueline Hamilton, Commissioner, Growth and Community Development
- City of Saint John, Phil Ouellette, Deputy Commissioner of Growth and Community Planning
- City of Saint John, Steve Carson, CEO, Develop Saint John (PRC)
- City of Saint John, Barry Freeze, Leisure Services Coordinator/Staff Liaison
- Town of Grand Bay-Westfield, Grace Losier, Mayor

## Government – Provincial

- Horizon Health Network, Heather Chase, Community Development, (Neighbourhood CIT Co-Chair)
- Horizon Health Network, Sue Haley, Director; Addiction & Mental Health CIT (Health Co-Chair)
- Horizon Health Network, Bridget Tutschka, Family Physician (PRC)
- Horizon Health Network & Dalhousie Medicine New Brunswick, Dr. Sarah Gander, Pediatrician
- Horizon Health Network, Dan Doherty, Primary Health Care Co-ordinator
- NB Economic & Social Inclusion Corporation, Stephane LeClair, Executive Director
- NB Department of Post-Secondary Education, Training and Labour, Paul Graham, Director
- NB Department of Public Safety and Justice, Bruce Kingston, Regional Director
- NB Department of Social Development, Eric Beaulieu, Deputy Minister and President of ESIC
- NB Department of Social Development, Lisa Doucette, Assistant Deputy Minister, (PRC)
- NB Department of Social Development, Brian Marks, Acting Regional Director
- NB Department of Post-secondary Education, Training, and

- Labour, Beth Cullen, Manager of Employment Programs
- Provincial MLA Representative, Dorothy Shephard
- Executive Council Office, Jack Keir, (PRC)

## Government – Federal

- ACOA, Linda MacDonald, Manager, High-Growth Firms Secretariat, (PRC)
- Federal Government, Wayne Long, Member of Parliament for Saint John-Rothesay

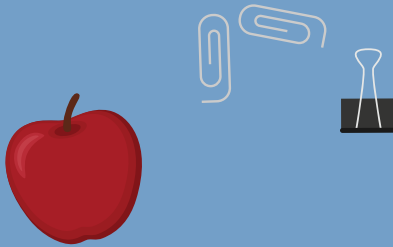
## Education

- Anglophone School District South, Zoe Watson Superintendent, (Education CIT Co-Chair)
- Saint John the Baptist/Kind Edward School, PSSC, Theresa Rogers
- New Brunswick Community College, Catherine Sidney, Regional Director (acting) (PRC)
- University of New Brunswick – Saint John, Robert MacKinnon, Vice-President
- University of New Brunswick – Saint John, Tracey Chiasson, VP office

## Philanthropic, Non-Profit, and Community Organizations and Neighbourhoods

- Association Regionale de la Communauté francophone de Saint-Jean, Michel Côté, General Manager
- Bee Me Kidz, Melissa Bewick, Executive Director
- Crescent Valley Resource Centre, Anne Driscoll, Executive Director
- Elementary Literacy Inc., Dr. Erin Schryer, Executive Director
- The Community Foundation Saint John, John Travis, Chair
- The Community Foundation Saint John, Michelle Thibodeau Coates, Vice-Chair, (PRC)
- The Community Foundation Saint John, Kelly Evans, Executive Director
- Human Development Council, Brian Stephenson, Chair
- Human Development Council, Juanita Black, Neighbourhood Leader and Community Activist, (PRC)
- Human Development Council, Randy Hatfield, Executive Director
- ONE Change, Barry Galloway, Executive Director
- P.U.L.S.E. (People United for Lower South End), Mary LeSage, Operations Manager
- New Brunswick Children's Foundation, Marilyn Lester, Board Chair
- Saint John Boys & Girls Club, Amy Shanks, Executive Director
- Saint John Learning Exchange, Christina Fowler, Executive Director
- Sisters of Charity of the Immaculate Conception, Sister Mary Beth McCurdy, Congregational Leader
- United Way Serving Saint John, Kings, Charlotte Counties, Christine Hanlon, Chair
- United Way Serving Saint John, Kings, Charlotte Counties, Wendy MacDermott, Executive Director (PRC)
- Waterloo Village Association, Penni Eisenhauer, Community Organizer, (Neighbourhood CIT Co-Chair, PRC)
- Women's Empowerment Network, Brenda Murphy, Executive Director





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collective impact teams

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focus neighbourhoods

7

priority schools



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