



## STRATEGIC SOCIAL PLAN

NEWFOUNDLAND AND LABRADOR

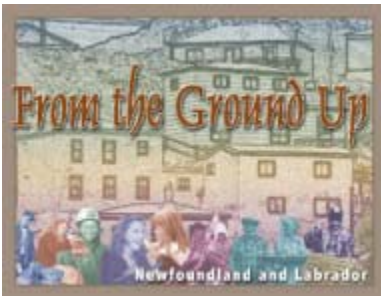
# SSP Connections

a bulletin about the Strategic Social Plan

## From The Ground Up reports on well-being

Published by the office of  
the Strategic Social Plan,  
Government of  
Newfoundland and Labrador

Issue 5, April 2003



**P**remier Roger Grimes, and Hon. Gerald Smith, Minister of Health and Community Services and lead minister for the Strategic Social Plan, today released *From the Ground Up*, the province's first-ever report that measures well-being and quality of life in Newfoundland and Labrador.

"We are really breaking new ground here," said Premier Grimes. "We are the first province in Canada to take this kind of big picture look at our social and economic well-being."

"We want people to start thinking about the connections, for example, between

education and health status, employment and economic prosperity," said the premier. "People have talked about these connections for a long time, they have told us that social and economic development go hand in hand. But these relationships have never been reported in an integrated way, until now."

*From the Ground Up* is part of the first-ever Social Audit, and marks the beginning of government's reporting back about the province's well being and quality of life.

It takes the vision of the Strategic Social Plan, and translates it into a series of key social and economic indicators.

"We've chosen indicators that are commonly used nationally and internationally to measure social and economic well-being," said Gerald Smith. "This makes it possible to compare our province with other places."

*From the Ground Up* reports

that Newfoundlanders and Labradorians rate their own health at levels slightly higher than the Canadian average, that people in the province are achieving higher levels of education, incomes are rising but remain lower for Canada as a whole.

The report also looks at levels of physical activity, smoking and alcohol consumption, involvement in music and fine arts, volunteering and caring for others.

"This is a starting point that we can use to check our progress over time," said Minister Smith."

Development of *From the Ground Up* involved SSP staff, the Newfoundland and Labrador Statistics Agency, Dr. Doug May of Memorial University, as well as government departments.

The document is available at: [www.gov.nl.ca/ssp/](http://www.gov.nl.ca/ssp/) or [www.communityaccounts.ca](http://www.communityaccounts.ca)

You can get copies by calling us at 709-729-0175/0168.

### A Group Effort

*From the Ground Up* was developed with the collective expertise and talents of many people working together.

Dr. Doug May and his colleagues from Memorial University decided what we needed to measure so that we could get a picture of social and economic well being in the province.

With guidance from Dr. May, SSP staff prepared *From the Ground Up* (short and long versions). This work also involved the Newfoundland and Labrador Statistics Agency and government departments.

Creative genius Ronald Steele, a computer specialist and graphic artist from the Department of Finance, did layout and design.

Logistics and just about everything else were handled by our fabulous office staff.

Good things happen when you work together!

### What is the Social Audit?

The Social Audit is an independent review of social and economic well being in the province. It's about taking stock, finding ways to measure what's happening in our daily lives, and making certain that programs and policies are meeting people's needs.

Release of the audit began last September, 2001, with the launch of Community Accounts. *From the Ground Up* is phase two. The final two phases will look at what government is doing to meet identified social needs and whether department are working in ways consistent with the SSP. Recent evaluations of government programs and services will also be assessed to find out if they are meeting people's needs. All phases are scheduled to be completed by the end of 2003.