



Social Determinants of Health Fact Sheet:
Campbell River

The Strathcona Community Health Network is pleased to share these community health profiles. We have developed a community health profile for each of the eight communities within our region.

Community health profiles were developed for two purposes: 1) to support the ongoing work of the Strathcona Community Health Network, and 2) to build capacity within the Strathcona region.

1. The Strathcona Community Health Network (SCHN) has articulated our approach to work, which includes a commitment to being evidence-informed by balancing the best available data with local knowledge in collaborative decisions. These community health profiles, then, have created an opportunity to define and collect or generate local data to support decision making and future action by the SCHN.
2. Perhaps more importantly, the SCHN's approach also involves community capacity building. Per our Strategic Plan, we "encourage a capacity building approach so the community is strengthened and partners grow and improve their knowledge, skills and infrastructure through engaging with the network."

Community health profiles can be used to build community capacity in many ways, including the following:

- Use the information within to support planning and decision-making processes.
- Utilize this report as evidence when applying for grant funding and/or providing evaluation information to funders.
- Employ the information within when advocating for policy changes at all levels of government.
- Connect with the individuals, organizations, and coalitions within your community that are working towards greater outcomes. If you'd like more information about these groups, please contact us.
- Initiate conversations with your neighbours, family, friends, and colleagues about the information that stood out to you. Can you take any small or grassroots actions in support of increased community health?
- Let us know if the SCHN should be aware of any initiatives happening in your community related to the social determinants of health. Our contact information is on the final page.



Community Context

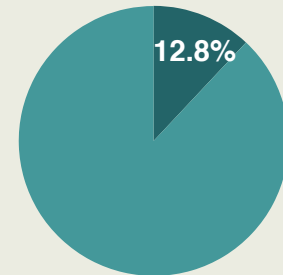
Like many other communities on Vancouver Island, Campbell River was inhabited by indigenous peoples prior to colonization. Today, the area now known as Campbell River (which, for this profile, includes Strathcona Regional District Area D) is the traditional territory of the Laichwiltach people, and includes the Wei Wai Kum First Nation by the Campbell River estuary and We Wai Kai First Nation at the Quinsam reserve.¹ A reserve for the Homalco First Nation, whose traditional territories are at Bute Inlet, was established off the Island Highway.²

Campbell River is also home to a large number of indigenous people from around the province, including Nuu-chah-nulth people to the west and Coast Salish people to the east. The Indigenous population comprises **12.8%** of Campbell River's population.³ Campbell River is the largest population centre within the Strathcona Regional District, with a population of **37,861** — an increase of **4.9%** since 2011, when the population was **36,096**.^{3,4} The largest age cohort in Campbell River is the population aged 15-64 years old. They comprise **63.5%** of the population.³ The remainder of the population is comprised of seniors (**21.1%**) and children 14 years old and younger (**15.4%**). The median age of the population is **47.1** years, only slightly older than the provincial median of **43.0**.³

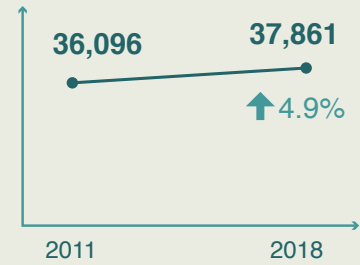
Campbell River's population has been relatively stable for the last decade. As some residents leave the community, others join. Between 2011 and 2015, **2,145** people moved to Campbell River. Most new residents were from within British Columbia, although **30%** came from another Canadian province and **3.4%** moved from another country.³

Like neighbouring communities, Campbell River fits into multiple service delivery areas. The built area includes both a municipality (the City of Campbell River) and Strathcona Regional District's Area D. It is included in School District 72 boundaries, and in Local Health Area 72 (Campbell River), and in the larger North Vancouver Island Health Services Delivery Area.

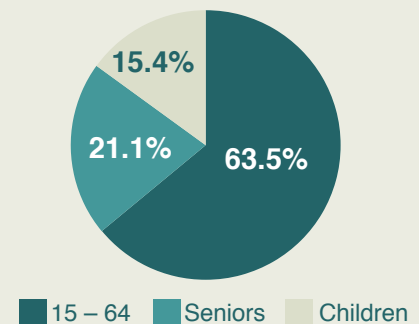
Indigenous Population



Population 2011-2018



Age Cohorts





General Well-being

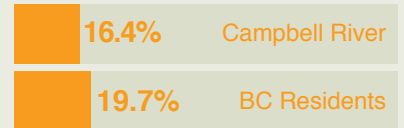
As members of the North Vancouver Island Health Service Delivery Area, residents of Campbell River report a high rate of community belonging: **77.6%** of residents report a somewhat strong or strong sense of community belonging, compared to **71.6%** of BC residents. Likewise, Campbell River residents report lower perceptions of life stress than provincial residents (**16.4%** report that most days in their lives are quite a bit or extremely stressful, compared to **19.7%** provincially).⁵

In Local Health Area 72, which includes Campbell River, **13.5** litres of absolute alcohol are sold per person. This is considerably higher than the Island Health average of **10.9** and the provincial average of **9.0**. Given that one litre of absolute alcohol is equivalent to 58 standard drinks, residents of LHA 72 are consuming **783** alcoholic beverages annually, on average.⁶

Community Belonging



Life Stress



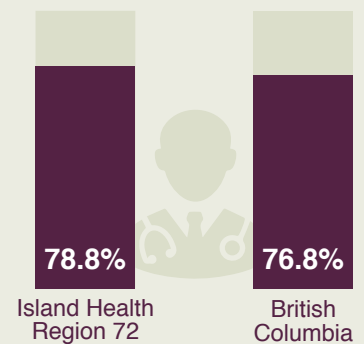
Health Care

Another measure in which residents of Island Health Region 72 (Campbell River) compare positively to their provincial counterparts is in physician attachment. In LHA 72, **78.8%** of residents are patients of a physical or other primary health care provider (nurse practitioner, community health nurse, etc.). In BC, **76.8%** of residents are attached to a primary care provider.⁶

Campbell River residents can receive a variety of health services within the community. In addition to general practitioners and specialists, Campbell River has a hospital with medical imaging, a Health Unit and a Mental Health & Substance Use service. Kwakiutl District Health offers preventative and health promotion services for six members nations on Vancouver Island, including the We Wai Kai First Nation and the Wei Wai Kum First Nation. Specific services available include home and community care, mental health and addictions, nutritionist, Children's Oral Health Initiative (COHI), and a patient navigator.

First Nations Health Authority offers healthy living, environmental health, health and wellness planning, maternal, child and family health, mental wellness and substance use, traditional healing, and nursing services to First Nations peoples across the province.

Physician Attachment





Children and Youth

Time and time again, research emphasizes that investing in the health and well-being of children and youth has positive health, economic, and community impacts for decades to come. One of the most important measures of young children’s health is the Early Development Instrument, which examines a child’s experiences in the first five years of life via 5 scales (Physical Health & Well-Being, Social Competence, Emotional Maturity, Language & Cognitive Development, and Communication Skills & General Knowledge). In School District 72, which includes Campbell River, **28%** of Kindergarten children are deemed vulnerable, meaning that without additional support, these children may experience future challenges in school and society. Provincially, the vulnerability rate is **32.2%**.⁷

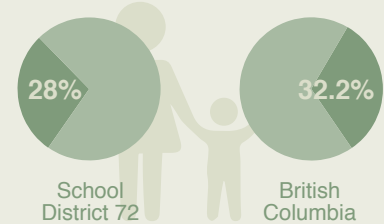
Another measure of support for early childhood development is the number of childcare spaces available. In Campbell River, there are approximately **1140** licensed childcare spaces spanning infant/toddler, preschool, and after-school care. This figure also includes licensed in-home child care facilities, Registered License Not Required care providers, and Aboriginal HeadStart.⁸

As children get older, there are a number of institutions to support healthy development, including indoor and outdoor swimming pools, a splash park, ice rinks, a community centre, a Sportsplex, many parks, playgrounds and sports/balls fields, a skate park, beaches, a library, and many organized sport, recreation, and arts and culture opportunities. Organized sport, recreation, arts, and culture opportunities are facilitated by both public and private bodies, including the City of Campbell River, Strathcona Regional District, various non-profit organizations, and for-profit programs.

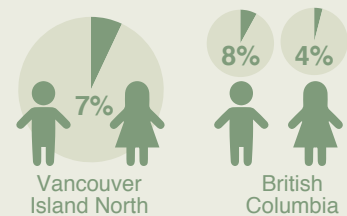
The youth obesity rate for Vancouver Island North, which includes Campbell River, is **7%** for both males and females. Provincially, it is **8%** for males and **4%** for females.⁹

The McCreary Adolescent Health Survey reports on youth experience with alcohol, marijuana, and tobacco. In Vancouver Island North, which includes Campbell River, **52%** of youth have tried alcohol, compared to **45%** provincially. Similarly, **37%** of Vancouver Island North youth have tried marijuana, compared to **26%** provincially. Tobacco sees a similar trend, with **29%** of Vancouver Island North youth trying tobacco, compared to **21%** of youth provincially.⁹

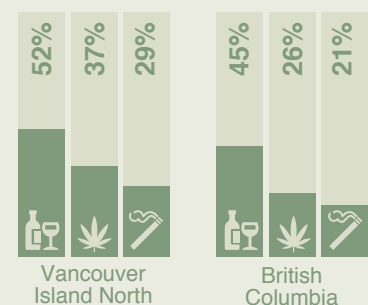
Child Vulnerability Rate



Youth Obesity Rate



Youth Experience with Alcohol, Marijuana & Tobacco





Food Security

The World Health Organization (WHO) includes food security in its list of social determinants of health and defines household food security as “appropriate food being available, with adequate access and being affordable (location of markets, supermarkets, and closure of small suppliers creating food deserts in cities).”¹⁰

In Campbell River, there are **8** grocery stores located throughout the city. There are also a number of options for individuals that require assistance in accessing food. The Campbell River Food Bank distributes food to people in need the first 3 Wednesdays of every month. The Food Bank also offers bread, butter, and soup for pick-up twice per week. The Campbell River Food Bank also serves residents of Gold River, Tahsis, and Sayward. In total, the Food Bank served **5,431** households or **12,857** people between April 2017 and March 2018.¹¹ In addition to the Campbell River Food Bank, there are a number of organizations offering assistance, including the Salvation Army Lighthouse Centre soup kitchen (which offers hot meals Monday-Friday), various breakfast, lunch, and hot meals programs at local churches (serving congregants and the larger community), services for First Nations (via program delivery organizations and elders lunches), seniors (daily lunches at the Sportsplex and the Campbell River Seniors Centre, prepared meals, and grocery shopping services), and emergency food supply hampers, which are given out by a few different organizations.¹²

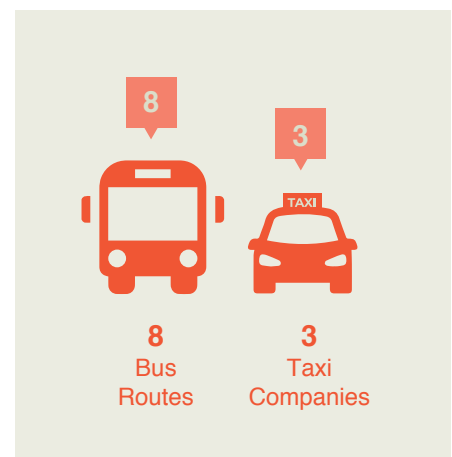
Campbell River also approaches food security proactively. The community has **3** community gardens, vegetable gardens at various local organizations, community kitchen programs that help participants develop cooking skills, and a farmer’s market.¹²

The Provincial Health Services Authority’s “Food Costing in BC” report for 2017 reports on the cost of sufficient, safe, and nutritious foods across the province. For the North Island Health Services Delivery Area, the monthly cost of healthy food is **\$1,036** (only slightly higher than the provincial average of **\$1,019**).¹³



Transportation

Being able to get from one place to another allows residents access to health and social services, education and employment, leisure and recreation, and to purchase necessary food and household goods, among other things. Campbell River is the only population centre within the Strathcona Regional District that is served by public transit. There are **8** bus routes stretching from Oyster River in Area D to Painter Barclay, north of the river. Bus fare is **\$2** each way for adults and post-secondary students, **\$1.75** for K-12 students and seniors ages 65 years and greater, and free for children 6 years old and younger.¹⁴ BC Transit, which operates the bus system in Campbell River, also operates a HandyDART system that facilitates the movement of people with disabilities that prevent them from using the 8-route transit system without assistance. The HandyDART costs **\$2.50** per ride, with attendants and children 6 years old and younger riding for free.¹⁴ There are **3** taxi service companies in Campbell River, operated by private companies.

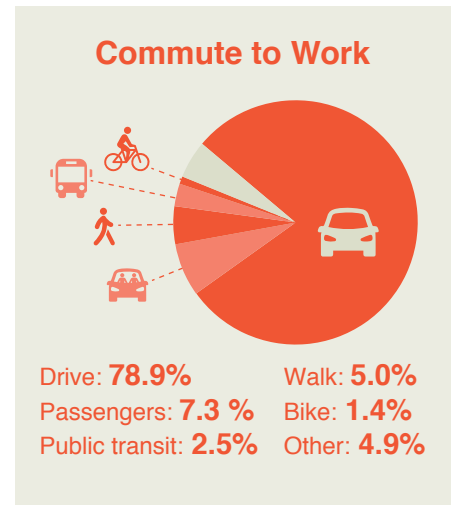


There are opportunities for active transportation in Campbell River. Walkers can make use of the **130km** of sidewalks in Campbell River, which are complemented by **100+** crosswalks.¹⁵ Cyclists have access to **85km** of bike routes that are maintained by the City of Campbell River. These routes include bike paths, bike lanes, and regular roads shared with vehicle traffic. **70** bike racks are available throughout the community, with capacity for **398** bikes.¹⁶

When asked about how employed residents get to work, **78.9%** reported that they drive. An additional **7.3%** are passengers in a vehicle. **5.0%** of employed residents walk to work, **2.5%** utilize public transit, and **1.4%** bike to work.³

Slightly more than half of employed residents (**51.5%**) have a commute of 15 minutes or less, while **29.5%** commute for 15 to 29 minutes. The remaining **19.0%** have a commute of 30 minutes or greater.³

Campbell River is home to the Campbell River Airport (YBL), which offers daily flights to and from Vancouver and regular flights to and from other locations within British Columbia. Three airlines make use of the Campbell River Airport. Two private business also offers float plane services to northern and Sunshine Coast communities.



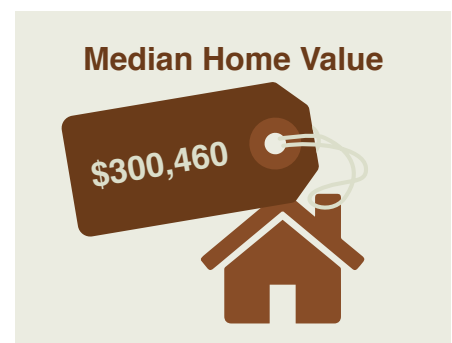
Housing

Access to safe, adequate, and affordable housing is essential in ensuring the health of a community's residents. Inadequate housing affects physical health – housing that is mouldy, dirty, or in need of major repairs may put a resident at risk of developing one-time or chronic illnesses. Housing that is unaffordable, overcrowded, or otherwise unsuitable contributes to increased stress and/or decreased quality of life.

House values in Campbell River (which includes Area D) are amongst the highest within the Strathcona Regional District. The median value of a home is **\$300,460**.³ The median monthly cost of home ownership is **\$902**. Median monthly cost is the total cost for a mortgage, property taxes, and the cost of electricity, heat, water, and other municipal services.³ Only **13.9%** of owner households in Campbell River spend 30% or more of their income on housing.³

The rental vacancy rate in Campbell River is **0.5%**, meaning that there are very few available rentals as of November 2018.¹⁷ Renter households, which comprise **27.0%** of total households in Campbell River, see a median monthly shelter cost of **\$922**.³ An incredible **42.5%** of renters spend 30% or more of their income on housing. A household is considered at risk of homelessness when 30% or more of the resident's earnings are spent on housing costs.³

Of all homes in Campbell River, **6.9%** have been reported as requiring major repairs.³ A formal homeless count was conducted in Campbell River in April 2018. Results showed that **81** people are homeless in Campbell River.¹⁷





Connectivity

Access to phone and internet services is necessary for reasons related explicitly to health – including access to health and emergency services and opportunities for telehealth – but also to meet other needs. Access to phone and internet services allows access to education and professional development, employment, connection to friends and family, and entertainment, among others.

There is cell phone coverage throughout Campbell River. Residents can safely choose to rely on a landline, cell phone, or both. A landline from can cost **\$40** per month or more, depending on whether or not additional features are needed.¹⁸

There are a dozen internet providers offering wireless internet to Campbell River. An individual household can expect to pay between **\$25** and **\$130** per month, depending on desired speed and usage.¹⁹ The Campbell River branch of the Vancouver Island Regional Library offers free access to the internet during open hours. The North Island Employment Foundations Society offers internet access for job seekers. Many community spaces offer free access to wireless and Campbell River’s municipal broadband deck, named “The CR Advantage,” offers affordable enterprise-level internet in the downtown core.

Though not all residents who work from home utilize home phone and internet, some do. In Campbell River, **6.5%** of the workforce works from home.³

Phone Costs



Phone (Landline)
\$40 per month

Internet & Cable Costs



Cable/DSL
\$35 - \$120 per month



Employment and Income

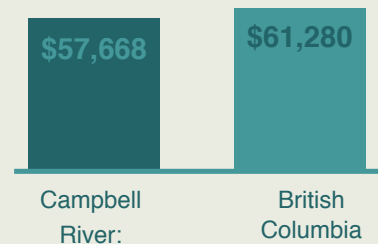
Living Wage Canada notes that: “Income plays an important role in health outcomes. In general, the less someone is paid the poorer their health is across a number of physical and psychological measures. In addition, employment and working conditions have a significant impact on our health.”²⁰

Campbell River’s median household after-tax income is **\$57,668** – the highest in the region and only **\$3,500** lower than the provincial median.³

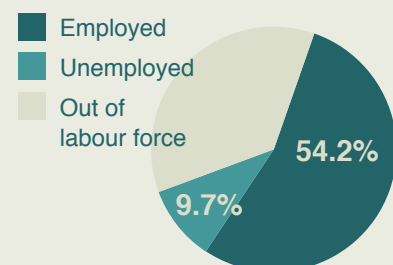
Most income in Campbell River is generated by employment (**66.3%**), while **15.9%** comes from government transfers including the Old Age Pension, Guaranteed Income Supplement, Canada Pension Plan, child benefits, or social assistance benefits. Campbell River has an employment rate of **54.2%** and an unemployment rate of **9.7%**. Comparatively, the province’s employment rate is **59.6%** and the unemployment rate is **6.7%**.³

Campbell River has a relatively high proportion of labour force participants that worked part year and/or part time: this is true of **60.1%** of the labour force in Campbell River, compared to **50.3%** of the provincial workforce.³

Median Household Income



Employment Rates





Education and Training

Education and training are increasingly integral to employment success. There are public elementary, middle, and secondary schools, and a private K-12 school. Students wishing to access post-secondary in Campbell River have four options: Discovery Community College, North Island College Campbell River campus, the CRADACL Community Living College, or online/distance learning. There is another North Island College campus in Courtenay, 50km south. The closest university is Vancouver Island University in Nanaimo.

North Island Employment Foundations Society (NIEFS) is active in the community, offering a resource centre, employment workshops, case management, training support, work experience, labour market information and other research, services for specific populations, and many others.



Ageing

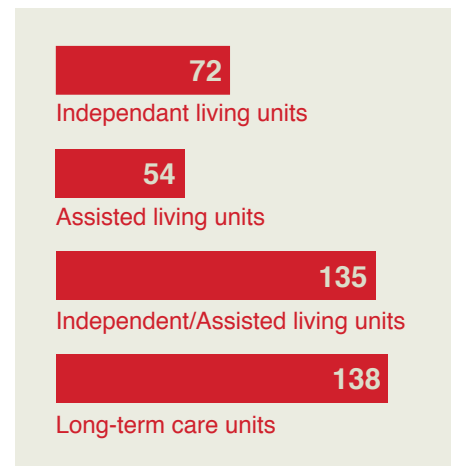
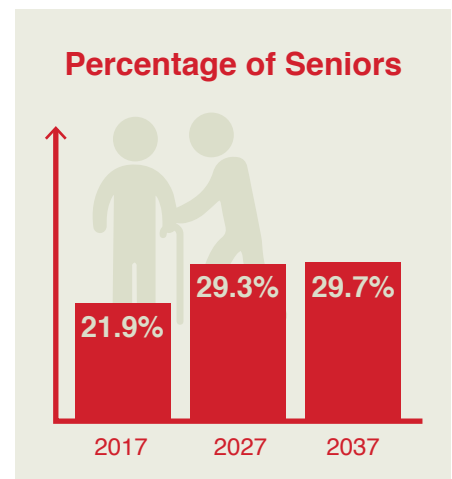
Growing old requires related social, financial, and health supports. Currently, the proportion of the population in LHA 72 (which includes Campbell River) that is comprised of seniors is **21.9%**. That proportion is expected to grow to **29.3%** by 2027, and to **29.7%** by 2037.⁶

Campbell River seniors are served by a number of non-profit agencies, including the Better at Home program, the peer support program, the Campbell River Seniors Centre, and a Parks and Recreation group for people age 50+.

Likewise, Campbell River seniors have a spectrum of housing options to choose from. Depending on level of need and/or desired level of assistance, Campbell River seniors may opt for home care, an independent living facility (**72** units), assisted living (**54** units), combination independent/assisted living (**135** units), or long-term care (**138** units).²¹

In Campbell River, **12.5%** of seniors live in poverty. Some housing options are senior-specific housing options subsidized by Island Health, and seniors are also eligible for assistance via BC Housing’s Shelter Aid for Elderly Residents (SAFER) program.³

Some seniors want to live at home (often called “ageing in place”). Seniors who age in place can feel isolated if they live alone; seniors that live with a partner, roommate, or family members often have a higher quality of life than those living alone. In Local Health Area 72 (Campbell River), **26.3%** of seniors live alone. Provincially, **27.3%** of seniors live alone.⁶



The Social Determinants of Health

The Strathcona Community Health Network (SCHN) works collaboratively to increase the health of the residents of the Strathcona Regional District. Focusing on upstream prevention, the SCHN focuses on the social determinants of health to guide its work.

In Canada, the following social determinants of health are frequently referenced: Income and income distribution, education, unemployment and job security, employment and working conditions, early childhood development, food insecurity, housing, social inclusion/exclusion, social safety network, health services, Aboriginal status, gender, race, disability.

The SCHN has engaged in extensive community consultation, including two forums. Community consultation surfaced the following social determinants of health most relevant to the region: First Nations and Cultural Safety, Healthy Children, Food Security, Housing, Ageing and Caregiver Support, Connectivity, Transportation.

Within these seven distinct determinants, there are many areas of overlap. In Campbell River, there are obvious links between housing and work and economy. As large infrastructure projects have stimulated the local economy, an increased demand for rental housing for out-of-town workers has resulted in higher rents and decreased availability. Home ownership costs have also risen, and increased housing costs put pressure on individuals and families whose financial resources are already stretched.

Another important determinant of health is early childhood development. In Campbell River, excellent work has been done to reduce vulnerability in the early years. However, more needs to be done to support families. Anecdotally, it can be difficult to find child care spaces in Campbell River, particularly for infants and toddlers, for whom lower ratios of children to staff are required. Again, this has impacts on work and economy, as parents may have to remain out of the workforce for longer than they desire. Finding an affordable and appropriate child care arrangement can be a major stressor for parents.

Finally, another important consideration when reviewing the data in this document is the growing senior population, which is projected to increase to 29.7% of the total population by 2037. Transportation, housing and the ability to age in place, and access to support services, including food security programs, are all important considerations that the community should proactively plan for.

Which links are evident to you?

Sources

- ¹ Campbell River Museum, History of the Campbell River Area, <http://www.campbellriver.ca/discover-campbell-river/our-history-heritage/history-of-the-campbell-river-area>.
- ² Homalco First Nation, About Us, <https://www.homalco.com>.
- ³ Statistics Canada, Census 2016 – Campbell River [Census Agglomeration]
- ⁴ Statistics Canada, National Household Survey 2011 – Campbell River [Census Agglomeration]
- ⁵ Statistics Canada, Canadian Community Health Survey, 2015-2016
- ⁶ Island Health, Local Health Area Profile 72 (Campbell River), 2015
- ⁷ Human Early Learning Partnership, Early Development Instrument, 2014-2016, www.earlylearning.ubc.ca.
- ⁸ PacificCARE Child Care Information and Referral (Personal correspondence)
- ⁹ Poon, C., Peled, M., Stewart, D., Kovaleva, K., Cullen, A., Smith, A., & McCreary Centre Society (2015). North Vancouver Island: Results of the 2013 BC Adolescent Health Survey. Vancouver, BC: McCreary Centre Society.
- ¹⁰ World Health Organization, The determinants of health, <http://www.who.int/hia/evidence/doh/en/index3.html>.
- ¹¹ Campbell River Food Bank (Personal correspondence)
- ¹² Strathcona Food Security Project, Food Security Needs Assessment, 2014, <https://www.greenwaystrust.ca/wp-content/uploads/2017/07/sf-sp-needs-assessment-final.pdf>.
- ¹³ Provincial Health Services Authority. (2018). Food Costing in BC 2017. Vancouver, B.C.: Provincial Health Services Authority, Population and Public Health Program.
- ¹⁴ BC Transit, Campbell River Transit System, <https://bctransit.com/campbell-river/schedules-and-maps>.
- ¹⁵ City of Campbell River, Walking, <http://www.campbellriver.ca/city-services/roads-transportation-parking/transportation-options/walking>.
- ¹⁶ City of Campbell River, Cycling, <http://www.campbellriver.ca/city-services/roads-transportation-parking/transportation-options/cycling>.
- ¹⁷ Province of British Columbia, Preliminary Data Report: 2018 Homeless Count in BC, 4.1 Campbell River
- ¹⁸ Telus.com, Home phone plans
- ¹⁹ Estimates gathered from all internet service providers serving Campbell River, using Canada 411 and online searches
- ²⁰ Living Wage Canada, What is a living wage?, <http://www.livingwagecanada.ca/index.php/about-living-wage/>.
- ²¹ Island Health, Home and Community Care



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