



September, 2010



## This month ...

### WHAT WE HEARD REPORT —

Now that the dust has settled from a busy summer, we can begin to look at our hard-hitting, based on documentation reports. The What We Heard report is scheduled for release September-October, and we are looking forward to sending it out to everyone.

The What We Heard report is a culmination of the workshop day, and a series of workshops we held in the communities this past spring. We also had French-language workshops with L'AFY, so that all may be able to share their stories.

### WRAPPING UP THE CAMPAIGN—

August was certainly an eye-opener! Whitehorse visitors and residents were treated to sidewalk messages designed to display the realities of those not included.

The signs were painted on sidewalks around the city, and accompanied by radio ads, static cling stickers, posters and handouts all discussing the issues of social inclusion.

We received many comments

and public input from the campaign, and we are using the information to help sharpen our public information approach.

The messages are coming off the sidewalks, but the important idea that everyone belongs remains. Living in a socially inclusive society, that's our goal.

### COST OF POVERTY IN THE YUKON —

We're commissioning a report to study the cost of poverty in the Yukon. This is a way to gauge how we are doing, which needs still need to be met, and how much poverty actually costs us, our government, and our citizens.

We believe determining, at a standard level, what the cost of poverty is, will assist us in programming areas.

We're looking at having the study released in time to inform our strategy, and assist other departments in their response to the strategy as well.

The Cost of Poverty will join the What We Heard report, the Housing Adequacy Report, and others in a series of targeted releases over this year.

**Website —** During our public information campaign, we had many visitors to our site. At last count, our visitor number soared from **215** splash

page hits and **81** 'a better Yukon' page hits, to over **407** splash page hits and **132** 'a better Yukon' page hits. People are visiting, reading and becoming engaged with the issue of social inclusion.

Don't forget to check out the hot topics on our forum! Added to every few days, the forum contains the newest stories and articles on issues of social inclusion. Current topics include school board fundraising—does it include everyone? And examining why a new treatment for MS isn't being used. [www.abetteryukon.ca](http://www.abetteryukon.ca)

**PUBLIC MEETINGS—** It's looking like our next public meeting will occur in October, with another public meeting tentatively planned for February or late in the winter. We are also developing a general information brochure, to hand to those who wish to learn more.

Have a wonderful fall season!



### What is Social Inclusion?

A socially inclusive society is defined as one where all people feel valued, their differences are respected, and their basic needs are met so they can live in dignity.

### What is Social Exclusion?

Social exclusion is the process of being shut out from the social, economic, political and cultural systems which contribute to the integration of a person into the community.

Poverty is one of the most obvious factors, but social exclusion also refers to inadequate education, housing, health, social participation, employment and access to services.

### Why a Social Inclusion Strategy?

A strategy developed around increasing social inclusion responds not only to its most obvious identifier (i.e. poverty) but also systemic barriers found in policies, programs and services across departments.

## Upcoming

Community tours: Completed

Public Information Campaign: Completed

Community Advisory Committee Meeting: Sept 24 luncheon with Interdepartmental. Time & location TBD

General Population Survey — Launched and in field, wrapping up this in next few weeks.

Symposium Planning Committee : Next meeting TBD.

Symposium: Tentatively for January, 2011

Interdepartmental Steering Committee Meeting: September 24 luncheon with CAC.