



SOCIAL SUMMIT

FROM ISOLATION TO CONNECTION

December 9 - 10, 2019

Strathcona County Community Centre
Sherwood Park · Alberta



About the conference

Society is more connected than ever before, yet many of us are feeling increasingly alone. Individuals who are socially isolated have an increased likelihood of early mortality when compared to those who have strong community connections. Furthermore, social isolation is a known risk factor for a variety of adverse health conditions, including depression and dementia.¹

There are prevalent links between an individual's level of interpersonal and community connection and overall health. Individuals who experience a strong sense of community belonging are observed to experience good mental and general health and are less susceptible to chronic conditions. The benefits of connected communities are not only found at the individual level. Communities, where people feel connected, have less crime, experience positive economic growth, and are more likely to work collaboratively to address systemic issues.

At Social Summit 2019, community practitioners, innovators and change agents will have the opportunity to think and learn about loneliness and social isolation: an emerging public health crisis at the root of our society's most challenging problems. We are excited for you to join other community leaders in listening with your mind and heart. You'll leave the conference equipped with the tools you need to take action in your work, in your community, and your life.



Contents

Welcome from Mayor Rod Frank 2

Welcome from the Social Framework Leadership Table 3

Conference at a Glance 4

Session Descriptions 6

Glossary 15

Notes and Ideas 16

JOIN THE CONVERSATION

Download the **Poll Everywhere** app to participate in live polls and interactive conversations throughout the conference.



 @SCSocialAction
 @SCSocialAction
 # SCSocialSummit

TREATY ACKNOWLEDGEMENT

We acknowledge that the Social Summit takes place on the traditional lands of Treaty 6 nations - including the Blackfoot, Cree, Dene, Gros Ventres, Métis, Nekota Sioux and Saulteaux.

GRAPHIC RECORDING

Throughout the conference visual scribe, Sam Hester will graphically record the conference journey to create a “collective memory” and capture key insights and ideas from the summit.

THANK YOU TO OUR SPONSORS

Social Summit 2019 would not have been possible without the generous support from our sponsors. Thank you for your support!





Welcome from Mayor Rod Frank

Welcome to Strathcona County!

On behalf of Strathcona County Council, I am honoured to welcome you to our community. Your presence at this year's inaugural Social Summit is testimony to the power of a shared vision to move from isolation to connection. Together, we will explore how leaders, such as yourself, can inspire action towards building meaningful connections in every community.

This Social Summit catalyzes Strathcona County's Social Framework's publicly-informed outcome of connectedness and inclusion. Over the next two days, I invite you to share your experiences, stories and learnings with others, as we collectively work towards our goal of reducing isolation.

Thank you for investing your time and energy into this important conversation. We are happy to host you in Strathcona County over these two days.

Rod Frank

Mayor, Strathcona County

Welcome from the Social Framework Leadership Table

Dear Friends and Colleagues,

The Social Framework Leadership Table is delighted to welcome you to the inaugural Social Summit: *From Isolation to Connection!*

The Social Summit is an initiative of Strathcona County's Social Framework – a community-owned and community-created policy that serves to guide the strategic direction of Strathcona County partners.

The Social Framework is implemented and led by us, a committee of community leaders, known as the Social Framework Leadership Table. We come from health, education, business, faith-based organizations, municipal government and many other social serving agencies.

The Social Framework outlines four community-identified outcomes for Strathcona County, including increasing affordability, improving access to programs and services, increasing safety, and enhancing connection and inclusion. To achieve these community outcomes, the Social Framework Leadership Table and our organizations have shifted the way we think, behave and come together. Since the adoption of the Social Framework in 2017, we have witnessed many changes in how we, as a community, think about and address complex social challenges.

You are about to embark on a two-day journey that was inspired by the Social Framework's outcome of *connection and inclusion*. A lack of connection and belonging are root causes of many social and health challenges that we face in our communities. The desire to belong and feel connected is directly linked to our physical and mental health, our sense of well-being, even how long we live. We believe that taking meaningful action on social isolation can move us towards more connected, inclusive and healthy communities.

Please join us. We invite you to engage your hearts and minds over the next two days to learn how we can collectively make an impact and increase connection in our families, in our neighbourhoods, in our organizations and in our communities.

Thank you for leaning in with us – we hope you leave the Social Summit revitalized and renewed to take action in your community.

Sincerely,

Strathcona County's Social Framework Leadership Table

strathcona.ca/SocialFramework

Conference at a Glance

DAY 1 • Monday December 9

TIME	SESSION	SPEAKERS
7:30 a.m. – 8:30 a.m.	REGISTRATION AND BREAKFAST	
8:20 a.m. – 9:00 a.m.	WELCOME AND OPENING REMARKS	
9:15 a.m. – 10:40 a.m.	A Conversation with Cheryl Strayed	Cheryl Strayed
10:40 a.m. – 10:55 a.m.	CONNECTION BREAK	
10:55 a.m. – 11:05 a.m.	Setting the Stage	Mark Cabaj
11:05 a.m. – 12:15 p.m.	Social Connections are Key to Wellbeing	Professor Timothy Caulfield
12:15 p.m. – 1:00 p.m.	LUNCH	
1:00 p.m. – 1:30 p.m.	Transition	Mark Cabaj
1:30 p.m. – 2:50 p.m.	The Role of the Community in Personal Health and Wellness	Dr. Richard Lewanczuk
2:50 p.m. – 3:05 p.m.	CONNECTION BREAK	
3:05 p.m. – 3:15 p.m.	Reflections	Mark Cabaj
3:15 p.m. – 4:45 p.m.	Speaker Panel: Taking on Complex Systems	Robyn Blackadar Dale McFee, Chief of Police Honourable Justice Rodney Jerke
4:45 p.m. – 5:00 p.m.	REFLECTIONS AND CLOSING REMARKS	
5:30 p.m. – 6:30 p.m.	DINNER	
6:30 p.m. – 7:45 p.m.	Feature Screening: <i>The Great Disconnect</i>	

DAY 2 • Tuesday December 10

TIME	SESSION	SPEAKERS
8:00 a.m. – 8:30 a.m.	REGISTRATION AND BREAKFAST	
8:30 a.m. – 8:50 a.m.	Opening Remarks	Mark Cabaj
8:50 a.m. – 10:45 a.m.	Complexity and how it shapes Health Today: Imagining what's possible in addressing that complexity.	Sophia Ikura
10:45 a.m. – 11:00 a.m.	CONNECTION BREAK	
11:00 a.m. – 12:15 a.m.	Concurrent Sessions	Participants will have the opportunity to choose from one of six breakout sessions.
12:15 p.m. – 1:00 p.m.	LUNCH	
1:00 p.m. – 1:50 p.m.	Building a Better Life: Relationships, Good Health, and Fostering Resilience	Marlene Mulder & Colette Cornejo
1:50 p.m. – 2:20 p.m.	The Reflection Session	Mark Cabaj
2:20 p.m. – 2:35 p.m.	CONNECTION BREAK	
2:35 p.m. – 3:45 p.m.	Wired For Connection	Dr. Jody Carrington
3:45 p.m. – 4:00 p.m.	CLOSING REMARKS	

Session Descriptions • Day 1



A Conversation with Cheryl Strayed

Bio: Cheryl Strayed is the author of the #1 New York Times bestselling memoir *Wild*, the New York Times bestsellers *Tiny Beautiful Things* and *Brave Enough*, and the novel *Torch*. Her books have been translated into forty languages around the world. Strayed holds an MFA in fiction writing

from Syracuse University and a bachelor's degree from the University of Minnesota. She lives in Portland, Oregon.

Session Description: Cheryl Strayed will open the Social Summit with a keynote address. Ms. Strayed will utilize the power of story to illustrate how social isolation and loneliness are at the core some of our society's most complex social issues.

REFLECTIONS



Setting the Stage

Bio: Mark Cabaj is President of the consulting company From Here to There and an Associate of Tamarack – An Institute for Community Engagement. Mark's current focus is on developing practical ways to understand, plan and evaluate efforts to address complex issues. He has

first-hand knowledge of using evaluation as a policy maker, philanthropist, and activist and has played a big role in promoting the emerging practice of developmental evaluation in Canada.

Session Description: Conference Animator, Mark Cabaj will provide introductory commentary on the conference theme, will unpack the two-day conference journey, and provide key insights and reflections along the way.

REFLECTIONS



Social Connections are Key to Wellbeing

Bio: Professor Timothy Caulfield is an unrivaled communicator who debunks myths and assumptions about innovation in the health sector for the benefit of the public and decision-makers. He is a Canada Research Chair in health law and policy, a professor in the Faculty of Law and the School of Public Health and a research director of the Health Law Institute at the University of Alberta.

Session Description: According to research by the Global Wellness Institute, in 2017, the worldwide wellness market was worth a whopping \$4.2trn. The wellness industry is thriving, but is this trillion-dollar industry actually improving our overall wellness? In his keynote address, Timothy Caulfield will discuss how the wellness industry may be distracting us from the achievement of a healthy and balanced lifestyle and what we can do to wade through the wellness noise.

REFLECTIONS



The Role of the Community in Personal Health and Wellness

Bio: Dr. Richard Lewanczuk was Senior Medical Director for Primary Health Care for Alberta Health Services (AHS) from its inception 10 years ago until January 2019. Since then, Dr. Lewanczuk's role has evolved to become the Senior Medical Director for Enhancing Care in the Community, which is AHS's long-term vision for integration within the health care system as well across sectors which determine health such as the voluntary sector, other government ministries, and municipalities - all with the goal of keeping people as healthy, well and independent as they can be in their homes and communities.

Session Description: We think of health as the absence of disease, but wellness is a state where all our physical, emotional and aspirational needs are met. Eighty percent of health is actually determined by factors outside the healthcare system, mainly the social environment. During this session, Dr. Lewanczuk will uncover why the community in which one lives is critical to a person's health and wellness journey.

REFLECTIONS



Speaker Panel: Taking on Complex Systems

Robyn Blackadar has served as President and CEO of PolicyWise for Children & Families since 2012 and describes this as her most rewarding role in over 25 years of working in the area of social and health policy

and practice. Robyn has grown PolicyWise into the “go-to” organization for collaborative cross-sector approaches to generate and mobilize evidence for child, family and community well-being. She believes that all children, youth and families must thrive in safe, supportive, respectful environments shaped by wise decisions.



Justice Rod Jerke has been a Justice of the Court of Queen’s Bench of Alberta since March 2011, originally a resident of Lethbridge and more recently in Edmonton. In addition to his sitting duties with the Court, since September 2018 he has been the Court’s Co-Convenor of the *Reforming the Family Justice System initiative*, which is inspiring the re-imagining of the family justice system to

improve outcomes for children and families. He has served as a Co-Chair of the Court’s Access to Justice Steering Committee and continues to be a member of the Court’s Diversity, Inclusion and Access Steering Committee.



Chief Dale R. McFee, OOM, is the 23rd Police Chief for the Edmonton Police Service. He has an extensive background in policing, including 26 years as a police officer in Prince Albert, Saskatchewan (nine years as Chief of Police) and six years as the Deputy Minister of Corrections and Policing in the Ministry of Justice for the Saskatchewan government. He has been promoted by the Governor General of Canada to the Officer of

the Order of Merit of the Police Forces. He is a Governor General Leadership alumnus, former Citizen of the Year within his home community and the recipient of a Provincial Policing Leadership award.

Session Description: The panel will highlight examples of organizations that are applying innovative solutions to complex systems. Panellists will share how they have been able to embrace ambiguity and muddle through the uncertainty to catalyze meaningful social and cultural change.

REFLECTIONS



Feature Screening: *The Great Disconnect*

Session Description: Day one will close with a screening and facilitated discussion around the topics uncovered in *The Great Disconnect*. This documentary uncovers why, in a world seemingly more connected than ever before, people are feeling more and more socially isolated – and the true cost this has on our lives.

REFLECTIONS



Session Descriptions • Day 2



Complexity and How it Shapes Health Today: Imagining What’s Possible in Addressing Complexity

Bio: Sophia Ikura is a health policy professional with over 10 years of experience in executive roles in health care.

Sophia has held senior executive roles inside and outside government in local health planning authorities, and also served as advisor to three health ministers and the Premier of Ontario. In 2017, Sophia founded *Health Commons Solutions Lab*, a health policy innovation lab. Here she leads a multidisciplinary team that designs and tests practical solutions to some of health care’s most complex challenges.

Session Description: Rise and shine with Sophia Ikura, the Executive Director of the Health Commons Solutions Lab! During her interactive workshop, Sophia will challenge conference participants to think outside the box. She will demonstrate how challenging norms, or creating unique, unconventional solutions can be the key to tackling persistent and systemic social and health problems.

REFLECTIONS



Concurrent Sessions

Concurrent Session 1: Connect'd Men

Session Description: Connect'd Men is an organization committed to creating supportive spaces for men to practice emotional mastery. During this breakout session, conference participants will hear from Connect'd men and learn about the vital work that this organization is doing in the community.

Presenter: Mike Cameron (Connect'd Men)

Concurrent Session 2: How to Build an Overarching Social Policy for Your Community

Session Description: In 2017, Strathcona County adopted the Social Framework, a policy document that serves to guide the strategic direction of Strathcona County's programs and services. During this session, conference participants will learn about the process that Strathcona County undertook to develop the Social Framework and how it has changed how those in Strathcona County think about and approach social change.

Presenters: Bree Claude (Family and Community Services), Michelle Jehn (Family and Community Services), Mike Shellenberg (Heartland Alliance Church), Sharon Siga (Strathcona County Library).

Concurrent Session 3: Inspirational Stories of Neighbourhood Social Interventions

Session Description: Strathcona County is a county full of movers and shakers. Hear from local change agents as they share stories about how they are helping to create a safe, supported and connected community in Strathcona County. All stories will be shared Pecha Kucha style!

Presenters: Ashley Mabey (6 Second Revolution), Anika Stork (Uncommon Grounds), Michael Green (altView), Shelley Montemurro (Little Sweatshop), Donna Reimche (Woodbridge Farms) Tammy Greidanus (Gilmore Park Community League), Gina Somerville and Lee Weiler (Family and Community Services)

Concurrent Sessions Cont.

Concurrent Session 4: Using Systemic Design to Create Community Connection

Session Description: Systemic design is a practice that brings together ideas from systems thinking and design thinking. Systemic design helps practitioners focus on a situation and look between the moving parts while simultaneously broadening their thinking to see connections, relationships, flows, networks and feedback loops. During this session, participants will learn about the field of systemic design and how to apply systemic design to better understand complex social phenomena.

Presenter: Pieter de Vos (Documentary Photographer)

Concurrent Session 5: Building Networks for Social Change

Session Description: Understanding and harnessing the power of your network is critical to achieving meaningful social change. Learn more about how to build and utilize your network to help leverage more significant change in your community during this breakout session.

Presenter: Laura Cunningham-Shpeley (Edmonton Federation of Community Leagues)

CONCURRENT SESSION HIGHLIGHTS & REFLECTIONS:

This image shows a single sheet of white paper with horizontal blue lines, similar to standard notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



Building a Better Life: Relationships, Good Health and Fostering Resilience

Marlene Mulder was the lead researcher on the Better Life Project. In developing the research methodology for this 4-year project, she worked alongside more than 40 community agencies to develop a research methodology that would reflect and be driven by the community. She worked as a Research Analyst in Academic Research and Development at NorQuest College. Her other research includes projects on immigration and settlement with the Prairie Metropolis Centre as well as work with Indigenous and other marginalized populations at Homeward Trust Edmonton.



Colette Cornejo had a key role in the implementation of the research methodology on the Better Life Project. She worked with service agencies, government, and educators to ensure that participants felt welcome and cared for throughout the research process. She also ensured that research findings were presented in plain language and in visual formats that are user-friendly. Colette brings years of experience in public consultation, logistics, and communications, primarily in public health, to her role on the research team.

Session Description: The goals of the Better Life Project were to build strong community partnerships between service providers and local government and to learn how to help marginalized people build their social capital. In this interactive and practical session, the researchers will present results from the study. They will focus on how one's level of community engagement, their feelings of connection to others, their feelings about self, their level of loneliness, and their level of trust in others all affect their level of social capital.

REFLECTIONS



The Reflection Session

Session Description: Reflecting on what we've just heard enhances its meaning - reflection encourages insight and complex learning. However, in our busy day-to-day lives, many of us are not afforded the luxury to think about the information that we are taking in and what we can do with that information. The Reflection Session will offer program participants the opportunity to reflect on conference learnings and how to apply these learnings in their community.

REFLECTIONS



Wired for Connection

Bio: Dr. Jody Carrington is a Clinical Psychologist who has spent most of her career working with children and families who have experienced trauma. Jody passionately believes in the power of the relationship with the people we love, lead and teach. The core of everything she speaks and writes about comes down to this: we are wired to do hard things. We can do those hard things so much easier when we remember this: we are wired for connection.

Session Description: We will close off the day with a bang as we hear from keynote speaker, Jody Carrington. Jody will explore our increased propensity towards disconnection and the impact that this lack of connection has on our lives. In reaction to this phenomenon, Jody will provide practical solutions that address how we can act as change agents to create a safe, supported and connected community.

REFLECTIONS

Glossary of Conference Terminology

This glossary provides a working description of terminology that will be used throughout the Social Summit

Developmental Evaluation: is an evaluation approach that can assist social innovators in developing social change initiatives in complex or uncertain environments. Methods of developmental evaluations can stray from conventional data collection. For example, to ensure that a survey provides useful data that most accurately describes systemic conditions, stakeholders may weigh-in on the wording of a question they'll ultimately be answering. ²

Loneliness: is a complex and typically negative emotional response to isolation. Individuals experiencing loneliness may exhibit anxious feelings about a lack of connection or communication with other individuals. Loneliness can be felt even when in the presence of others. ³

Quality of Life: is the measure of individual and collective well-being using a measure of social indicators, as opposed to quantitative measures such as income and production. ⁴

Social Capital: refers to features of social organization such as networks, norms, and social trust that facilitate coordination and cooperation for mutual benefit. ⁵

Social Innovation: is the process of developing new solutions to social problems to meet social needs in a better or more efficient way than that of existing solutions. ⁶

Social Isolation: is an individual's absence of relationships with family or friends on an individual level and with society on a broader level. ⁷

Social Policy: is concerned with the ways societies across the world meet human needs for security, education, work, health and wellbeing. Social policy addresses how states and societies respond to global challenges of social, demographic and economic change, and of poverty, migration and globalisation. ⁸

Systemic Design: brings together ideas from systems thinking and design thinking. Systems thinking helps practitioners zoom - in on a situation and look between the moving parts - instead of just individual components - and zoom - out to see connections, relationships, flows, networks, and feedback loops. ⁹

Systems theory: also known as social systems theory, is the study of society as a complex arrangement of interrelated elements or systems. These systems extend from the micro level (i.e., an individual's lived experience and interpersonal relationships) to the macro level (i.e., a society's cultural norms and values). ¹⁰

Systems Thinking: is a holistic approach to analysis that focuses on the way that a system's constituent parts interrelate and how systems work over time and within the context of larger systems. ¹¹

Wellness: is a holistic concept that entails a multifaceted approach to living that promotes wellbeing in all areas of life including social, physical, emotional, occupational/vocational, intellectual, environmental and spiritual elements. ¹²

16

17

18

19

20

References

1. Government of Ontario (2017). Connected Communities Report. Retrieved from http://www.health.gov.on.ca/en/common/ministry/publications/reports/cmoh_19/cmoh_19.pdf
2. Better Evaluation (n.d.). Developmental Evaluation. Retrieved from https://www.betterevaluation.org/en/plan/approach/developmental_evaluation
3. Journal of Aging Life Care (n.d.). Health Effects of Social Isolation and Loneliness. Retrieved from <https://www.aginglifecarejournal.org/health-effects-of-social-isolation-and-loneliness/>
4. Diener, Ed & Suh, Eunkook. (1997). Measuring quality of life: Economic, social, and subjective indicators. Social Indicators Research, 40(1), 189-216. Social Indicators Research. 40. 189-216.10.1023/A:1006859511756.
5. Baum FE, Ziersch AM. Social capital. Journal of Epidemiology & Community Health 2003;57:320-323.
6. StanfordBusiness (n.d.). Defining Social Innovation. Retrieved from <https://www.gsb.stanford.edu/facultyresearch/centers-initiatives/csi/defining-social-innovation>
7. Grif Alspach (n.d.). Loneliness and Social Isolation: Risk Factors Long Overdue for Surveillance. Retrieved from <https://aacnjournals.org/ccnonline/article/33/6/8/3305/Loneliness-and-Social-Isolation-RiskFactors-Long>
8. Platt (n.d.). What is Social Policy? Retrieved from <http://www.lse.ac.uk/social-policy/about-us/What-issocial-policy>
9. Skills Society (n.d.). Supporting the Citizenship of People with Disabilities. Retrieved from <https://www.skillsociety.ca/news/what-we-are-learning/exploring-systemic-design-for-social-good/>
10. Gibson (n.d.). Systems Theory. Retrieved from <https://www.britannica.com/topic/systems-theory>
11. Rouse (n.d.). Systems thinking. Retrieved from <https://searchcio.techtarget.com/definition/systemsthinking>
12. Government of Alberta (2014). Alberta's Strategic Approach to Wellness. Retrieved from <https://open.alberta.ca/dataset/2638ad48-04b5-4bd6-b347-2a2a63a1cf03/resource/937b3839-be43-49d8-a2ce-4e1566b62534/download/6880410-2014-Albertas-Strategic-Approach-Wellness-2013-2014-03.pdf>





strathcona.ca/socialsummit

