

**BOLD
NESS**

**THE
WINNIPEG
BOLDNESS
PROJECT**

NORTH END WELLBEING MEASURE: DEFINING SUCCESS FOR POINT DOUGLAS FAMILIES

**PROTOTYPING FOR CHANGE
MAY, 2020**

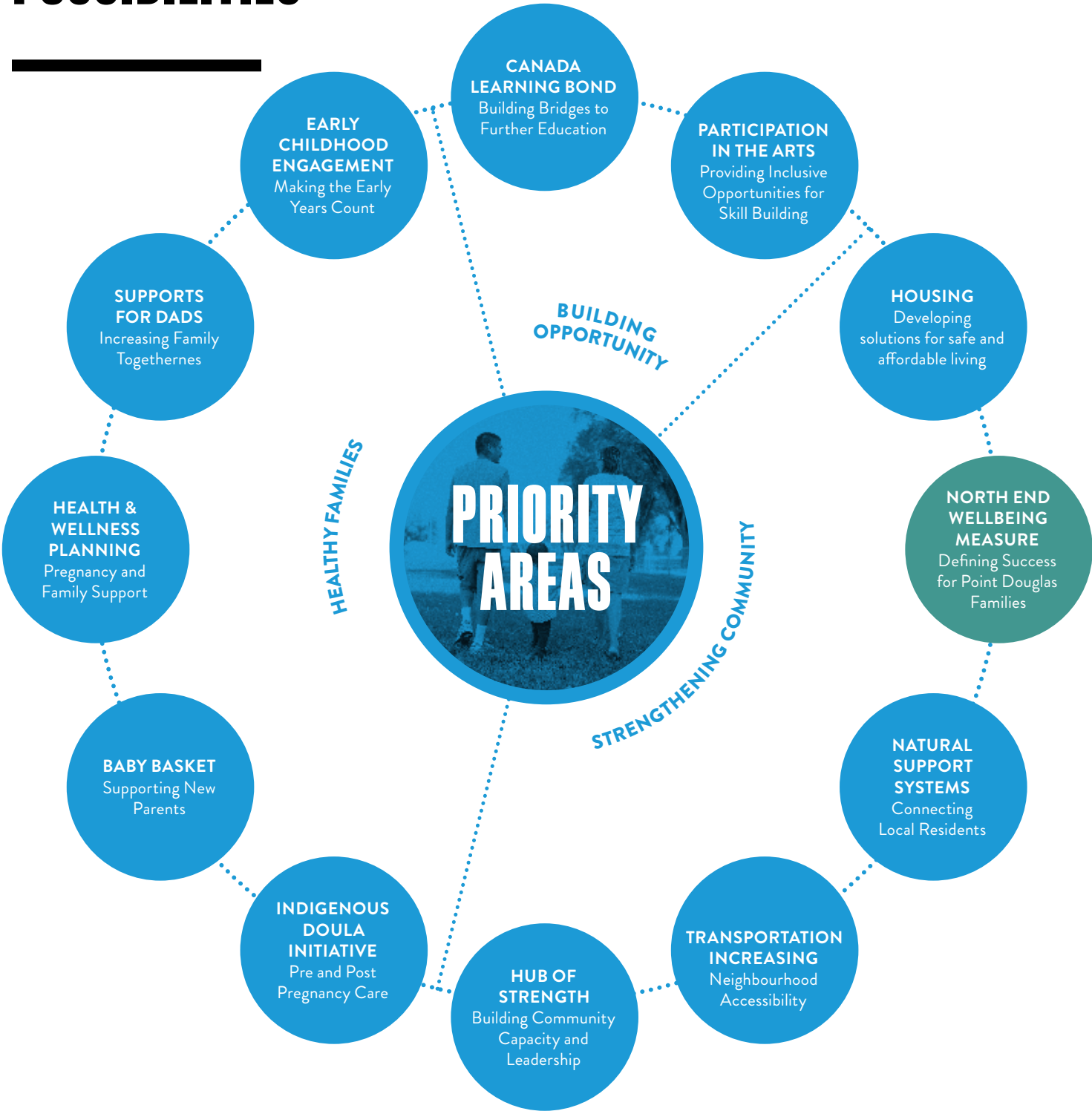




THE WINNIPEG BOLDNESS PROJECT IS WORKING TOWARDS A BOLD GOAL: CHILDREN AND FAMILIES IN POINT DOUGLAS WILL EXPERIENCE DRAMATICALLY IMPROVED WELLBEING IN ALL ASPECTS OF SELF: PHYSICAL, EMOTIONAL, MENTAL, AND SPIRITUAL.

We are working with groups across the community including families, community leaders, and businesses, to test new ideas to support the wellbeing of children and families. These ideas, which we are calling Proofs of Possibilities (POPs), support a vision for change in our community. We are exploring possibilities in the following areas:

PROOFS OF POSSIBILITIES



NORTH END WELLBEING MEASURE: MEASURING WHAT MATTERS TO FAMILIES

COMMUNITY VISION

Success for children will be defined and measured in a way that works for parents and the community.

Parents and families in the North End understand that success for children has many factors, including physical, spiritual, emotional, and mental development. Our work focuses on supporting success for kids, but to do so we needed a measurement approach that defined success in a way that spoke to the priorities and values of the community. We partnered with Nanaandawegamig - First Nations Health & Social Secretariat of Manitoba (FNHSSM) and the Children’s Hospital Research Institute of Manitoba to develop a new measurement tool, which focused on:

Engaging parents and caregivers in data collection: Relying on those who know kids best to share their knowledge.

Building community awareness and creating a safe environment for participation: Finding ways to make it as comfortable as possible for community members to contribute and provide data/feedback.

Understanding what matters most to families in Point Douglas: Working with the community to design and refine the North End Wellbeing Measure (NEWM) questionnaires and interpret the results.



WHY DID WE FOCUS ON THE NORTH END WELLBEING MEASURE?

A child’s development is supported by nurturing environments, healthy relationships, connection to the community, nourishing food, safety, housing, and a sense of belonging within the family. We have heard these values identified consistently from the community, but existing approaches to measuring school readiness and children’s wellbeing do not reflect all of these components, or the dimensions of self (physical, spiritual, emotional, and mental) that are important to the Point Douglas community. Success for kids – as defined by the community – was not being measured.

Many measurement tools focus on what is missing rather than what is strong or positive. By focusing instead on a strength-based approach, trust is built with the community and opportunities for growth are identified, both of which support childrens’ wellbeing.

To work alongside the community to support childhood development means working to measure what matters to the community, and empowering the community to take ownership of the results and decide what to do next.



The rights of Indigenous families to self-determination, to freely pursue their economic, social and cultural development is recognized by the United Nations Declaration on the Rights of Indigenous Peoples. This can only be supported by letting communities define what development and success means to them.

WHAT CREATES BARRIERS TO MEASURING SUCCESS AS DEFINED BY THE COMMUNITY?

Rigid measures of success

The community’s understanding of childhood wellbeing is wholistic. However, broadly used measurements of child wellbeing focus only on certain parts (such as physical and mental wellbeing) while excluding others. This makes it very hard to measure success in a way that matters to communities.

Bad experiences with measurement

Indigenous communities have a history of bad experiences with measurement and evaluation. In the past, the data they have shared has often resulted in no changes, has not been shared with them, and has sometimes even been used

to impact negative changes. This makes community members in the Point Douglas less likely to participate in measuring early childhood outcomes.

Measurement does not involve parents and the community

Some measurements of child wellbeing rely upon professionals such as kindergarten teachers to complete checklists and fill in information. Approaches that rely solely on professionals miss out on engaging those who know most about individual children – their parents and caregivers.



PUTTING THE CHILD-CENTRED MODEL INTO ACTION

The North End Wellbeing Measure is just one part of what is needed to engage the community in measuring success. However, it provides a model for what this measurement could look like, a model which closely aligns with The Child-Centred Model – a way of working for positive change developed by the community of Point Douglas

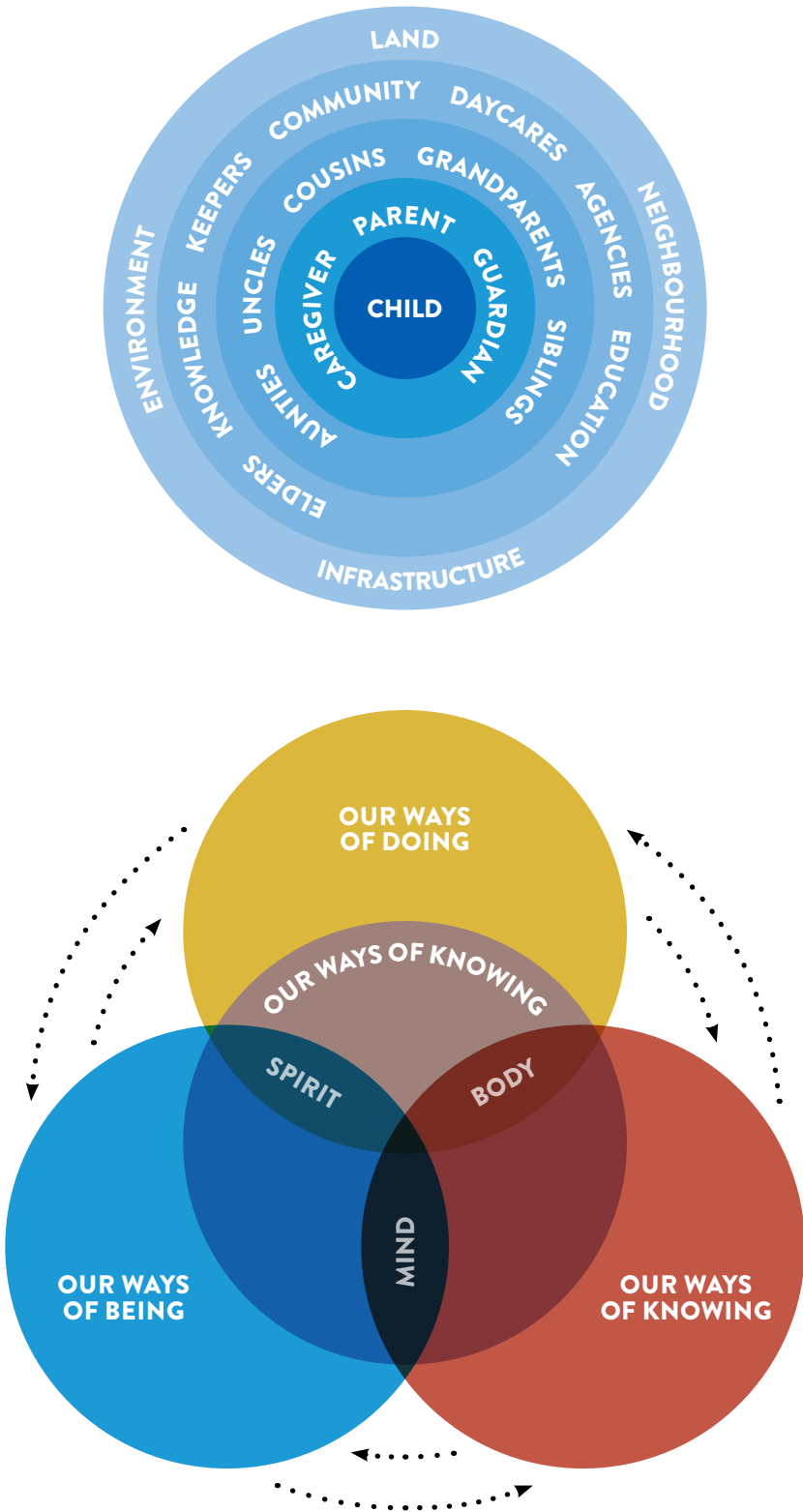
The North End Wellbeing Measure uses a **wholistic definition of wellbeing**, rather than focusing only on childrens’ mental and physical wellbeing.

The North End Wellbeing Measure focuses on the **strengths of children and the community**, rather than deficits.

The North End Wellbeing Measure supports the **community to lead and interpret evaluation**, rather than being excluded from the process.

When we work within the **Child-Centred Model**, we are able to support positive change for children, parents, families, and the community.

To learn more about the Child-Centred Model, read the full report at winnipegboldness.ca/childcentredmodel



“FROM AN OUTSIDE PERSPECTIVE, THE NORTH END MAY SEEM LIKE A HOSTILE PLACE AS WHAT THE NEWS WOULD REPORT. HOWEVER, ONCE YOU SPEND SOME TIME WITHIN, IT OPENS YOUR EYES TO HOW STRONG THE COMMUNITY IS.”

— Survey team member

“THE NEGATIVE REPUTATION THAT SOME PEOPLE HAVE TOWARDS THE NORTH END IS NOT AN ACCURATE SNAPSHOT; THE COMMUNITY IS STRONG AS THEY WORK TOGETHER FOR EACH OTHER.”

— Survey team member

“BEING RIGHT IN THE MIDDLE OPENED MY EYES TO HOW EVERYONE SHARES THING AS A COMMUNITY. A LOT OF PEOPLE STICK TOGETHER AND HELP ONE ANOTHER WITH THINGS SUCH AS ADVISING ON WHAT PROGRAMS WOULD BE USEFUL TO OTHERS AND ANNOUNCING WHAT PLACES ARE PROVIDING BREAKFASTS, LUNCHES, SUPPERS, SNACKS, CLOTHES AND FOOD. I FEEL THAT WE HELPED THE COMMUNITY, BUT THE COMMUNITY HELPED US AS WELL.”

— Survey team member

NORTH END WELLBEING MEASURE POP TIMELINE

PROJECT START AND NEED FOR THE NORTH END WELLBEING MEASURE [2016]

When the Project started, the Early Development Instrument (EDI) indicated that 39% of children in Point Douglas were Not Ready to start kindergarten in one or more of five domains. Residents and leaders saw a need for a more wholistic measure of wellbeing.

WINNIPEG BOLDNESS AND FHNSSM AGREE TO DEVELOP AND TEST THE NEWM [APRIL 2017]

The Steering Committee agreed that adapting an existing measurement tool would be best. FHNSSM agreed to share their work with developing and implementing similar tools with First Nations communities. The Winnipeg Boldness Project provided part of the funding, co-supervised data collection and coordination, and connected the team with community networks.

DATA COLLECTION TEAM HIRED AND TRAINED [JULY 2017]

Four First Nations youth were recruited to conduct data collection across the community.

COMMUNITY REFLECTION [MAY-AUGUST 2019]

Based on the advice of the Steering Committee, we shared the results of the NEWM with the community to share their feedback on the tool as well as the things that they felt were most important for measuring wellbeing.

We shared the results with the Project's Parent, Research & Evaluation, and Community Leadership Guide Groups, as well as at four community events between May and August 2019.

STEERING COMMITTEE FORMED [OCT 2016]

In response to this need, a steering committee formed with representation from the University of Manitoba, First Nations Health and Social Secretariat of Manitoba (FHNSSM), and the community.

INITIAL TOOL DEVELOPMENT [APRIL-JUNE 2017]

An adapted measurement tool was first refined with community stakeholders in a series of meetings, eventually becoming the North End Wellbeing Measure (NEWM). The NEWM was then tested with The Winnipeg Boldness Project's Parent Guide Group. The sections of the survey tool were: Demographics, Employment and Education, Independence and Inter-dependence, Cultural Foundations, and Quality of Life.

DATA COLLECTION [AUGUST 2017]

Data was collected across the community using three main methods, guided by survey team members.

- 1. Paper survey
- 2. Direct computer entry
- 3. Telephone interview

Initially survey respondents were offered a monthly draw for cash prizes. Later, respondents were given a \$15 gift card, made possible through FHNSSM's partnership with the DEVOTION network.

A total of 558 surveys were collected.



MEASURING WHAT MATTERS TO FAMILIES TODAY



As long as today’s systemic barriers exist, the best ways that we found to support children and families through measurement are:

USE PARTICIPATORY RESEARCH METHODS

Methods that let the community guide, lead, and interpret research are central to measuring what matters to community. Let the community guide you to what matters to them.

USE WHOLISTIC MEASUREMENT TOOLS

Tools that expand our understanding of what contributes to wellness help broaden our understanding of what is strong in communities and where supports may be helpful.

LET THE COMMUNITY SIT WITH THE DATA

Letting the community interpret and react to the data builds trust, inspires community action, and helps organizations learn what really matters to the community.

TAKE A STRENGTH-BASED APPROACH

Starting from strengths creates opportunities for individuals, groups, and communities to grow, which in turn builds children’s wellbeing.

WE NEED CHANGE TO SUPPORT CHILDREN AND FAMILIES



CHANGING THE SYSTEM FOR TOMORROW



Through this work we found that there are larger barriers that affect the ability to measure what matters to families and community in Point Douglas. We need governments, non-profits, and businesses to:

1

LET COMMUNITIES DEFINE WHAT SUCCESS LOOKS LIKE.

Existing structures prioritize rigid and uniform measurements, which exclude community wisdom and strengths in the process.

2

REPAIR THE RELATIONSHIPS BETWEEN INDIGENOUS COMMUNITIES AND EVALUATION PRACTICES.

Giving ownership, control, access, and possession is critical to this healing.

3

SUPPORT PARTICIPATORY, STRENGTH-BASED APPROACHES.

Giving the time, space, and resources needed for these approaches helps communities themselves to learn, grow, and take action to support children and families in the future.

If you would like to learn more about the barriers that community members in Point Douglas face, read the full prototype report at winnipegboldness.ca/newm and explore our other prototype reports at winnipegboldness.ca/research.



**“WE ARE THANKFUL TO
OUR ANCESTORS WHO
ENTRUSTED US WITH
THE CARE OF THIS
GENERATION, AND THE
GENERATION WE WILL
NEVER KNOW.”**

—(MacNeill, 2014, p.29)

Thank you to everyone who contributed to the development and implementation of our prototypes, including our guide groups, partners, community organizations, local residents, and the North End community as a whole.

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