



# Community Accounts



**2003 IPAC Award for  
Innovative Management  
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**Alton Hollett, Director  
Newfoundland and Labrador Statistics Agency**



# **“In the Know: Managing Knowledge”**

## **Community Accounts of Newfoundland and Labrador**

**Working Together to Improve Our Lives by  
Using Data to Help Us to Know Ourselves**



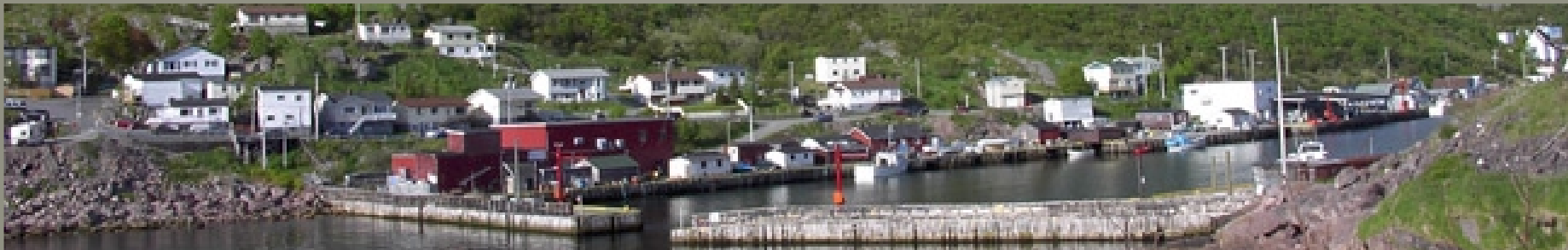
# Why did we build the Community Accounts?

- ✓ **The Community Accounts were developed to provide data in order to support and enable the province's Strategic Social Plan (SSP)**
  - ✓ **The early 1990s seen a deep recession and the fishery collapse**
  - ✓ **Very high levels of out-migration**
  - ✓ **A time of stress and uncertainty for residents**



# Strategic Social Plan

- ✓ **SSP developed through consultation and collaboration with citizens and government**
- ✓ **Collaborated to develop common Vision for social and economic progress**
- ✓ **Complemented the existing strategic economic plan**



# Major Components of Strategic Social Plan

## ✓ Vision:

- Our vision for Newfoundland and Labrador is of a healthy, educated, distinctive, self-reliant and prosperous people living in vibrant, supportive communities within sustainable regions.

## ✓ Goal IV:

- Integrated and evidence-based policy development and monitoring as the foundation for the design, delivery and evaluation of social development programs and services.

## ✓ Social Audit:

- A major policy innovation and commitment



# Strategic Social Plan's Social Audit

- ✓ Committed to measured accountability and transparency
- ✓ Community Accounts provide benchmarks and enable these commitments to be realized and recorded
- ✓ Reporting back to citizens – “Glass Box by Government”
- ✓ Evidence-based decision making



# Our Response: Community Accounts

## ✓ Principles:

- Accessible, understandable and educational
  - Helping people to understand the linkages amongst factors that affect and shape our lives
- ## ✓ Well-being indicators linked to the Vision
- ## ✓ Measurement method for the Social Audit
- ## ✓ A numerical foundation for evidence-based decision making



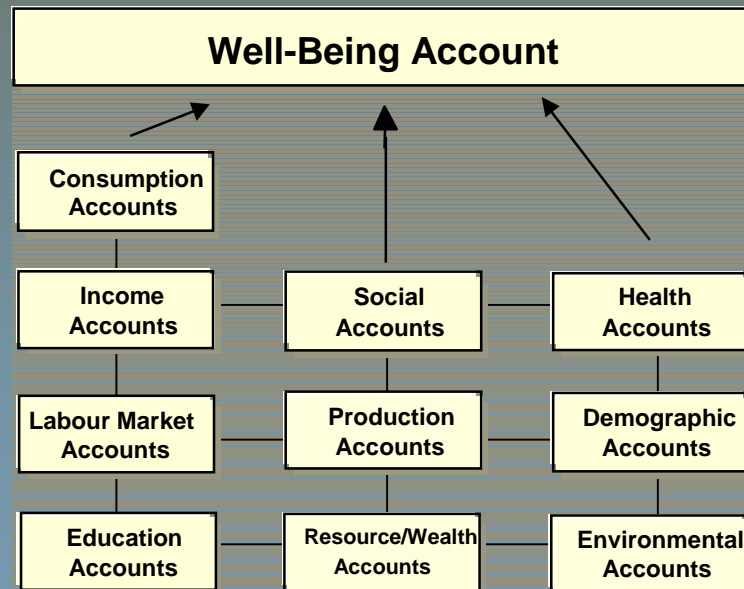
# Building the Accounts: Obtaining Data

- ✓ Formed partnership with Memorial University (Dr. Douglas May)
- ✓ Built prototype based on our vision and knowledge of potential users and their needs
- ✓ Shaping the data by extending prototype through collaboration, partnering and engagement with citizens, officials, and experts in various topic areas



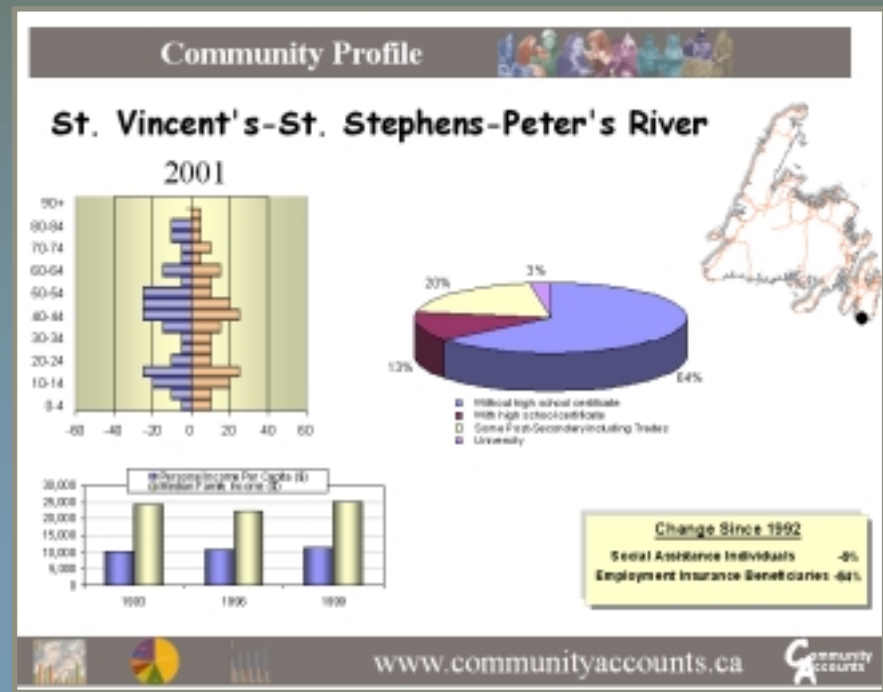
# Community Accounts Innovation – Bringing it All Together

- ✓ A major innovation in providing data and indicators
- ✓ User readily identify with topics
- ✓ Gives “form to concept”
- ✓ Recognizes relationships



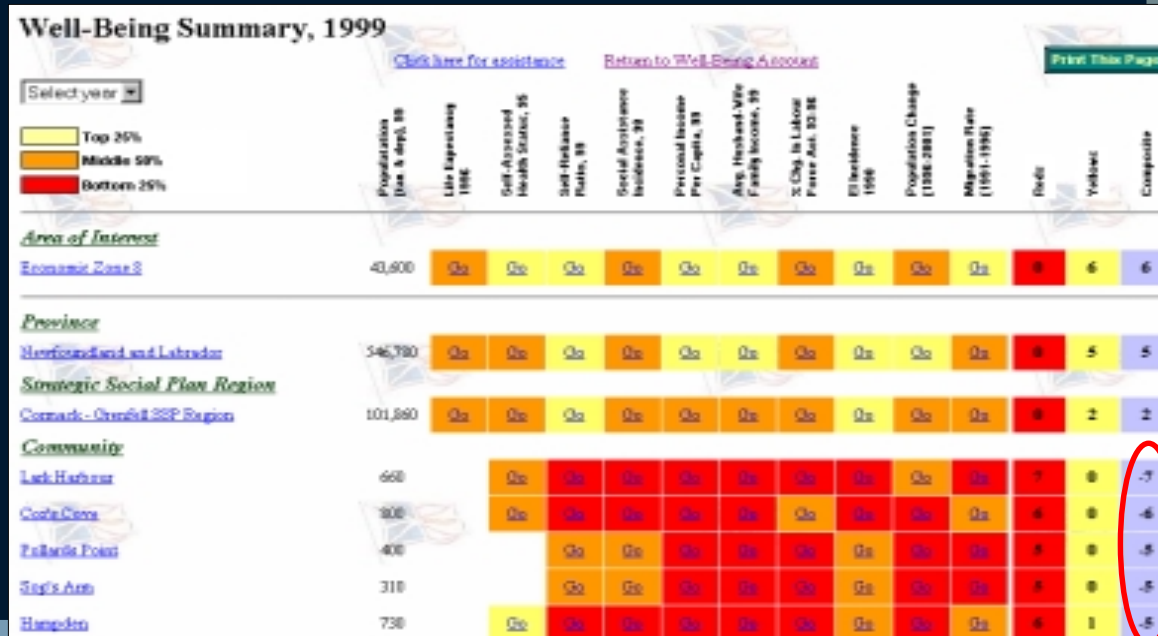
# Community Profiles

- ✓ Data with social and economic indicators
- ✓ Knowing ourselves/empowering citizens
- ✓ Factors that impact our environment and lives



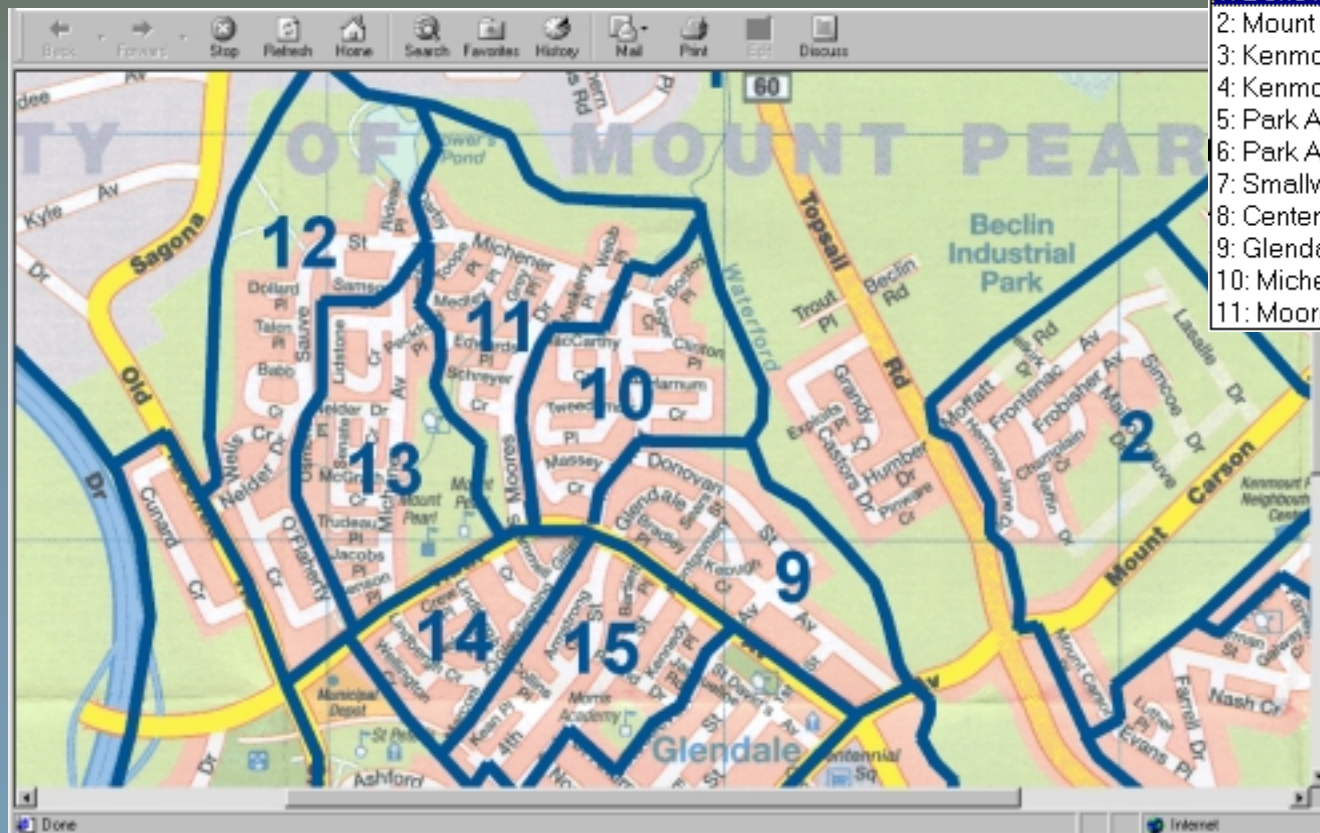
# Responding to Users

- ✓ Outcomes of society, economy, and life choices relating to the Vision
- ✓ Management tool that has helped guide social policy action and been a catalyst for citizens coming together



# Neighbourhood Data

- ✓ Requested by citizens and groups
- ✓ How people compare
  - Are people doing well/where?



# Where are we going?

- ✓ “From the Ground Up” – indicators describing status of society and economy
- ✓ Social Audit in 2003/04
  - Benchmarks are in the Accounts
- ✓ Release of Neighbourhood Accounts
- ✓ Ongoing dialogue with citizens and officials to better meet needs and collective Vision of the Accounts

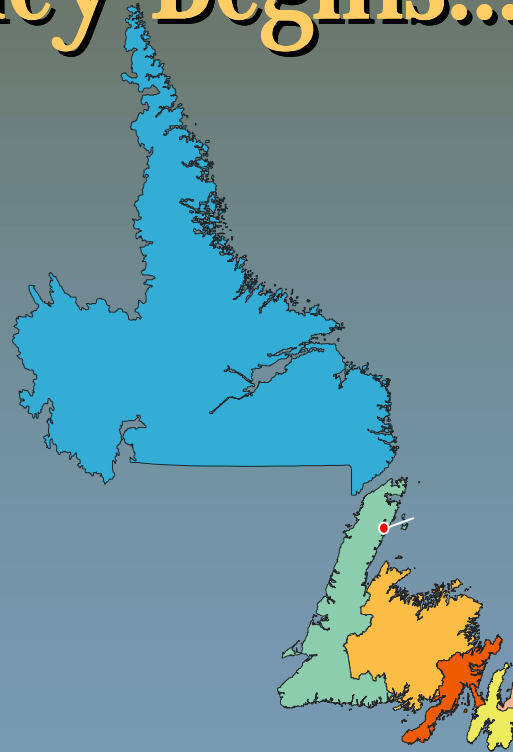


# Where are we going?

- Nova Scotia Community Accounts
- First Nations
- Training
- Curriculum for schools
- Curriculum for medical students

The screenshot shows the website for Nova Scotia Community Accounts. At the top, the title "Nova Scotia Community Accounts" is displayed in a stylized font. Below the title is a map of Nova Scotia with various communities marked and connected by lines, representing a network of accounts. The map includes labels for locations such as Moncton, Amqui, Saint John's, Kentville, Yarmouth, and others. On the left side, there is a vertical navigation menu with four items: "Get Data", "Tools", "Start Over", and "Help?". On the right side, there is a "What's New!" section with a list of updates: "Labour Data report", "Health Information report", "Businesses report", and "Labrador CCHS data report". Below this, there is a link that says "Want Community Profiles? Click Here!". At the bottom of the page, there is a footer with navigation links: "Search", "Community Finder", "Related Sites", "Documents", "About Us", and "Contact Us".

# The Journey Begins...



# What People are Saying About the Community Accounts?

## *Social & Economic Policy Researchers and Commentators*

CPRN has been a strong supporter of Newfoundland and Labrador's Community Accounts - the undisputed quality-of-life research and reporting leader in Canada at the provincial level, with direct impact at the community level.

*Canadian Policy Research Network - Sandra Zagon*

The Newfoundland and Labrador Community Accounts are a Canadian first for in-depth information about quality of life and well-being at a community level. Unless someone shuts it down for being too democratic, the Community Accounts could have a revolutionary effect on public policy.

*GPI Atlantic - Bill Turpin*

# What People are Saying About the Community Accounts?

## First Nations

The methodology includes a response mechanism to community needs that encourages communities to participate and gives them a sense of ownership of the system, an important motivational element for First Nations.

The 'community accounts' system gives data that helps them to know themselves not as they are perceived or represented in a national system.

*Department of Indian and Northern Development - Elizabeth Logue*

## Statistics Canada

The Newfoundland and Labrador Statistics Agency has created a very innovative data application by making data user-friendly, easily accessible and easy to digest - a model for others.

*Statistics Canada - Linda Standish*

# What People are Saying About the Community Accounts?

## Statistics Canada

Newfoundland and Labrador's Community Accounts represent one of the most dynamic, exciting use of statistics in Atlantic Canada.

*Statistics Canada - Paula Thomson*

## Citizens

Now we can see how we are doing and how we compare to others. You need to know where you are to know where you're going. The Accounts give us a common basis for discussions and platform for planning. It's a wonderful tool and we're so glad to have it.

*Tom Osbourne - Mayor of Arnold's Cove, NL*