

MEDICINE HAT'S

VitalSigns®

2012

taking the pulse of our community...

Another Vital Program Presented by



Community
Foundation
of Southeastern Alberta

6 T H E D I T I O N



Gerry Labas
Chair

Message from the Chair

Welcome to the Community Foundation's annual Vital Signs® quality of life report. Raising awareness about the important issues facing this community and connecting caring people with causes that matter, are amongst the main reasons for undertaking the first Vital Signs® six years ago. And so it remains today, at a time when we are needed more than ever!

Information and knowledge are key elements in our goal to create the maximum philanthropic impact for our region. Vital Signs® provides a wide range of factual, relevant indicators and statistics. This publication is unique because while the reader may be aware of some of the information it contains, there is no single source for a comprehensive indication of all the factors affecting the quality of life we enjoy.

In terms of gathering information, this has been a challenging year due mainly to a lack of new data from national sources (census material will be available for next year's publication). As a result we have combined and renamed some of the sections which we believe will result in an enjoyable and thought-provoking read. A new addition this year is a community profile for Brooks which we hope to make a permanent feature.

We hope you use this edition of Vital Signs® to stimulate dialogue and learning around policy and strategic planning tables, or personally at work, at school and at home. Each section contains ideas and thoughts about how we can all improve our individual and collective quality of life. In addition, this year for the first time, we have included a section in each issue area called "Donations at Work". This section provides a short summarized snapshot of the work of the Community Foundation and how we are responding to the information Vital Signs® provides us.

Asking questions and taking a vital look at ourselves can only create an even healthier community. Deciding on competing charitable priorities is a key philanthropic challenge. Our community connections, networks and collaborations enable us to see trends and challenges and in some cases to discover solutions. Vital Signs® provides a focus and a sense of purpose for our community philanthropy – perhaps you might find it equally useful.



and Executive Director



Mike Christie
Executive Director



Community Foundation of Southeastern Alberta
104, 430 – 6th Avenue SE
Medicine Hat, AB T1A 2S8
P 403.527.9038 | F 403.527.9204
E info@cfsea.ca

purpose & methodology

WHY?

Publishing Vital Signs is a strategic decision made by the Community Foundation. The goals achieved through the 6 Vital Signs® publications include increasing effectiveness of grant making, better informing our donors about issues and opportunities in the community, and assisting the Foundation in making connections between individuals and groups to address current issues.

Further, through this report we provide a fact based, well-rounded view of the overall vitality of our community. It is our hope that Vital Signs® 2012 will help the reader discover what issues in the community are of greatest need and what strengths we must continue to support. We would also hope that the information within Vital Signs® 2012 may be helpful to a wide range of organizations and people and for a large variety of uses. It is our desire to share this community knowledge, to encourage community discussions, to evoke response and diverse opinions, and to ultimately foster the best possible decision making for the benefit of our community.

HOW?

Medicine Hat's Vital Signs® 2012 combines information from a wide variety of credible and reliable sources. This is not new information created from surveys or studies undertaken by the Community Foundation, but rather a collection of statistical data taken from a large number of sources and presented in a single report.

We started with three community consultations where members of the community were invited to share both positive and negative perspectives of the community. A number of institutions and organizations were also consulted to provide feedback and guidance.

Research was then collected from existing data and analyzed or summarized to provide an overview of the community. Data was collected from mostly local, but also some provincial and national sources.

Data was then selected based on the following specifications:

- Current and relevant
- Straightforward and understandable
- Quantifiable

Indicators were then formed to compare the health and vitality of our community. Data collected could only be turned into an indicator if it had the ability to be compared over time and/or with other communities. Indicators were selected for grading by the Vital Signs® Steering Committee.

Indicators selected based on the following guidelines:

- Perceived public interest
- Well-defined and measurable
- Availability of data
- Relevancy of data
- Potential to inspire action

How to use this report

Start Conversations.

Take action. If you or your organization is moved or motivated by what you read, use this report as a starting point for positive action.

Pass it on.

Share the report with your friends, colleagues, employees, employers, students, a neighbour, library or community centre, or an elected official at any level.

Contact us.

We know the issues and organizations in our community. If you are looking for ways to make a difference, we can help.

Find out more.

Learn about the many organizations in our community working to improve it, and see how you too can help.

Medicine Hat's Vital Signs® is an annual community check-up conducted by the Community Foundation of Southeastern Alberta that evaluates the quality of life in our community. The report provides information that measures the health of our city, identifies trends and assigns grades in a number of key areas that are critical to Medicine Hat's vitality. The 2012 report consists of 6 issue areas and a separate section dedicated for Brooks.

Each individual indicator within the Vital Signs® report presents its own unique perspective of the community. When these indicators are brought together, it provides a bigger picture of our community, and a better understanding will unfold.

The report, an expanded version and all the links to the original data source are available online at www.cfsea.ca/vital-signs.

VITAL ACTIVITY

the "so what?" of Vital Signs

Over the years of Vital Signs® production, the Community Foundation staff and Community Leadership committee has looked at thousands of statistics about our community. Many have been good, many have been bad, but the one common denominator has been that we can all say "so what" to all of them. So what? What do we do now? Where are we headed with this? Is this something that we as a community should look into? Change? Worry about?

As a result of this questioning, we began the Vital Activity program. What started as small suggestions to our community has blossomed into a full-fledged branch of Vital Signs®. Now, you can find a Vital Activity in each category. Many times these are tidbits about our community that you may not have previously known. We invite you to become involved and find out more about what your community has to offer.

At least twice a year, we will take information gleaned from Vital Signs® and hold a "Vital Munch." During these lunchtime discussions, if you bring your lunch, we'll help provide the experts and interesting discussion. Vital Munches are a time for the community to come together and discuss what can be done in regards to a particular statistic noted in Vital Signs®. Previous Vital Munches have included in-depth discussions on recycling, health and nutrition. Another Vital Munch helped various charitable organizations in the area work together to decrease the dumping of unwanted goods onto the charities.

Another branch that grew from Vital Signs is Vital Kids. In 2009, the Foundation took the report into several classrooms and discussed the Vital Signs® report in a kid-friendly manner. Students in grades three and up learned all sorts of information about our city, and took home several fun facts to share with their parents. The Foundation is excited to start this program again in October. We want to provide access to everyone, even children – the future of our community.

We are even more excited to announce in our 20th Anniversary year, two new Vital Programs; Vital Impact Grants and Vital People. Vital Impact Grants close the loop between issues identified within Vital Signs® and charitable organizations within the community who are addressing the issues.

The new grant program is a proactive granting program based on recommendations to the Board from the Vital Community Development Committee. Vital People is our newest program that recognizes front-line workers in the non-profit sector who make an impact. The program awards the Vital People with funding for professional development opportunities and each year the Vital People will be announced at the Vital Signs® lunch. If you have any ideas for our Vital Activities, we'd love to hear from you. How can we make our community an even better place to live?



Let's talk about it!

2012 Report Highlights



Our Community

Since the 2008 civic census Medicine Hat has grown by 754 people. 29.9% of the population is under 24 years of age while 15.8% of the population is over 65. Our voter turnout for the April 2012 Provincial election at 49.8% was an improvement from 2008 at 31.7%.



Lifestyle & Recreation

Medicine Hat continues to hold high obesity and smoking rates compared to both the Province and the Nation. The 2011 obesity rate for the population aged 18 and over in the South Zone is 24.2%. This is 32.2% above the national average and 26.7% above the provincial average. The proportion of the population aged 12 and over identifying as current smokers in the South Zone for 2011 was 24.5%. This is 23.1% above the national average and 12.9% above the provincial average.



Wealth & Poverty

With the provincial focus on the 5 Year Plan to End Homelessness many organizations are at work in our community to assist those in need. From April 1, 2009 to March 31, 2010 270 individuals and 150 children were re-housed/diverted from homelessness. Medicine Hat still claims the highest amount of low wage earners in the province; however the number has decreased over last year.



Jobs & Economy

Consumer bankruptcies in the Medicine Hat/Lethbridge region have decreased substantially since 2009 levels, however are still higher than 2006/2007 levels. Business bankruptcies in the same region have seen a continual decline since 2000.



Sustainability

Medicine Hat is sunnier than Miami, Florida! The Canadian Forces Base, Suffield covers 2,700 square kilometres and offers one of the largest live-fire training areas in North America for military use.



Youth

Medicine Hat reported 17,820 youth (under the age of 19). This is 24.4% of the population of the city. Teen birth rates in Medicine Hat in 2007-2009 were 24.3 per 1,000. The provincial rate was 20.1 per 1,000.



Brooks

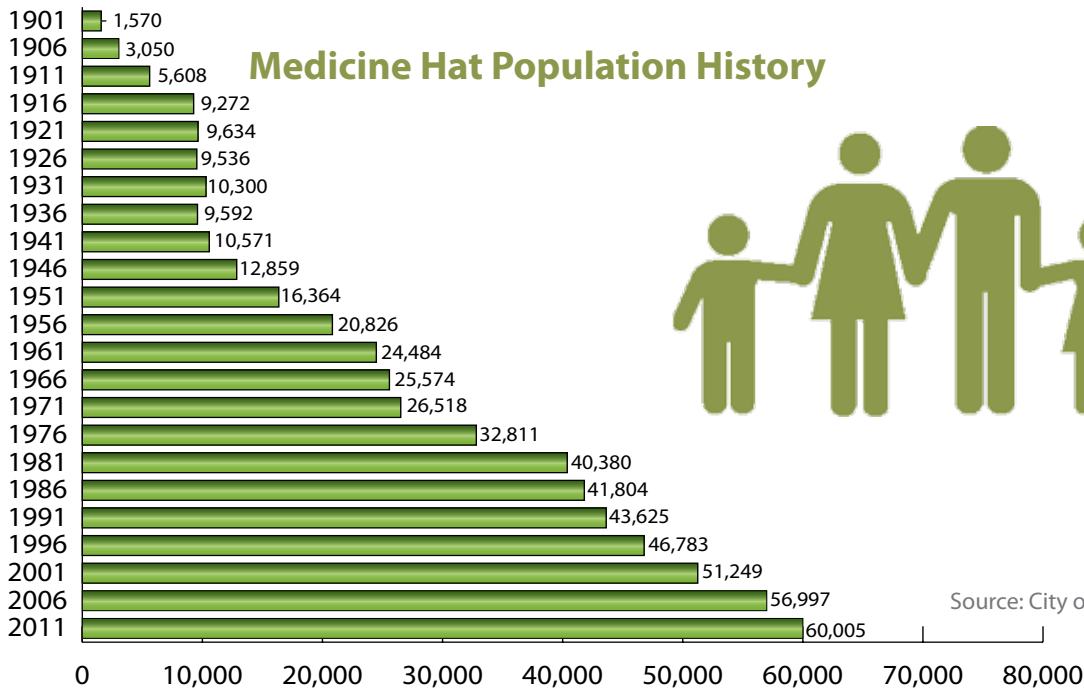
The Brooks region is home to 48% of all oil & gas wells in Alberta and 37% of all wells in Canada. The median age of Brooks' citizens is 33.8, substantially lower than the national median age of 40.6.



Acknowledgements & Contributors

The Community Foundation would like to extend our sincerest appreciation to all of those who made this year's report a reality. We are thrilled to say that this is our sixth year and we thank you for all of your time, your expertise and your trust in delivering this information to our community.

our community



Source: City of Medicine Hat

Median Age

At 39.3 years, the median age in Medicine Hat in May 2011 increased by 1.0 years from a median age of 38.3 in 2006. The median age was 3.2% lower than the national level (40.6 years) and 7.7% higher than the provincial level (36.5 years).

Source: Statistics Canada, Community Profiles, Census 2001, 2006 and 2011.

Education

In 2011, the Lethbridge-Medicine Hat Economic Region (ER) reported that 43.6% of the population had a post-secondary education (University Degree; Post-Secondary certificate or Diploma). This number was 9.1% lower than the national level and 8.1% below the provincial average.

Source: Statistics Canada, Labour Force Survey

Migration

On a net basis (gross inflow minus outflow), Medicine Hat gained 540 persons due to intraprovincial migration, gained 2,295 persons due to interprovincial migration, and gained 1,000 persons due to international migration in 2009. Overall, Medicine Hat gained 3,835 persons from migration, which represented 5.84% in total population in 2009.

Source: Statistics Canada

Immigration into Alberta

Of the immigrants that arrived in Alberta in 2010, only 0.6% came to Medicine Hat. Comparatively, 1.7% landed in Lethbridge, 1.8% in Red Deer and, not surprisingly, 33.7% in Edmonton and 49.3% in Calgary. The remaining 12.8% are classified as going into "Other Alberta" locations.

Source: Government of Alberta, Alberta Immigration Progress Report 2011

Voter Turnout in Provincial General Election

In the April 2012 Provincial General Election, the voter turnout in the Medicine Hat region was 49.8%. This was a significant increase from the March 2008 Provincial General Election which was 31.7% for the Medicine Hat region.

March 3, 2008		
Region	Voter Turnout	Result
Cypress-Medicine Hat	29.2%	PC – Len Mitzel
Medicine Hat	31.7%	PC – Rob Renner
Strathmore-Brooks	33%	PC – Arnid Doerksen

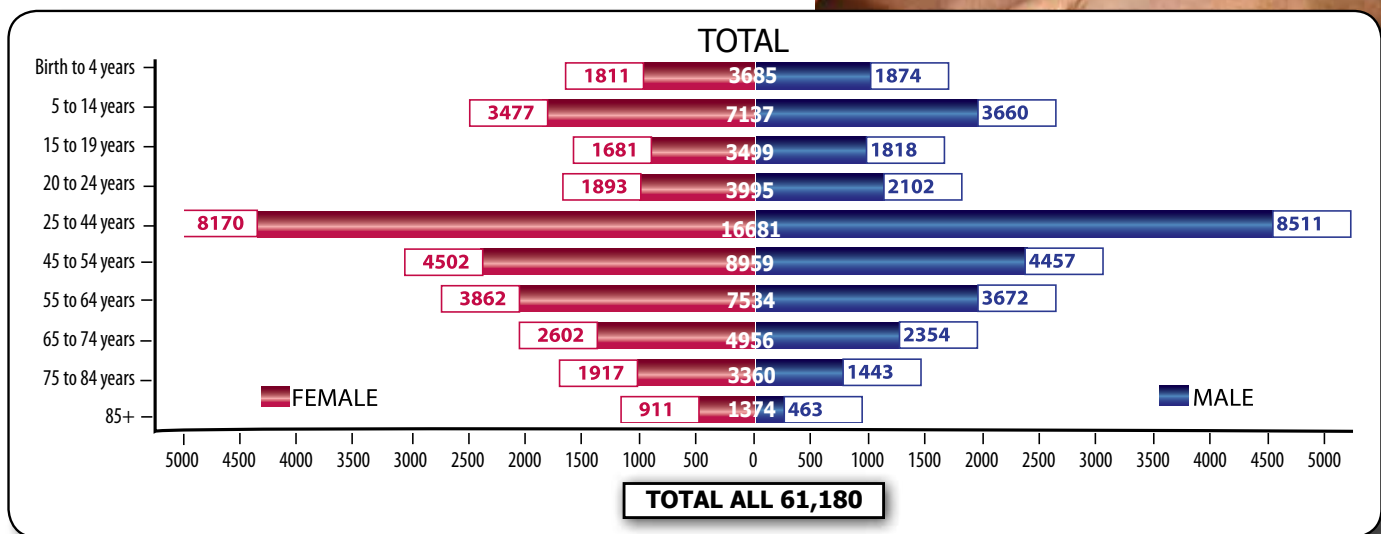
April 25, 2012		
Region	Voter Turnout	Result
Cypress-Medicine Hat	52.6%	WAP – Drew Barnes
Medicine Hat	49.8%	WAP – Blake Pederson
Strathmore-Brooks	56.7%	WAP – Jason Hale

Source: Elections Alberta

Percentage Voter Turnout in Federal Elections

In 2011, the voter turnout in Medicine Hat was 52.6%. This figure is 8.5 percentage points lower than the national level (61.1%) and 3.8 percentage points lower than the provincial level of turnout (56.4%). The voter turnout increased 6.4 percentage points from 46.2% in 2008.

Source: Elections Canada

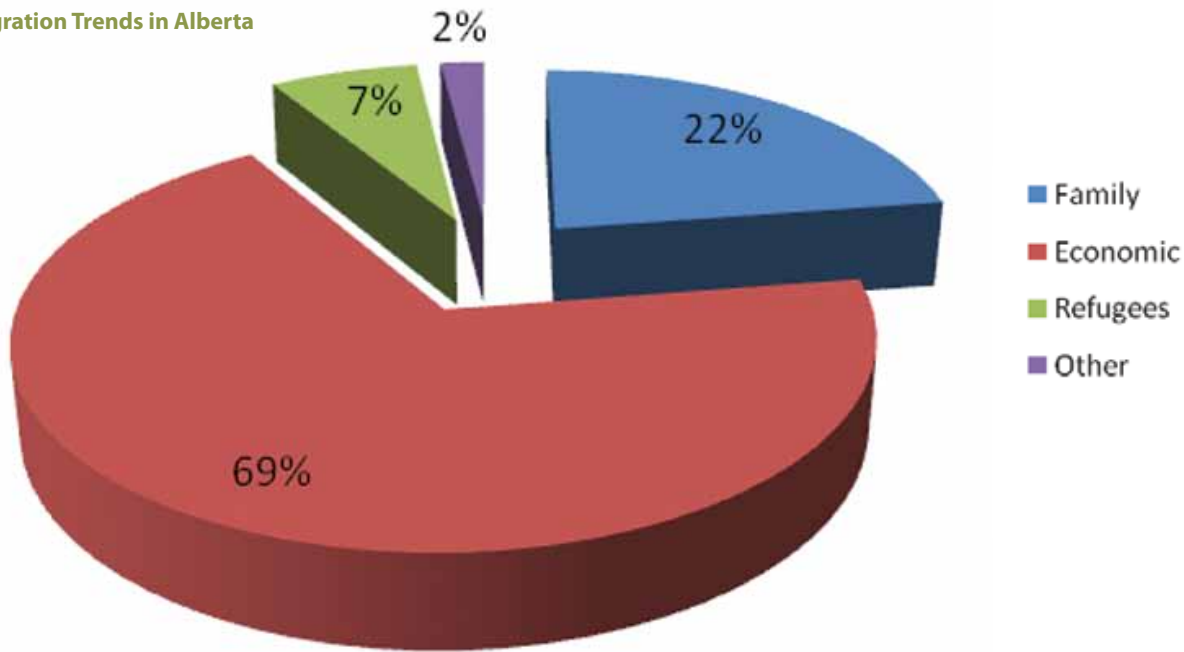


Immigration into Alberta

Urban Area	2006		2007		2008		2009		2010	
	Count	Per Cent	Count	Per Cent	Count	Per Cent	Count	Per Cent	Count	Percent
Medicine Hat	171	0.8	163	0.8	181	0.7	169	0.6	207	0.6
Lethbridge	268	1.3	279	1.3	298	1.2	483	1.8	556	1.7
Calgary	11,823	57.1	11,246	53.9	13,038	53.9	13,708	50.7	16,100	49.3
Red Deer	293	1.4	567	2.7	676	2.8	537	2.0	585	1.8
Edmonton	6,444	31.1	6,540	31.4	7,517	31.1	8,508	31.5	11,007	33.7
Other Alberta	1,717	6.3	2,066	9.9	2,490	10.3	3,612	13.4	4,185	12.8
Total	20,176	100.00	20,861	100.00	24,199	100.00	27,017	100.00	32,640	100.00

Source: <http://employment.alberta.ca/documents/WIA/WIA-IM-immigration-progress-report.pdf>

Immigration Trends in Alberta



donations at work

Thanks to the generous foresight of our donors, the Foundation has more than \$7.4 million in assets that has enabled over \$3 million in grants to be given to 159 agencies in the last 20 years. Through our Smart & Caring Community Fund, Designated Funds, Donor Advised Funds, Field of Interest Funds, Youth in Philanthropy Funds and Agency Funds the Foundation will continue to support Southeastern Alberta, FOREVER.

MLS Detail Info

	May 2008	May 2009	May 2010	May 2011	May 2012
# of Units Sold for Current Month (Residential)	164	128	117	120	150
# of Units Sold for Current month (non-residential)	15	0	14	9	9
# of new Listings for current month (Residential)	340	260	300	362	279
# of new Listings for current month (non-residential)	59	31	46	61	73
# of Month sales	179	137	131	129	159
Listing Placed that month	399	291	346	423	352

Source: Medicine Hat Real Estate Board

Total Criminal Code Traffic Violations

Medicine Hat has seen a rise in the conviction of traffic related criminal offences, such as impaired driving, dangerous driving, evading police, etc. Since 1998 the city of Medicine Hat has seen the number of traffic related crimes rise by 83.4% and was at 196.9% of the national average in 2010. That is to say Medicine Hat has 96.9% more criminal traffic violations than the average Canadian city, adjusted to per 100,000.

Note: Medicine Hat Police Service added – in 2010, 426 drivers were charge with impaired driving, 27 were charged with refusing to provide a breath sample and 201 were issued a 24 hour suspension.

Source: Provinces and CMAs: Statistics Canada, Canadian Centre for Justice Statistics. Uniform Crime Reporting Survey. Cansim Table 252-0051.

Police Officers per 100,000

At 183 police officers per 100,000 in 2011, the number of police officers in the city of Medicine Hat was 9.0% lower than the national average (201) and 3.3% higher than the provincial average (177). The rate was constant from 2010 to 2011.

Source: Statistics, Canada. Police Resources in Canada 2011.

Gender and the Medicine Hat Police Service

Medicine Hat Police Service had a reported 116 officers in 2010. Of those 116 officers a reported 13 (12.6%) were female officers. The percentage of female officers in the Medicine Hat Police force was 6.6 percentage points lower than the national average (19.2%) and 4.5 percentage points below the provincial average (17.1%).

Source: Statistics Canada



Motor Vehicle Thefts

In 2010 Medicine Hat had 96 motor vehicle thefts per 100,000 population. This is 36.7% of the national average per 100,000 residents. There has been a 31.2% decline of motor vehicle theft since 1998.

Source: Provinces and CMAs: Statistics Canada, Canadian Centre for Justice Statistics. Uniform Crime Reporting Survey. Cansim Table 252-0051. Other communities by special request from the Canadian Centre for Justice Statistics

Violent Crime Rate

Medicine Hat does report a rise in violent crime by a margin of 13.6% spanning the years of 1998-2010. However, there has been a 12.4% decrease from 2009 to 2010. While violent crime has rose slightly over the last 12 years non-violent crime has seen a sharp decline as reported non-violent crime index indicates a 35.9% decrease in non-violent crime.

Source: "Measuring Crime in Canada: Introducing the Crime Severity Index and Improvements to the Uniform Crime Reporting Survey" Tables 6 and 7

People per KM², 2010

In 2010, the number of people per km² in Medicine Hat was 541.4, while in Lethbridge it was 660.9 per km².

Source: Alberta Health Services

Medicine Hat Police Calls for Service

	2009	2010	2011
All Call Types	33,454	34,421	34,815
Bylaw	8,569	7,489	7,765

Source: Medicine Hat Police Service Annual 2011 Report

Fire Service Calls

Calls for Fire Service in 2011 was 1,308, a 9.5% increase from 2010 (1,189 calls for service). The calls for Cypress County were 93 in 2011, 49 in 2010. There were 49 fires incidents were joint fire and police task force.

Source: Medicine Hat Police Service Annual 2011 Report

Bylaw Calls for Service

	2009	2010	2011
Bylaw Total Warnings Issued	3,949	2,523	3,731
Bylaw Total Charges / Tickets	8,164	7,813	11,578

Source: Medicine Hat Police Service Annual 2011 Report

Property Crime

The Medicine Hat community has seen a reduction in property crime by a staggering 46.1% from 1998-2010. This is the biggest reduction in property crime as reported by the head offices at the community foundation.

Source: Provinces and CMAs: Statistics Canada, Canadian Centre for Justice Statistics. Uniform Crime Reporting Survey. Cansim Table 252-0051.

Crime Severity Index

Crime severity index is a ranking given by Statistics Canada to reflect not the amount of crime in an area but the overall seriousness of crime in a general area. "About 40% of police-reported crime in Canada comes from two relatively less serious offences: thefts under \$5,000 and mischief". Crimes such as these are not a fair representation of the safety of a community. Statistics Canada uses a method called the Crime Severity Index which uses three different categories in order to tabulate a score that represents the safety of an area. The Crime Severity Index weights the severity of a crime or seriousness by the rate of incarceration multiplied by the average incarceration period. The weights for each crime are multiplied by the volume of such crimes committed and the index is set such that the value is 100 in the year 2006.

The City of Medicine Hat has seen a steady decline in the Overall Crime Severity Index from 1998-2010 with change of -28.3%. Medicine Hat's crime severity scores also score below the provincial and national levels 22.4 points below the provincial level and 8.1 points below the national average.

Medicine Hat does report a rise in violent crime by a margin of 13.6% spanning the years of 1998-2010. However, there has been a 12.4% decrease from 2009-2010 (Figure II-8-ii)

While violent crime rose slightly over the last 12 years, non-violent crime saw a sharp 35.9% decline.

Source: "Measuring Crime in Canada: Introducing the Crime Severity Index and Improvements to the Uniform Crime Reporting Survey" Tables 6 and 7.

Crime Clearance

	2008	2009	2010
Medicine Hat	62	62	63
Taber	59	57	62
Lethbridge	55	58	59
Calgary	36	40	40
Edmonton	41	42	48

Source: Medicine Hat Police Service Annual 2011 Report



Motor Vehicle Collisions

	2009	2010	2011
MVC Total	1,610	1,751	1,408
Hit & Run	502	489	466
MVC Injury	147	149	193
Fatality	1	2	0

Source: Medicine Hat Police Service Annual 2011 Report

Violent Crimes Against People

	2009	2010	2011
Crimes Causing Death	3	2	2
Attempt Murder	1	1	0
Assault	485	451	396
Sexual Assault	63	59	77
Robbery	23	22	17
Other Violent Violations	159	174	157

Source: Medicine Hat Police Service Annual 2011 Report

Bylaw Calls for Service

	2009	2010	2011
Responsible Animal Ownership	2,192	1,970	2,488
Property Standards	1,769	1,284	1,298
Traffic	2,887	2,195	2,118
Noise	1,221	1,007	983
Public Behaviour	N/A	N/A	52
Other / Miscellaneous	1,321	1,354	1,414
Bylaw Total Warnings Issued	3,949	2,523	3,731
Bylaw Total Charges / Tickets	8,164	7,813	11,578

Source: Medicine Hat Police Service Annual 2011 Report

Employment by Industry (Labour Force Survey)

In Lethbridge-Medicine Hat (ER) in 2011, the goods producing sector accounted for 34.0% of the population employed in all industries while the services producing sector accounted for 66.0%. The proportion in the goods producing sector was 12.0 percentage points higher than the national average (22.0%) and 6.5 percentage points higher than the provincial average (27.5%).

Source: Statistics Canada Labour Force Survey Estimates, Cansim tables 282-0008, 282-0112, 282-0061



lifestyle & recreation

Issue area sponsored by:



Did You Know?

In the 2010-2011 annual year, The POST managed approximately 2,800 lbs of donations on a daily basis and approximately 280 transactions per day!

Source: Canadian Mental Health Association, Alberta Southeast

Did you know that in 2010, 50.4% of individuals in the Lethbridge-Medicine Hat Economic Region engaged in unpaid volunteer activities as part of a group or organization. This compared to 47.0% of Canadians and 54.7% of Albertans.

Source: Canadian Council on Learning – Statistics Canada

Did you know that the President of I-XL Industries Ltd., Malcolm Sissons, promised financial support to maintain and restore the cultural site? The Brick & Tile site dates back to 1886.

Source: Medalta the Historic Clay District

Did you know that the Palliser Region is behind in the availability of a detox treatment centre? Medicine Hat is the only major city in Alberta without a detox center. There is a detox home project but this type of program does not work for everyone.

Fact or Fiction

The average age of students at the Medicine Hat College in 2010-2011 was 20.2.



Disability Services

The use of disability services at Medicine Hat College increased 218% from the 2007/08 school year to the 2009/10 school year.
Source: Medicine Hat College Disability Services

International Students in Post Secondary

In the 2010-2011 academic year, there were approximately 176 full-time international visa students at Medicine Hat College. This meant that 7.3% of full-time students were visa students. In 2009-2010, Alberta publicly-funded, post-secondary institutions consisted of 6% of the full-time student population.
Source: Medicine Hat College and Alberta Enterprise and Advanced Education



donations at work

In 1987, the Village of Foremost has welcomed the Foremost Municipal Public Library with open arms. The library is passionate about the services it offers the residents in the community. In 2011 it initiated an upgrade to its children's area. The Foundation provided a grant for \$5,375 to the library to complete the upgrade. \$545 of this funding came from the Wiedeman Family Fund and the remaining from the Smart & Caring Community Fund.



Charitable Donors as a Proportion of Tax Filers

With the proportion of tax filers that declare charitable donations at 23.1% in 2010, Medicine Hat was 0.3 percentage points below the national rate (23.4%) and 1.2 percentage points below the provincial rate (24.3%). This is identical to the proportion of tax filers that declared charitable donations in 2009 (23.1%).

Source: Statistics Canada

In 2010, the median charitable donation in Medicine Hat was \$320. This is an increase of 23.1% from its 2002 level of \$260. For the same year, the median charitable donation for Alberta was \$390, and for Canada it was \$260.

Source: Statistics Canada

Obesity

In 2011, the obesity rate for the population aged 18 and over in the South Zone health region was 24.2%. This was 32.2% above the national average of 18.3% and 26.7% above the provincial average of 19.1%. The rate increased 3.6 percentage points from 20.6% in 2010.

Source: Statistics Canada, Canadian Community Health Survey

Smoking

In 2011, the proportion of the population aged 12 and over identifying as current smokers in the South Zone health region was 24.5%, 23.1% above the national average of 19.9% and 12.9% above the provincial average of 21.7%. The rate increased 2.6 percentage points from 21.9% in 2010.

Source: Statistics Canada, Canadian Community Health Survey

VITAL ACTIVITY

How have you or your organization been impacted by the closure of the Volunteer Centre?

We would like to know, send us your feedback to info@cfsea.ca.



Top 7 Causes of Death, 2007-2009

Medicine Hat	Lethbridge	Alberta
Circulatory	Circulatory	Circulatory
Cancer	Cancer	Cancer
Respiratory	Respiratory	Respiratory
Mental & Behavioural	Mental & Behavioural	Mental & Behavioural
Digestive	Nervous System	Unintentional Injury
Endocrine & Metabolic	Digestive	Digestive
Nervous System	Unintentional Injury	Nervous System

Source: Alberta Health Services

Local Libraries

While the number of books per person at the Medicine Hat Public Library has stayed the same (an average of 50 per year), the number of items circulated has increased from 486,641 in 2006 to 519,238 in 2011.

Source: Medicine Hat Public Library

Medicine Hat College Library Services increased their E-resources (electronic books and videos) from 3,578 in 2010 to 21,238 in 2012.

Source: Medicine Hat College Library

Medicine Hat Women's Shelter Society 24 Hour Crisis Line

In 2010, the women's shelter 24-Hour Crisis Line received 1,108 calls and in 2011 the crisis line received 1,293 calls. This is an increase of 16.7% over one year.

Source: Medicine Hat Women's Shelter Society

Local Ball Diamonds

A local report states that in 2008 Medicine Hat had 46 ball diamonds (including schools). This means that there was one ball diamond for every 1,328 people. When comparing these numbers with 8 other comparable Alberta communities the average number of people per ball diamond was 2,256.

Source: City of Medicine Hat

Doctor Recruitment & Access to GPs

The Palliser Health Region, in 2009, reported 96 family physicians per 100,000 residents. This was 6.8% below the Canadian average of 103 family physicians per 100,000 population. The number in the Palliser Health Region was also 15% lower than the provincial average of 113 per 100 000

Source: Canadian Institute for Health Information, Health Indicator Reports.

Leisure-Time Spent Being Physically Active or Moderately Active (12 and over)

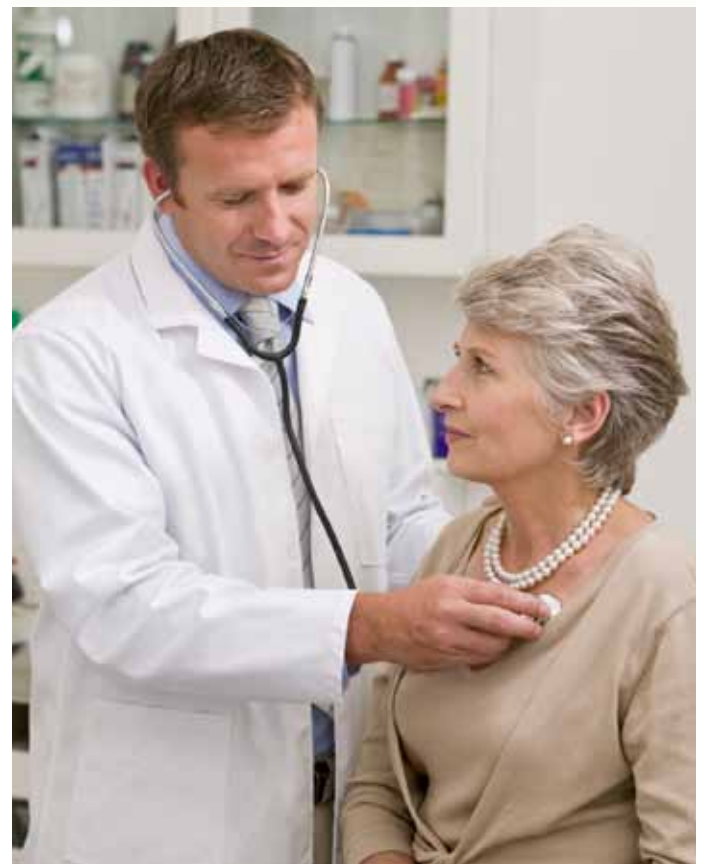
In 2011, 51.7% of the population aged 12 and over in the South Zone health region reported being physically active or moderately active during leisure time. This represented an increase of 5.4 percentage points from 46.3% in 2010. The 2011 figure is 3.9% below the national average of 53.8% and 6.7% below the provincial average of 55.4%.

Source: Statistics Canada. Canadian Community Health Survey (CCHS 2.1) 2003, Cansim Table 105-0292 for Canada, Provinces, CMAs and Health Regions, terminated table. For 2005-2010, Canadian Community Health Survey, Indicator Profile, for Canada, Provinces and Health Regions, Cansim Table 105-0501.

Medicine Hat Recreation Expenditure Comparison, 2008

	Recreation - % of total community expenditures	Per Capita Spending on Recreation
Airdrie	14.1%	\$198
Grande Prairie	18.5%	\$290
Lethbridge	15.8%	\$277
Red Deer	13.1%	\$222
St. Albert	17.8%	\$289
Strathcona County	17.1%	\$325
Tri Municipal Region	15.6%	\$234
Medicine Hat	9.8%	\$173

Source: <http://www.medicinehat.ca/modules/showdocument.aspx?documentid=1886>



wealth & poverty

Did You Know?

Did you know that in 2008-2009, 1,147 citizens sought a bed in an emergency shelter? In 2011-2012, only 780 people sought the same beds. This is two years in to the 5 Year Plan to End Homelessness. Source: 5 Year Plan to End Homelessness – Medicine Hat Community Housing Society

Housing

As of September 30th, 2011, 472 people were reported to be on the waitlist for social housing, with the average wait period being 237 days. The majority of people (60%) on the waiting list applied for one bedroom units. Source: Medicine Hat Community Housing Society

Ending Homelessness

April 2009 marked the start of a 5 year plan to end homelessness. From April 1, 2009 to March 31, 2010 there were 270 individuals and 150 children re-housed/diverted from homelessness. In the second year of the 5 year plan, another 114 individuals and 40 children were brought out of homelessness. Source: 5 Year Plan to End Homelessness, Medicine Hat Community Housing Society



Local Charities Spending Money Due to Dumping

Canadian Mental Health Association and the Salvation Army have thrift stores located downtown. The POST and the Salvation Army Thrift Store both accept donations from the community in order to recycle/resell the items. Some of the items that are donated are not able to be sold due to damage, etc. and therefore the charities spend money to ensure proper dumping of the items; this takes money out of their budgets for operations and programs. The total that the two organizations spent in 2011-2012 on disposal of unusable donations was \$27,202.68. In 2010-2011 the amount was \$24,498.67 and \$31,307.35 in 2009-2010. This is a total of \$83,008.70 in 3 years. Source: Canadian Mental Health Association, Alberta Southeast and The Salvation Army

Overall Poverty Rate, 2010

In 2010, the overall poverty rate in Medicine Hat, based on the Low Income Measure (LIM), was 11.7%, up 0.1 percentage point from 11.6% in 2008. The 2010 figure was 34.5% lower than the national average (17.8%) and 10.1% lower than the provincial average (13.0%). The Low Income Measure (LIM) is an indicator of relative poverty. Source: Statistics Canada

Poverty Rate for Persons aged 65 and over

The rate of poverty for the elderly in Medicine Hat (pre-tax) in 2010 was 4.1% which was an increase from 3.2% in 2007. Alberta's rate in 2010 was 7.3% and Canada's was 13.8%. Source: Statistics Canada

Medicine Hat Vacancy Rates

	2007	2008	2009	2010	2011
Rate	1.7%	4.4%	9.3%	10.0%	9.0%

Source: Canada Mortgage and Housing

New Home Construction

Medicine Hat reported 150 new houses starting construction in 2011. This was 55.1% less than 2010. The community has seen a 63.7% decline in new houses built from 2000-2011. Source: Canada Mortgage and Housing

Average Income, 2012 Forecast

The forecasted average employment income in Medicine Hat for males in 2012 was \$62,425 while the Alberta average was \$74,996. The forecasted average employment income for females was \$33,339 in Medicine Hat, again lower than the Alberta average of \$39,830. Medicine Hat's average family income for the same year was \$108,415 while the Alberta average was \$130,507. Source: Financial Post 2012 Projection

donations at work

In May 2012, the Foundation announced a new program called Vital Impact Grants. The funding for this program comes from the Smart & Caring Community Fund on an annual basis. The Foundation utilizes the quality of life information from Vital Signs® and puts this knowledge into action. For the 2011/2012 year, \$8,500 was awarded to the Poverty Reduction Round Table group who have initiated a 'Living Wage' study. This \$8,500 was matched by the United Way and a further \$23,000 from the Medicine Hat Housing Society bringing the total grant value to \$40,000.



Wages

The average hourly wage in the Lethbridge-Medicine Hat economic region in 2011 was \$20.36, while the average of all the eight Alberta economic regions was \$24.84. Lethbridge-Medicine Hat had the second lowest average, higher only than Banff-Jasper-Rocky Mountain House at \$20.25.

Source: Government of Alberta, Alberta Learning Information Services

Women & Wages

In 2012, the majority of low wage workers in Medicine Hat, at 61.5%, were women.

Although the number of low wage workers is the highest in Alberta, the rate has decreased 16.6%.

Source: Public Interest Alberta

Income

In 2010, the median total income of census families in Medicine Hat was \$76,450. This was an increase of 40.0% from \$54,600 in 2001. The 2010 level was 9.4% higher than the national level (\$69,860) and 10.5% lower than the provincial level (\$85,380).

Source: Statistics Canada

Municipal Revenue

The total per household revenue of the municipal government of the City of Medicine Hat was \$12,897 in 2010. Of this total revenue, 13.9% came from net taxes, 1.9% came from other government grants, 71.1% came from user charges, 0.4% came from development contributions, and 12.6% came from other sources.

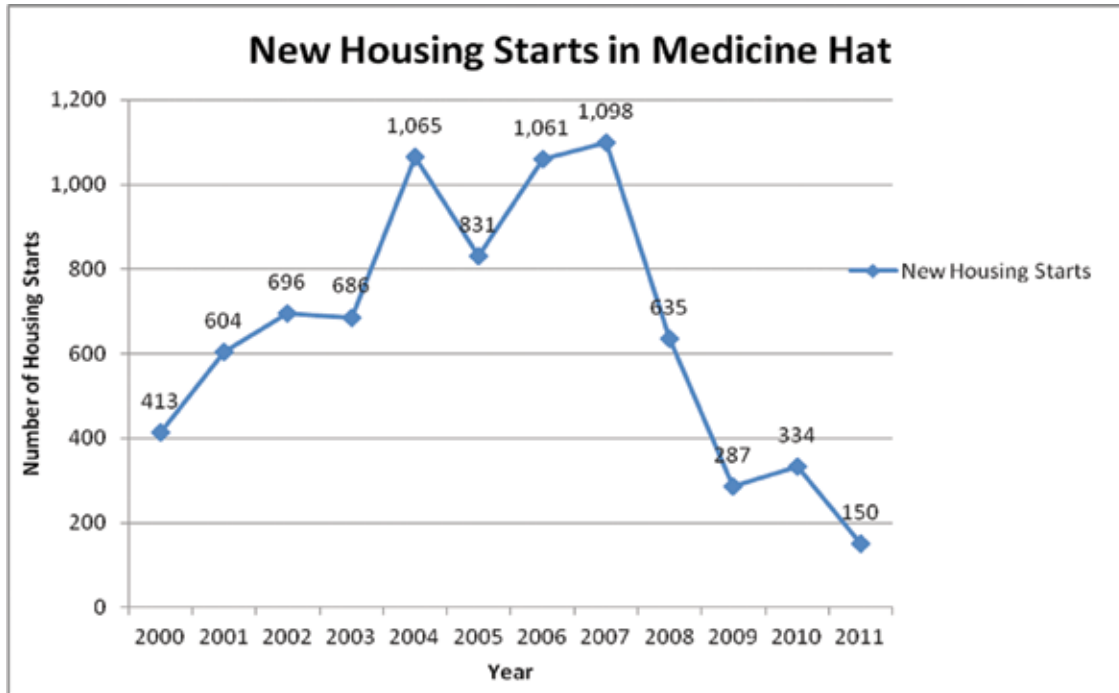
Source: Local Government Performance Index, and City of Medicine Hat

VITAL ACTIVITY

The Do Crew

Did you know The Do Crew in Medicine Hat, supervised by the McMan Housing First Program, is a small business that employs formerly homeless individuals, and gives them work doing odd jobs for people around the city? They are provided more flexibility and patience to those who need a day off to hand out resumés, go to an appointment, or take a course out of town.





Housing & Homelessness

In September of 2011 the waitlist for social housing had 472 people. The average wait period was 237 days. The majority of people (60%) on the waiting list applied for one bedroom units.

113 (43%) of people who were assessed were screened into the Housing First Program. Of this 66 individuals received housing 31 went through the Rapid Access Program and 35 went through the Housing First Program.

The difference between the Housing First Program and Rapid Access Program is that the Rapid Access program is for individuals requiring immediate relief from difficult time with little complication (unemployment, etc.). While the Housing First Program is a one year program designed for those who have a more complicated housing situation (single parents, abusive spouse problems, etc.)

In September of 2011, the Salvation Army Family Support Center reported that they were at 50% occupancy, a whole 15% lower than three months prior.

Source: Medicine Hat Community Housing Society, HYPERLINK "http://www.mhchs.ca" www.mhchs.ca September 2011

Residential Pricing

In 2009 the ratio of MLS average residential prices and median census family pre-tax income in Medicine Hat was 3.36. This means the average house cost was 3.36 times more than the median pre-tax income for families in the community.

Source: CMA data from 2001-2010: Average residential price found through CMHC, Canadian Housing Observer 2007, Table 4

Utility City Comparison

	Residential	Calgary	Edmonton	Lethbridge	Red Deer	Medicine Hat
January 2011	Comparison based on 808 kWh	\$105.52	\$103.14	\$121.45	\$103.11	\$85.72
January 2012	Comparison based on 748 kWh	\$176.27	\$161.00	\$153.43	\$157.46	\$137.64
June 2011	Comparison based on 552 kWh	\$78.61	\$73.70	\$90.60	\$75.96	\$61.31
June 2012	Comparison based on 566 kWh	\$89.53	\$85.47	\$96.06	\$84.19	\$65.69

Source: City of Medicine Hat

Issue area sponsored by:



Did You Know?

Did you know that the real GDP (gross domestic product) per worker in Medicine Hat in 2011 was \$102,094? This was up 1.3% from its 2010 level. Over the previous 10 year period (2001-2011) this change compares to an annual per-worker GDP growth rate average of 1.2%. By comparison, the provincial and nationally real annual GDP growth over the same period averaged 0.3% and 0.5% respectively. In 2011, output per worker in Medicine Hat was 30.2% higher than the national level (\$78,404).
Source: Centre for Spatial Economics

Did you know that in 2011 the average retail space in Medicine Hat was \$10 per square foot, which is \$4 cheaper than Lethbridge (\$14 per square foot) and \$11 cheaper than Red Deer (\$21 per square foot)? In the same year the cost of serviced land in Medicine Hat was approximately \$168,750, slightly more than Lethbridge at \$157,500 and significantly cheaper than Red Deer at \$300,000.
Source: Economic Development Alliance of Southeast Alberta, Alberta Ventures June 2011

Did you know that in April 2012, Albertans spent nearly \$61 million at restaurants and drinking establishments? This was an 8% increase from April of 2011.
Source: ATB Financial - Daily Economic Comment - July 3, 2012

Labour Force, Ages 25 – 44

In 2001, in Medicine Hat there were 13,600 individuals working between the ages of 25-44. This number increased to 17,000 in 2011. This is an increase of 3,400 individuals in the working age group.
Source: Statistics Canada

Employment by Industry

In Lethbridge-Medicine Hat Economic Region (ER) in 2011, the goods producing sector accounted for 34.0% of the population employed in all industries while the services producing sector accounted for 66.0%. The proportion in the goods producing sector was 12.0 percentage points higher than the national average (22.0%) and 6.5 percentage points higher than the provincial average (27.5%).
Source: Statistics Canada, Labour Force Survey

Business & Consumer Bankruptcies

In 2011, Lethbridge-Medicine Hat Economic Region (ER) had 657 consumer bankruptcies, which is 19.4% lower than the 2010 level (815) and 26.3% higher than the 2007 level (520). These figures compare to a decrease of 15.9% at the national level and a decrease of 13.8% at the provincial level since 2010.
Source: Industry Canada

In 2011, Lethbridge-Medicine Hat (ER) had 17 business bankruptcies, which is 15.0% lower than the 2010 level (20) and 63.8% lower than the 2007 level (47). These figures compare to a decrease of 10.5% at the national level and a decrease of 30.2% at the provincial level since 2010.
Source: Industry Canada

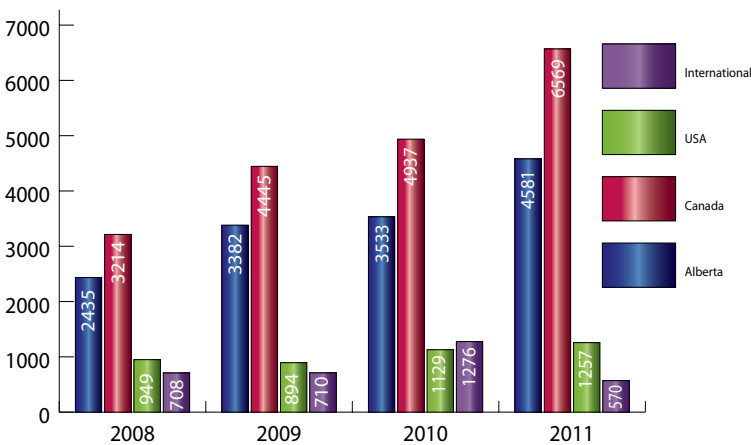


donations at work

The past 4 to 5 years has been difficult for many in the community. It has been recognized that the Medicine Hat area has the highest percentage of low wage workers in Alberta's seven major centres. Many organizations are positioned to assist the members of our community who need some assistance during these tough times. In the Spring of 2012, the Foundation provided a grant of \$4,784 to the Canadian Red Cross from the Smart & Caring Community Fund to assist with its Crisis Connections program. The program is in place to assist those who fall through the cracks and just need a hand up.



Medicine Hat Visitors by Origin



Source: Tourism Medicine Hat

VITAL ACTIVITY

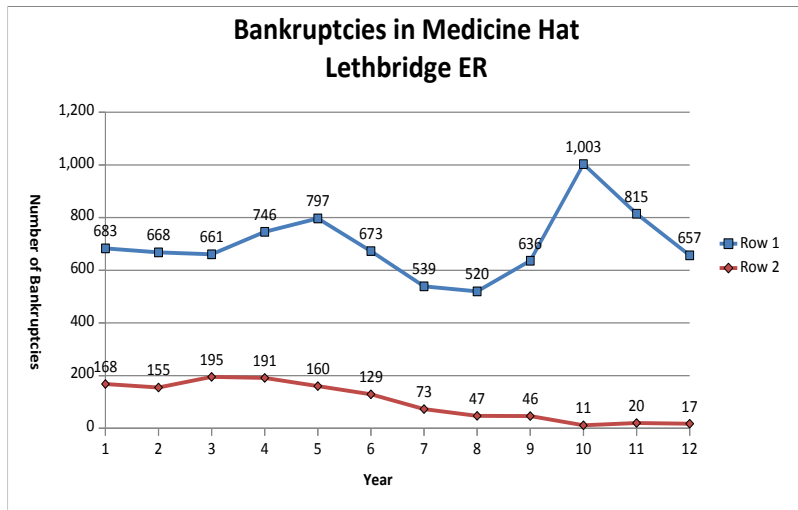
The City of Medicine Hat is utilizing social media to help citizens connect with employment opportunities. Check out their Facebook page <http://www.facebook.com/#!/EmploymentHelpMH>.

Occupation by Groups – Financial Post Estimates

	Male	Female
Management	2,377	1,224
Business, Finance, Admin	1,483	4,596
Natural & Applied Science & Rel'd	1,626	267
Health	381	2,287
Social Science, government services and religion	359	1,094
Education	442	880
Arts, culture, recreation and sport	282	449
Sales and Service	3,774	6,697
Trades, Transportation & Equipment ops. Etc	8,228	818
Primary industries	3,551	965
Processing, manufacturing and utilities	1,691	329

Source: FP Markets Canadian Demographics 2012: 85th Edition, Financial Post





Consumer Spending

"In February 2012 retail sales in Alberta were \$5.6 billion, up 9.1% from the same month in 2011."

Source: www.albertacanada.com

Retail Sales (Current Dollars)

Retail sales for Medicine Hat (CA) in 2012 were estimated to be \$1,804 million, an increase of 7.5% from \$1,679 million in 2011. This compares to a national increase in retail sales of 7.2% and a provincial increase of 6.9% in 2012.

Source: Financial Post, "FP Markets-Canadian Demographics" Annual reports from 2000-2012. Statistics Canada Retail Trade by the North American Industry Classification System (NAICS), CANSIM Table 080-0020.

Sources of Municipal Revenue

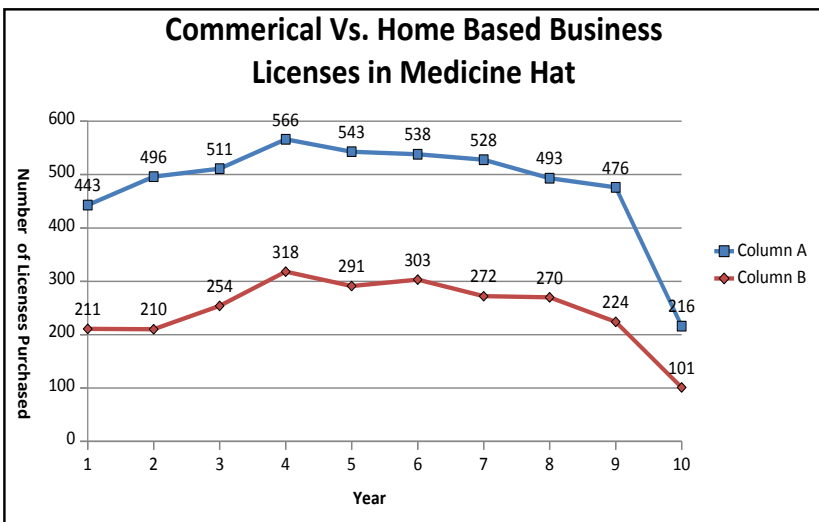
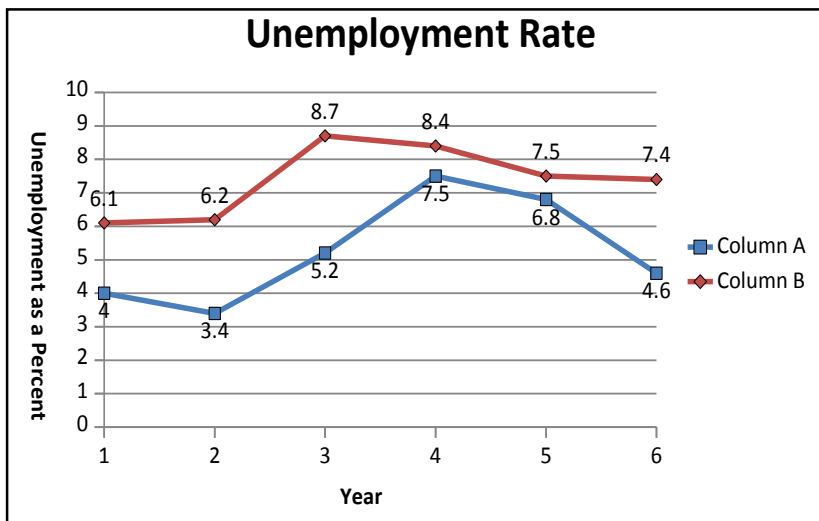
The total per household revenue of the municipal government of the city of Medicine Hat was \$12,897 in 2010. Of this total revenue, 13.9% came from net taxes, 1.9% came from other government grants, 71.1% came from user charges, 0.4% came from development contributions, and 12.6% came from other sources.

Source: Local Government Performance Index,

Proportion of the Population (15+) with a Post-Secondary Education

In the Medicine Hat-Lethbridge Economic Region in 2011, 43.6% of the population aged 15 and over had completed post-secondary education (university degree, post-secondary certificate or diploma). The rate was 7.5% higher than the rate in 2000 but was 18.9% below the 2011 national rate (52.7%).

Source: Statistics Canada, Labour Force Survey, available by special request program A050924. Tabulations for Canada are based on CANSIM Labour Force Survey data, table 282-0004.



Source City of Medicine Hat

Canadian Forces Base Local Expenditures, 2011-2012
Amounts spent within Redcliff and Medicine Hat

Supplier/Department	Cost
Maintenance	
Local Purchase of veh parts and accessories	379,647.18
Local procurement of veh svc	574,850.00
Transport	
AR Williams	204
Big Eagle	2,382.96
Clearview Auto	3,919.00
Davis	2,293.49
Discount	269.94
Enterprise	6,936.34
Exalta	851.35
Fountain Tire	32.89
Industrial Backhoes	1,000.00
Jarrds Transportation	2,000.00
Kirks Tire	5,093.75
McMillan Transport	11,475.00
Med Hat New Holland	18,000.00
MJB	15,948.80
Murray's	4,497.73
NIWA Crane	54,062.00
Traxx	29,529.73
United Rentals	15,271.49
Western Materials	5,200.00
Willie's Towing	350
McBrides Bakery	51,923.61
Medicine Hat Wholesale	729,646.91
Sand Widges	152,446.30
Supply	
N/A	
Total	2,067,832.47



Rig Activity in Alberta – First week of July

	2005	2006	2007	2008	2009	2010	2011	2012
Drilling	276	441	187	219	78	191	219	161
Down	309	185	532	455	519	354	324	436
Total	585	626	719	674	597	545	543	597
Utilization	47%	70%	26%	32%	13%	35%	40%	27%

Source: HYPERLINK "<http://www.caodc.ca>" www.caodc.ca

Issue area sponsored by:



sustainability

Did You Know?

Water use in the home can be broken down as such:

- Showers and baths 35%
- Toilet flushing 30%
- Laundry 20%
- Kitchen and drinking 10%
- Cleaning 5%

Further, the City of Medicine Hat reports that 50% of water used during the summer months can be attributed to outdoor water use.

Source: City of Medicine Hat

Did you know that there are diverse crops and herbs produced in our local area?

Southeast Alberta grows 10% of North America's spearmint.

Southeast Alberta grows 50% of North America's dill.

Alberta's average honey production is 141 lbs per hive annually, which is twice the world's average.

Southeast Alberta has the largest green house operation in the province, with 100 acres under glass.

Southeast Alberta has over 175,000 acres of irrigation land.

Southeast Alberta has over 203,257 head of cattle; these cattle are supported with 2.6 million acres of pasture land.

76,446 pigs live in Southeast Alberta

2,135 dairy cows live in Southeast Alberta.

227,722 chickens live in Southeast Alberta.

Southeast Alberta grows 73,974 acres of dry pea crops.

(1 acre = 1 soccer pitch)

Source: Economic Development Alliance of Southeast Alberta

Did You Know?

Canadian Forces Base (CFB) Suffield, covering some 2,700 square kilometers offers one of the largest live-fire training areas in North America for military use. The Base has set aside 458 square kilometers for a National Wildlife Area, meant to preserve the local wildlife and fragile ecosystem.

Source: SEAWA

South Saskatchewan River Water Quality

In its recent State of the Watershed, the South East Alberta Watershed Alliance (SEAWA), reported on water quality within the basin using the River Water Quality Index. This index is based on the average of four sub-indices calculated for bacteria, metals, nutrients and pesticides. While overall water quality in the river has been rated as good, and the South Saskatchewan River has among the best compliance water quality records of rivers monitored by the Prairie Provinces Water Board (100% in 2009, 98% in 2008), nutrient and pesticide measurements have historically been rated as fair to marginal in certain reaches.

Source: SEAWA

Water Usage

Medicine Hat census reported a residential water usage of 352.1 litres per day per capita in 2009. This was 11% lower than the provincial level of 395 litres per capita per day. There was a 2.1% decrease in water usage from 2008-2009.

Source: Environment Canada Water Use Data

Temperature

In Medicine Hat in 2007, July had a mean maximum temperature of 24.3 degrees Celsius. This is compared to the 1971-2000 Medicine Hat mean maximum temperature of 29.6 degrees Celsius in July. In 2007, Medicine Hat had a mean minimum temperature of -14.0 degrees Celsius in January. This is compared to the 1971-2000 Medicine Hat mean minimum temperature of -10.3 degrees Celsius in January.

Source: Environment Canada



donations at work

In the Fall of 2011, the Partners for the Saskatchewan River Basin received \$5,000 in funding for the Educating Youth about Fish Habitat program. \$1,030 of this funding came from the Environmental Legacy Fund established by the Foundation to address environmental needs for the community. The remaining funds came from the Smart & Caring Community Fund.



Weather

According to annual weather reports from the airport weather reporting stations across Canada, Medicine Hat, Alberta is the sunniest place to live. Not only does Medicine Hat hold the #2 spot for sunny days in those frigid months, but the Gas City also scores in the top five for hottest summers, driest climate, and most days without a drop of rain.

Source: Environment Canada and City of Medicine Hat

Medicine Hat is Sunnier than Miami?

Medicine Hat is sunnier than Miami! This is based on the Direct Normal Irradiance (DNI) which is the amount of direct sunlight that Medicine Hat receives. DNI is the beam that is focused with a mirror for solar purposes.

Sources: National Solar Radiation Database (US) and Environment Canada

VITAL ACTIVITY

Community Gardens

As of summer of 2012, there were 31 gardeners in Medicine Hat and 26 in Redcliff at the Community Garden locations. As of May 2012, the Kipling Garden had 24 plots. Each year there are 10 to 20 people on the wait list to get a plot, most were offered a plot especially with the additional plots added at the Kipling location in 2012.

There are a good variety of people gardening. Some new, young gardeners, young families and seniors are reaping the benefits.

In 2010, there were 13 plots at Kipling. All the Kipling plots are raised garden beds. They are either 8 x 20 or 4 x 20. The 4 x 20 plots are built higher, for those with mobility issues. Gardeners are able to sit on the side of their plot (about hip high) and reach into their plot.

The plots in Medicine Hat and Redcliff are approximately 15 x 20. Most plots are gardened by one person/ household, however there are about 15 plots total that are gardened by groups/organizations in order to donate the produce to their clients and/or the Food Bank.

For example, Saamis Immigration has a plot and their English as a Second Language (ESL) student garden and share the produce, the Medicine Hat Youth Action Society has a plot, Clients Ongoing Rehabilitation & Equality (CORE), Redi and Brain Injury Relearning Services (BIRS) all have plots for their clients etc.

Source: Community Food Connections Association



Did You Know?

Did you know that Pakowki Lake, located in the County of Forty Mile, is a provincial bird sanctuary which provides water for birds on their migration route. It is however, also responsible for the deaths of hundreds of thousands of birds, due to avian botulism.

Source: Alberta Wilderness Association

New Building Incentives

Residential Energy Conservation Incentives:

- ecoEnergy Home Audit - \$200 discount (\$100 pre-retrofit)
- Furnace – ENERGY STAR® rated model - \$400 rebate
- Air Conditioner – ENERGY STAR® rated model - \$200 rebate
- Insulation / Air Sealing – up to a \$300 rebate
- Front Loading Clothes Washer - \$75 rebate

Residential Renewable Energy Retrofit Incentives:

- Solar Water Heating – up to a \$3,000 rebate
- Renewable Electricity System (microgeneration) – up to a \$6,000 rebate

HAT Smart Community Environmental Incentives:

Up to \$2,000 in grant funds available to individuals or groups to encourage community action around the targets identified in the Community Environmental Roadmap. Grant guidelines and an application are now available.

Source: Environment Canada

Medicine Hat Waste Management

Diversion of waste in the City of Medicine Hat from 2000-2010 reported an annual diversion of waste of 36%. The city's landfill reports its annual diversion of waste from the last decade to be an average of 29% with the other 71% being buried in the landfill. A 10 year waste management strategy has been developed by the city. The 2012-2022 Waste Management strategy highlights a variety of different objectives for the city. One major component of this waste management strategy is the diversion of construction and demolition waste. The waste from construction and demolition often contains very reusable materials such as metals and wood.

The city landfill is predicted to have about 20 years left until it is considered to be too "full" the city is currently looking into studies of waste diversion to prolong this period. However, if no feasible solution is reached the city will look towards new areas to form a new landfill.

Below are some Waste Diversion Initiatives that the city is looking to implement. These measures are above and beyond the national and provincial initiatives for waste diversion.

- Community Residential Recycling Program
- Yard Waste Collection and Composting Program
- Biosolids Compost Program
- Tree and Wood Recycling Program
- Commercial Fiber (paper and cardboard) Collection Program
- Metals Recycling
- Clean Fill Re-use Program
- Construction Rubble Re-use Program

Source: City of Medicine Hat

Green Buildings Certified BOMA BEST (Level 3 or 4) and LEED

In the spring of 2012, there were 0 green buildings certified BOMA BEST (level 3 or 4) and 0 green buildings certified LEED in the city of Medicine Hat. The number of green buildings certified BOMA BEST (level 3 or 4) per 100,000 people was much lower than the national and provincial levels, which were 1.3 and 1.9 respectively. The number of green buildings certified LEED per 100,000 people was much lower than the national and provincial levels, which were 1.8 and 2.3 respectively.

Source: Statistics Canada, Population figures are from 2006 community profiles

C3 – Energy. Ideas. Change. Hat Smart Rebate Program January 1, 2009 to September 30, 2011 Final Report

Through the course of the HAT Smart Rebate program a total of 4,026 rebates were issued for a total of \$898,589 rebate dollars issued. On a per household basis, 9.1% of Medicine Hat utility customers took advantage of the HAT Smart Rebate program.

Source: C3 – Energy. Ideas. Change. Hat Smart Rebate Program January 1, 2009 to September 30, 2011 Final Report



youth

Issue area sponsored by:



Did You Know?

Did you know that two-time Olympian Richard Hortness trained in Medicine Hat? He attended the 2008 Beijing Olympics and competed in the 50 metre swim and the 4 x 100m Relay and in London in 2012 he finished 5th in his heat for the 4 x 100m Relay!

During the 2011-2012 school year, the Medicine Hat Region of Junior Achievement (JA) had 60 local volunteers deliver more than 1,068 business and financial literacy programs in 45 classrooms. The goal of JA is to help prepare youth for their future roles as business people and community leaders.
Source: Junior Achievement Southern Alberta



Fact or Fiction

In Medicine Hat, in 2012, there were 26 daycares and preschools, as recognized by Medicine Hat & District Child Care Association.

Teen Birth Rate

The teen birth rate in Medicine Hat in 2007-2009 was 24.3 per 1,000 women 15 – 19 years of age. This is lower than Lethbridge (30.8 per 1,000 women), but higher than the Alberta rate of 20.1 per 1,000 women.
Source: Alberta Health Services

Maternal Prenatal Smoking

Prenatal smoking between 2006 and 2008 was 27.5%, which is 32% higher than the Alberta provincial rate of 18.1%.
Source: Alberta Health Services

Number of Youth & Seniors

Medicine Hat reported 17,820 youth in the community (under the age of 19). Youth accounted for 24.4% of the population of Medicine Hat. Senior citizens (age 65 and over) in Medicine Hat totalled 10,790 or 14.8% of the total population of Medicine Hat according to the 2011 census.
Source: Statistics Canada Community Profiles

Registered Apprenticeship Program (RAP)

Offered at all three high schools in the city of Medicine Hat, the RAP program is an out of school work experience program. It allows for students to earn high school credits while gaining hours towards earning a journeyman ticket in the trade of their choosing. The program allows for students to earn credits during school time for up to a half of a day during a single semester.
Source: McCoy High School, Crescent Heights High School, and Medicine Hat High School

4-H Clubs

4-H clubs are open to anyone ages nine to 20. It requires a minimum attendance of 70% of the club's activities. Members choose projects to participate in ranging from animal training to repairing computers. The 4-H motto is "Learn to do by doing" and is the essence of the club. The 4-H club gives members the opportunity to learn by participating in projects, which not only require unique skills but also allow for them to earn school credits, through schools Career and Technology Services (CTS) programs.
Source: 4-H Alberta

The Community Foundation launched its Youth in Philanthropy program in the late 1990s. Since then, the program has taken many forms and today has settled on a school-based model. For the 2011/2012 year, two school districts participated in the program, Eagle Butte High School and Grasslands Regional School Division. Each of the groups examined the non-profit sector in their communities and arrived at granting a total of \$4,200 to three organizations: Habitat for Humanity Medicine Hat Society received \$2,100, Newell Community Action Group received \$1,050 and the Brooks & District Women's Safe Shelter Society received \$1,050. The Foundation is pleased to announce that thanks to generous donors the program will be extended to two additional school districts for the 2012/2013 year!



Class Size Comparison, 2010-2011

Medicine Hat Public and Catholic School authorities reported average class sizes of 22.1 and 22.3 respectively. Both were below the Alberta Education recommended Class size of an average of 23.

Source: Alberta Education

Education

In 2011 the Lethbridge-Medicine Hat Economic Region (ER) reported that 43.6% of the population had a post-secondary education (University Degree; Post-Secondary certificate or Diploma). This number was 9.1% lower than the national level and 8.1% below the provincial average.

Source: Statistics Canada, Labour Force Survey, available by special request program A050924. Tabulations for Canada are based on CANSIM Labour Force Survey data, table 282-0004.

The Lethbridge-Medicine Hat (ER) reported for 2011 that 25.7% of people over the age of fifteen have not completed high school. This was 7.9% higher than the provincial average of 17.8% and 6.2% higher than the national average of 19.5%.

Source: Statistics Canada, Labour Force Survey by special request program A050924. Tabulations for Canada are based on information for the ten provinces, territories are excluded from the Labour Force Survey, table 282-0004

Composite Learning Index (CLI)

Medicine Hats CLI scores in 2010 were an average of 76. This was one point above the national average of 75 and 6 points below the Alberta average of 82.

Source: Canadian Council on Learning (CCL), CMA and CA data are by special request. HYPERLINK "<http://www.ccl-cca.ca/CLI>" <http://www.ccl-cca.ca/CLI>

VITAL ACTIVITY

The City of Medicine Hat has developed a Youth Advisory Board (YAB). To find out more information on how you can ensure your voice is heard, visit their website at <http://medhatyab.weebly.com/> or follow them on twitter @medhatyab



Services available at Medicine Hat Regional Hospital

24 Hour Emergency Services	(403-529-8000)	Patient Food Services	(403-529-8001)
Acute Care Mental Health	(403-529-8825)	Patient Information	(403-529-8000)
Adult Rehabilitation and Geriatric Assessment Unit	(403-529-8862)	Patient Placement	(403-529-8084)
Alberta Hip and Knee Clinics	(403-502-8648 ext 1530)	Pediatric Services - Acute Care	(403-529-8841)
Cancer Treatment and Care - Associate Cancer Centres	(403-529-8817)	Pediatric Services - Outpatients	(403-529-8841)
Chronic Kidney Disease Clinic - Southern Alberta Renal Program (SARP)	(403-502-8615)	Peritoneal Dialysis - Southern Alberta Renal Program (SARP)	(403-502-8615)
Community Transition Team	(403-529-8901)	Physical Therapy	(403-529-8851, 403-529-8968)
Computed Tomography (CT)	(403-502-8620)	Pre-Admission Clinic - Surgery	(403-529-8801)
Day Surgery	(403-529-8868)	Primary Care Network Admin Offices	(403-502-8648)
Diagnostic Imaging Services	(403-529-8850)	Regional Outpatient Respiratory Services	(403-529-8855)
Diagnostic Ultrasound Services	(403-529-8850)	Registration	(403-529-8000)
Emergency Medical Services (Reception), 911 (Emergencies ONLY)	(403-529-8944)	Respiratory Inpatient Services	(403-529-8855)
Endoscopy	(403-529-8816)	Respiratory Therapy - Outpatients - Asthma & COPD Education	(403-529-8855)
Health Information / Access and Disclosure	(403-529-8817)	Respiratory Therapy - Outpatients - Cardiac Stress Testing	(403-529-8855)
Health Information / Records Management	(403-502-8600)	Respiratory Therapy - Outpatients - Pulmonary Functions Testing	(403-529-8855)
Hemodialysis - Southern Alberta Renal Program (SARP)	(403-529-8807)	Respiratory Therapy - Outpatients - Student Health Initiative	
Hospitals	(403-529-8000)	Respite Services - Medicine Hat	(403-529-8084)
Intensive Care Unit	(403-529-8835)	Senior Services - Community Outreach Team	(403-528-5609)
Laboratory Services	(403-529-8830)	Senior Services - Day Hospital	(403-529-8949)
Walk-in service. Routine appointment bookings not accepted. Arrangements for speciality testing may be required.		Seniors Health	(403-528-5609)
Labour Delivery and Maternal Child Services	(403-529-8836)	Social Work Services	(403-529-8083)
Magnetic Resonance Imaging	(403-502-8273)	Speech, Language and Hearing - Infant, Preschool, School-age and Adult Services	(403-528-8175)
Medicine Hat & District Health Foundation	(403-528-8133)	Speech, Language and Hearing Services - Audiology	(403-528-8175)
Mental Health Outreach Service Medicine Hat	(403-529-8030)	Surgical Suite	(403-529-8839)
Neonatal Intensive Care	(403-529-8837)	Switchboard	(403-529-8000)
Nuclear Medicine	(403-502-8273)	Therapeutic Recreation	(403-529-8851)
Occupational Therapy	(403-529-8851)	Universal Newborn Hearing Screening	(403-528-8175)
Outpatient Cancer Drug Benefit Program	(403-528-5601)	Volunteer Resources	(403-529-8000 After Hours, 403-529-8847)
Outpatient Dietitian	(403-528-5628)		

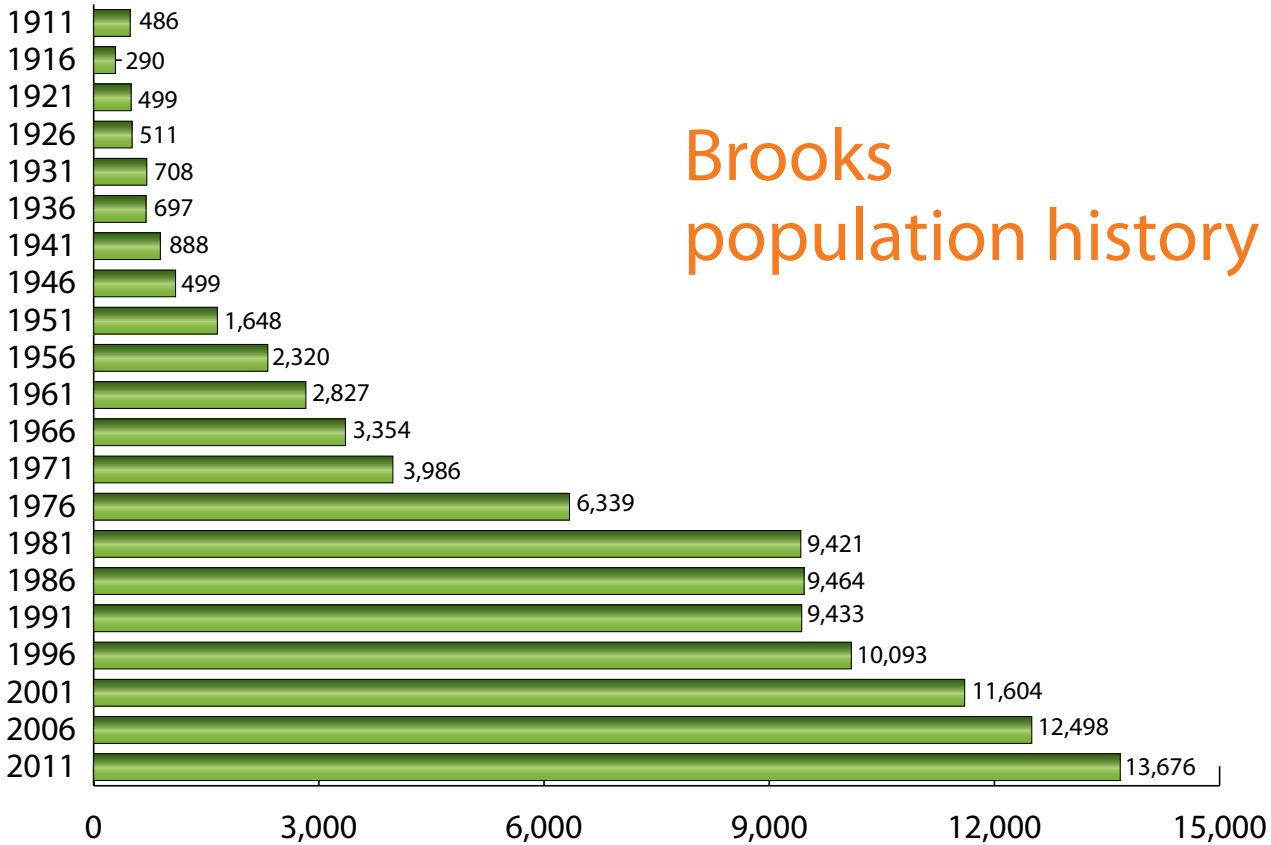
Source: Alberta Health Service

Brooks

a community profile

donations at work

Since 2000, the Foundation has been pleased to support the Brooks area with \$164,500 in grants to charitable organizations. The creation of the Brooks Community Fund has enhanced the grant allocations to the area each fall. With the inclusion of the Brooks community in Vital Signs®, two new Board Members from Brooks for 2012 and the Youth in Philanthropy program, the Foundation continues to support and assist in improving the quality of life for Brooks residents.



Brooks population history

Median Age, 2011

Brooks is a relatively young city with a median age of 33.8. The Canadian national median age is 40.6 years, while the Alberta provincial median age is 36.5.

The median is the midpoint in a sequence of numbers.

Source: Statistics Canada

Voter Turnout in Provincial General Election

Voter turnout in the Strathmore-Brooks region in the March 2008 Provincial General Election was 33%. This region saw a significant increase in the April 2012 election with a voter turnout of 56.7%.

Source: Elections Alberta

Language & Immigration

The City of Brooks reports that there are more than 100 languages spoken in the community. The Language Center for Newcomers offer English as a Second Language (ESL) for immigrants that come to Canada

The City also hired its first inclusion coordinator to help immigrants feel welcome into the community of Brooks and help them find jobs and have equal opportunities in the community.

Source: Brooks.ca & Language Centre for Newcomers

Industry

The Brooks region is home to 48% of all oil and gas wells in Alberta and 37% of all wells in Canada. Appropriately, the majority of the major players in the oil and gas sector are located there as well. This industry employs more than 4,000 individuals with over 170 service firms.

Source: City of Brooks

The Brooks economy is diverse with agriculture, service, and gas & oil industries being the most prominent. Brooks has 260,000 acres of irrigated farm land and 600,000 acres of dry farmland

Manufacturing Industry

Brooks has 30 metal manufacturing companies. The foundation of these companies has benefitted from the surrounding oil and gas industry and agricultural activity.



brooks profile



Crop Diversification Centre South (CDCS)

The CDCS operates four farms, has 10,500 sq ft of laboratory space and a 44,000 sq. ft. machine shop. The centre specializes in research, development and extension services for horticulture and specialty crops.

Source: Alberta Agriculture and Rural Development

Library Services

The Shortgrass Library system purchased 18,016 items for the library in 2007 and 23,376 in 2011. In that same time period the number of items circulated to patrons increased 16.5%.

Source: Shortgrass Library System

Parks

The City of Brooks has more than 400 acres of parks available to the community, and the Dinosaur Provincial Park is located 50km north of the city.

Source: City of Brooks

Culture

In 2008 Brooks won the Communities in Bloom award for community involvement. This means that the city was acknowledged for their efforts in meeting the needs of all citizens.

Source: Communities in Bloom

Sports Community

There are three golf courses located in the Brooks area: the Brooks Golf Club, the Rolling Hills Golf and Country Club, and the Meadows Par 3.

The Brooks community offers a variety of sports including high school sports through the catholic and public high schools.

Brooks has minor hockey league teams and is home the competitive Jr. A hockey team the Brooks Bandits. In 2010 the Centennial Regional Arena opened. It has 74,000 square feet seating 3,300 people.

Source: City of Brooks

VITAL ACTIVITY

Donations Makes Epidurals Possible in Brooks

Due to a lack of availability of epidurals in Brooks, mothers-to-be have had to travel to Medicine Hat or Calgary to have their babies. Equipment to provide epidural anesthesia is now in use at Brooks Health Center thanks to a \$6,000 donation from the Brooks and District Health Foundation. This will help decrease stress for Brooks' mothers-to-be but also help ease the strain on the maternity ward in Medicine Hat as approximately 300 babies are born in Brooks annually.

Source: Medicine Hat News



Brooks, Alberta Top Employers

COMPANY/ORGANIZATION	# of Employees
XL Foods – Lakeside Packers	2400
Hospital (including community health: speech, dental, mental and homecare and ambulance services)	325
Smith Group	200
City of Brooks	111
Eastern Irrigation District	75
County of Newell	70
Crop Diversification Centre (research station)	40

Source: http://www.thinkbrooks.ca/community_profiles/employment.html
<http://www.xllakeside.com/>

Shopping Comparison – Brooks vs Medicine Hat

There is a perception that shopping in Brooks is more expensive than Medicine Hat, especially for infant items. As a result, the Vital Signs team went shopping at Wal-Mart and Safeway in both Brooks and Medicine Hat on July 6, 2012 in order to compare the cost of food and basic household items.

The results were actually more surprising than anticipated. The prices between each city's store, Wal-Mart and Safeway, were exactly the same! There were a couple of price variations but these variations were so limited that it can only be concluded that it was a result of human error.

Note: Although the prices were the same on the day that we shopped there. The shelves in the Brooks Wal-Mart did not have many Pampers diapers, as well as a limited selection of baby formula.

Cost of Living Alberta Place-To-Place Price Comparison

The 2010 Alberta Spatial Price Survey compares the cost of living in Alberta's cities. Cost of living expenses include: food, shelter, utilities, household goods, clothing, transportation, health and recreation. The value of the index was generally established at 100 for the city of Edmonton (base price). An index with a value greater than 100 indicates prices higher than the base price, or vice versa.

For all commodity indices Brooks rates at 95.8 which is almost exactly the same as Medicine Hat at 95.7. Breaking it down, Brooks is more expensive than Medicine Hat when looking at all food indices, 102.5 and 96.1 respectively. In terms of recreation, both Medicine Hat and Brooks are close to the 100 mark scoring at 99.0 and 97.8 respectively. For transportation Medicine Hat comes in at 107.3, while Brooks is at 92.7 and utilities for Brooks scores a 95.3 while Medicine Hat scores 87.5.

Source: 2010 Alberta Spatial Price Survey



Fewest Doctors

Money Sense Magazine reported that there was less than one M.D. per 1,000 residents in Brooks Alberta. At the time of the publication there was work being completed in the area of physician recruitment and retention.

Source: www.moneysense.ca

RCMP Statistics

Currently working on getting safety information from the RCMP in the Brooks area.

Agricultural Industry

The Brooks economy is greatly influenced by the agricultural industry. In the Brooks area there are

- 260,000 acres of irrigated farmland
- 600,000 acres of cultivated dry land farming
- 600,000 acres of native and improved rangeland in the region

Source: Think Brooks

Other Brooks-Medicine Hat Price Comparisons

Golf

	Medicine Hat Golf and Country Club	Brooks Golf and Country Club
18 Holes With Cart	\$55-\$70	\$99
18 Holes Without Cart	\$40- \$55	\$65

Source: Medicine Hat Golf and Country Club and Brooks Golf Club

Swimming Lessons

	Medicine Hat	Brooks
Duck	\$34	\$39
Whale	\$34	\$45

Source: Medicine Hat Family Leisure Centre and City of Brooks

Hockey

	Medicine Hat	Brooks
PeeWee	\$615	\$540
Bantam	\$615	\$540

Source: Brooks Minor Hockey and Medicine Hat Minor Hockey Association

Daycare

Just a couple of the daycares from each location were compared in price.

Brooks	Medicine Hat
Little Duckling Day Care- \$720	MHC day care- \$640
Newell Integrated Child Center- \$705	Nature's Way- \$670
	Crayon Academy- \$700



Safeway – Shopping July 6, 2012		
Item	MH Price	Brooks Price
Produce		
Apples McIntosh	4.39/kg	4.39/kg
Bananas	.88/kg	.88/kg
Navel Oranges		3.86/kg
Broccoli – head	4.39/kg	4.39/kg
Salad bag FRESH EXPRESS 170 g	3.49/bag	3.49/bag
Yellow Onion	1.52/kg	1.52/kg
Raspberries	1.76/100g	1.40/kg was 6.61/kg
Bag of Potatoes - 10lb bag	6.99	5.99
Carrots	2.18/kg	2.18/kg
Dairy		
2% Milk – 4 L	4.89	4.89
Cheddar cheese 200 g cracker barrel med	4.99	4.99
Becel Margarine 907g	6.29	6.29
Mayonnaise Kraft Real 1 L	4.79	4.79
Eggs – Large, 1 dozen Lucerne	2.81	2.81
Soy milk Silk Original 2 L	4.99	4.99
Lucerne Yogurt – 750g	2 for 5	2 for 5
Ice Cream – 4 L	6.99	6.99
Long Grain Br Rice 1 kg	4.19	4.19
Kraft Dinner Original 12 Pack	5.00 Was 14.99	5.00 Was 14.99
Whole Wheat Bread 570g	1.89	1.89
Bakery – ww tray buns 260g	3.39	3.39
Cheerios	260g 4.08 1 kg 8.65	260g 4.08 1 kg 8.65
Coffee – Folgers Mountain Roast 975g	11.85	11.85
Arrowroot cookies 350g	4.68	4.68
Goldfish 200g	3.56	3.56
Oreo cookies 350 g original	3.56	3.56
Cake mix – Betty Crocker – white	2.54 was 2.70	2.54 was 2.70
Robin Hood All purpose Flour 10 kg	11.25 was 14.58	11.25 was 14.58
Rogers Sugar 4 kg bag	3.99	3.99
Gatorade 710 mL	2.39 or 3/6.00	2.39 or 3/6.00
Flat of bottled water Aquafina 24 x 500mL	9.69	9.69
Peanut Butter Kraft Smooth	1kg 7.13, 2kg 13.25	1kg 7.13, 2kg 13.25
Tuna Gold Seal Chunk Light 170g	2.12	2.12
Heinz Ketchup 750 mL	4.15 was 4.37	4.15 was 4.37
Mustard Frenchs 400mL	2.74 was 3.88	2.74 was 3.88
Granola Bars Chewy Chocolate Chip	3.25	3.25
Salsa Pace Chunky mild 1.7L	9.17	9.17

Good Start Formula Probiotic	28.09 was 29.57	28.09 was 29.57
Baby food Heinz	1.12 was 1.29	1.12 was 1.29
Spaghetti		
Catelli Whole wheat 375g	3.08 was 3.43	3.08 was 3.43
Barilla White 454g	2.65	2.65
Soda Crackers – Premium Plus 450 g	3.56	3.56
Prego Pasta Sauce Original 1.75 L	6.49 was 7.28	6.49 was 7.28
Saproro Ichiban Original	1.19	1.19
Apple Juice – 5 juice boxes	2.37	2.37
Campbells Mushroom Soup	1.16	1.16
TA Foods Ground Flax Seed 500g	3.29	3.29
McCormick Garlic Powder	7.49	7.49
Lean Cuisine	2 for 7	2 for 7
McCain Pepperoni and Cheese 490 g	7.84	7.84
Pudding Snack Packs – 4	2.54 was 3.19	2.54 was 3.19
Saran Wrap 60m	4.64 was 5.46	4.64 was 5.46
Pampers 132 count size 4	29.99 was 37.73	29.99 was 37.73
Meat		
Ground beef regular	2.99 was 3.49	2.99 was 3.49
Chicken breast boneless/skinless	17.17/kg	17.17 /kg
Aqua Star Pacific Salmon – 2 fillets	8.88 was 12.99	8.88 was 12.99
Lunch meat – oven roasted chicken breast	3.29	3.29
Fuel – Unleaded \$ per litre	117.9	113.9
Starbucks grande skinny vanilla latte	4.50	4.50

Wal-Mart – Shopping on July 6, 2012

Item	MH Price	Brooks Price
Sunscreen – Coppertone 30spf 237 ml	7.97 was 8.97	7.97 was 8.97
Soft Soap Hand soap 225mL	2.36	2.36
Infant Tylenol 24 mL	4.97	4.97
Advil Extra strength 80 count liquigel	22.73	22.73
Aspirin # 120 Equate	9.97	9.97
Scope Original 1 L	1.97 was 2.36	1.97 was 2.36
Tresemme Shampoo vol 900 mL	5.26	5.26
Tresemme conditioner vol 900mL	5.26	5.26
Royale Toilet paper 16 rolls	6.97	6.97
Royale Paper towel 6 rolls	7.47	5.68
Gillete Sensor Excel Razor	7.44	7.44
Venus Embrace Razor	13.43	13.43
Pampers 80 count size 4	29.97	29.97
Pampers Newborn 36 count	13.97	13.97
Huggies Wipes 768 wipes	19.87	19.87
Huggies – Size 4 Count 192	49.97	49.97

Huggies – Newborn Count 36	13.97	13.97
Nuk Bottles – 3 x 10oz	7.47	16.46
Good start formula Probiotic 640g	28.97	13.46 was 18.97
Baby food Heinz	.78	.78
Graduate Puffs 42g	2.77	2.77
Greenworks All Purpose Cleaner 946mL	3.17	3.17
Sunlight dish soap 740mL	2.27	2.27
Toilet bowl – Lysol 710ml	2.00	2.00
Mr. Clean All purpose cleaner 800 mL	2.98	2.98
Tide Actilift liquid 4.43 L	18.67 was 21.78	18.67 was 21.78
Glad Garbage bags 40 easy tie	5.97 was 9.78	5.97 was 9.78
Mainstay Bath towel	13.97	13.63
Mainstay Hand towel	4.97	5.22
Mainstay Face cloth	2.97	4.97
Mainstay Faux wood Blinds – 36 x 48	38.97	38.97
2% Milk 4L	4.37	4.65
Crest Extra white 130 mL	1.97 was 2.36	1.97 was 2.36
Antiperspirant Speed Stick Plus original 85g	2.97	2.97
Antiperspirant Dove (women's)	2.97 was 3.48	2.97 was 3.48
Tena Pads 42 count	12.47	12.47
Boost 6 bottles	7.97	7.98
Mongoose Bike 20"	118.00	118.00
Purina One dog food	23.98	23.98
Dish towels 12 pack	6.00	6.00
Kitchen towels 3 pack	6.00	6.00



About the Foundation

Since 1992, the Community Foundation of Southeastern Alberta has been creating customized philanthropic solutions. This occurs by bringing together people who care about our community and regional charities, while building and sustaining a strong and vibrant community. In the simplest terms we focus on improving the communities in our area by pooling charitable gifts creating permanent endowment funds and making responsible grants with the investment income. In this way the gift is never spent and provides a continuous stream of charitable revenue for the community.

Over the last 20 Years

7.4 million
total assets

3 million
charitable grants

99
board members

800
grants

159
agencies supported

Acknowledgements & Contributors



SMART & CARING
COMMUNITIES



Vital Signs® is a Vital Program of the Community Foundation of Southeastern Alberta supported by the Smart & Caring Community Fund and our other generous sponsors.



- 4-H Alberta
- Alberta Health Services
- ATB Financial
- Canadian Forces Base Suffield
- Canadian Mental Health Association
- Centre for Spatial Economics
- City of Medicine Hat
- City Centre Development Agency
- Community Food Connections Association
- Crescent Heights High School
- Economic Development Alliance of Southeast Alberta
- Elections Alberta
- Government of Alberta
- Junior Achievement Southern Alberta
- Industry Canada
- McCoy High School
- Medicine Hat College
- Medicine Hat Community Housing Society
- Medicine Hat High School
- Medicine Hat's Historic Clay District
- Medicine Hat News
- Medicine Hat Police Service
- Medicine Hat Public Library
- Medicine Hat Real Estate Board
- Shortgrass Library System
- South East Alberta Watershed Alliance (SEAWA)
- Statistics Canada
- The Salvation Army
- Tourism Medicine Hat

How to use this report

Start conversations. Take action. If you or your organization is moved or motivated by what you read, use this report as a starting point for positive action.

Pass it on. Share the report with your friends, colleagues, employees, employers, students, a neighbour, library or community centre, or an elected official at any level.

Contact us. We know the issues and organizations in our community. If you are looking for ways to make a difference, we can help.

Find out more. Learn about the many organizations in our community working to improve it, and see how you too can help.



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Marlene Watson, Office Manager

Kolia Auva'a, Summer Student

Vital Signs Project Team

Tara Williams, Project Manager

Alison Peltier, Graphic Design/Photography

Mike Christie

Jayne Halladay

Kolia Auva'a

Community Foundations of Canada

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We would like to acknowledge the following communities that are also publishing a Vital Signs® report in 2012:

Victoria Foundation

Clayoquot Biosphere Trust

Winkler Community Foundation

Sudbury Community Foundation

London Community Foundation

Waterloo Region (Cambridge and North

Dumfries CF and Kitchener-Waterloo CF)

Toronto Community Foundation

Burlington Community Foundation

Kingston Community Foundation

Fondation du Grande Montreal

Community Foundation of Nova Scotia



Fact or Fiction Answers...

Lifestyle & Recreation

FICTION. The average age of students in 2010-2011 at Medicine Hat College was 23.9 years of age. In the same year, the average age of part-time students was 34.3, while the average age of full-time students was 20.7.

Source: Medicine Hat College

Youth

FACT. There are 26 daycares and preschools, as recognized by Medicine Hat & District Child Care Association. This does not include day homes. Alberta is the first province to have registered, standardized criteria for day homes.

Source: Medicine Hat and District Child Care Association



taking the pulse of our community...





SMART & CARING
COMMUNITIES



COMMUNITY
FOUNDATIONS
OF CANADA

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