

GREATER SUDBURY'S
VitalSigns[®]

2011

Greater Sudbury's Annual Check-up



Sudbury
Community
Foundation • Fondation
communautaire
de Sudbury

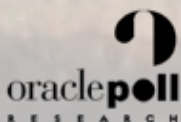
Greater Sudbury's Vital Signs

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The production of this report would not be possible without the generous contributions of these key supporters.

Welcome

Message from the Sudbury Community Foundation



Bruce Hennessy
President



Carmen Simmons
Executive Director

We are pleased to be presenting the 5th instalment of Greater Sudbury's Vital Signs report.

At the Sudbury Community Foundation, we use Vital Signs to inform our donors and our grants committee about our community, to drive our leadership initiatives, and to strengthen our understanding and ties within Greater Sudbury.

Over the past 5 years, we have been pleased to learn of the positive impact that this report has made in our community for individuals, groups and organizations committed to making Sudbury an even more vibrant place. We hope this trend continues and that Vital Signs is increasingly seen as inspiration for positive change and celebration.

We would like to thank the many people and organizations who gave their time and knowledge towards strengthening this report by sharing information, participating in consultations, and providing expertise on key issues. A special thank you is extended to the project steering committee, including the honorary chair, Dr. Denis Richard Roy, and the Sudbury Community Foundation's Board of Directors for their leadership and insight.

Finally, we hope you read this report and share it with others. Tell us what you think and how you have used the report by sending a message to reception@sudburycf.ca. We look forward to hearing from you.

Sincerely,
Bruce Hennessy, President
Carmen Simmons, Executive Director

Message from the Vital Signs Honourary Chair



Dr. Denis Richard Roy
President and CEO,
Sudbury Regional Hospital

In health care, we can begin to assess a person's well-being by asking "what's wrong". However, the answer to such a simple question can be quite complex; sometimes a pain in the leg is caused by a problem in the back. Only when we see the body as a whole can a proper diagnosis be made.

I was pleased to be asked to be honorary chair of this year's Vital Signs report. As CEO and president of a health centre heavily involved in patient care, teaching and research, the question of "vitality" is never far from mind. It is indeed a privilege to be part of an initiative that looks at the vitality of our community.

Vital Signs looks at a body of indicators across 10 issue areas. It highlights the things that need our attention (taking a look at the "what's wrong" question) and also highlights the things that we should celebrate. The steering committee and I chose pediatric health issues in Greater Sudbury as a special feature. We chose this special feature because the health of our children affects the vitality of our community as a whole.

I am relatively new to Greater Sudbury. However, I am committed to making a contribution that will enhance both our fine health care system and our wonderful community.

Sincerely,
Dr. Denis Richard Roy,
President and CEO, Sudbury Regional Hospital

Vital Signs

Vital Signs* is a community check-up conducted by community foundations across Canada that measures the vitality of our communities, identifies significant trends, and supports action on issues that are critical to our quality of life. Vital Signs is coordinated nationally by Community Foundations of Canada.



*Note: The Vital Signs trademark is used with permission from Community Foundations of Canada.

Vital Signs builds on partnerships with a broad range of community members and organizations who have contributed to the development of this report. Greater Sudbury's Vital Signs is an initiative of the Sudbury Community Foundation.



The Research

Information included in this report was gathered in cooperation with research experts at a variety of organizations, both local and national, who are researching and collecting data on quality of life issues.

In addition, Community Foundations of Canada has retained the Centre for the Study of Living Standards (CSLS) to undertake national research and provide expertise.

The Citizen's Opinionaire was conducted by OraclePoll Research Ltd. Results provide a snapshot view of the perceptions that Sudburians have of their community and can be used to compare and contrast perceptions with the research presented in the report.

This report, and an enhanced version with links to source information, is available electronically at www.vitalsignssudbury.ca.

Using This Report

The Sudbury Community Foundation hopes this report will foster positive change in Greater Sudbury by helping Sudburians:



The Indicators

As part of a national initiative, all community foundations across Canada publishing Vital Signs reports agree to publish indicators for 10 common issue areas for cross-country comparison.

Indicators are identified nationally as well as locally by the Sudbury Community Foundation in consultation with a community panel of experts. They are prioritized based on the following guidelines:

Indicator characteristics:

- Implications on quality of life
- Relevance to the entire population

Overall indicator set:

- Reveals both strengths and weaknesses of Greater Sudbury
- Tells a story – reflects a focus on people, the economy and the environment

Data specifications:

- Reliability of source
- Geographic availability for Greater Sudbury and provincial/national comparisons
- Currency of information and frequency of collection for future use
- Availability of data

Summary of Greater Sudbury's Vital Signs 2011

ARTS & CULTURE

There is growth in the top 4 types of creative cultural businesses • The theatre scene is growing • Arts grants from the city are growing • There are still many who chose not to attend cultural events

BELONGING & LEADERSHIP

Voter turnout at the last municipal and federal election was up from previous elections, however many still choose not to participate in voting • We elected our first woman into the office of Mayor • Fewer Sudburians declared making a charitable donation on their tax forms • Majority feel a sense of community belonging

ENVIRONMENT

Nearly half of our households are not using programmable thermostats • Sudburians are still sending more waste than average to the landfill • A high number of households are composting kitchen waste • Many use energy-saving light bulbs



GAP BETWEEN RICH & POOR

Median income levels are higher in Greater Sudbury than provincial and national averages • The child poverty rate increased • Poverty rates (in children, and the elderly) are lower in Greater Sudbury than provincial and national levels • Fewer are using Social Assistance for more than a year

GETTING STARTED / STARTING OVER

Consumer and business bankruptcies went down • While people born in other countries are choosing to live in Greater Sudbury, they are doing so far less than the provincial and national average • The provincial government continues to provide funding to our entrepreneurs

HEALTH & WELLNESS

Our youth smoking rates are high • Fewer of our babies are born with low birth weight • Fewer of our babies are born by "C" Section • Our children and youth are being treated for mental health issues, more than the regional and provincial average • Obesity levels are high and on the rise • Our rate of leisure time physical activity is higher than the provincial and national rates • Needle exchange rate at harm reduction program on par with provincial rate

HOUSING

The average price of a new house is not affordable to a median-wage earner in Greater Sudbury, but a resale house is • The average price of a two-bedroom apartment is not affordable to a minimum-wage earner with two children • Rental vacancies have gone up • The number of beds in emergency shelters has gone up

LEARNING

The city supports early childhood education through funding more regulated spaces and providing more child care subsidies than most other cities • A growing number of medical students do their placement rotations at our hospital • Record level of enrollment at Laurentian University • Research funding at Laurentian has increased

SAFETY

Traffic crime rates are lower here and property crime rates are higher here than provincial and national levels • Violent crime rates are higher here than provincial levels • Court proceedings are faster at Sudbury's Ontario Court of Justice compared to the provincial average • More officers are dedicated to cyber crime unit

WORK

We earn more per hour than provincial and national median wage • More are unemployed in Greater Sudbury than the provincial and national rate of employment • Where we work is changing

GROSS DOMESTIC PRODUCT (GDP) GROWS

In 2010, real GDP in the city of Greater Sudbury reached \$5,330 million, up 1.5% from its 2009 level.

Between 2001 and 2009, GDP grew 0.4% which was slower than the provincial (1.0%) and national (1.7%) growth rates over the same period.

The city of Greater Sudbury accounted for 1.1% of the real GDP of Ontario in 2010.



A BILINGUAL COMMUNITY

While not an officially bilingual city, Greater Sudbury is a bilingual community. In 2006, 38.9% of the population could speak both French and English, which is higher than both the provincial (11.4%) and national (17.4%) levels (Figure 1).

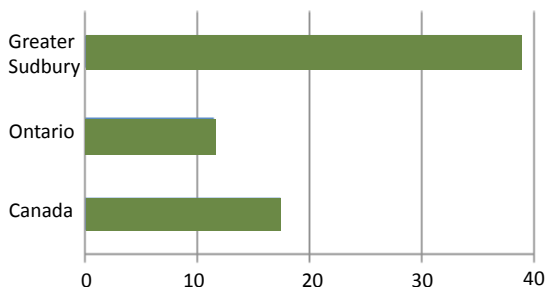


Figure 1. Proportion of the population that can speak both French and English in Greater Sudbury, Ontario and Canada, 2006 (%)

Did You Know: A city of trails

There are approximately 200 km of non-motorized trails, 1,100 km of snowmobile trails and 1,253 km of public roads where ATVs are allowed to travel within the City of Greater Sudbury.

Source: Rainbow Routes, Sudbury Trail Plan Association, City of Greater Sudbury

GROWING NUMBER OF ABORIGINAL YOUTH

Between 2001 and 2006, the population of aboriginal* youth (aged 14 and under) grew by 29.0% in Greater Sudbury compared to 15.6% provincially and 7.7% nationally. Over the same period, the population of all youth went down by 6.4% in Greater Sudbury, 1.0% provincially and 2.5% nationally (Figure 2).

In 2006, there were 2,470 aboriginal youth in Greater Sudbury, representing 9.3% of all youth.

*Note: Aboriginal includes those identifying as North American Indian, Métis or Inuit.

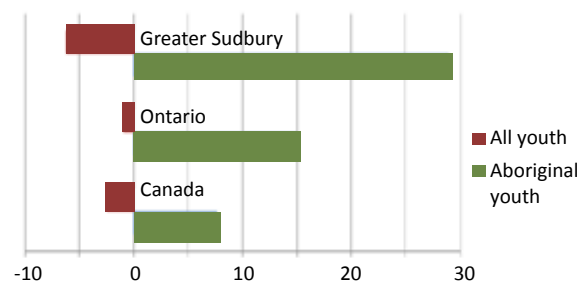


Figure 2. Growth in the population of aboriginal and all youth (aged 14 and under) populations in Greater Sudbury, Ontario and Canada between 2001 and 2006 (%)

OVERALL POPULATION DECREASES

On July 1, 2010, the estimated population of Greater Sudbury was 164,680, down 0.1% from 164,887 on July 1st, 2009.

The population of Greater Sudbury represents 1.2% of the total population of Ontario.



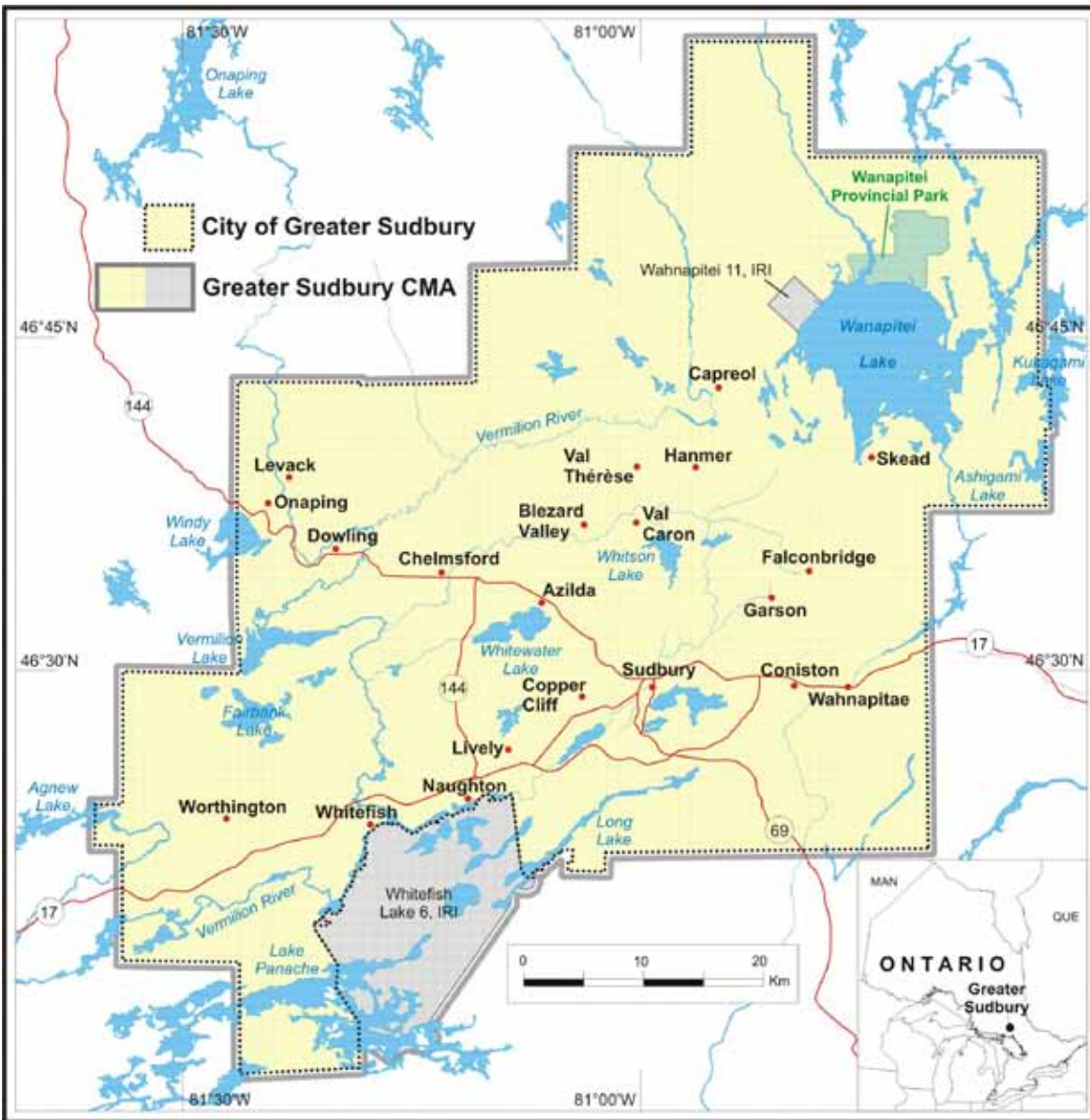


Figure 3. Map of the City of Greater Sudbury and the Greater Sudbury Census Metropolitan Area

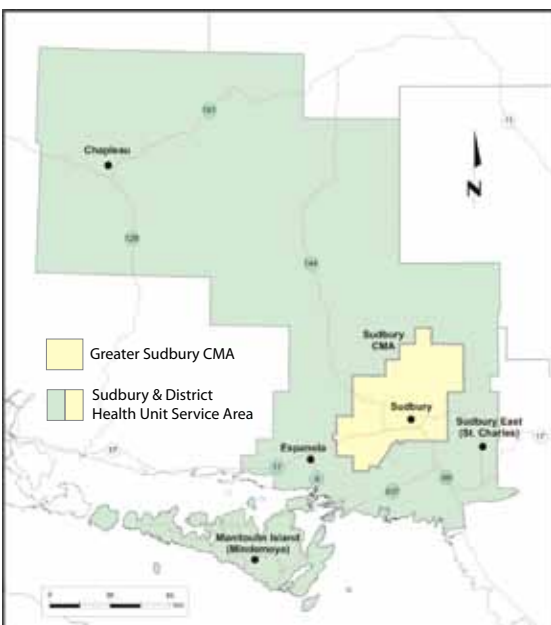


Figure 4. Map of the Sudbury & District Health Unit service area

GREATER SUDBURY - A VAST AREA

Greater Sudbury is located in Northern Ontario. Its vast size makes it the largest city by area in Ontario.

Information about Greater Sudbury in this report is for the Greater Sudbury Census Metropolitan Area (CMA) (Figure 3), unless otherwise indicated. About 99.7% of the population of the Greater Sudbury CMA lives within the City of Greater Sudbury, the remainder live within the Whitefish Lake and Wahnapiitei First Nations.

There is also information in this report for the Sudbury & District Health Unit service area (Figure 4). About 82% of the population of the Sudbury & District Health Unit Service Area live within the Greater Sudbury CMA.

TOP 4 CREATIVE CULTURAL BUSINESS TYPES ON THE RISE

In 2010, the top 4 types by number of creative cultural businesses in Greater Sudbury were culture support services (100 businesses), advertising (35), motion picture and video (31), and design (31). Each of these businesses grew in number between 2005 and 2010 (Figure 5).

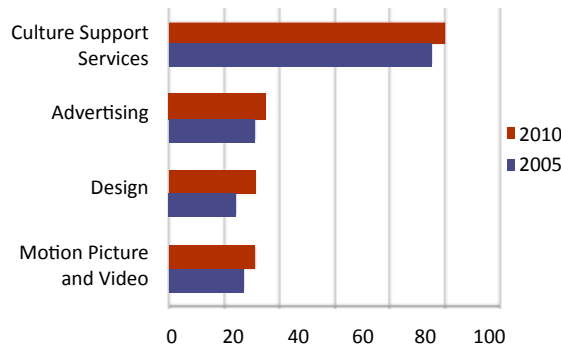


Figure 5. Top 4 types by number of creative cultural businesses in the City of Greater Sudbury, 2005 and 2010



Did You Know:

We support cultural events, but have room to grow

In 2010, 24% of people aged 15+ in Greater Sudbury reported attending at least one theatrical performance in the last year, while 8% reported attending at least one symphonic or classical music concert, and 30% reported attending a cultural festival.



Did You Know:

The theatre scene is growing

In the last two years, 2 new theatre groups have been established in Greater Sudbury, bringing the total number of theatres up to 5.

Sudbury Theatre Centre, established 1971

Théâtre du Nouvel-Ontario, est. 1971

Theatre Cambrian, est. 1985

Youth Entertaining Sudbury, est. 2010

Encore Theatre, est. 2011

Sources: The Sudbury Star, Theatre websites

HEALTHY SHARE OF FESTIVAL GRANTS FROM PROVINCE

Between April 2011 and March 2012, the provincial government's funding program Celebrate Ontario has provided 29 grants worth a total of \$1,442,223 to festivals and events in Northern Ontario.

Of that, 7 grants are for festivals and events in Greater Sudbury worth \$575,000 or 40% of the Northern grants.

Source: Ontario Ministry of Tourism and Culture

ARTS GRANTS FROM CITY INCREASE

In 2009, \$3.26 per capita in arts grants were given out in the City of Greater Sudbury, an increase of \$0.26 over the 2008 level. Of the 8 single-tier* municipalities included in the OMBI 2009 Report, the highest arts grant per capita in 2009 was \$11.01 in Thunder Bay, while the lowest was \$2.12 in Barrie and the average was \$3.26.

Source: OMBI 2009

* Note: A single-tier municipality is one which, structurally, has only one level of municipal government and that government provides most, if not all, municipal services.

WE TURNED OUT TO VOTE, FEDERALLY

In the 2011 Federal Election, the proportion of people who turned out to vote in the electoral district of Sudbury* was 63.2%, up from 57.9% in the 2008 Federal election. The 2011 voter turnout was consistent with the provincial (62.2%) and national (61.4%) voter turnouts.

Source: Elections Canada

* Note: The federal electoral district of Sudbury refers to a geographical area within Greater Sudbury. About 58% of the population of Greater Sudbury live within this federal electoral district. The remainder of the population are within the electoral district of Nickel Belt, which has boundaries extending beyond the area of Greater Sudbury.

MOST HAVE ROOTS BACK THREE OR MORE GENERATIONS

The majority (78.9%) of people aged 15+ living in Greater Sudbury have roots in Canada going back three generations or more, while 12.9% are second generation Canadians and 8.2% are first generation Canadians (Figure 6). The proportion of people in Greater Sudbury who have family roots in Canada 3 generations or more is higher than both the provincial (46.5%) and national (60.5%) levels.

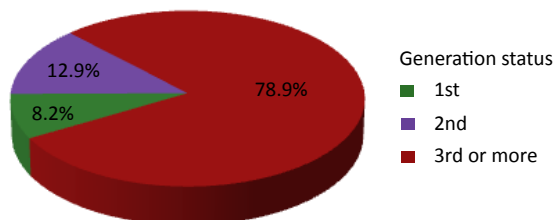


Figure 6. Proportion of the population in Greater Sudbury that has roots in Canada going back one, two or three or more generations, 2006 (%)



WE TURNED OUT TO VOTE, MUNICIPALLY

In the 2010 Municipal Election, the proportion of people in Greater Sudbury who turned out to vote was 49.8%, up from 40.8% in 2006 and 40.0% in 2003.

Greater Sudbury elected a woman to the mayor's office for the first time in 2010*.

Source: City of Greater Sudbury

* Note: The first woman to hold the office of mayor was Grace Hartman, who was selected by City Council to the position in 1966 following the death of the City's previous mayor.



FEWER CHARITABLE DONORS EVERYWHERE

In 2009, the proportion of tax filers in Greater Sudbury that declared they made charitable donations was 24.5%, down from 26.0% in 2008. In 2009, the provincial rate was 24.2% and the national rate was 23.1%.

Greater Sudbury follows the provincial and national 12 year trend in decreasing numbers of people filing charitable donations.

MAJORITY FEEL A SENSE OF COMMUNITY BELONGING

In 2009/10, the proportion of the population in the Sudbury & District Health Unit (SDHU) area aged 12+ reporting a strong or somewhat strong sense of community belonging was 70.5%, which is not statistically different from the rate reported in 2007/08*.

The 2009/10 proportion was not statically different than the provincial rate (67.4%*) but higher than the national rate (65.4%).

Source: Canadian Community Health Survey, Statistics Canada

* Note: See Research Notes on page 18 for proper interpretation of these findings.

KITCHEN WASTE COMPOSTING SKYROCKETS

In 2009, the proportion of households in Greater Sudbury that reported composting kitchen waste was 73%, up from 22% in 2006*. Sudbury's 2009 participation rates are higher than both the provincial (62%) and national (43%) rates (Figure 7).

* Note: Greater Sudbury started the green cart program for curbside kitchen waste pickup in the summer (July – Sept) of 2009.

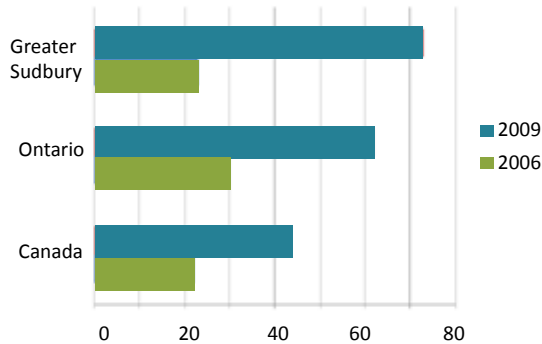


Figure 7. Proportion of households that reported composting kitchen waste in the City of Greater Sudbury, Ontario, and Canada in 2006, 2009 (%)

A CITY OF PARKLAND

In 2009, the City of Greater Sudbury had 2,415 hectares of natural and maintained parkland per 100,000 people, the largest amount per capita of 15 reported Ontario municipalities. By comparison, Toronto had the least at 292 hectares per 100,000 population, while the average was 595 hectares per 100,000.

Source: OMBI 2009

Did You Know: Swimming at our beaches

Water quality is routinely monitored at 18 beaches in Greater Sudbury during the summer months, and the public is advised when the water at a particular beach may be unsuitable for swimming (due to bacterial levels, algae, or other conditions).

Between 2005 and 2010, beach water quality advisories were issued an average of 3.3 times per swimming season, lasting an average of 3.6 days. These represent a very small percentage (0.9% on average) of the total number of days available for swimming at local beaches in the summer months.*

Source: Sudbury & District Health Unit

* Note: The frequency of beach water quality advisories are impacted by a number of conditions that may vary year by year, including weather, animal patterns, and testing methods.

SENDING MUCH TO LANDFILL, THOUGH LESS THAN BEFORE

In 2009, households in Greater Sudbury sent an average of 650 kg of waste to the landfill, down from 780 kg in 2008.

In 2009, of the 15 municipalities included in the OMBI 2009 Report, households in Thunder Bay sent the most waste to the landfill (700 kg per household on average) while Muskokans sent the least (250kg per household), followed by Toronto and Windsor (430 kg per household, each). The overall average was 560 kg per household.

Source: OMBI 2009



“THREE-IN-ONE” BINS IN CITY

In 2011, there were 126 “three-in-one” litter containers on city streets, up from 0 at the beginning of 2007.

Source: EarthCare Sudbury



MANY HOUSEHOLDS USE ENERGY-SAVING LIGHT BULBS

In 2009, the proportion of households in Greater Sudbury that were using energy-saving light bulbs in their homes was 94.2%, higher than both the provincial (89.2%) and national (88.9%) rates of use.

In Greater Sudbury, most of the energy-saving light bulbs were in the form of compact fluorescent lights (86.1%), followed by fluorescent tubes (55.4%) and halogen lights (20.7%).

MORE ARE USING PROGRAMMABLE THERMOSTATS

In 2009, the proportion of households in Greater Sudbury that had a programmable thermostat was 47%, up from 31% in 2006.

The 2009 proportion of households with programmable thermostats in Greater Sudbury was lower than the provincial (61%) and national (49%) numbers.



CHILD POVERTY RATE INCREASES

In 2009, the child poverty rate in Greater Sudbury, based on the Low Income Measure (LIM), an indicator of relative poverty, was 19.1%, up from 18.1% in 2008. The 2009 rate, which represents 6,240 children, was lower than both the provincial (23.7%) and national (23.2%) rates.

Did You Know:

Payday loan companies on the rise

In 2011, there were 19 payday loan and/or cheque cashing businesses in Greater Sudbury. This is up from 3 in 2002.*

Source: YellowPages, Library of Parliament Canada

* Note: Research shows that these businesses are most frequently used by men, between the ages of 18 - 34 years with a household income less than \$30,000 a year.

FOOD SECURITY IN OUR COMMUNITY

In 2007/08, the proportion of households in the Sudbury and District Health Unit that considered themselves to be moderately or severely food insecure* was 6.9%. This is not statistically different from the provincial (8.2%[†]) and national (7.7%[†]) rates.

Source: Canadian Community Health Survey, Statistics Canada

* Note: Food insecure refers to a situation where someone has no access to sufficient, safe and nutritious food for an active and healthy life.

† Note: See Research Notes on page 18 for proper interpretation of these findings.

Did You Know:

Minimum wage living is tight

Consider a hypothetical family of 4 (two parents and two children), where one of the parents has a full-time job at minimum wage. After deductions and including tax benefits, they would have a monthly income of \$2,514 (\$30,168 per year).

After paying rent and food, they have \$832 for all other monthly expenses, including phone, transportation, childcare, household and personal care items, clothing, school supplies, etc.

The Math:

Monthly income \$2,514

Monthly Expenses

Average rent, 3-br apartment^a \$ 942

Nutritious Food Basket^b \$ 740

Balance - for all other expenses \$ 832

a. Canadian Mortgage and Housing Corp. Rental Market Report, (average rent for apartments, Spring 2010)

b. Sudbury & District Health Unit, Nutritious Food Basket 2010

Source: Sudbury & District Health Unit

ELDERLY POVERTY RATE DOWN

In 2009, the poverty rate of elderly persons aged 65+ in Greater Sudbury, based on the Low Income Measure (LIM), an indicator of relative poverty, was 5.9%, down from 6.3% in 2008. The 2009 rate, which represents 1,420 elderly persons, was lower than both the provincial (11.6%) and national (12.9%) rates (Figure 8).

* Note: According to the 2006 Census, 14.9% of the population of Greater Sudbury was aged 65+, compared to 14.9% provincially and 13.6% nationally.

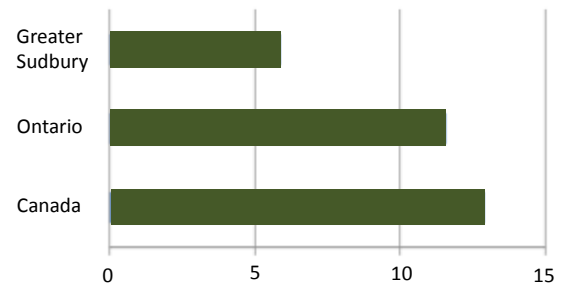


Figure 8. Elderly poverty rate based on Low Income Measure in Greater Sudbury, Ontario and Canada, 2009 (%)

MEDIAN HOUSEHOLD INCOME HIGH

In 2009, the median income* of census families in Greater Sudbury was \$75,240. This was down from \$79,570 in 2008 and up from \$58,300 in 2002. The 2009 level was higher than the provincial level (\$69,790) and national level (\$68,410).

* Note: Incomes are in 'current dollars', which means the dollar amounts given are shown as they would have been in the year they were actually received or paid, unadjusted for inflation.



FEWER USING SOCIAL ASSISTANCE FOR MORE THAN A YEAR

In 2009, 35% of the households that accessed Social Assistance* in Greater Sudbury needed the assistance for more than 12 months, compared to 38% in 2008, and 42% in 2007.

Of the 15 municipalities included in the 2009 OMBI Report, Halton had the lowest number of households in 2009 accessing Social Assistance for more than 12 months (25%), Toronto had the greatest (50%), and the overall average was 36%.

Source: OMBI 2009

* Note: Social Assistance in this case refers to Ontario Works.

FEW SUDBURIANS BORN OUTSIDE OF CANADA

In 2006, there were 10,450 Sudburians born outside of Canada, which was 7% of the population of Greater Sudbury, similar to the proportion in 2001. The 2006 level is well below the 2006 provincial (28.3%) and national (19.8%) proportions of the population born outside of Canada.

SUDBURIANS - COMING, GOING AND STAYING

The proportion of people in Greater Sudbury living at the same address in 2006 as in 2001 was 64.2%. This is higher than the provincial (58.7%) and national (59.1%) proportions.

Of the Sudburians who had moved, 25.3% had moved from within Sudbury, 8.4% had moved to Greater Sudbury from within Ontario, 1.6% from within Canada, and 0.6% from another country.



CONSUMER BANKRUPTCIES DOWN

In 2010, the number of consumer bankruptcies in Greater Sudbury was 628, down 28.3% (from 876) in 2009. This reduction in the number of consumer bankruptcies was proportionally lower than the reduction provincially (29.1%) and higher than the reduction nationally (20.4%).

Source: Industry Canada

BUSINESS BANKRUPTCIES DOWN

In 2010, there were 7 business bankruptcies in Greater Sudbury, down 65% (from 20) bankruptcies in 2009. This reduction in the number of bankruptcies was proportionally greater than the reduction provincially (44.0%) and nationally (33.1%).

Source: Industry Canada

LOCAL ENTREPRENEURS RECEIVE FUNDS FROM PROVINCE

In 2010, the Northern Ontario Heritage Fund Corporation provided \$900,830 in funding for entrepreneurs* in Greater Sudbury. This represented 12.1% of all the funding for entrepreneurs in Northern Ontario. In 2010, Sault Ste Marie received 8.3% of the funding and Thunder Bay received 6.6%.

Source: Northern Ontario Heritage Fund Corporation.

* Note: Funding is through NOHFC's Northern Ontario Entrepreneur and Young Entrepreneur Programs.

GETTING STARTED / STARTING OVER



CHILDREN AND YOUTH IN E.R. FOR MENTAL HEALTH REASONS

Between April 2010 and March 2011, children and youth aged 24 and under went to the Sudbury Regional Hospital emergency room for mental health reasons 580 times, representing 3.4% of all children and youth visits to the emergency room. This proportion is higher than the average for hospitals within the North Eastern LHIN (2.9%), and for all of the LHINs in Ontario (3.1%) over the same period.

Source: Sudbury Regional Hospital

* Note: Mental Health reasons could include mental and behavioural disorders due to drug use, schizophrenia and delusional disorders, depression, anxiety, developmental conditions, and autism spectrum disorder.

MORE YOUTH TREATED FOR SELF-HARM

Between April 2010 and March 2011, the number of times children and youth aged 24 and under were treated at the Sudbury Regional Hospital emergency room for self harm, which includes self-poisoning, overdose, and self-inflicted wounds, was 91. This was up from 82 between April 2009 and March 2010.

Source: Sudbury Regional Hospital

HARM REDUCTION PROGRAM NEEDLE EXCHANGE RATE ON PAR WITH PROVINCIAL RATE

In 2010, the needle exchange rate* at Sudbury's Harm Reduction Needle Exchange Program was 73%, down from 99% in 2007* and similar to the exchange rate of the 35 needle exchange programs operating in Ontario (73%). In 2010, the Sudbury program gave out 324,109 needles, up from 146,109 needles in 2007.

Sources: The Point, and Ontario Harm Reduction Distribution Program

* Note: Needle exchange rate is a value determined by dividing the number of needles taken in by the number of needles given out. 2007 was the first year for this particular harm reduction needle exchange program in Sudbury.



FEWER BIRTHS BY CAESAREAN SECTION AT SUDBURY'S HOSPITAL

Between April 2009 and March 2010, there were 1957 babies born at the Sudbury Regional Hospital, 21.9% of those births were by Caesarean section. This is lower than the provincial rate (28.4%) of birth by Caesarean section (Figure 9).

Source: Sudbury Regional Hospital

* Note: Since Caesarean section delivery increases maternal morbidity/mortality and is associated with higher costs, Caesarean section rates are often used to monitor clinical practices with an implicit assumption that lower rates indicate more appropriate, as well as more efficient care.

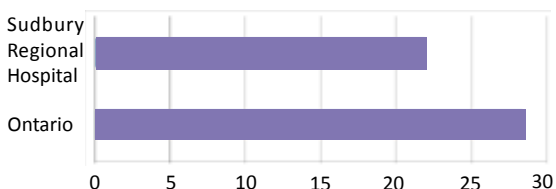


Figure 9. Proportion of births at the Sudbury Regional Hospital, and Provincially by Caesarean section, 2009/10 (%)

HIGH RATE OF LEISURE-TIME PHYSICAL ACTIVITY

In 2009/10, the proportion of the population aged 12+ in the Sudbury & District Health Unit who reported being physically active or moderately active during leisure time was 57.8%, which is not statistically different than what was reported in 2007/08 (52.2%*). The 2009/10 rate is above the provincial (50.5%) and national (52.3%) rates.

Source: Canadian Community Health Survey, Statistics Canada

* Note: See Research Notes on page 18 for proper interpretation of these findings.

OBESITY RATE JUMPS

In 2009/10, the obesity rate for the population aged 18+ in the Sudbury & District Health Unit area was 24.9%, up from 19.3% in 2007/08. The 2009/10 obesity rate is above the provincial (18.0%) and national (18.0%) obesity rates (Figure 10).

Source: Canadian Community Health Survey, Statistics Canada

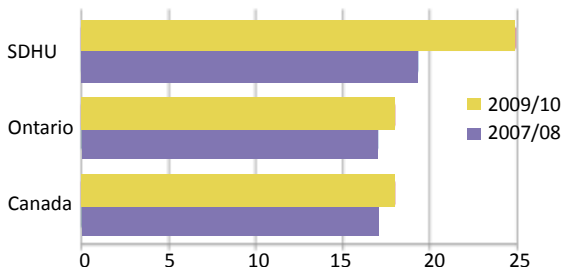


Figure 10. Proportion of the population aged 18+ that are obese in the Sudbury & District Health Unit (SDHU) area, Ontario, and Canada, 2007/08 and 2009/10 (%)

FEWER LOW BIRTH WEIGHT BABIES BORN AT SUDBURY REGIONAL HOSPITAL

In 2009/10, the proportion of newborn babies who were of low birth weight in the North Eastern LHIN, of which the Sudbury Regional Hospital is a part, was 5.5%, unchanged from the period 2008/09. The 2009/10 rate is lower than the provincial (6.6%) and national (6.2%) rates.

Source: Canadian Institute for Health and Information

* Note: Low birth weight babies are babies less than 2,500 grams (about 5 lb 8oz).



MORE IN GREATER SUDBURY HAVE NO REGULAR MEDICAL DOCTOR COMPARED TO PROVINCE

In 2009/10, the proportion of the population aged 12+ in the Sudbury & District Health Unit reporting that they did not have a regular medical doctor was 14.7%, which is not statistically different from the rate reported in 2007/08 (15.2%*). The 2009/10 level was above the provincial rate (8.9%), but not statistically different than the national rate (15.2%*).

Source: Canadian Community Health Survey, Statistics Canada

* Note: See Research Notes on page 18 for proper interpretation of these findings.

YOUTH SMOKING RATES HIGH

In 2009/10, the proportion of the population aged 12 to 19 identifying as current daily smokers in the Sudbury & District Health Unit (SDHU) area was 21.7%*, above the provincial (5.1%) and national (6.4%) youth daily smoking rates.

Source: Canadian Community Health Survey, Statistics Canada

*Note: The SDHU area estimates should be interpreted with caution due to small sample size.

RENTAL VACANCIES UP

In 2010, the rental vacancy rate for 2 bedroom apartments in Greater Sudbury was 3.0%, up from 2.9% in 2009. In 2010, Windsor had the highest rental vacancy rate (10.9%) for 2 bedroom apartments among the major centres in Canada, Winnipeg had the lowest (0.8%), and the average was 2.6%.

Source: Canadian Mortgage and Housing Corporation (CMHC)



NEW HOUSING PRICES DOWN, RESALE PRICES UP SLIGHTLY

In 2010, the average price of a new single detached home in Greater Sudbury was \$360,289, down slightly from \$370,755 in 2009. The average price of a resale home in 2010 was \$221,699, up from the \$200,947 in 2009 (Figure 11).

Source: Canadian Mortgage and Housing Corporation (CMHC)

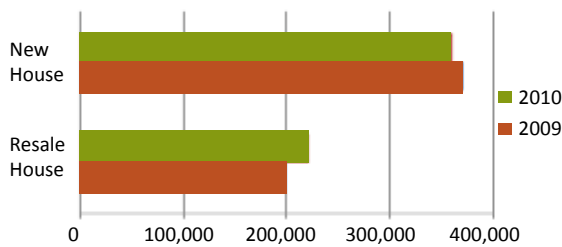


Figure 11. Average price of new and resale homes in Greater Sudbury, 2009 and 2010 (\$)

HOUSING STARTS INCREASE

In 2010, there were 575 housing starts* in Greater Sudbury, a 27.8% increase from 450 housing starts in 2009. This constitutes 0.3% of housing starts nationally and 1.0% of housing starts provincially.

Source: Canadian Mortgage and Housing Corporation (CMHC)

* Note: Housing starts refers to the number of privately owned new houses (technically housing units) on which construction has been started in a given period.

GREATER SUDBURY LESS AFFORDABLE FOR RENTERS

The average rent for a two bedroom apartment in Greater Sudbury was \$840/month, up slightly from \$830 in 2009. Using 30% of gross income, a household income of \$33,600 would be required to afford the average 2010 rent*.

Among the major centres across Ontario, Toronto registered the highest two bedroom rents at \$1,123/month while Windsor and Thunder Bay had the lowest at \$752 and \$763 /month, respectively.

Sources: Canadian Mortgage and Housing Corporation (CMHC), City of Greater Sudbury

* Note: A full-time minimum wage earner with two children makes \$30,168 per year (after deductions and including tax benefits), Source: Sudbury & District Health Unit

AFFORDABILITY OF HOUSING

Given the 2010 prices of new and resale homes, a household income of \$98,480 would be required to afford the average new home price while \$60,600 would be required for the average resale home*.

Sources: Canadian Mortgage and Housing Corporation (CMHC), City of Greater Sudbury

* Note: This assumes a 10% down payment, a 5.61% interest rate with 25 year amortization, and a 30% gross debt service ratio (including principle, interest and taxes). The median household income in Greater Sudbury is \$75,240 per year.

*Did You Know:
More beds in emergency shelters*

In 2010, there were 88 beds in emergency shelters in Greater Sudbury, up from 87 in 2009 and 59 in 2007.

Source: Shelter Capacity Statistics Annual Reports.



EARLY CHILDHOOD EDUCATION: MORE SUBSIDIZED CHILDCARE SPACES FOR LOW INCOME FAMILIES

In 2010, there were 274 subsidized child care spaces per 1,000 children aged 12 and under from low income families in Greater Sudbury, up from 259 in 2009.

In 2010, Greater Sudbury had the highest number of spaces per 1,000 low income children of the municipalities included in the 2010 OMBI report, Waterloo had the fewest at 110, and the average was 202.

Source: OMBI 2010

ENROLMENT AT LAURENTIAN UNIVERSITY AT RECORD LEVEL

9,379 full and part time students enrolled at Laurentian University in 2010/11, up from 8,694 students in 2008/09. The 2010/11 enrollment included 574 international students, up from 350 in 2008/09.

Source: Laurentian University

MEDICAL SCHOOL SERVES GREATER SUDBURY

In 2010, the Northern Ontario School of Medicine accepted 64 students into their program, up from 56 in 2009. Most (91%) of the students accepted in 2010 were from Northern Ontario.

In 2010, 36 medical students did their hospital rotations at the Sudbury Regional Hospital, up from 24 in 2009. Hospital rotations are done by students during their 4th year and include six 4-week rotations in surgery, pediatrics, psychiatry, women's health and internal medicine.

Source: Northern Ontario School of Medicine, Sudbury Regional Hospital

LAURENTIAN INCREASES RESEARCH FUNDING

Among primarily undergraduate universities, Laurentian University ranked #1 in total sponsored research* for a second year in a row. During these two years, sponsored research income by full-time faculty member increased from \$35,900 to \$51,900.

Source: Laurentian University

* Note: Sponsored research income refers to funds that come from industry or the broader public sector (ie funds earned by the University and its faculty members on a competitive basis from federal and provincial government) that support research.

EARLY CHILDHOOD EDUCATION: MORE REGULATED CHILDCARE SPACES

In 2010, there were 248 regulated child care spaces per 1,000 children aged 12 and under in Greater Sudbury, up from 239 in 2009.

In 2010, Greater Sudbury had the highest number of spaces per 1,000 children of the municipalities included in the 2010 OMBI report, Waterloo had the fewest at 111, and the average was 158.

Source: OMBI 2010



PROVINCE FUNDS YOUTH LEARNING ON-THE-JOB

In 2010, the Northern Ontario Heritage Fund Corporation (NOHFC) provided \$1,467,537 in funding for youth internships and co-op placements in Greater Sudbury. This accounted for 17.4% of all funding for youth internships and co-op placements in Northern Ontario, down from 18.7% in 2009. In 2010, Sault Ste Marie received 13.4% of the total funding and Thunder Bay received 20.1% (Figure 12).

Source: NOHFC

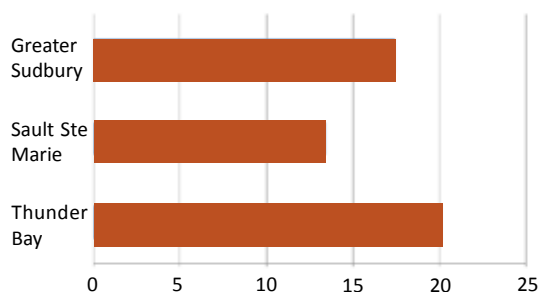


Figure 12. Proportion of all funds from NOHFC to youth internships and co-op placements in Greater Sudbury, Sault Ste Marie, and Thunder Bay, 2010 (%)



FASTER COURT PROCEEDINGS LOCALLY

In 2010, it took an average of 146 days to bring a criminal charge to completion at Sudbury's Ontario Court of Justice, down from 149 days in 2001. The Sudbury's court rates are faster than the provincial rate, where it took an average of 228 days to complete a charge in 2010, up from 186 days in 2001.

Source: Ontario Court of Justice

TRAFFIC CRIME DOWN

In 2010, the number of traffic crimes* in Greater Sudbury was 162 per 100,000, down from 182 per 100,000 in 2009. The 2010 level of incidence is lower than the provincial level (247 per 100,000) and national level (410 per 100,000) (Figure 13).

* Note: Traffic Crime includes impaired driving, dangerous driving, criminal negligence and prohibited driving.

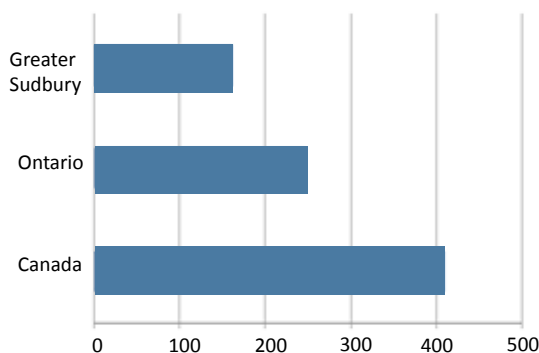


Figure 13. Criminal Code traffic violations per 100,000 in Greater Sudbury, Ontario and Canada, 2010

MORE OFFICERS DEDICATED TO CYBER CRIME UNIT

The Greater Sudbury Police's Cyber Crime Unit* has grown from 2 officers in 2006 to 5 officers in 2011. Three of the officers investigate crimes involving online child exploitation, (including child pornography, internet luring and the child sex tourism industry). Two of the officers perform investigations and forensic analysis for cases of computer-facilitated and internet-facilitated crime, including cellular and mobile device forensics.

Source: Greater Sudbury Police

* Note: The Cyber Crime Unit is part of the Ontario Provincial Strategy to Protect Children from Sexual Abuse and Exploitation on the Internet which has been made possible by a grant from the Ministry of Community Safety and Correctional Services and the Ministry of the Attorney General.

VIOLENT CRIME DOWN

In 2010, the number of violent crimes* per 100,000 population in Greater Sudbury was 1,120, down from 1,146 in 2009. The 2010 level is higher than the provincial level (985 per 100,000) but lower than the national level (1,282 per 100,000).

* Note: Violent Crime includes homicide, other violations causing death, attempt murder, assaults, deprivation of freedom, criminal harassment, utter threats, robberies and other violent crime.

PROPERTY CRIME UP

In 2010, the number of property crimes* per 100,000 in Greater Sudbury was 3,873, up from 3,592 in 2009. The 2010 level of incidence is higher than the provincial (2,942 per 100,000) and national (3,846 per 100,000) level.

* Note: Property Crime includes break and enters, theft of motor vehicle, theft, possession of stolen goods, frauds, arsons and mischief's.

MORE WORKERS BUT SLOWER GROWTH LOCALLY

In 2010, there were approximately 81,500 people working in Greater Sudbury, compared to 80,300 in 2009 and 76,300 in 2000. The average annual growth rate of the number of people working in Greater Sudbury between 2000 and 2010 was 0.7%. This is weaker than both the provincial (1.3%) and national (1.4%) growth rates over the same period.

EMPLOYMENT RATE LOWER LOCALLY

In 2010, Greater Sudbury had an employment rate of 58.8%, up from 58.3% in 2009 and 58.4% in 2000. The 2010 employment rate was lower than both the provincial (61.3%) and national (61.6%) employment rates.

WHERE WE WORK IS CHANGING

In 2010, 18,704 people were employed by 8 major employers in Greater Sudbury: Vale (4,000 employees), Sudbury Regional Hospital (3,700), Sudbury Tax Services Office (2,800), City of Greater Sudbury (2,166), Laurentian University (1,850), the Rainbow District School Board (1,606), the Conseil scolaire catholique du Nouvel-Ontario (1,443), and Xstrata Nickel (1,139).

In 1971, more than 25,000 people were employed by the former Inco and Falconbridge.

Source: City of Greater Sudbury

HIGHER THAN AVERAGE HOURLY EARNINGS

In 2010, the median hourly earnings (in current dollars) for a worker in Greater Sudbury was \$21.00, up from \$20.00 in 2009 and \$17.12 in 2000. The 2010 hourly earnings in Greater Sudbury were greater than both the provincial (\$20.00) and national (\$18.71) median earnings (Figure 14).

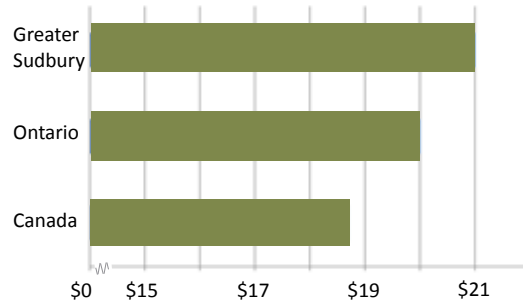


Figure 14. Median hourly earnings in Greater Sudbury, Ontario, and Canada, 2010 (\$)

UNEMPLOYMENT RATE HIGHER LOCALLY

In the first half of 2011, the average seasonally adjusted unemployment rate* of persons 15+ in Greater Sudbury was 9.1%, down from 9.7% in the second half of 2010. The 2011 rate is higher than the provincial rate (8.5%) and the national rate (7.9%).

* Note: Unemployment rate is the number of unemployed persons expressed as a percentage of the labour force.



Research Sources

Canadian Institute for Health and Information (CIHI)
Canadian Mortgage and Housing Corporation (CMHC)
City of Greater Sudbury
Community Health Survey (Statistics Canada)
EarthCare
Elections Canada
Greater Sudbury Police
Industry Canada
Laurentian University
Library of Parliament of Canada
Northern Ontario Heritage Fund Corporation
Northern Ontario School of Medicine
Ontario Court of Justice
Ontario Harm Reduction Distribution Program
Ontario Ministry of Tourism and Culture
Ontario Municipal Benchmarking Initiative (OMBI)
Rainbow Routes
Shelter Capacity Statistics Annual Reports
Statistics Canada
Sudbury & District Health Unit
Sudbury Regional Hospital
Sudbury Trail Plan Association
The Point
The Sudbury Star
Yellow Pages

Statistics retrieved from sources other than Statistics Canada are indicated in the body of this report.

Research Notes

The use of “Greater Sudbury” in this report refers to the Greater Sudbury Census Metropolitan Area (CMA), unless otherwise indicated.

The results in the **Canadian Community Health Survey** of Statistics Canada are based on self-reported data collected for a health survey of about 1,000 local residents. Self-reported data are less reliable than physical measurements. As well, estimates obtained from surveys can change if the survey is repeated using different people. Because of this, differences between years or between groups may arise solely due to chance, rather than because of a “real” difference in the population. In this report, when the likelihood that a difference has arisen solely due to chance exceeds 5%, the difference is referred to as being “**not statistically different.**”

Glossary

Census Metropolitan Area (CMA) This is an area consisting of one or more neighbouring municipalities situated around a major urban core. To form a CMA, the urban core must have a population of at least 100,000. CMAs in the National Vital Signs project are: Saint John, Montreal, Toronto, Greater Sudbury, Kingston, Hamilton, Calgary, Victoria and Kelowna. Please refer to the map on page 5 for the geographical area of the Greater Sudbury CMA.

Census Agglomeration (CA) This is an area consisting of one or more neighbouring municipalities situated around a major urban core. To form a CA, the urban core must have a population between 10,000 and 100,000. CAs in the National Vital Signs project are: Vernon, Penticton, Squamish, Grande Prairie, Medicine Hat, and Red Deer.

Creative Cultural Business This is a business that directly relates to cultural production, such as creative and artistic production, heritage collection and preservation, and cultural support (cultural management, technical and operational, and manufacturing).

Gross Domestic Product (GDP) This is a measure of the unduplicated value of all goods and services produced in a year within Canada’s borders measured at market prices. It is the standard measure of the overall size of the economy. The growth in real GDP – that is, GDP after inflation has been taken into account – is often used as an indicator of the general health of the economy. An increase in real GDP is interpreted as a sign that the economy is doing well, while a decrease indicates that the economy is not working at its full capacity. Real GDP is linked to other macro economic variables, such as employment, economic cycles, productivity, and long-term economic growth.

Local Health Integration Network (LHIN) This is a not-for-profit organization responsible for planning, integrating and funding local health services. There are 14 different LHINs in the province. Greater Sudbury is located within the geographic area of the North East LHIN.

Low Income Measure (LIM) This is a relative measure of low income. LIMs are a fixed percentage (50%) of adjusted median family income where adjusted indicates a consideration of family needs. The family size adjustment used in calculating the Low Income Measures reflects the precept that family needs increase with family size. A census family is considered to be low income when their income is below the Low Income Measure for their family type and size.

Median This is the number which divides data into two equal groups, half having a value above that number, and half having a value below that number.

Northern Ontario In this report, the most southern boundaries of Northern Ontario are the districts of Parry Sound and Nipissing, as defined by the Northern Ontario Heritage Fund Corporation.

Ontario Municipal Benchmarking Initiative (OMBI) Municipalities These are 15 municipalities in Ontario, representing 9.6 million citizens or 73% of the population of Ontario, that collaborate for an annual report that measures, shares and compares performance statistics and operational practices. Eight municipalities are considered single-tier municipalities (the city of Barrie, City of Greater Sudbury, City of Hamilton, City of London, City of Ottawa, City of Thunder Bay, City of Toronto, and City of Windsor) and seven are upper-tier (Region of Durham, Halton Region, Niagara Region, District of Muskoka, Region of Peel, Region of Waterloo, York Region).

CITIZEN OPINIONAIRE

The Sudbury Community Foundation invited the citizens of Greater Sudbury to SPEAK UP through participating in a public survey conducted by OraclePoll Research Limited.

The survey results aim to inform this report by:

- Providing a snapshot view of the perceptions that Sudburians have of their community; and
- Comparing and contrasting perceptions with the research presented in the report.

A total of 400 respondents completed surveys* between July 25th and August 12th, 2011.

* Note: There were 250 surveys collected using Computer Assisted Web Interviewing (CAWI), as well as 150 collected using Computer Assisted Telephone Interviewing (CATI). Survey participants were either invited to participate by the Sudbury Community Foundation or drawn from a list and randomly recruited by telephone.

The Results

To review the full results of the Citizen's Opinionaire please visit www.vitalsignssudbury.ca.

RESPONDENT PROFILE

- 91% had completed either college or university
- 87% were English speaking at home
- 64% were aged 45 and over
- 60% were employed in either business, the not-for-profit sector, or government
- 50% were female
- 42% had combined family income of \$80,000 or more

COMMUNITY CONTEXT

- 86% are **content to live** in Greater Sudbury
- 69% see **changes** in Greater Sudbury that are **good for its future**
- 68% have **extended family** living in Greater Sudbury
- 34% agree that Greater Sudbury's Aboriginal, Anglophone, and Francophone groups **work well together**

ARTS & CULTURE

- 79% have **attended** an arts or culture event in Greater Sudbury at least once **in the past year**
- 59% agree that arts and cultural events in Greater Sudbury are **affordable** for them
- 56% agree that there are many **opportunities for their children** to participate in **the arts (dance, music, art classes, etc) in Greater Sudbury**
- 47% agree that arts and cultural events in Greater Sudbury are **promoted** in a way that they are aware of them when they occur
- 46% agree that there is enough **variety** in Greater Sudbury's arts and culture scene

BELONGING & LEADERSHIP

- 80% **know** at least one of **their neighbours** well enough to ask them for help
- 72% agree that they can meet people in the community who have **similar interests** to theirs
- 53% agree that they can **rely on family** members to help them through a difficult financial time
- 36% agree that **social media** (e.g. Facebook, Twitter, etc.) makes it easier for them to be involved in their community
- 11% agree that **new ideas are embraced** by leaders in Greater Sudbury

ENVIRONMENT

- 91% say that given a choice, they **buy** fruit, vegetables, and meat that are **grown in Ontario**
- 77% agree that there are enough **outdoor public recreational spaces** close to their home
- 77% choose to **drink** Greater Sudbury's **tap water** rather than bottled water
- 70% agree that **time-of-use billing** has changed their personal energy-use patterns
- 33% think that **compact fluorescent light bulbs** are harmful for the environment

GAP BETWEEN RICH & POOR

- 71% agree that the **gap** between the rich and poor is **widening** in Greater Sudbury
- 38% have changed their **transportation habits** because of the price of gas
- 37% are concerned about their **personal debt**
- 33% **vacation** outside of Canada at least once a year
- 8% have obtained a loan from a **Cash Advance lender / Payday Loan** service

GETTING STARTED / STARTING OVER

- 79% agree that Greater Sudbury is becoming a **more culturally diverse** community
- 73% have **visited a new local business** over the past 4 months
- 50% agree that Sudburians are **supportive of new local businesses**
- 30% agree that there are **jobs for young people** in Greater Sudbury that are not minimum wage
- 26% agree that there are effective strategies in place to **keep educated youth** in Greater Sudbury

HEALTH & WELLNESS

- 77% are concerned about the **physical condition** of our community's youth
- 67% agree that **addiction** is a serious threat to our community's youth
- 66% agree that people in their neighbourhood participate in recreational **physical activities**
- 65% agree that Sudbury Regional Hospital's goal to **enhance adult and pediatric health research** is positive
- 56% agree that **depression** is a serious threat to our community's youth
- 48% agree that **lack of confidence** is a serious threat to our community's youth
- 39% agree that **loneliness** is a serious threat to our community's youth

HOUSING

- 90% have made **energy efficient improvements** to their home
- 86% agree that their current **home suits their needs**
- 37% think **housing prices** in Greater Sudbury are fair and appropriate
- 32% would consider **living in Sudbury's downtown** core if there were suitable apartments or condos
- 21% think **rental rates** in Greater Sudbury are fair and appropriate
- 14% think there are enough **social housing** units in Greater Sudbury

LEARNING

- 89% agree that the children who live in their neighbourhood have **access to good schools**
- 87% agree that **education in the trades** (auto, woodworking, information technology, food technologies) is an important component of a high school education
- 82% are knowledgeable about **current events** in Greater Sudbury
- 69% agree that when they want to **learn a new skill** there are options available in Greater Sudbury
- 50% don't know if there are more working parents who place their children with **baby-sitters** than in regulated day cares
- 43% agree that Greater Sudbury's **educational institutions** have a **good reputation** outside of Greater Sudbury

SAFETY

- 95% are cautious when posting **personal information** on social media
- 86% agree that they have a role in ensuring their **neighbourhood is safe**
- 39% agree that **traffic speeds** in residential areas are too fast
- 33% said there had been a **break-in** in their neighbourhood within the past year
- 33% have **driven** a vehicle **while using a cell phone** in the last year

WORK

- 69% know someone who has **moved** to Greater Sudbury for employment
- 68% consider their co-workers to be their **friends**
- 63% are **happy** with the job that they have
- 51% agree they are **underpaid** for the work that they do
- 50% have witnessed an act of **workplace bullying**

ACKNOWLEDGEMENTS

The Sudbury Community Foundation (SCF) is grateful to the many organizations, community partners, respondents, and volunteers who have helped to make this report possible.

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WHAT DOES THE SUDBURY COMMUNITY FOUNDATION DO?



DONOR ENGAGEMENT

We work with donors to help them plan and realize their philanthropic goals, matching their interests and concerns with community needs and organizations. We help them find innovative and responsible ways to give their investments lasting impact. We build endowments and create legacies.

LEADERSHIP

We bring people together from all parts of our community to stimulate new ideas, build participation, and strengthen community philanthropy. We identify long-term needs and opportunities.

GRANTING

We grant funds to the widest possible range of organizations and initiatives. Whether it's providing uniforms for a youth band, planting trees, awarding our youth for academic achievement, or supporting a program for low-income families, the Sudbury Community Foundation is here to help good people do great things in our community.



Sudbury
Community
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communautaire
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Greater Sudbury's Vital Signs is an initiative of
the Sudbury Community Foundation

This Vital Signs report and an expanded version
with data sources and links is available on-line
at:



www.vitalsignssudbury.ca

Aussi disponible en français



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