



# Social Development Plan



*Our Community ~ Pulling Together*



**DRAYTON VALLEY**  
*'Pulling Together'*

## Imagine Your Preferred Future. Does It Look Like This?



You come home from a rewarding job, pick up your children (grandchildren) at their Community Daycare Centre and go home to a house you own. After a healthy dinner you take your children to your safe, clean local park.

*...you hear on the news that your community  
has just received recognition as  
the safest and healthiest community in Alberta*

The next day is Saturday. You and the children enjoy the day playing (for free) in the Splash Park, picnicking at the park and going to the library and signing out books (with your free membership). Later that night you and a friend go jogging on the, safe, well-lit trail system and then come home to work on a project you're completing as part of a course you're taking at your local community Human Resource Training Centre.

Before going to bed, you hear on the news that your community has just received recognition as the safest and healthiest community in Alberta. You're pleased, but not surprised; you love your community and you don't have to be told how safe it is. You're consistently bragging to your friends and family members how fortunate you are to live in such a beautiful, supportive, safe community.

***Is this preferred future possible?***

We think it is, through an effective [Social Development Plan](#).

[Town of Drayton Valley Social Development Plan](#)

## Background



Over the past several years, the citizens of our community have identified affordable housing, substance abuse, poverty, public safety and the need for affordable, accessible daycare as their most pressing social concerns. In addition, the community has identified a need for public facilities that serve their leisure and wellness needs.

The voice of citizen concern for these issues has been heard through individual comments and echoed by research and studies conducted by various

organizations, such as Esso (1991), Vision Quest (1992), Rotary (1999), KPMG Consulting (1999), and Keystone (2002).

The citizens of the community are not alone in their struggles to tackle these issues. Communities all across North America are faced with the same issues, all with a high level of priority.

One quality that sets us apart from other communities is our proven ability to work together to provide innovative solutions in the interests of all our residents.

### **This Social Development Plan Intends To:**

- Provide our citizens with affordable homes
- Reduce substance abuse
- Bridge the social and economic gaps between our citizens
- Make our community safer
- Provide our citizens with affordable, accessible daycare
- Provide needed community facilities

## This is the Social Development Plan



### A Social Development Plan:

1. Supports individual abilities (encourages citizen engagement)
2. Uses the power of local organizations (including service clubs & private enterprises)
3. Makes the most of non-traditional assets (parks, green spaces, community pride), and;
4. Improves the community's quality of life

A **Social Development Plan** is a comprehensive plan that focuses on enhancing the quality of life for the citizens of a community and helps provide a **direction for future decisions** in the key areas identified by its community members. It is built through a collaboration of citizens, organizations, and government, and creates a balance between the social, health and economic needs of that community.

The strength of a **Social Development Plan** lies in its ability to engage citizens, mobilize the community, and to reinforce and build upon the work already being done.

Five [key issues](#) identified by the citizens of our community are:

- ⇒ Lack of affordable housing;
- ⇒ Substance abuse / addiction;
- ⇒ Social / economic division - poverty;
- ⇒ Crime / public safety; and
- ⇒ Early childhood development / daycare / day homes.

The issues are interlinked. For example, when poverty is reduced by providing adequate child care so people can afford to work, the need for affordable housing will decrease. In another instance, providing accessible education at low cost empowers the disadvantaged to improve their quality of life.

Keeping in mind that the issues are all interlinked, the [Social Development Plan](#) will help all of us strive for the following:

- ♦ A caring, and inclusive community for children, seniors, and families (affordable living and basic needs);
- ♦ A distinct, livable community (community pride);
- ♦ An innovative community where prosperity is shared (accessible learning);
- ♦ A healthy and active community;
- ♦ A responsible and responsive community (public safety);
- ♦ A creative community rich in heritage, unique in identity.



[Town of Drayton Valley Social Development Plan](#)

*A Caring and Inclusive Community for Children,  
Seniors, and Families*

**Goal Statement**

Access to the Basics - All people have access to adequate income, food, clothing, housing, transportation, health services, and recreation.

**Action Items**

***Affordable Housing and Housing Diversity***

At various times, a community may experience an urgency to provide adequate housing for current and potential residents. However, there is a consistent demand on communities to ensure that housing development reflects the diversity of the individuals making up that community.

The [Social Development Plan](#) aims to promote the matching of homes to lifestyles. The following objectives and strategies will assist in ensuring adequate housing is provided to suit the financial capabilities of community residents:

- a. The Town Office will be the source of information on housing programs and support services for its residents.
- b. The Planning and Development Department within the Town Office will be provided with demographic information that leads to the establishment of planning policies that support the creation and maintenance of housing diversity.
- c. Developers will be provided with our community's demographic information, and will be encouraged to provide affordable housing.
- d. Education and assistance will be provided to residents who

need guidance on matching their homes to their lifestyles (e.g. home budgeting, grocery shopping), and to those who are needing support services (e.g. landlord/tenant information, rental subsidy programs).

- e. Rental subsidy programs will be explored and, where feasible, established to assist in transitional housing programs.

### ***Child and Family Development Centre***

Learning skills, coping skills, resiliency and other important human development outcomes depend on all of the determinants of health — social and economic conditions, physical environments, lifestyle, and health services — to contribute to human flourishing. Very early experiences have a lifelong influence on the brain and body development and the learning of coping abilities. Consequences of poor early childhood development can include restricted brain development, reduced language development, capacity to communicate, and poorer physical and mental health throughout life.

Providing access to high quality early childhood services can help mediate some of the negative effects of a disadvantaged background.

- a. The Town of Drayton Valley will play a lead role in bringing the community stakeholders together to define the structure and function of a Child and Family Development Centre that will cater to approximately 75 - 100 children.
- b. The Parent Link concept will be incorporated into the Child and Family Development Centre to provide effective parenting services.
- c. Support is to be given to the creation of a non-profit Childcare Society which is critical for the delivery of day-care services.
- d. In addition to universal day-care subsidy programs, the Town of Drayton Valley will explore alternative resources to ensure access to high quality childhood development for all.

## ***Seniors***

The [Social Development Plan's](#) focus is to take an approach that addresses the emerging needs of our growing population of seniors in order to promote successful aging through healthy, independent living.

- a. Existing community transportation services will be encouraged to develop a transportation system that is accessible and affordable for seniors.
- b. Family and Community Support Services will, where feasible, support transportation services for getting seniors to its programs.
- c. Family and Community Support Services will play a lead role in the Seniors' Wellness Program, offering wellness and healthy lifestyle programs to seniors at an affordable cost.
- d. Information on available services, products, and resources for seniors will be developed and distributed on an annual basis.

## ***Access to Health Professionals***

Sufficient accessibility to mental and physical health professionals is important to the well-being of our community.



- a. Stakeholders in the health field will be encouraged to work collectively on identifying the gaps in service.
- b. A marketing approach to promoting our community will assist in drawing the interest of needed professionals, capable of providing a broad range of services locally.
- c. Promotion of our community's existing health services will assure that these services are being used to full capacity.

## *A Distinct, Livable Community*

### **Goal Statement**

A sense of community - The community looks right and feels right. It has an identity that defines ourselves and fosters pride and belonging among our residents.

### **Action Items**

#### ***Community Beauty***

The community needs to present itself as interesting and clean, and with an abundance of greenery.

- a. Citizens, organizations/agencies, and local government need to come together to develop an Anti-Littering Campaign.
- b. Introduction of the Town's Blue Bag Recycling Program will foster a social consciousness around being environmentally friendly and creating a clean community.
- c. Enhancing and maintaining the "Communities in Bloom" program will boost community pride while providing attractive and colourful surroundings.
- d. Increase the number of attractive garbage receptacles.



### ***Image Communication***

Every resident in our community is an ambassador for our community. They are in the best position to create a positive image of our community.

- a. Promote our community logo of “Pulling Together” at every possible opportunity.
- b. Our community’s accomplishments and successes have been significant, and celebrating these achievements leads to maintaining these achievements.
- c. A collection of yearly accomplishments from all sectors of the community will be planned for inclusion in the annual publication of the Community Directory.

### ***Volunteer Support***

Volunteers are critical to the success of our community services, and now, more than ever, need the support from the entire community to fulfill everything that is expected of them.

- a. An annual celebration of the work that is completed by volunteers will be hosted.
- b. Family and Community Support Services will promote its volunteer development programs by bringing the Board Development workshops directly to the volunteer groups.
- c. Work will continue to expand the “Neighbourhood Place” concept to create a central environment for volunteers to meet, complete tasks, get needed resources, share technical equipment, store documents, and have access to a common recordkeeping and financial accounting system.
- d. The Local Support Awareness Campaign will be completed and its resource material distributed on an annual basis.
- e. The Industry sector will be encouraged to extend its recognition of the value of volunteerism by establishing policies to compensate employees for a predetermined allocation of volunteer hours.

- f. The community will be encouraged to embrace the programs and promotions of "Volunteer Week", occurring each June.

### ***Program Awareness and Coordination***

In many instances the manner in which we can help our citizens is by making them aware of the programs that are available to them. Enhancing the network already evident in the community through communication and by coordinating programs can reduce unnecessary duplication, use resources more effectively, and increase public accessibility.

- a. Directing community events to the Regional Tourism Office will generate one central location for information on community events.
- b. Coordination of summer programs for children will create increased uniformity in programs, better use of resources, enhanced marketing of programs, and increased registrations.
- c. The development of a "Neighbourhood Place" can generate shared spaces with community agencies that offer complimentary programs.
- d. Accessing grants and alternate sources of funding is often not capitalized upon. Family and Community Support Services will explore and establish a means to increase the resources obtained through grants and to coordinate the community granting process. This will include educating and training community organizations on the "how to" of grant proposal writing.



*An Innovative Community Where Prosperity is Shared*

**Goal Statement**

Connecting People to Opportunities - Citizens have access to quality training, information, education and community services that provide support to overcome barriers, increase employment, reduce poverty, and create opportunities to participate in the community.

**Action Items**

***Human Resources Training Centre***

This Centre would be a community training and information centre and provide various training opportunities, utilizing local personnel. Services provided would include:

- a. "Train the Trainer" workshops.
- b. Social program training.
- c. Management and skills training.
- d. Extension courses.
- e. Upgrading courses.
- f. Education information centre.



The Centre could include space for other related community training in the service industry, immigrant skills development and conference facilities.

### ***Libraries and Learning***

A broad range of community assets are woven into neighbourhood and community life, and our public library is an integral part of this. People generally make their first visit to the library when they are young and continue accessing library services throughout their lives. Here, in a supportive environment, people can be introduced to new technologies, new media, and new ideas.

Life-long learning is supported by all in the community, and our Municipal Library Board has celebrated its support by providing free library memberships to community residents. A library membership provides access to all library resources, including books, videos, and publications, as well as giving access to the majority of libraries in Alberta through a joint library "trac" card.



## *A Healthy and Active Community*

### **Goal Statement**

Citizens have the opportunity to participate in a broad range of recreational pursuits, personal fitness and sport activities. Citizens have access to affordable and barrier-free facilities, programs, and services.

### **Action Items**

#### ***Recreation Facilities For All***

Recreation, sport, and wellness are vital to the quality of life for the community. Recreation and sport services promote healthy lifestyles, social connectiveness, mental well-being, and community cooperation. These factors contribute to the social fabric of the community.

- a. Recreation facilities are to be designed to be sustainable services. Capital construction is to consider long-term operating costs, and space is to be designed for maximum community use.
- b. Inclusion of all residents in recreation opportunities is generated by providing free, accessible facilities, such as walking trails, playgrounds, the Water Splash Park, the Skateboarding Park, and green spaces. Maintaining a strong program for trail/walkway development, community playgrounds, and community parks will ensure accessible recreation facilities.
- c. The Town of Drayton Valley will maintain a policy to ensure that all public recreation facilities are wheelchair accessible, cater to those with mobility issues, include Family Change Rooms, and provide appropriate signage to compensate for

disparities in literacy and languages.

- d. Review the Recreation Facility Master Plan which addresses the long-range plan for the development of new recreation facilities and services.
- e. Continue to work with the local School Boards to enhance access to school facilities for after-school/community use.
- f. The Town of Drayton Valley will continue to promote its policies to encourage high-density residential and commercial developments to contribute to or provide community recreation amenities, with an emphasis on child and family friendly neighbourhoods.

### ***Recreation Programs for All***

The value of recreation programs is well understood. The collective community can ensure accessibility by those less fortunate through various methods.

- a. Community organizations, of which many have already done, will be encouraged to create and promote a subsidy program to allow those less fortunate to be included in its programs and activities.
- b. The Drayton Valley Community Foundation will explore viable methods to support the recreational pursuits of those less fortunate.
- c. Industries will be encouraged to follow the example set by some of their peers to support the recreation, sport, and wellness pursuits of their employees.
- d. Celebrating the benefits of recreation annually during the Recreation Month of June can generate a collective will to ensure recreation is an opportunity that is afforded to all.
- e. Community organizations are to be supported in their efforts to provide recreation programs, whether they be directed at youth, adults, or seniors. Support can be demonstrated in the form of technical support, financial support, policy

development, administrative support, or marketing support.

- f. Additional programming for youth can be established during the Christmas break, spring break, and other non-instructional time throughout the school year.

### ***Healthy Lifestyles Through Education and Physical Activity***

Over the past two decades, rates of overweight and obesity have more than doubled for Canadian adults, and have nearly tripled among Canadian children. Additionally, four out of five Canadian youth aged 12 - 19 were not active enough to meet international guidelines for optimal growth and development.

- a. Schools can strive to establish a policy to provide daily physical education classes to students.
- b. Working toward a community that provides walking routes, safe traffic speeds, and crime prevention initiatives promotes a likelihood of walking to school, and to work for adults.
- c. Support is to be given to community initiatives such as Nutrition Programs and Chronic Illness Awareness projects that combat child obesity and chronic illnesses.
- d. General promotion of healthy lifestyles through proper nutrition and daily exercise can be a policy statement adopted by community organizations, institutions, industry, and local government.
- e. Implementing social support interventions in community settings for physical activity will encourage residents to lead healthy lifestyles. This includes walking groups for adults/seniors, buddy systems, and large-scale community events.
- f. Physical activity must extend into the senior years of our residents. While activities and programs must be affordable to the senior population, education on the benefits of physical activity for seniors will become a crucial element of the Seniors Wellness Program.

## *A Creative Community Rich in Heritage, Unique in Identity*

### **Goal Statement**

Culture is present in the community through libraries, the local museum, the preservation of our heritage buildings, opportunities for artistic expression, and places that present and connect local arts to people. Local arts and heritage give us community vitality, a path to creativity and innovation, and a sense of who we are.

### **Action Items**

#### ***Cultural Facilities For All***

In a similar manner to recreation facilities, cultural facilities promote social connectiveness, community well-being, and community cooperation.

- a. Public facilities and institutions can promote cultural awareness by incorporating artistic features into their design and/or displaying works of art.
- b. The community will work collectively on establishing needed venues to host the many cultural activities/events that are organized by our cultural groups.
- c. Support extended to the Historical Society for the further development of its Heritage site and preservation of heritage buildings will advance the promotion and appreciation of our community's heritage.

#### ***Cultural Programs for All***

The arts, cultural and heritage sector is to be supported and enhanced as they are vital components of community life.

- a. The Town of Drayton Valley will continue to support

community festivals and special events through staff assistance, financial resources, and/or in-kind contributions of other Town resources.

- b. Increase awareness of existing cultural resources within the community, and increase the links between culture and the everyday lives of people through community involvement.
- c. The Drayton Valley Community Foundation can explore the feasibility and sustainability of a Cultural Endowment Fund, which can support cultural projects, individual artists, and heritage preservation.



## *A Responsible and Responsive Community*

### **Goal Statement**

Citizens can feel safe and secure in performing everyday activities, not only in their home but throughout the community.

### **Action Items**

#### ***Working Toward Drug-Free Schools***

Problems related to the use and abuse of licit and illicit substances, such as addiction, disease, trafficking, violence, crime and injury are not only local in scope, but national and global. Approaching this goal will require knowledge of and access to a variety of resources.

- a. The Town of Drayton Valley will establish solid policies that reflect zero tolerance to unacceptable use of substances in public places.
- b. Schools can establish solid practices that combat the presence of drugs in schools. Policies can address such matters as schools retaining ownership of lockers and support of local enforcement programs.
- c. The local D.A.R.E. program will be supported, with a further commitment to establish a measurement on the effectiveness of the program.
- d. The Community Policing Program will increase its education and awareness programs within the schools with respect to drugs and their related paraphernalia.
- e. The special GIS component of the RCMP can deliver awareness of the drug issue and its mechanisms for law enforcement.

- f. General promotion within the community can be coordinated to recognize youth that are at risk of falling prey to drug addictions, and to direct them to available sources of help.
- g. Coordinated through the Community Policing Program, members of the local RCMP Detachment will be introduced into the schools to increase the visibility of our law enforcement agency.
- h. Students are to be made aware of the various resources, services, and “help” agencies that exist to help them deal with social pressures.

### ***Creating a Safe Community***

The enforcement of existing laws is aimed at creating a safe community. As a complimentary measure, efforts are to be taken to explore innovative and preventative means to achieve the same goal. Understandably, a huge focus will be on education.

- a. Respect for oneself, for others, and for the property of others is an underlying value that can be a strong deterrent for criminal behaviour. Promoting respect through innovative initiatives such as a media contest will be coordinated through the Community Policing Program.
- b. While its primary objective is to present a clean community, an anti-littering program will generate pride and respect, therefore decreasing tendencies for criminal behaviour.
- c. The Town and the local School Boards can work in collaboration to address issues of vandalism, and to identify methods to reduce the incidents of vandalism.
- d. The Community Policing Program will bring the “Drug Awareness Display” into local businesses and industries to educate employers and employees on the social issues associated with drug use.
- e. Partnering with and supporting the Community-Wide Anti-Bullying Campaign can see enhancements, such as extending the campaign into the business sector and hosting community

sessions on the issue.

- f. Incorporating education on crime prevention, drug awareness, and anti-bullying into the Seniors Wellness Program will generate an increased sense of security among the community's senior population.
- g. Directing youth to leadership opportunities, recreation opportunities and scholarship programs can be effective methods to combating unacceptable behaviour. Providing our local RCMP Detachment and the Community Policing Officer with a listing of these opportunities will assist them in directing youth at risk.
- h. Continue to support the efforts and initiatives of the "Building Safer Communities" strategy. Strengthen the program by developing the measurement tools that will show the effectiveness of the programs, which will then assist in obtaining the necessary resources to sustain the program.
- i. Encourage the local community to report incidents of vandalism and property crime, thereby generating a community desire to combat criminal activity.
- j. Through the Community Policing Program, encourage the industry and business sector to adopt policies that call for mandatory drug-testing, address the matter of violence in the workplace, and provide support to combat family violence.
- k. Enhancing the current Harassment By-Law will assist the local RCMP Detachment in reducing social issues of bullying and harassment.
- l. The Town of Drayton Valley can work with the RCMP Detachment to address traffic concerns and to identify ways to increase traffic safety.
- m. Support and enhance the Citizens on Patrol program.

## ***Integration of Crime Prevention Through Environmental Design***

The idea behind Crime Prevention Through Environmental Design is to “design out crime” through facility design, lighting, landscaping, etc.

- a. Conduct a basic safety audit to determine what can be done to public facilities, open spaces and public areas to make them less attractive for unacceptable behaviour and criminal activities.
- b. Stakeholders can work toward a long-term plan to make physical improvements to ensure safe spaces.



With a knowledge of our assets and our available resources, as well as a knowledge of the various groups and agencies that are in a position to help with implementing the Plan, the Town of Drayton Valley will put the plan into motion. Working with all three groups (citizens, private/public organizations, and government) the Town of Drayton Valley will mobilize current and new resources to complete predetermined outcomes.

... And along the way, we will remember to celebrate. Celebrating milestones is key to the ongoing success of the Social Development Plan. Throughout the implementation of the Plan, the Town will work toward recognizing the various groups for their contributions. As we reach each outcome, a celebration should be held.

### This is a Community Plan:

Designing and delivering an effective **Social Development Plan** is a process that equally involves citizens, organizations and government, and each group has a distinct role:

1. Citizens: identify issues and provide solutions
2. Organizations/agencies (including spiritual community): provide support services to the citizens
3. Government: provide citizens and organizations with the necessary policy framework.

These groups must come together to make it happen and the Town of Drayton Valley will take a lead role in both the design and implementation of the Plan. However, it will remain the responsibility of all three groups to ensure the Plan is efficiently delivered through a strong collaboration.

A **Social Development Plan** is “relationship driven” and one of its main focuses will be to build and strengthen the relationships between and among citizens, organizations and government.

Funding for the action steps of the **Social Development Plan** will come from a combination of these three groups and can be found in various sources such as the Drayton Way. Financial resources will be identified for each action with an emphasis on securing necessary financial resources prior to implementing an action step.

### Conclusion:

Happy, productive citizens are citizens who have homes they can afford, in a community where they feel safe. They are surrounded by a clean, green environment and have the opportunity to take advantage of affordable, accessible education, recreation and daycare.

This is our Preferred Future. A future that is possible when we all work together to get the most from the resources we have and carefully plan for new resources.

Pulling together to be ranked as the Safest and Healthiest Community in Alberta isn't just a way to measure our success ... **it's a way of life in our community.**



# DRAYTON VALLEY

*'Pulling Together'*



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