

Vibrant Communities Edmonton

Focus group themes

November 2002

1. Public Awareness/ Community Engagement

- Tension between priority for delivery and creation of a knowledge base and transfer of knowledge
- Acknowledge competing interests
- What's in it for me? Shortage of labour at same time as low household income.
- Misinformation and lack of information – how many? How bad?
- Tension between social justice (social change/equity) and charity

2. Need for Compelling Vision

- Create a sense of urgency and momentum
- Effective communications systems
- Moving towards something as opposed to moving away from something

3. Need for a "whole" systems approach- complex nature of poverty

- Multi-sectoral not simplistic
- Embrace diversity in a deliberate/meaningful approach

4. Need for a framework/plan

- What am I signing up for?
- Concrete actions
- What does success look like?
- What's new about this? (moving # people out of poverty vs. supporting people in poverty or alleviating effects of poverty)
- Consider health determinants (>good vibrant healthy community, could start with employment focus)
- Need for innovation
- Key messages for specific sectors
- Clear direction and strategies
- One function is to co-ordinate current efforts
- Honoring experience, learning, building on current expertise, credibility, what's been proven

