

# The “Be Well” Provincial Wellbeing Survey Information Kit

**This kit includes the essential information you need to know to  
take part in the “Be Well” Provincial Wellbeing survey**



Ontario  
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## Overview

### What is the “Be Well” Survey?

The “Be Well” Provincial Wellbeing Survey is designed to strengthen our movement away from a fragmented sickness care system and upstream toward the best possible health and wellbeing for everyone in Ontario.

The “Be Well” survey will help us answer these questions:

- How do we better understand the wellbeing needs and strengths of the clients and communities we serve?
- How do we measure and improve our practice of the Model of Health and Wellbeing ?
- How do we measure and improve health equity and innovative upstream practices based on the determinants of health and a community development approach?

The survey was developed in partnership with the Canadian Index of Wellbeing (CIW) and with input from over 80 Health Promoters and Community Developers and 10 early adopter Community Health Centres. The survey was piloted and tested in 2013, and adapted and updated in 2014 based on feedback from the initial experience. The “Be Well” Provincial survey will allow us to gather data on a minimum set of core questions that our members are already committed to measure over time. The survey covers all eight CIW domains<sup>1</sup> that look at the different factors that affect health and wellbeing with a particular focus on community vitality and its components such as belonging, connection, and inclusion.

### Why a Provincial Wellbeing Survey?

The main goal of the “Be Well” survey is the creation of a Provincial Wellbeing Database that will ultimately improve the ability of member organizations to measure performance in health promotion and community development work—and strengthen wellbeing initiatives and results for clients and communities. The database will also provide factual evidence to better tell the story of the important work members of the Association of Ontario Health Centres (AOHC) are doing to provide wellbeing services and supports to needs-based populations.

This will happen, in part, by establishing a baseline for our clients and communities of the current population’s wellbeing, thus allowing us to demonstrate our collective impact on this work and wellbeing over time. In addition, survey results will provide wellbeing data comparability across member sites and, where possible, comparability with the CIW’s provincial and national data sources. The survey results will help support measurable improvements and increased access to health and wellbeing for everyone in Ontario.

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<sup>1</sup> Community Vitality; Time Use; Leisure and Culture; Education; Environment; Democratic Engagement & Healthy Populations. <https://uwaterloo.ca/canadian-index-wellbeing/>

**The purposes of the “Be Well” Provincial Survey are to:**

1. Understand and start to collect data on the wellbeing needs of our clients and communities using survey questions based in large part on the validated Canadian Index of Wellbeing framework.
2. Develop and collect standardized core questions for wellbeing data comparability across member centres and where possible with CIW’s provincial data sources.
3. Maintain comparability, validity, and reliability of the core and customized wellbeing questions.
4. Inform decisions around local, regional and provincial healthy public policy and advocacy work.

**How will the “Be Well” survey work?**

The survey will be rolled out in two phases: The first round of data collection will take place between March and June 2015. The second round of data collection will take place between September and December 2016.

**Participating organizations will randomly collect surveys in any number of ways including but not limited to:**

- New Clients Complete the Core Questions Survey at Intake (Used for People-Centred Navigation and Care Coordination)
- Clients of Primary Care Providers Complete the Core Questions Survey at any time during data collection
- Clients of Individual Health Care Service Providers Complete the Core Questions Survey at any time during data collection
- Clients and Non-Clients Participating in Personal Development Groups and Programs complete the Core Questions Survey
- Community Members Participating in Neighborhood and Community Development<sup>2</sup> Initiatives Complete the Survey (Extended Version)

There are 16 core questions and some standardized socio-demographic questions in the survey. Training will be provided to participating centres on how to administer the surveys.

The surveys can be self-administered online or on paper. In most cases staff will need to assist clients to complete the surveys. Each participating site may collect any number of surveys—there is no minimum—however, we urge each site to collect as many surveys as possible. The more surveys you collect, the better the reliability of the data and more representative of your client population it will be. Answers will be entered onto a form

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<sup>2</sup> Community Development Initiatives are defined as a set of activities aimed at strengthening the capacity of the community to address factors affecting its collective health . Community Initiatives build community capacity by:

- a. Enabling community leadership-participation and control;
- b. Fostering community identity-sense of belonging;
- c. Developing community skills and resources;
- d. Building and utilizing structures and relationships (inter-sectorial partnerships e.g. municipalities)

with no personal information linking the survey to an individual. Survey participants will indicate if they are new (less than 6 months) or existing clients or community members. The completed surveys will be sent in hard copy back to the AOHC's CIW Project office on a periodic basis. The survey team will input and store the data on a secure server until analysis takes place. Analysis of round one will be completed within four months of the end of data collection.

**Please note:** If a centre chooses to use the survey as in intake tool, the client information can be copied and included as part of their electronic medical record.

**For additional details please see the Frequently Asked Questions section.**

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**Please be sure to attend one of the upcoming Q&A sessions:**

Wednesday February 11, 2015 from 11:00-12:00 PM EST

Wednesday February 18, 2015 from 1:30-2:30 PM EST

**Teleconference Information**

Dial 416.204.9452 in Toronto, or toll free 877.735.2663

Participant Passcode: 2484887

For more information, please contact Wendy Banh at [wendy@aohc.org](mailto:wendy@aohc.org)

## Frequently Asked Questions and Answers

1. What is the “Be Well” survey?
  2. Why should we participate in the survey?
  3. What information will the survey give our centre?
  4. Who needs to be surveyed?
  5. What is the Extended Version of the survey?
  6. Will translation be necessary?
  7. How long will the survey take to administer and in what format?
  8. How many clients/people served need to be surveyed altogether?
  9. How will I know what to communicate to the survey participant?
  10. What will happen with the results?
  11. What are the next steps
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### 1. What is the “Be Well” survey?

With funding from the Ontario Trillium Foundation the Association of Ontario Health Centres (AOHC), along with a number of member centres, developed a survey that will enhance our knowledge of the health and wellbeing needs and strengths of our clients and communities who access our programs and services. The survey aims to measure what matters and fits into a larger initiative entitled *Shift the Conversation: Community Health and Wellbeing*. The goal of the initiative is to shift attention upstream with a determinants of health and community development approach—to move away from a fragmented sickness care system to an integrated and comprehensive community health and wellbeing system for everyone in Ontario.

### 2. Why should we participate in the survey?

In 2007, Roy Romanow, founder of the Canadian Index of Wellbeing (CIW), had a vision for connecting the values underlying the Community Health Centre Model with the CIW:

With Community Health Centres imagining and implementing transformative change in health care and the CIW tracking whether we are on track as a progressive society, we can continue to build a Canada based on values of fairness, opportunity, equity, respect and balance between individuals and the common good.

The survey is part of a larger Community Health and Wellbeing initiative contributing to new and innovative approaches that address our ability to measure our performance in health promotion and community development work by establishing a baseline of the current state of population wellbeing, thus allowing us to demonstrate the positive impacts of this work over time.

### **3. What information will the survey give our centre?**

The information collected through the survey could identify areas or domains where wellbeing is lower, so that members can determine how to change or adapt services offered to better meet client/community needs. The results of the survey will also assist in identifying strengths in services that are already offered at the organization level or within the network of services in the community. In addition, the results will also enhance the ability of members to engage clients in a discussion about their personal holistic health and wellbeing.

The results of this study will be invaluable to individual organizations providing input into their strategic planning process and could inform the development of strategic community initiatives and partnerships which aim to address gaps and the broader health and wellbeing goals of the community.

### **4. Who needs to be surveyed?**

Different types of clients can be surveyed based on your priorities and convenience such as those using primary care as well as individual services and program participants. Examples include:

- New Clients Complete the Core Questions Surveys at Intake (Used for People-Centred Navigation and Care Coordination)
- Clients of Primary Care Providers Complete the Core Questions Surveys at any time during data collection
- Clients of Individual Health Care Service Providers Complete the Core Questions Surveys at any time during data collection
- Clients and Non-Clients Participating in Personal Development Groups and Programs complete the Core Questions Survey
- Community Members Participating in Neighborhood and Community Development<sup>3</sup> Initiatives Complete the Survey (Extended Version)

### **5. What is the Extended Version of the survey?**

An extended version of the survey is being developed for participating organizations interested in a deeper dive into the CIW domains beyond the core questions being collected provincially. The extended version of the survey will include over a dozen additional questions that allow for more understanding of client and community wellbeing related to each CIW domain, as well as Food Security.

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<sup>3</sup> Community Development Initiatives are defined as a set of activities aimed at strengthening the capacity of the community to address factors affecting its collective health.

Community Initiatives build community capacity by:

- a. Enabling community leadership-participation and control;
- b. Fostering community identity-sense of belonging;
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- d. Building and utilizing structures and relationships (inter-sectorial partnerships e.g. municipalities)

## **6. Will translation be necessary?**

The surveys are self-administered, or assisted by staff as needed. Staff support to complete surveys, as well as translation, will help reduce barriers to participation in the “Be Well” survey. At this stage in the project surveys are only available in English and French.

## **7. How long will the survey take to administer and in what format?**

Participation in the survey is optional. The self-administered paper and/or online survey will take approximately 8- 10 minutes to complete and can be handed out by the medical receptionist. In the case of program intake, the surveys can be handed out by health promoters or program intake staff.

With some clients assistance will be needed, particularly for those who need support with interpretation of any of the terms. Once completed, the surveys should be handed to the receptionist who will send a hard copy of the paper surveys in batches to the AOHC’s CIW project office. The team will work with each participating site to make sure the collection process is as streamlined as possible.

## **8. How many clients/people served need to be surveyed altogether?**

Each pilot centre will aim to collect as many surveys as possible, however there is no minimum number required. While there is no minimum, organizations should be advised that for results to have statistical significance at the organization level, a sample of 10% of clients is preferable.

## **9. How will I know what to communicate to the survey participant?**

A letter explaining the purpose of the voluntary survey will be provided. The letter gives an overview of the information that needs to be clearly explained to participants.

It is essential for administrative staff to also participate in an orientation session on how to explain the purpose of the survey to participants, conduct the survey and explain questions as needed using relevant examples.

## **10. What will happen with the results?**

The survey team will collect the surveys and input them and store the data on a secure server at the AOHC offices. The AOHC’s CIW project team will complete an analysis of the data and produce a baseline report with aggregated statistical results for each survey question. Analysis of aggregate data could identify areas and CIW domains where wellbeing is lower, or higher, so that members can determine how to adapt services offered to strengthen and measure improvements in client and community health and wellbeing.

## **11. What are the next steps?**

- The first round of survey data collection will begin in March and continue until June 2015.
  - Organizations must decide to participate before the middle of March to ensure enough time is given to collect the largest possible sample.
  - There is no restriction on the number of organizations that participate.
  - The AOHC will complete an analysis of the data and produce a baseline report with statistical results at a provincial population level by the fall of 2015 in phase one, and by the Spring of 2017 in phase two. Organizations will receive a report of their own data as well as the provincial report.
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