



7 THE Program

2010 Community Consultation
Summary of Public Input

Summary of Survey Responses

What's included in the summary:

1. The comment summary identifies the main themes and perspectives provided by people who completed the survey. Please consider the comments and questions in the context of the overall level of support for a particular goal or Program component.

In addition, themes or comments may be noted if they relate to:

2. Communications challenges where THEC's intended messages may need to be reinforced, expanded or given more detail.
3. Suggestions of easy-to-implement improvements.

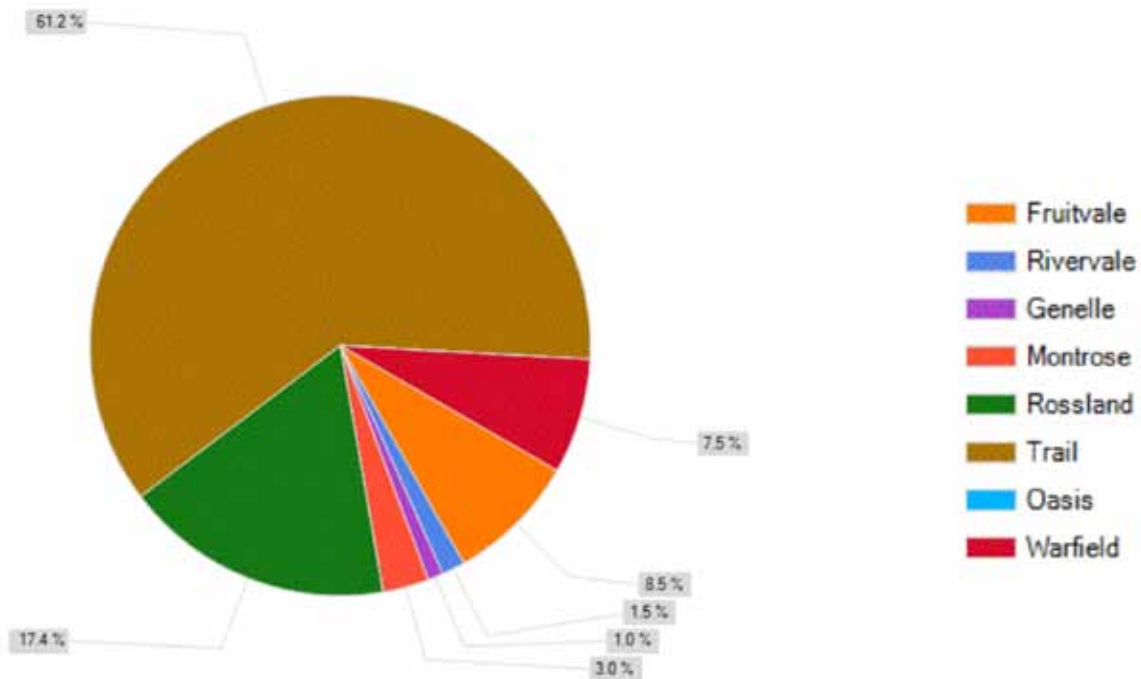
What's not included:

4. The responses have been reviewed to check for differences in opinion based on where people live and how long they've lived in the area. Very little difference was noted so these details have not been added to the summary.
5. Several specific requests or concerns were made through the surveys. They will be, or have been, followed up and are not listed in the summary.

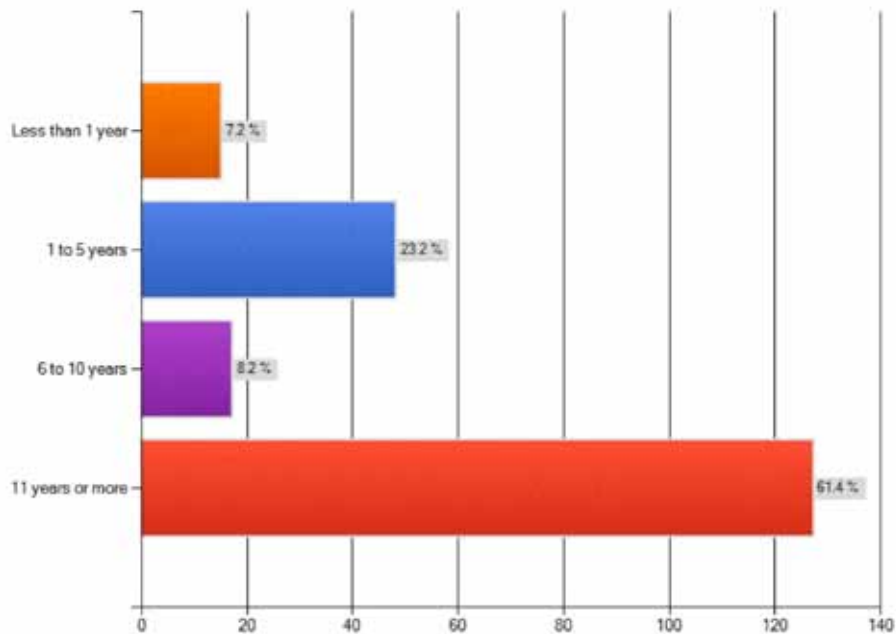
There were 210 survey responses.



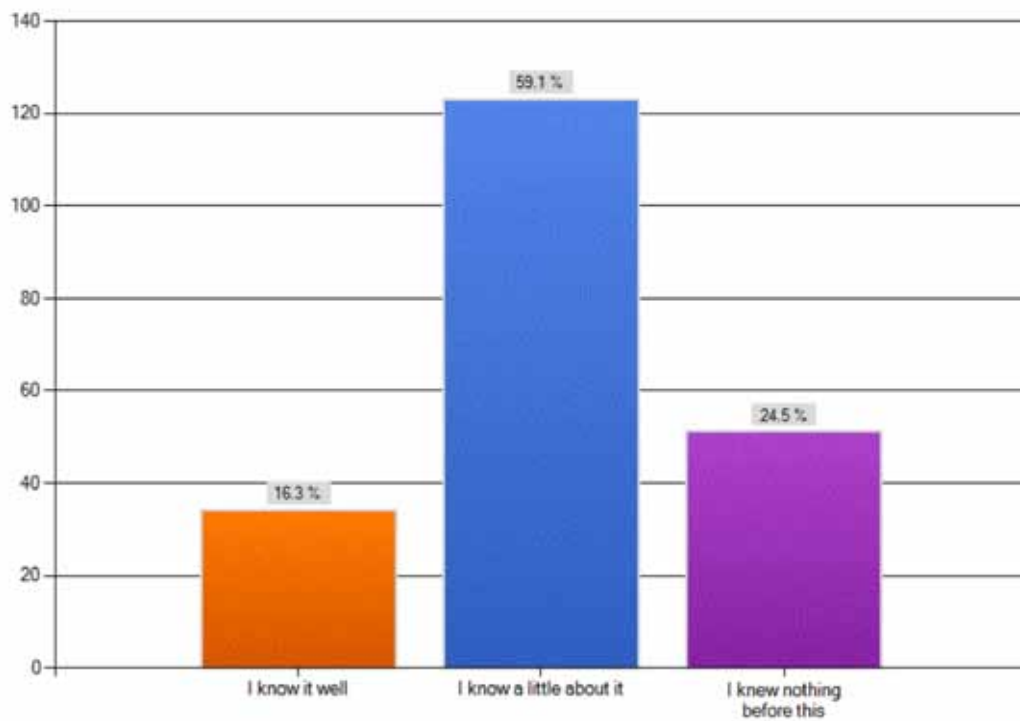
1. Where do survey respondents live?



2. How long have respondents lived in the Trail area?

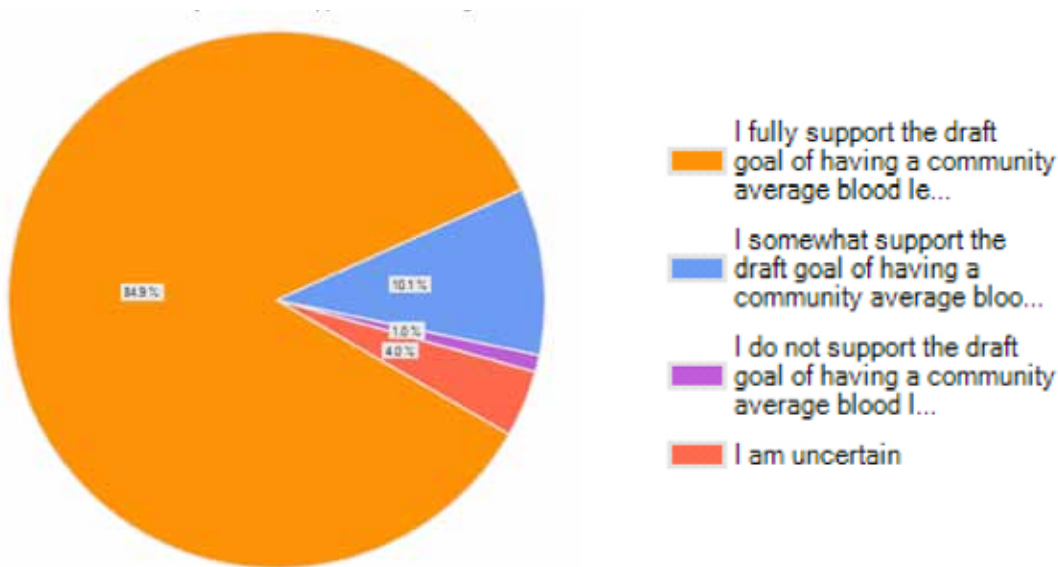


3. Knowledge of the Trail Area Health & Environment Program



Family Health

4. Level of support for draft goal of having a community blood lead average of 4.



Total comments (28 or 14.1% of respondents to this question)

Frequent themes:

- The goal needs to be lower (9)
- Aim for the North American average of 2
- Always keep improving (7)
- Ideally a lower average is preferable, but for practical purposes 4 might be achievable

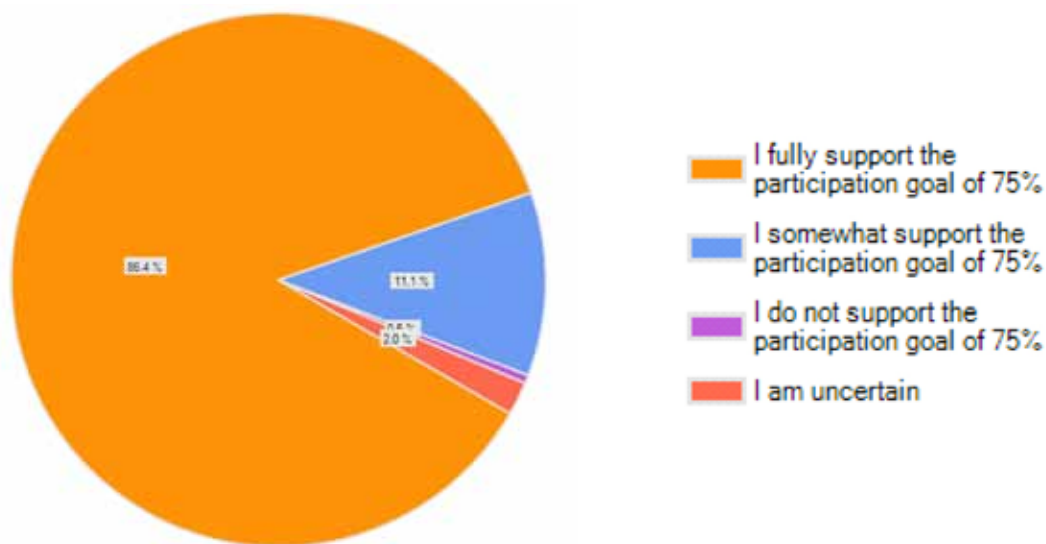
Themes related to communications:

What do the levels mean?

- Are there verifiable benefits for community average of 4 as compared to 10?
- Who gets tested and why?
- What percentage of the children in the area is actually tested? Mine were so low I did not continue to test them.
- Have you done control test levels for adults?
- What is Teck's goal and/or technological capacity?



5. Level of support for blood lead testing participation goal



Total comments (19 or 9.6% of respondents to this question)

Frequent Themes:

- Make testing mandatory (3)
- Make testing more accessible (2)
- Test at daycares, preschools or kindergartens
- Keep working towards goals (2)

Themes related to communications:

- We're not getting our children tested (3)
- Lead levels already low
- Testing is painful
- How is blood testing done? (2)
- What do different blood lead levels mean in terms of effects?

Other suggestions for improvement:

Link with the Childcare Referral Program run by Trail FAIR



6. Suggestions on how to increase participation in the Family Health Program.

Total comments (84 or 42.4% of respondents to participation goal question)

Frequent Themes:

Increase Awareness (55)

- a) Link with, and get information out through local groups (24)
 - Daycares (including family daycares), Building Beautiful Babies, CORE, Strong Start, Love2Learn, family/play groups, preschools
 - Schools and teachers
 - Physicians, public health nurses (immunization)
 - Realtors, Welcome Wagon, libraries, churches
- b) Use the media (20)
 - Radio, banner, Teck's reader board sign, newspapers, Facebook, Twitter, website
 - Regular ads in WK Parent, CCRR news, Literacy calendar
- c) Make more personal contact with families (7)
- d) Mailings (7)
- e) Other ideas
 - BBQ event downtown, displays in common areas & at events
 - Find families right away when baby born or if they're new to town
 - Teddy Bear's Picnic

Use incentives or prizes (15)

- We're not getting our children tested (3)
- Lead levels already low
- Testing is painful
- How is blood testing done? (2)
- What do different blood lead levels mean in terms of effects?

Modify testing program delivery (13)

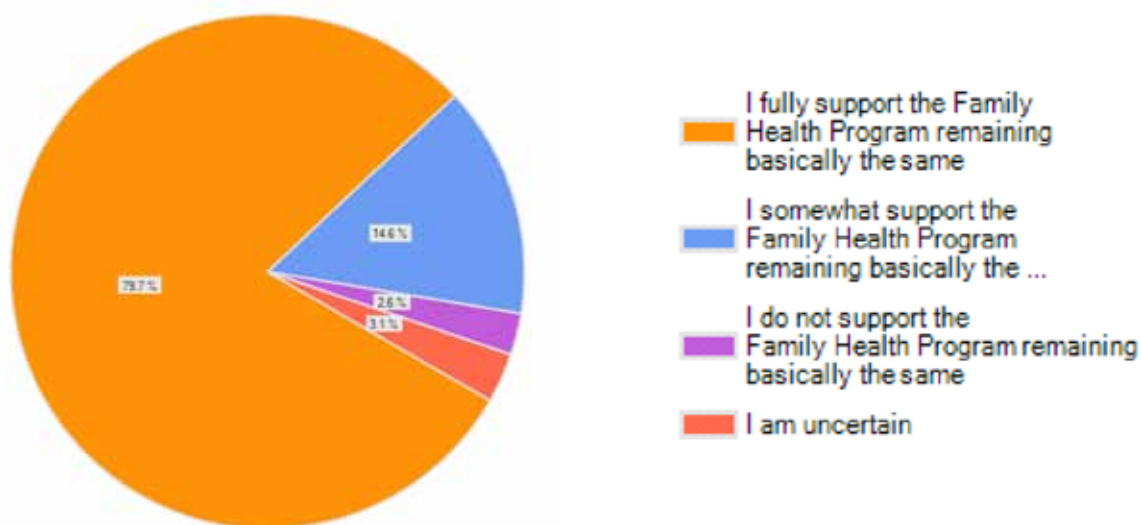
- a) Make testing more convenient/accessible (5)
- b) E-mail notification, clinic dates on website, Facebook group
- c) Use topical anesthetics, educate re. pain during testing
- d) Make the clinics fun – balloons, crafts, entertainment
- e) Personalize tracking and benefits e.g. "Health Passport"

Themes related to communications:

- Make sure people understand lead issues and importance of testing (8)
- Explain the testing process more



7. Level of support for the Family Health Program remaining basically the same



Total comments (27 or 14.1% of respondents to this question)

Frequent Themes:

Modify program delivery (9)

- Test children older than 3, even if less often (3)
- More reminders, including by social media (2)
- Continue to follow up after age 3 if needed

More holistic communications about children's health (3)

- include more on nutrition, environmental toxins/health

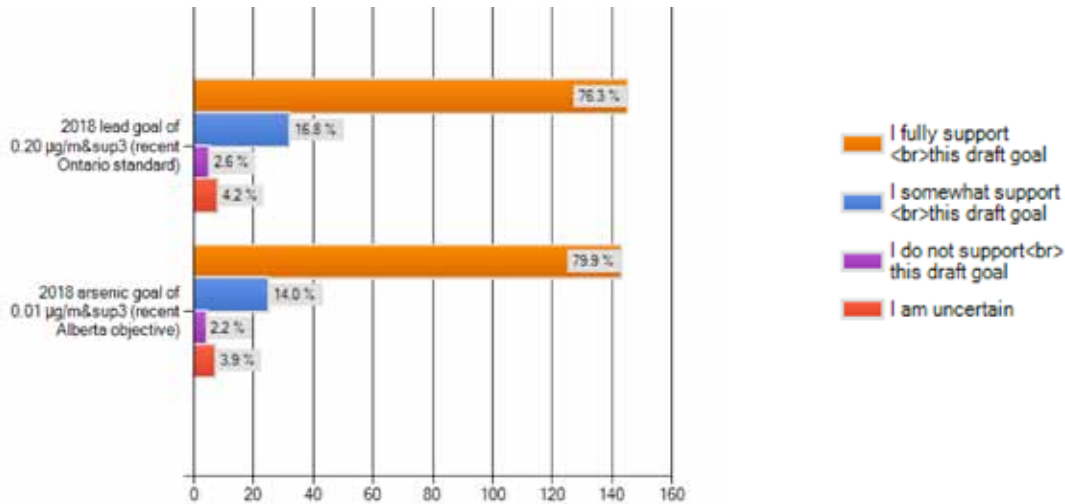
Themes related to communications:

- Explain follow up services and benefits of intervention (2)
- Explain benefits and opportunities for testing for people outside target group (2)
- Explain about other metals – risks and interventions (2)
- Have more new stories



Air Quality

8. Level of support for air quality goals



Total comments (49 or 25.8% of respondents to this question)

Frequent Themes:

The air quality goals should be achieved sooner (12)

Always keep improving (9)

- *lower is better, let's be a leader*

BC government needs to update provincial standards (8)

Themes related to communications:

- Explain more about the effects of lead on human health and what's safe (2)
- What are the factors affecting the timing and setting of the goals? (2)
- Explain the plan to achieve the goals
- Explain more about arsenic

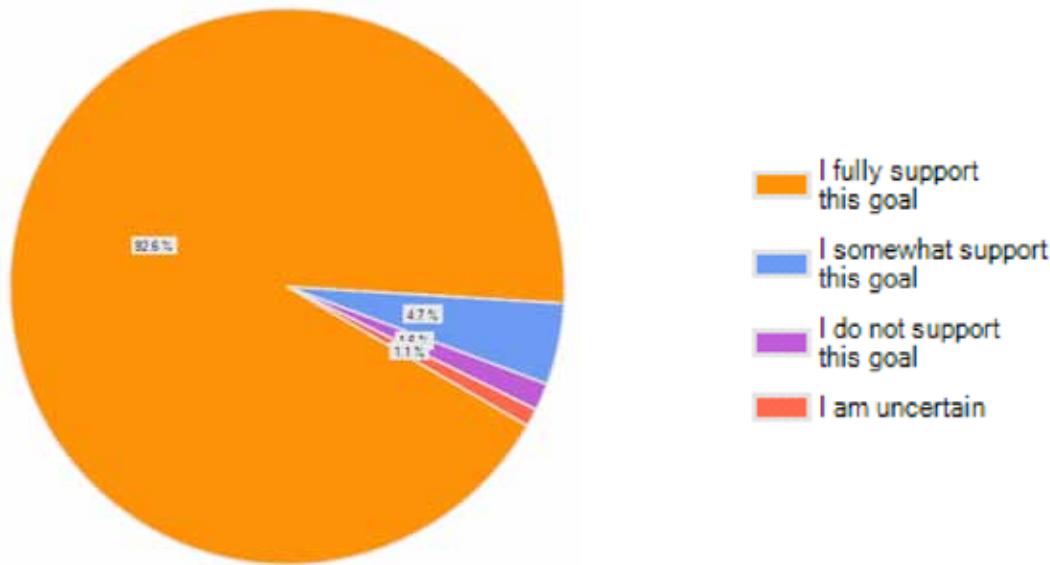
Other suggestions for improvement:

- Continue to involve people affected by air quality
- Continue to monitor air quality relative to standards



Home & Garden

9. Level of support for participation goal for Home Renovation Support Program



Total comments (29 or 15.3% of respondents to this question)

Frequent Themes:

There's a lack of awareness of this program (12)

- We weren't aware and we've been renovating our home (3)
- Increase awareness (6)
- Through building supply stores, community agencies, Welcome Wagon, to new residents at time of Fortis or Telus connection

This is a great program (6)

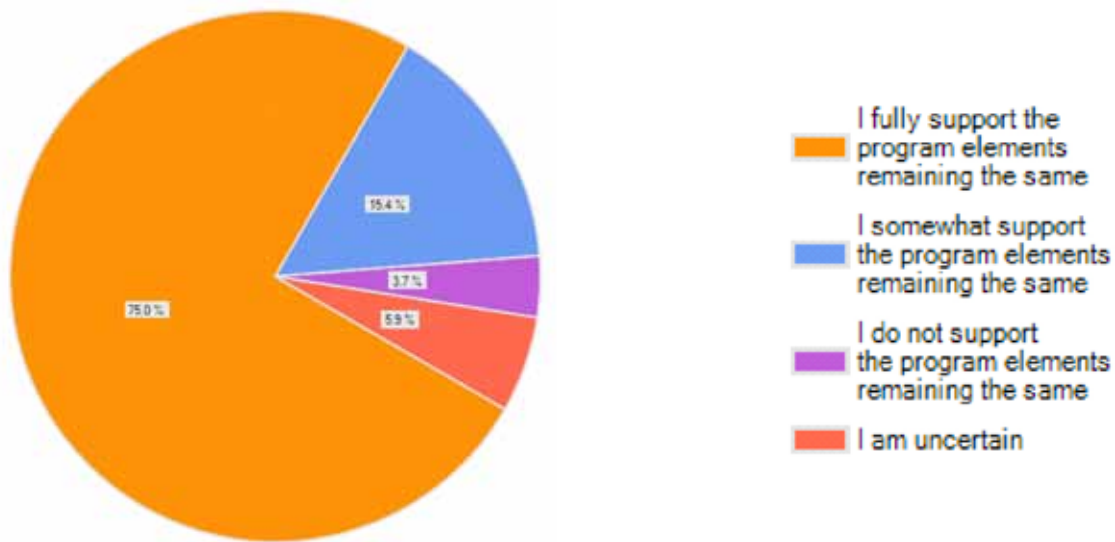
Themes related to communications:

Need more program information/details (5)

- What's free and to whom, who bears the costs, how to use the supplies, what communities are included



10. Level of support for the Home Renovation Support Program remaining basically the same.



Total comments (23 or 12.2% of respondents to this question)

Frequent Themes:

Need to increase awareness of the HRSP (8)

- Newspaper ads, posters, information at hardware stores and places where families go, encourage word of mouth

Link to the building permit process (2)

Themes related to communications:

- How effective is the Home Renovation Support Program? (2)
- More detailed education on how to do safe renovations (2)



11. Suggestions for improving the Home Renovation Support Program

Total comments (64 or 34.0% of respondents to HRSP question)

Frequent Themes:

Increase awareness of the HRSP (41)

- Link with and get information out through home & garden stores (21)
- Advertise through the media – radio, newspapers, Shaw cable (4)
- Have more face-to-face events e.g. BBQ, info night for contractors & handymen (4)

Use incentives (6)

- Rebates, discounts, “certification” for renovators who use HRSP

Have a better system to get contractors and renovators involved (3)

- Link to building permit process, make it mandatory

Themes related to communications:

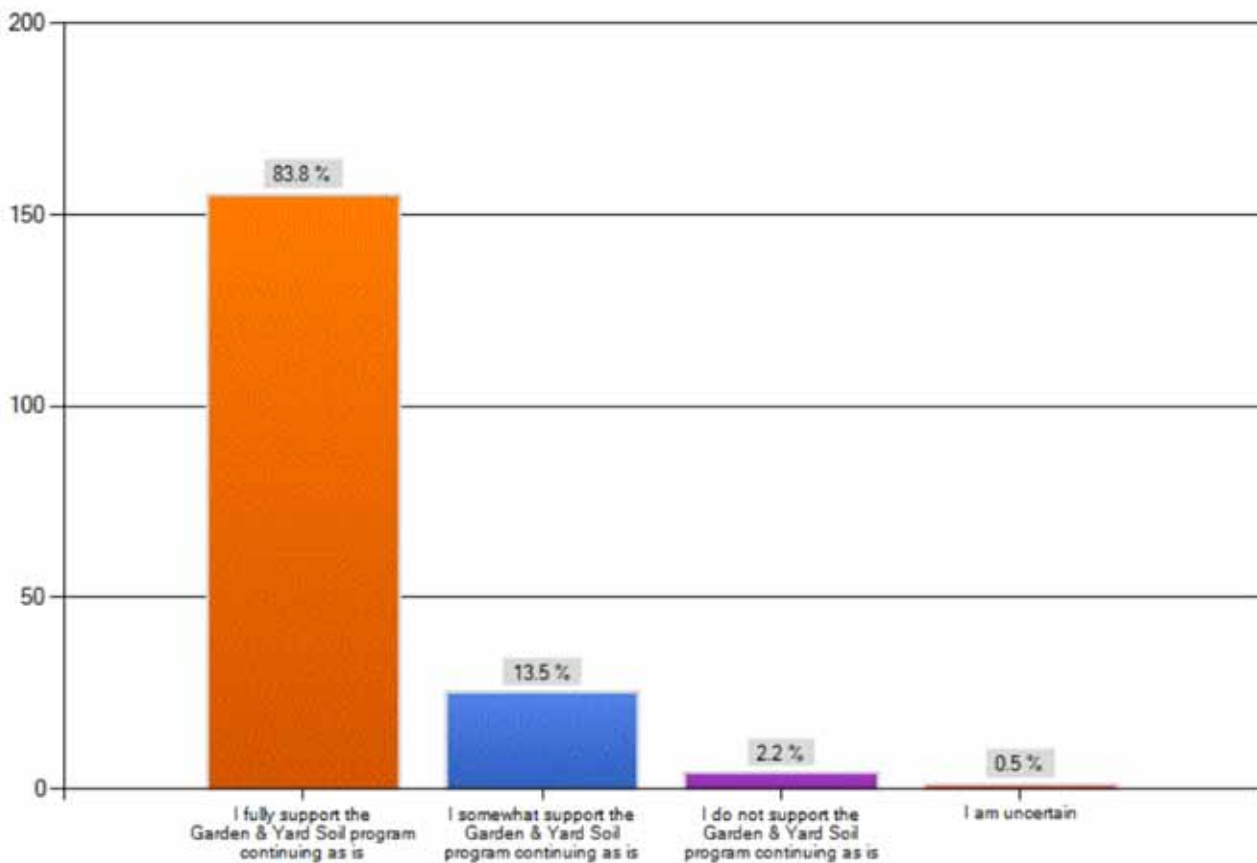
- More information on the services & supplies available through the HRSP (4)
- More detailed education on how to do safe home renovations (2)
- Include information on “green” home renovations

Other suggestions for improvement:

Make sure supplies are in stock and that vacuums supplied are adequate for cleaning up home renovations



12. Level of support for the Garden & Yard Soils Program continuing as is



Total comments (36 or 19.5% of respondents to this question)

Frequent Themes:

Extend the testing and remediation service (9)

- Make some type of remediation or incentives available at lower levels and/or to a wider geographic area (7)

This is a great program (3)

Themes related to communications:

- Provide more details about risks from soil and benefits of replacement (3)
- What is the effectiveness of soil replacement? (3)
- Will the remediation threshold drop in future? (2)
- Explain more about the soil replacement process – what happens, who pays (2)
- Clarify that testing is available to anyone



13. Suggestions for improving the Garden & Yard Soil Program.

Total comments (32 or 17.3% of responses to above question)

Frequent Themes:

Increase awareness of soil testing and remediation services (17)

- Get information and promo out through home & garden stores, realtors, schools, physicians etc. (7)
- More advertising through newspapers, radio, Facebook, or mail (4)

Extend services (6)

- More testing of public places such as playgrounds and parks (3)
- Promote testing more widely/generally (2)

Themes related to communications:

- Explain more about the services available and activities taking place (2)

Other suggestions for improvement:

- Increase Trail street washing and start earlier in the year (2)



General

14. Prize draw entries (160).

Total comments (21 or 11.6% of respondents completing the last question)

Frequent Themes:

Thank you for the good work (12)

- Great and important program (7)
- Good consultation – survey, dinner, opportunity to contribute (5)

Increase awareness of the program (4)

Themes related to communications:

- Explain more about the risks from other metals (2)

Other suggestions for improvement:

- Improve street washing and alley paving in Trail to keep dust down (2)
- Greater Trail Success By 6 Community Table would like to get involved in THEP

