

“LOOK INTO WOOD BUFFALO” – COMMUNITY WELLBEING SURVEY

“Look Into Wood Buffalo” Community Wellbeing Survey: It’s about our wellbeing, not just our economy May – June 20, 2014

FOR IMMEDIATE RELEASE:

Community Wellbeing Survey to gather foundational information on quality of life

Fort McMurray, Alberta – March 31, 2014 – How are you doing? That’s a question your neighbour or co-worker might ask to check-in on your life. It shows that someone cares about you and wants to know how things are going. From time to time, communities need a check-in with residents too. What is affecting your quality of life? Are you able to access community programs and services in order to live a happy, active and healthy life?

A group of local organizations are working together to organize a community check-in to find out how you are doing. The group is working with the [Canadian Index of Wellbeing](#) (CIW), an award-winning Canadian success story that measures the quality of life of Canadians. Quality of life includes the social, health, environmental, and economic concerns of citizens. The CIW uses a community wellbeing survey to gather this information. The results from the survey help us understand where needs are greatest and where opportunities to improve quality of life are most promising.

“Many surveys have been done in Wood Buffalo,” says Ifeatu Efu, project manager for Social Prosperity Wood Buffalo, “but this one will give people a unique opportunity to provide feedback that will make a big difference for their families and neighbours. It will also help us address gaps in service and advocate for positive social change.”

“It’s impressive to have so many organizations collaborating on this survey,” says Bryan Smale, Director of the CIW. “Communities that work together are moving the needle on tough issues. Wood Buffalo is distinguishing itself as the first community in Alberta to adopt our framework in order to build more resilient and sustainable communities.”

The “Look into Wood Buffalo” Community Wellbeing Survey will be launched in May and will run through to June 20th, 2014. Over 7,000 randomly selected households in Fort McMurray and outlying communities will receive an invitation in the mail. Responses are completely anonymous. People who fill out the survey will be eligible for great prizes as a thank you for their investment of time.

The results of the “Look into Wood Buffalo” Community Wellbeing Survey will be presented on Wednesday, October 1st, 2014, at 2:00 pm and a final report will be available online. Several workshops are also being organized to explore the results and their meaning more deeply.

For more information

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