Information Partnership

BC COUNCIL FOR FAMILIES

Phase 3 TAG Report

Challenges Faced by BC Families

I would like to thank David Hay and Doug Balson of Information Partnership for the work they have accomplished for BCCF over the past two years. During this time they conducted two Let's Talk Families surveys and assisted BCCF in other operational and strategic planning areas such as building partner relationships, supporting staff with migration of our contact software and use of surveys as an ongoing communication tool. Anyone familiar with conducting quality research of the size and nature of the 2014 *Let's Talk Families, BC!* survey will appreciate the value we have received over the past two years. Their investment in BCCF and this project is a testimony to their sincere interest in improving life for all BC Families.

Thank you.

Joel B. Kaplan, Executive Director
BC Council for Families

Check out our new website at ***www.bccf.ca***

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Introduction and Project Background

There are currently no active surveys or associated reports that provide overviews of issues facing BC families. The TAG project and the *Let's Talk Families BC!* initiative are unique and an essential addition to information that informs all families, community service providers, policy makers and businesses about important issues facing BC families.

The BC Council for Families (BCCF) is acting through its TAG Project to more actively engage and support BC families and the professionals and organizations that serve them. A goal of *Let's Talk Families BC!* is to build BCCF's network of BC Families and in particular to expand the network to include a greater cross section of BC Families.

Major activities for the project have been two surveys. The first survey engaged primarily with community social services representatives and asked for their perspective of the challenges facing BC families, primarily through the experiences of consumers of community social services. The second survey has engaged with a broader representation of the BC public and asked about the challenges facing families in BC directly from the perspective of the lives of survey respondents.

2014 Survey Goals and Objectives

The major goal of the survey was to engage with BCCF contacts, partner organizations and BC families. The objectives of the engagement were to understand how BC families talk about the challenges and issues they face in their lives. In particular, do BC families talk about challenges and issues in ways that are different than family service professionals?

Methods

An internet-based sample survey was conducted in summer and fall 2014. Respondents were solicited in four ways:

1. Direct email invitation to BCCF contact database
2. Partner Organizations distributed information about the survey to their networks of contacts
3. Snowball – Contacts of BCCF and Partner Organizations distributed survey information to friends and acquaintances
4. Social media (e.g. tweets), newsletters and other communication vehicles by BCCF and Partner Organizations

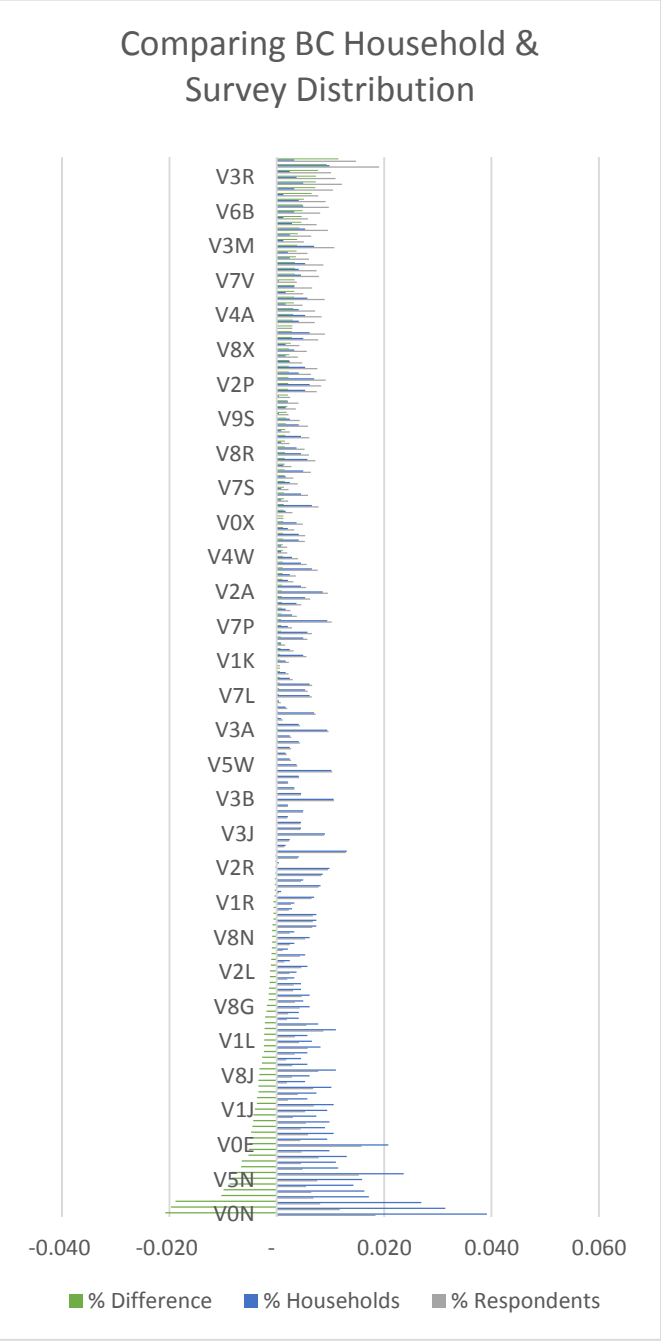
Data was collected from survey respondents over the period July 2014 – October 2014. Responses were received from over three thousand BC residents (N=3,098).

Open-ended questions explored the reported family challenges in detail. The survey received over 12,000 comments and stories from BC families.

Meeting Survey Goals and Objectives

The survey successfully engaged with BCCF contacts and 35 partner organizations. Over three thousand respondents comprising current BCCF contacts, partner organization contacts and members of networks of BCCF and partner organizations participated in the survey.

Respondents are geographically representative of all BC families based on postal codes of BC households.[1]



Respondents were able to report challenges and issues in their own words. In the 2013 *Let's Talk Families BC!* survey, respondents were limited to choosing from a pre-set list.

The sampling methods do not guarantee that the participating respondents are completely representative of the population of all BC families. The size of the respondent population, the geographic representativeness and the quality and quantity of responses give us confidence that the results have sound external validity.

More than thirty BCCF Partner Organizations were actively engaged in soliciting respondents for the 2014 survey. Many of these partner organizations (23) created unique survey collectors to track respondents that were solicited through their organizational networks. BCCF worked closely with organizations serving Aboriginal Peoples to solicit respondents from these populations.

[1] See Appendix A for information about survey coverage of BC Population

Quantitative Survey findings - Topline

This report provides detail on the open-ended responses to questions asking about challenges and issues facing BC families[2].

Also available are topline frequencies for all questions from the 2014 survey in an online report at this link: https://fluidsurveys.com/account/surveys/557366/reports/1395706/

The key messages from the topline report are:

- Respondents for household were primarily female (9 out of 10)
- Over 60% reside in urban settings
- Over 60% report family incomes of $50,000 or more
- 13% report family incomes of $29,000 or less
- Four out of five respondents reported children living at home
- Approximately one in 10 respondents (11%) identify as First Nations, Metis or Inuit
- All respondents faced one or more challenges to their family's health and well-being
- A majority of respondents reported frequent challenges to their family's health and well-being
- Descriptions and discussions of these challenges provided in the open-ended survey responses reveal that challenges are highly interrelated and interconnected for BC families

VERBATIM COMMENTS FROM SURVEY RESPONDENTS

The convention for reporting verbatim comments is to use the exact wording and formatting provided by survey respondents.

Errors in spelling, grammar and unconventional use of language are maintained.

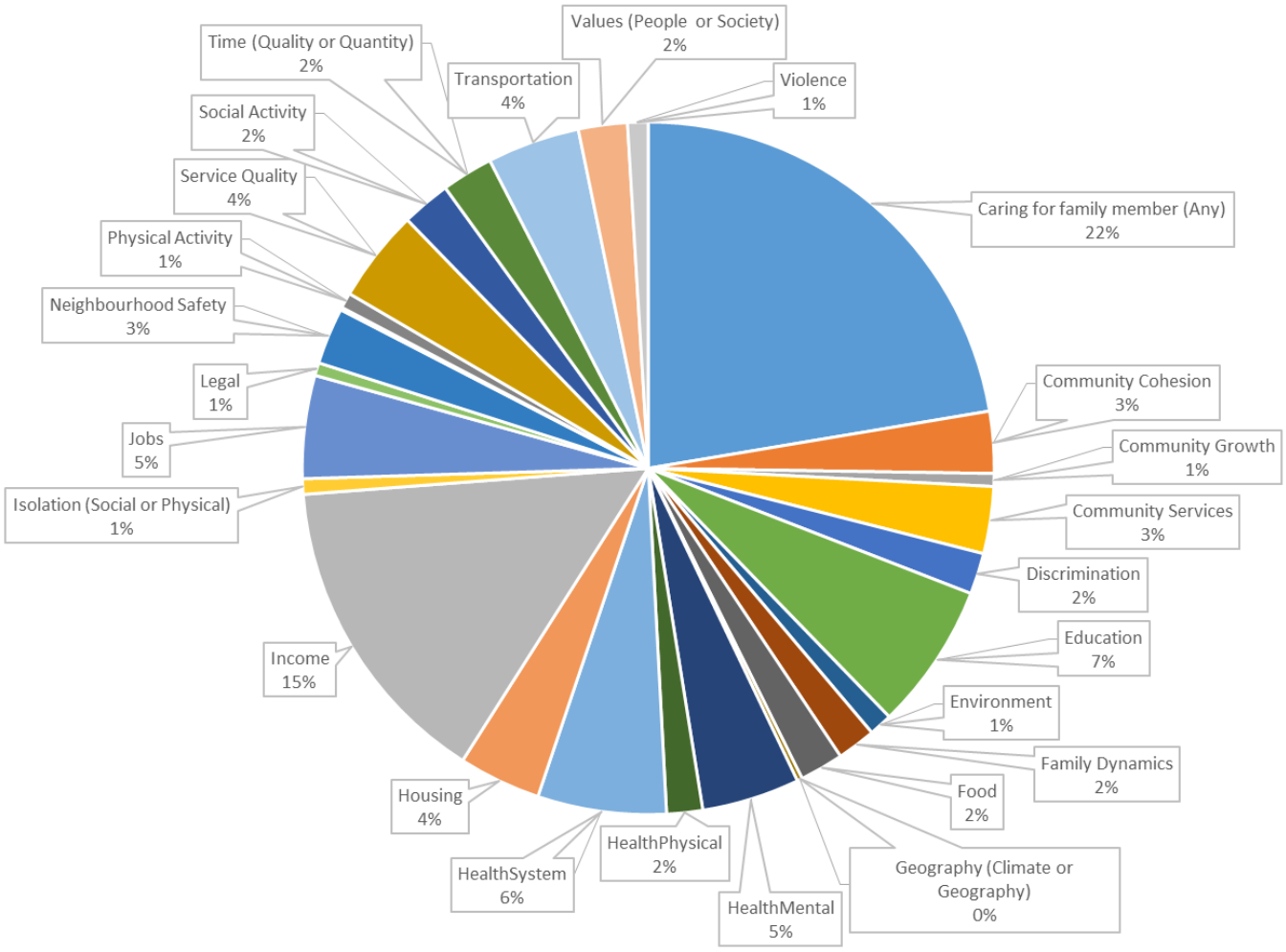
[2] See Appendix B for information about qualitative methods used for analysis.

Survey findings – Open-ended Questions

Three questions asked respondents about 1) challenges in their community; 2) the challenges facing their families; and 3) the frequency they face those challenges. A follow-up question asked if any family challenges were missed by the survey questions. Responses received were consistent with the list of challenges previously identified.

The challenge lists were based on the 2013 survey lists created by survey and family experts. Only 483 responses were received to the question about missed challenges and the majority of the comments were consistent with the existing challenge list.

Figure 1: Did we miss any family issues or challenges?



The major finding from the questions reporting on frequent challenges is that family challenges are interrelated and interconnected. A majority of comments contain reference to more than one challenge.

The most frequent challenge BC families face is income. Almost 9 of 10 respondents (88%) reported income as a challenge. One in three respondents (35%) reported income was a frequent challenge; only 1 in 10 (12%) reported income was never a challenge.

Figure 2: % Households reporting challenge

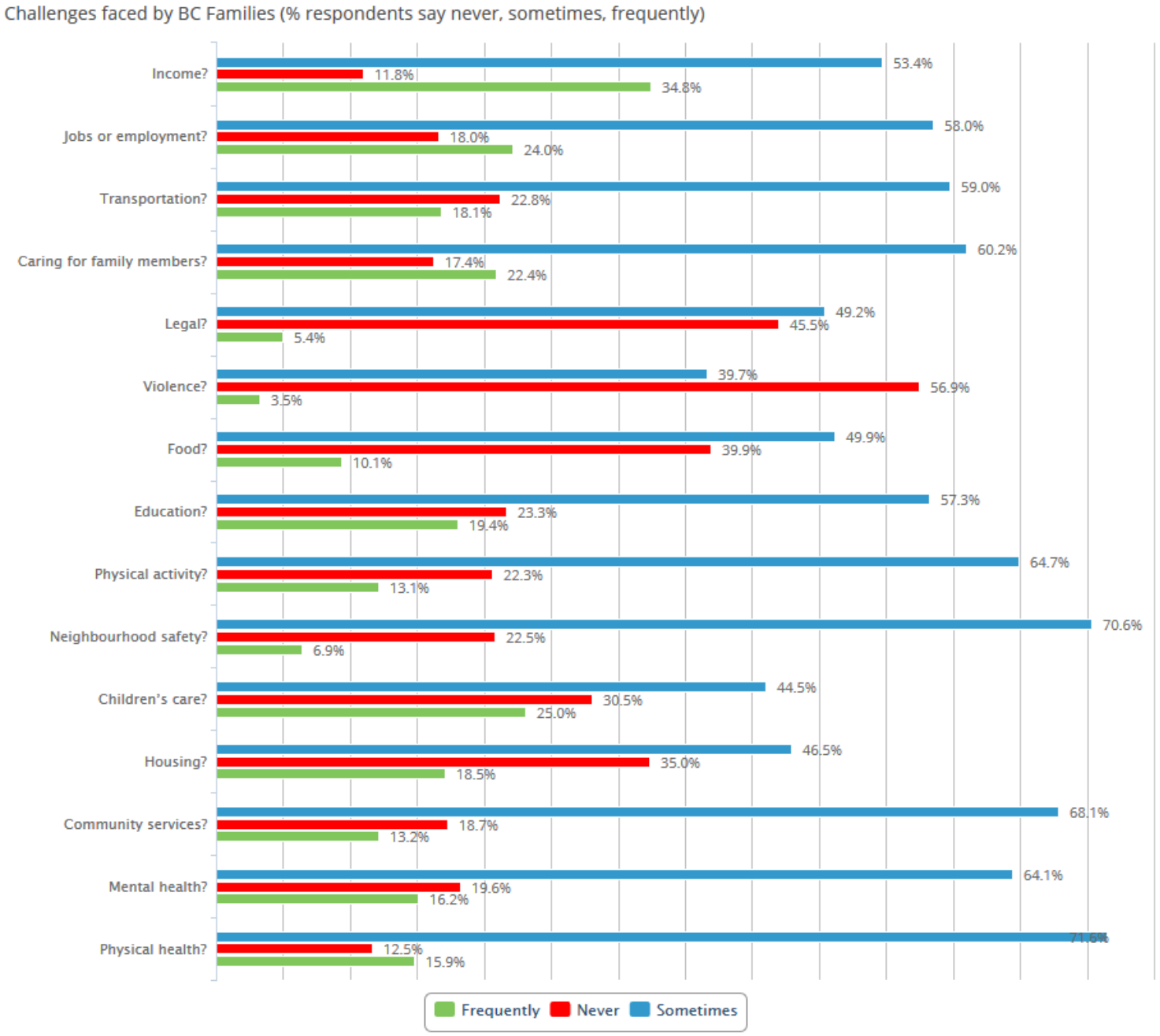


Figure 3: Number of challenges faced

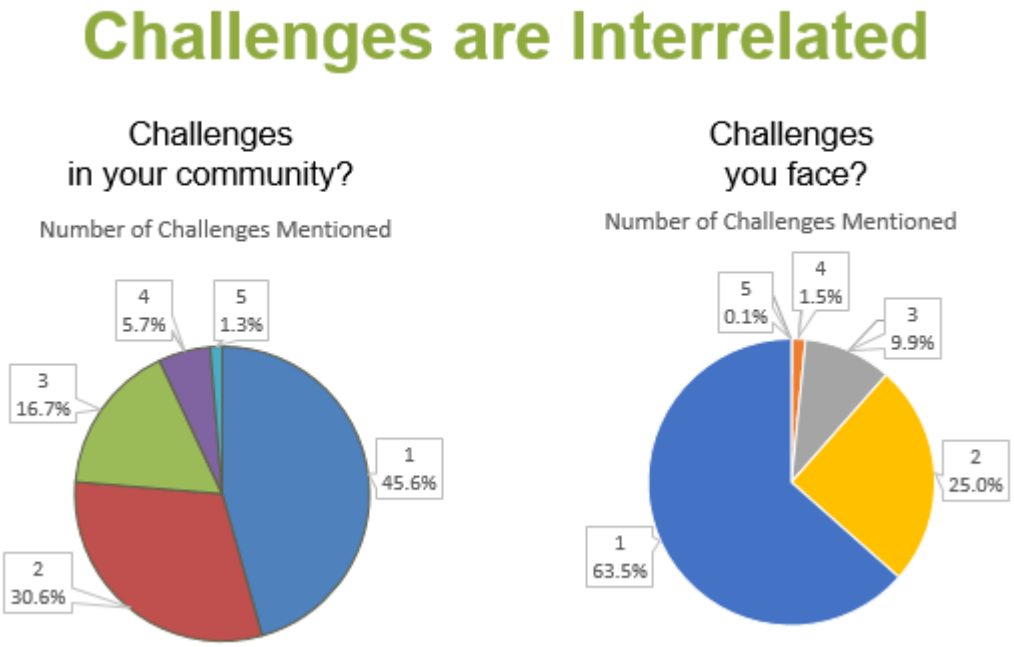
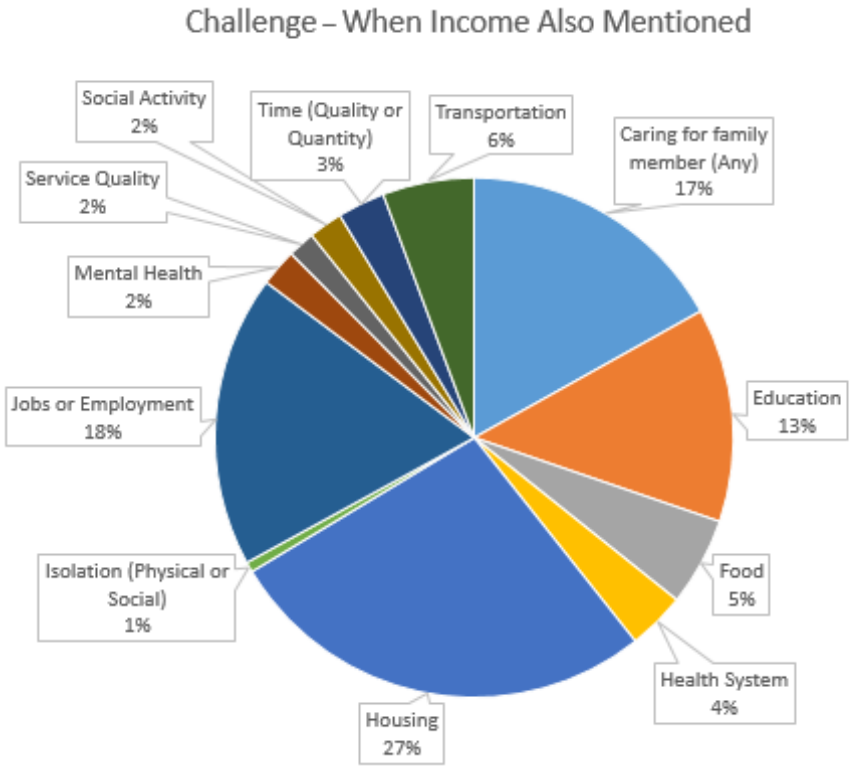


Figure 4: When income mentioned



When Income is the challenge

Almost 9 of 10 respondents (88%) reported income as a challenge. One in three respondents (35%) reported income was a frequent challenge; only 1 in 10 (12%) reported income was never a challenge.

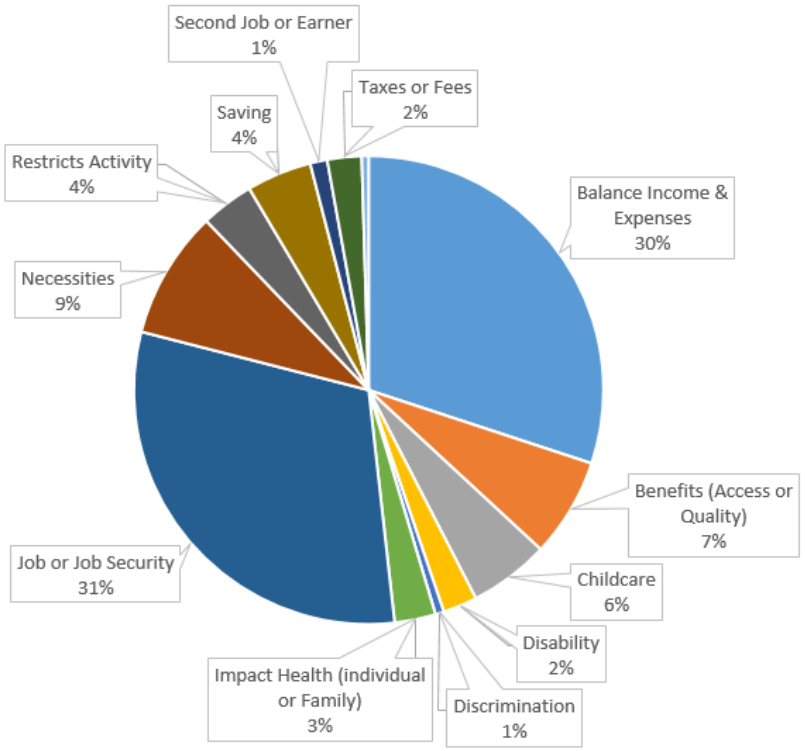
Figure 5: How frequently is income a challenge?

Response	Count	
Frequently	648	34.8%
Sometimes	646	34.7%
Rarely	347	18.7%
Never	219	11.8%
Total:	1860	

What is it about income that is a challenge?

When respondents were asked "what is it about income that is a challenge for you or your family?" almost 1 in 3 people talked about job or job security (31%) or balancing income and expenses (30%). Just under 1 in 10 said the challenge was being able to afford basic necessities (9%) while 7% said the challenge was related to access or quality of income support benefits. Access to childcare was mentioned as an income challenge for two primary reasons – it was unaffordable and/or being unable to access childcare stopped individuals from earning income.

Figure 6: Nature of income challenge



Example Verbatim Comments – When income is a frequent challenge

Table 1: Example income challenge comments

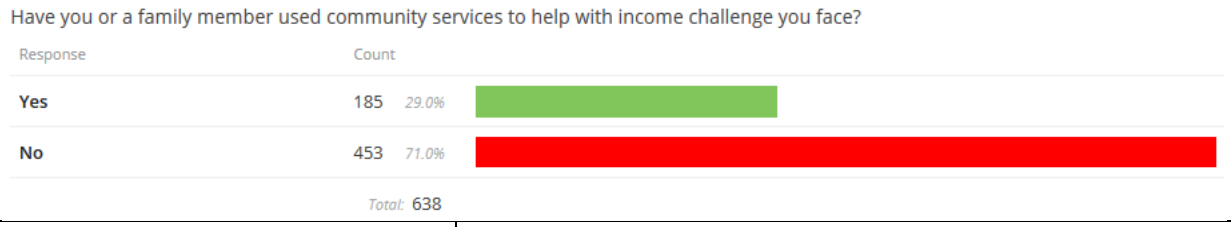
Income Challenge	Sample Verbatim Comment
Job or Job Security	• Lack of stability in jobs • High cost of living, and sporadic (seasonal) employment. • Job security. low pay but long hour work
Balance Income & Expenses	• The pay does not cover expenses. • Not enough to live in our community - even though we work full time in decent paying jobs! • Making each paycheck cover the expenses
Benefits (Access or Quality)	• Not enough income through social services • The irony is, the high income that we bring in leaves us out of obtaining services for our children. We cannot access free/low cost programs because we live in a high tax bracket. We cannot afford to do what we would like with our children because we are working to pay down debt, afford to live and pay for daycare. We pay the equivalent to 3 mortgages per month and have little left for food, clothing, birthday parties, or extra-curricular activities.
Childcare	• We don't qualify for subsidy so if I go to work at $15 an hour it will cost about that much to pay for daycare so I'm working to pay for someone else to watch my children or I'm unemployed.
Necessities	• We don't make enough to support everyone in our family. • Having enough at the end of the month to pay for rent and food. • Money runs out before the end of the month
Restricts Activity	• Not enough after mortgage payment for extra things for family to do together. • I make $16 per hour and work part time because I can't afford to work full time and pay for afterschool care. My husband makes $22 per hour and works full time. We have a mortgage, insurance on two vehicles, plus the daily household expenses. Most months we are stretched to the max, working to make the paycheck last and not having to dip into the credit line. We are a loving family, we never have enough money to take family vacations. We live a very simple life. It would be nice to have an option of having child care supplemented at our income level. At the wages we make we are just over the income threshold for childcare supplementation. I don't understand how that could be.
Disability	• Debt, no child support, high cost of food for a child on a special medically required diet • Job stability with mental illness • Used our retirement funds to help raise our grandson with FASD

Income Challenge	Sample Verbatim Comment
Discrimination	• My employer stopped putting me on the schedule after I told them I was pregnant and I haven't had any work since, my child is one year old now. • In this city with housing priced to suit wealthy immigrants or even worse off shore investors you are squeezing out the very people who made this country that is people born here and who fought in wars for here and their families not to mention first nations peoples who have been here from the beginning.
Impact Health (individual or Family)	• Not enough left over at the end of each month for any extras, or to plan for problems (I.e., car repair, dental work), or to plan for the future. Dental care is a HUGE problem for our family...can't afford even check-ups much less work on teeth. Pain and worry for the future. • Constant stress, always behind with money available to pay bills...spending more than we make...
Savings	• Can't make enough money to get ahead. • Rising costs , increase in taxes at all levels, fixed income , depletion of savings and rasp funds • Making ends meet. no savings.
Second Job or Earner	• I need a second income. I'm currently looking for part time work. I need to moonlight in order to survive. • Expenses outweigh the income, need to work two jobs to keep family in working order, but then I am challenged as a single parent who can't be home enough due to work, to be there for the kids, and cope with my own fatigue and caring for elderly, infirm parents.
Taxes or Fees	• Cannot save for retirement , to much tax paid • High taxes is not letting us to think of tomorrow. I work more I pay more taxes. All the benefit will be cut off if we pass the line and moving to the next leave of income • Cost of taxes and fees, Property values decreasing now for over seven years, Cost of fees for children's program it cost me $100 just for my daughter to play basketball in the gym during lunch no teacher? School fees are crazy! Causing so many children not being able to participate in programs

Effectiveness - Services used to help address income challenges

Less than half (29%) of respondents said they used community services to help address the income challenge. Over half (57%) of respondents who did access community services to help them with their income challenge reported the service did not meet their needs.

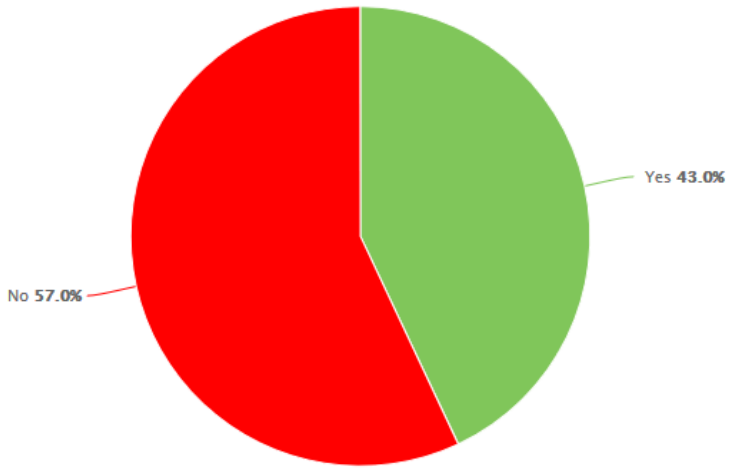
Figure 7: % use services to help with income challenge?



Over half of respondents who access community services to help them with an income challenge say the service did not meet their needs.

Job or job security concerns and balancing income and expenses were the two most common related challenges talked about in people's comments about income. Paying for necessities was referenced next in frequency in comments about challenges related to income.

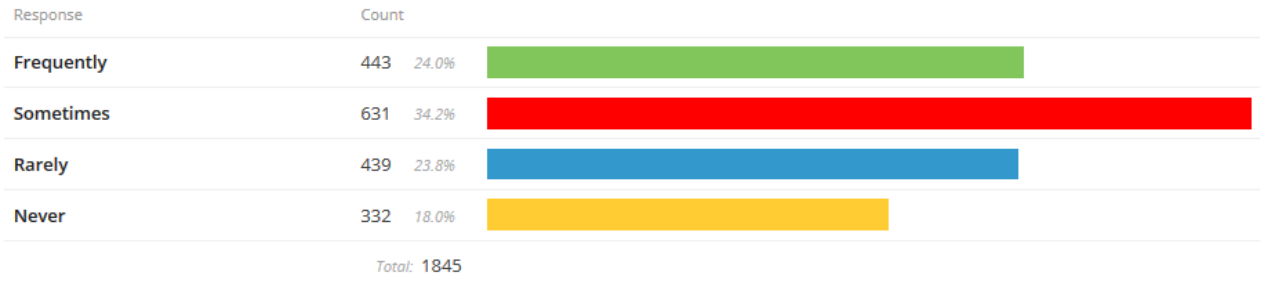
Figure 8: % say service helped them with income challenge?



When Jobs or Employment is the challenge

More than 4 out of five respondents (82%) reported jobs or employment was a challenge for their family. About 1 in 4 respondents (24%) said jobs or employment was frequently a challenge while over one-third (35%) said jobs or employment was sometimes a challenge.

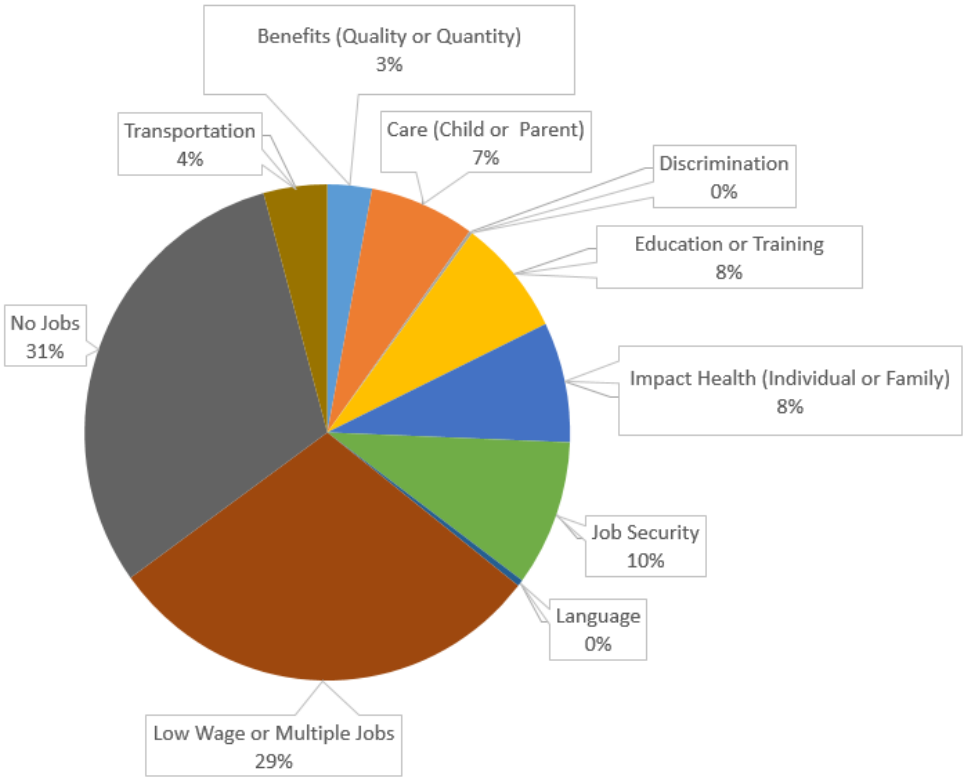
Figure 9: How frequently are jobs or employment a challenge?



What is it about jobs or employment that is a challenge?

When people were asked "what is it about jobs or employment that is a challenge for you or your family?", 3 out of 10 people said no job available (31%) or the jobs available were associated with low wages and/or insufficient hours (requiring multiple jobs) (29%). One in 10 said job security (10%) was a challenge. Education or training and health related challenges was cited by 8% of respondents while 7% said the challenge was related to care (child or parent).

Figure 10: Nature of jobs or employment challenge?



Example Verbatim Comments – When jobs or employment is a frequent challenge

Table 2: Example jobs or employment challenge comments

Jobs/employment Challenge	Sample Verbatim Comment
No Jobs	• Funding cut so no program so no job • Difficult for my husband to find part or full time regular work • I have a disability, and the opportunities for jobs is limited
Low Wage or Multiple Jobs	• My husband juggles 4 part time jobs just so if he gets laid off in winter he has something to fall back on. He's got a trade but is unable to get long term employment in a career job because Union seniority is hard to move up in when he only gets part time casual shifts. • Minimum wage Few positions more than 20 hours per week • Finding full time employment that offer living wage without having to work overtime to stay afloat.
Job Security	• One member is working very long hours without proper breaks or overtime but does not speak out because he does not want to lose his job. • Work that is stable and not contract or short term • Employment is not always steady
Care for Child or Parent	• I cannot keep a job because of the frequent and often lengthy absences to take care of my immune compromised 5 yr. old • Finding a job that pays enough to pay for childcare with shifts that accommodate childcare • Have to provide care for infirm family member at the same time.
Discrimination	• Discrimination in hiring practices. No employer will admit to discrimination so it's impossible to launch a human rights challenge but lots of office jobs require a drivers license even though there's never a need to leave the office.
Benefits (Quality or Quantity)	• Government policy • One has to be on employment insurance for a certain amount of time, there is no relief for people that used to be self-employed and no longer are able to work for some reason or another • There is little to no opportunity to take evening or weekend college programs for employment advancement i.e.. a suitable and fitting women and trades program

Jobs/employment Challenge	Sample Verbatim Comment
Education or Training	• Education not having the proper education • I am unsure , every job I apply for I am either over qualified and they don't want to pay me or under qualified and don't want to support me through any schooling or courses • Unable to find employment suitable to my education and experience
Impact Health of Individual or Family. Includes Disability	• Aging spouse unable to work due to physical limitations • I have a disability, and the opportunities for jobs is limited, • Mental health issues • Work life balance • The need to break up the family in pursuit of it.
Language	• Can't speak English
Transportation	• Hard to get a job. Hard to get to job when you don’t have transportation • Commuting to/from work, work place stress, long days

Effectiveness - Services used to help address jobs or employment challenges

Almost half (49%) of respondents said they used community services to help address their job or employment challenge. Over half (57%) of people who did access community services to help them with their job or employment challenge reported the service did not meet their needs.

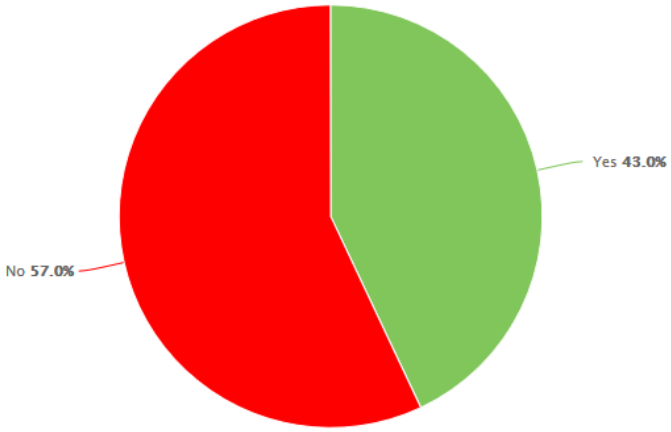
Figure 11: % use services to help with jobs or employment challenge?

Response	Count	
Yes	206	48.7%
No	217	51.3%
	Total: 423	

Over half of people who access community services to help them with a job or employment challenge say the service did not meet their needs.

Having no job or having to have multiple jobs due to low wages or hours were common related challenges talked about in people's comments about job or employment challenges. Job security was referenced next in frequency in comments about challenges related to jobs or employment.

Figure 12: % say service helped them with jobs or employment challenge?



When Education is the challenge

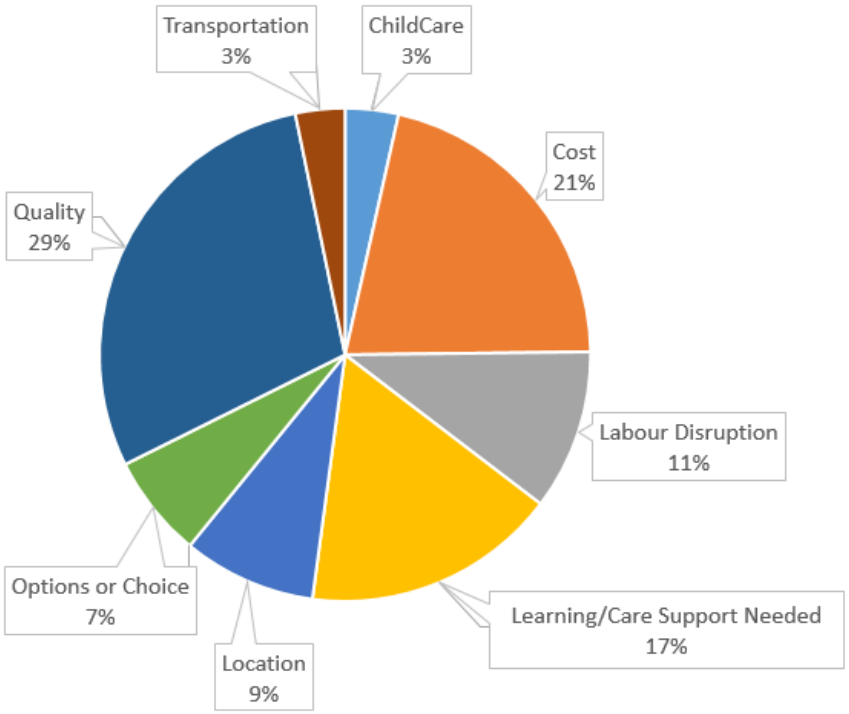
Nearly 4 out of 5 respondents (77%) reported education was a challenge for their family. About 1 in 5 respondents (19%) said education was frequently a challenge while one-third (33%) said education was sometimes a challenge.

Figure 13: How frequently is education a challenge?

What is it about education that is a challenge?

When people were asked "what is it about education that is a challenge for you or your family?" almost 1 in 3 people said quality (29%). About 1 in 5 households talked about the cost of education (21%) or challenges associated with learning/care support needs. Close to 1 in 10 of the comments suggest location of education is a challenge while another 3% mentioned transportation challenges. Options and choice of education choices were mentioned in 7% of comments while 3% of comments talked about childcare as a challenge related to education. The teachers strike took place during the survey and not surprisingly 11% of comments made direct reference to the labour disruption.

Figure 14: Nature of education challenge?



Example Verbatim Comments – When education is a frequent challenge

Table 3: Example education challenge comments

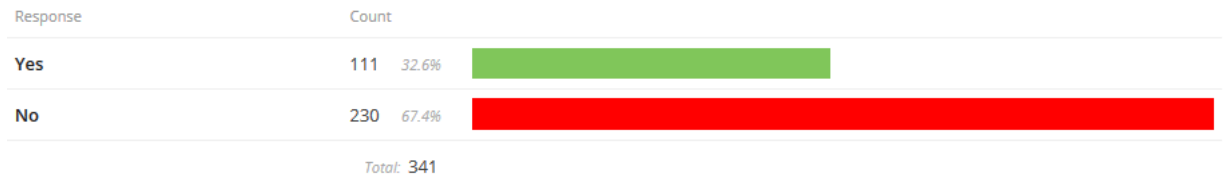
Education Challenge	Sample Verbatim Comment
Quality	• Finding the education that suits my child's learning, where they can attend and not be bullied. We have to travel to the next community which is 1 hour drive everyday • Not enough decent alternate learning centers for teens that teach life skills • Where to send kids to school. Spouse wants private, I want public
Cost	• Trying to upgrade and pay for school. • Being able to save enough to provide for children's education. • Financially accessing post-secondary education and the travel involved in attending
Learning/Care Support Needed	• My son has a learning disability and public education is under-funded to meet his learning needs • Proper support for children with spectrum disorders in the classroom. • Inadequate curriculum and onus on the parents for outside tutoring to provide children with what they are not getting at school • Getting support services for my kids
Labour Disruption	• Teachers being on strike. • Expensive tuition fee and non-stop teachers' strike • Schools closed!
Location	• Isolation - distance from education facilities, cost • No university in the area. Small secondary school offers few options • Location & limited options • Limited educational programs in community, when free programs come up they are out of area requiring travel and accommodations
Options or Choice	• Not enough education opportunities for families. • Local college has limited courses, the timing of classes (such as having class run three hours once a week)… • Few courses offered; unreliable internet; few post-secondary offerings • There are limited options for post-secondary education in the community so upgrading skills is difficult-impossible.

Education Challenge	Sample Verbatim Comment
Transportation	• LACK OF RELIABLE TRANSPORTATION. • Overcrowded classes, lack of busing • Bus fare & lunches.
Child Care	• We are having trouble finding after school care for our son who will go to kindergarten in Sept. • Child care expenses, finding adequate child care, finical support and location of schools\colleges, plus, transportation • Again the childcare issue. I feel like my hands are tied to use a daycare that is the cheapest I can find with the longest hours so I can work. If I could afford it, I would have my children in a much better daycare.

Effectiveness - Services used to help address education challenges

Almost half (49%) of respondents said they used community services to help address their education challenge. Over half (57%) of people who did access community services to help them with their education challenge reported the service did not meet their needs.

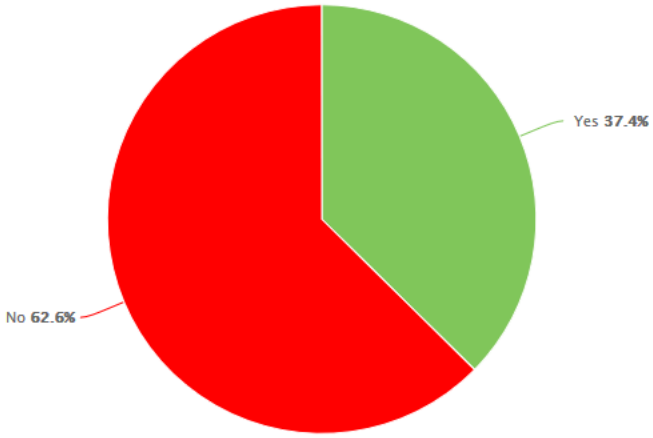
Figure 15: % use services to help with education challenge?



Almost 2 of every 3 people (63%) who access community services to help them with an education challenge say the service did not meet their needs.

Education quality concerns are the most common related challenges talked about in people's comments about education. The cost of education and need for learning/care support are referenced next in frequency in comments about challenges related to education.

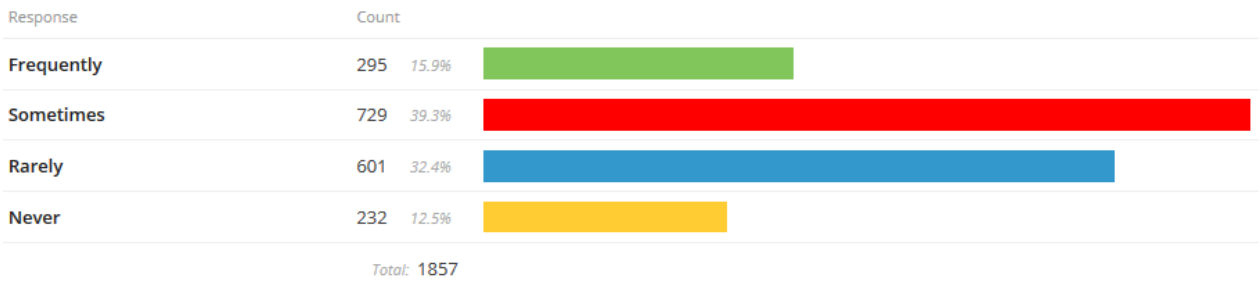
Figure 16: % say service helped them with education challenge?



When Physical Health is the challenge

More than 4 out of 5 respondents (87%) reported physical health as a challenge for their family. Physical health was a frequent challenge for 16% of families associated with these families while almost 2 in 5 respondents (39%) report physical health was sometimes a challenge. About 1 in 3 respondents (32%) report physical health is rarely a challenge for them or a family member.

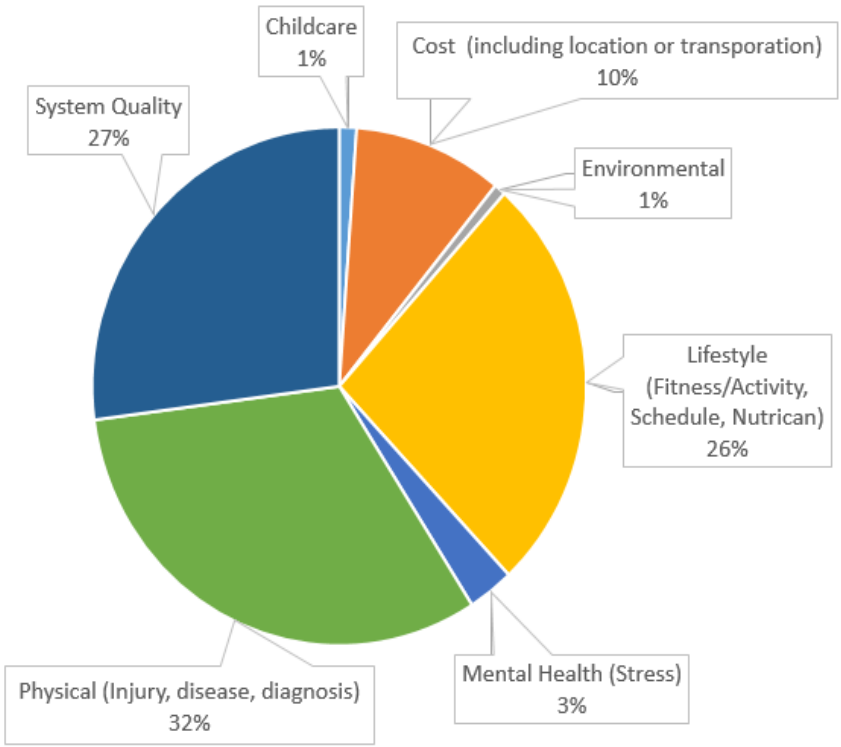
Figure 17: How often is physical health a challenge?



What is it about physical health that is a challenge?

When people who said physical health was a frequent challenge were asked "what is it about physical health that is a challenge for you or your family?" about 1 in 3 (32%) of all comments talked about the specific physical injury, disease or diagnosis. Over one quarter (27%) of comments include reference to system quality while 1 in 4 comments contain reference to lifestyle as a challenge. Financial cost is talked about as a challenge in 1 in 10 comments. Three percent of comments refer to mental health challenges and 1% of comments contain reference to childcare and environmental challenges related to physical health.

Figure 18: Nature of physical health challenge?



Example Verbatim Comments – When physical health is a frequent challenge

Table 4: Example physical health challenge comments

Physical Health Challenge	Sample Verbatim Comment
Physical (Injury, disease, diagnosis)	• Back Injury • Aging process, physical illness. • I have some chronic conditions. • Cancer diagnosis
System Quality	• No services, health related or prevention oriented • Being able to see a physician in a timely manner. • Alternative health care is too expensive and not sufficiently covered even with extended health policies. • Doctors not accepting new patients; doctors moving away from community; hospitals downsizing; must travel for any specialists or testing
Lifestyle (Fitness/Activity, Schedule, Nutrican)	• Eating healthy at a cost efficient rate. • Time to focus on physical health. • Finding time and energy to get out and exercise • Getting out for physical exercise. Hate the rain and being cold and wet
Cost	• Our child has physical challenges that require specialist that we can't afford. • Can't afford to put kids or us in fitness activities and purchasing healthy food isn't always in the budget. Lots of pasta to get carbs in. • I'd like to join the gym but can't afford it.
Mental Health	• Mental health gets in the way for us. • Just trying to stay healthy we are intergenerational survivors of the residential schools and our parents were the victims. We are learning every day of positive stuff and not repeating history
Environmental	• Concerns about the air living near the Port. Very bad - wheat dust, stench. • Poor environmental quality, including low quality food contaminated by GMOs, polluted water and air, and a high stress societal structure that puts no value on family or the environment in its pursuit of economic interests. • Weather and cost of sports, gyms, etc.
Child Care	• Health issues. Frequent doctor visits are hard to manage without child care. Sometimes our own personal care suffers. • Time, energy and money to even get the basics. As a parent now switching from caring kids first to take care of me and then help my kids.

Effectiveness - Services used to help address physical health challenges

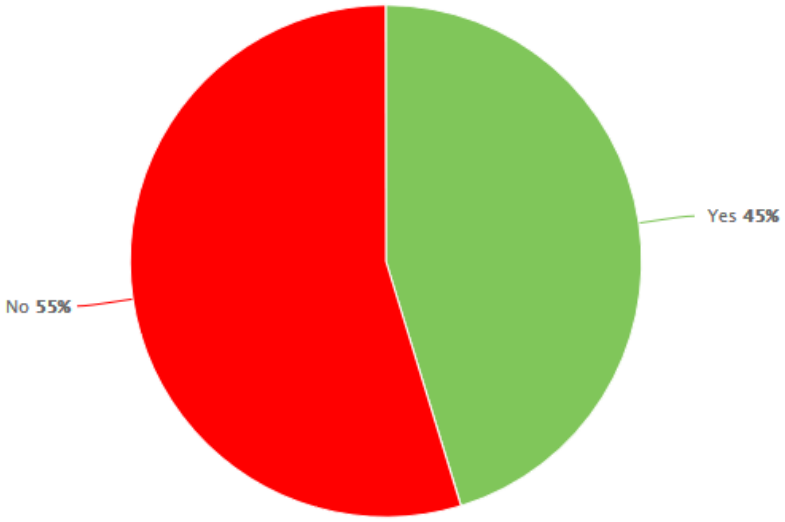
About 2 in 5 respondents (38%) report someone in their family frequently uses community services to help address their physical health challenge. Over half (55%) of families who are frequently accessing community services to help them with their physical health challenge reported the service does not meet their needs.

Figure 19: % frequently use services to help with physical health challenge?

Over half (55%) of people who access community services to help them with a physical health challenge say the service did not meet their needs.

Quality of health care system and lifestyle were the two most common related challenges talked about in people's comments about physical health. The cost (including cost of transportation) was referenced next in frequency in comments about challenges related to physical health.

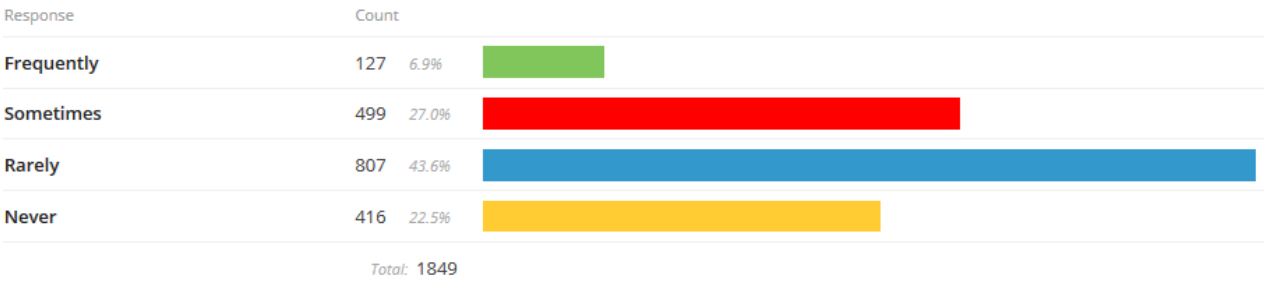
Figure 20: % say service helped them with physical health challenge?



When Neighbourhood Safety is the challenge

Four of five respondents (77%) reported neighbourhood safety was a challenge for their family. Only 7% of respondents said neighbourhood safety was frequently a challenge while slightly more than 1 in 4 (27%) said neighbourhood safety was sometimes a challenge. Most people reported this was "rarely" a challenge (44%) for them or their family.

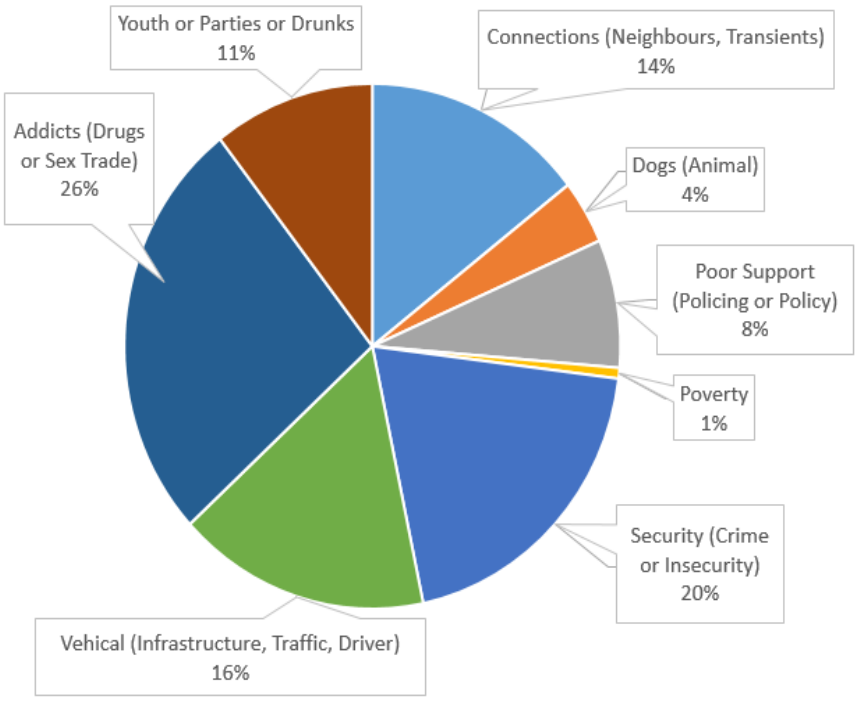
Figure 21: How frequently is neighbourhood safety a challenge?



What is it about neighbourhood safety that is a challenge?

When people were asked "what is it about neighbourhood safety that is a challenge for you or your family?" almost 1 in 4 people said it had to do with drug addicts or the sex trade (26%). About 1 in 5 comments suggest the challenge had to do with general sense of security or crime (20%). Dangers associated with vehicles and street infrastructure came up in 16% of comments. Comments about neighbourhood connections such as knowing neighbours or strangers in the neighbourhood show up in 14% of comments. Comments about youth or parties or drunks came up in 11% of comments. Poor support from police or poor policing policy show up in 8% of comments. Concern about animals (mostly dogs) was mentioned in 4% of comments. The issue of poverty came up in 1% of comments.

Figure 22: Nature of neighbourhood safety challenge?



Example Verbatim Comments – When neighbourhood safety is a frequent challenge

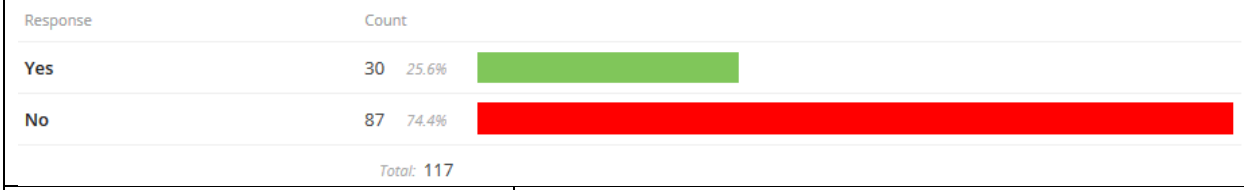
Table 5: Example neighbourhood safety challenge comments

Neighbourhood Safety Challenge	Sample Verbatim Comment
Addicts (Drugs or Sex Trade)	• Rampant and overt prostitution and drug sales. • Drug dealer on my street and aggressive dogs • Crime and drugs drug houses ...put children and family at risk • Drug houses, addicts and the associated petty crime and home invasions
Security (Crime or Insecurity)	• Vandalism and theft. • It isn't safe. Just trying to go for a walk around the block run into drunk people or disrespectful groups of teens. It is very unsettling • Having to be vigilant, making sure that everything is put away at the end of the day and locked up. Loss of possessions. Concern for safety (ours and our neighbors).
Vehicle (Infrastructure, Speed, Driver)	• Speed of vehicles and no sidewalks • People go crazy about parking space. Putting buckets out to save spots... • Street lights are not bright enough… • Speeding! Drunk drivers.
Connections (Neighbours, Transients)	• Not knowing our neighbours • Many homeless and transient people in our neighbourhood. Anything that is outside is GONE! • Low income housing is not a nice place to be, many people don't care their kids run wild break rules and property. Not to mention the domestic violence.
Poor Support (Policing or Policy)	• The lack of Policing and police response. • The police are a bunch of gang-type bullies who use intimidation on kids walking home from the pool. • Not RCMP monitored enough. Lots of hot rodding down roads and ATV's
Youth or Parties or Drunks	• Youth roaming the streets, tagging private property. • Just trying to go for a walk around the block run into drunk people… • Violence while under the influence has had me afraid even in my own home.
Dogs (Animal)	• Drugs and alcohol theft too many dogs • Bears walk around in the community, dogs wander and bark at children... • People who take dogs off leash in no dog areas and frighten my son, 2 years old
Poverty	• We live next to the poorest neighborhood in town….

Effectiveness - Services used to help address neighbourhood safety challenges

One in four (26%) respondents said they used community services to help address their neighbourhood safety challenge. Almost two-thirds (63%) of people who did access community services to help them with their physical health/activity challenge reported the service did not meet their needs.

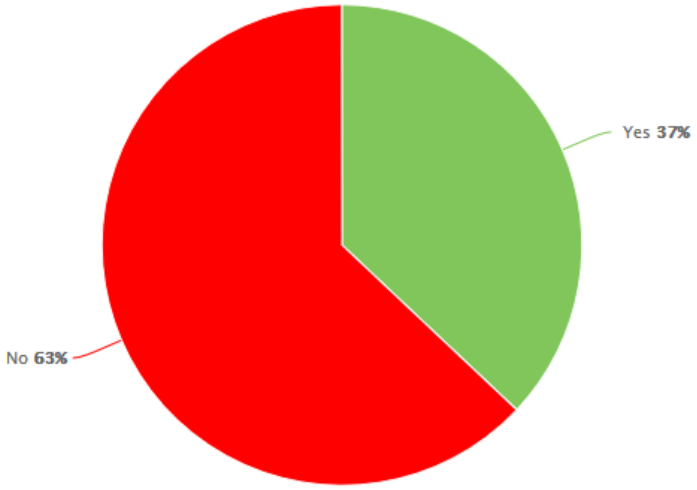
Figure 23: % use services to help with neighbourhood safety challenge?



Almost two-thirds (63%) of people who access community services to help them with a neighbourhood safety challenge say the service did not meet their needs.

Concerns about drug addicts and general concerns about crime and personal security were the two most common related challenges talked about in people's comments about neighbourhood safety. Concerns about lack of neighbourhood connections and traffic issues were referenced next in frequency in comments about challenges related to neighbourhood safety.

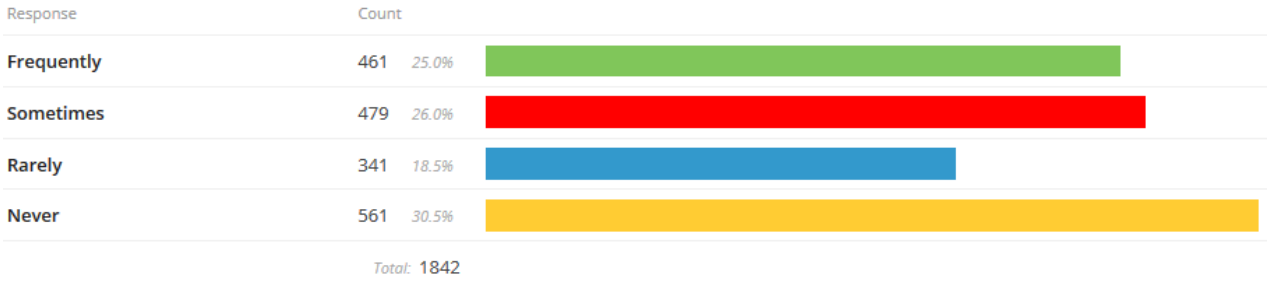
Figure 24: % say service helped them with neighbourhood safety challenge?



When Children's Care is the challenge

Seven out of ten respondents (69%) reported children's care was a challenge for their family. One in four respondents said this was frequently (25%) or sometimes (26%) a challenge. Slightly less than 1 in 5 respondents said this was "rarely" a challenge (18%) for them or their family.

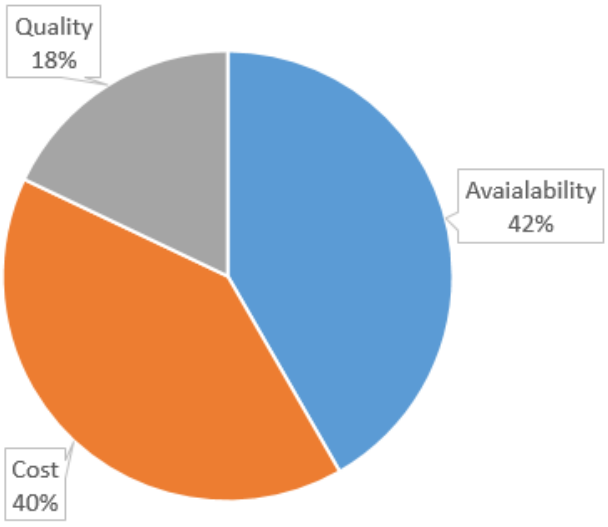
Figure 25: How frequently is children's care a challenge?



What is it about children's care that is a challenge?

When people were asked "what is it about children's care that is a challenge for you or your family?" the comments fell into three categories. Most comments mention availability (42%) or cost (40%). The quality of children's care shows up in about 1 of 5 comments (18%).

Figure 26: Nature of children's care challenge?



Example Verbatim Comments – When children's care is a frequent challenge

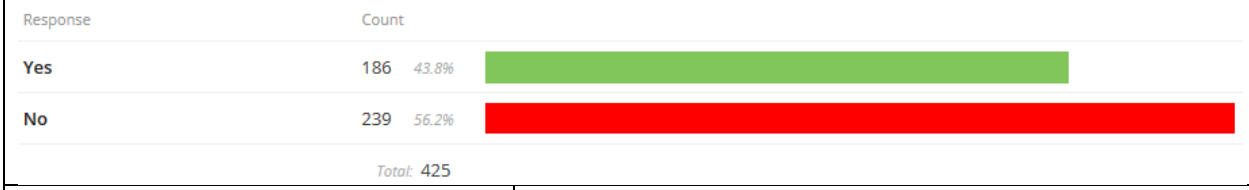
Table 6: Example children's care challenge comments

Children's Care Challenge	Sample Verbatim Comment
Availability	• Affordability/accessibility. • There is none! • The lack of child care facilities in our community • Not open late enough • None here that is available for affordable
Cost	• Lack of affordable, licensed child care spaces • The expense. The expense. The expense. • Day care and after school care are very expensive. • I can't afford it. My 9 year old is without care because it is too expensive.
Quality	• Finding quality care • Lack of quality care • Lack of respect of our ways • Very limited access to high quality affordable day care • Quality child care and available childcare for shift working single mother is impossible to get. There is nobody to help

Effectiveness - Services used to help address children's care challenges

About 2 of 5 (44%) of respondents said they used community services to help address their children's care challenge. A majority (61%) of people who did access community services to help them with their children's care challenge reported the service did not meet their needs.

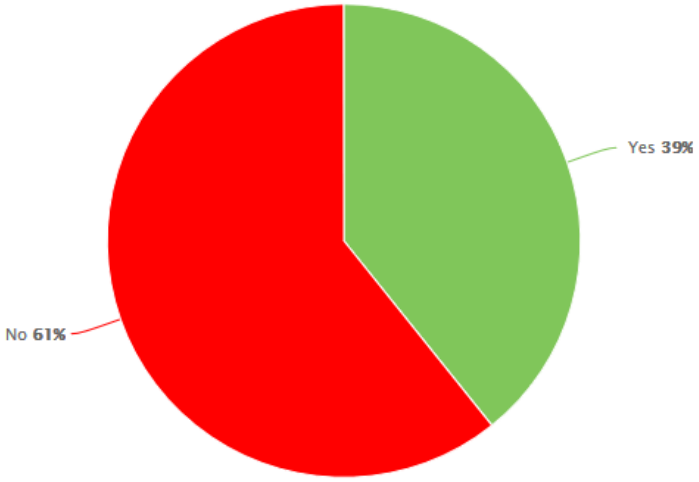
Figure 27: % use services to help with children's care challenge?



The majority (61%) of people who access community services to help them with a children's care challenge say the service did not meet their needs.

Availability and cost concerns were the two most common related challenges talked about in people's comments about challenge with children's care. The quality of care available was referenced next in frequency in comments about challenges related to children's care.

Figure 28: % say service helped them with children's care challenge?



When Housing is the challenge

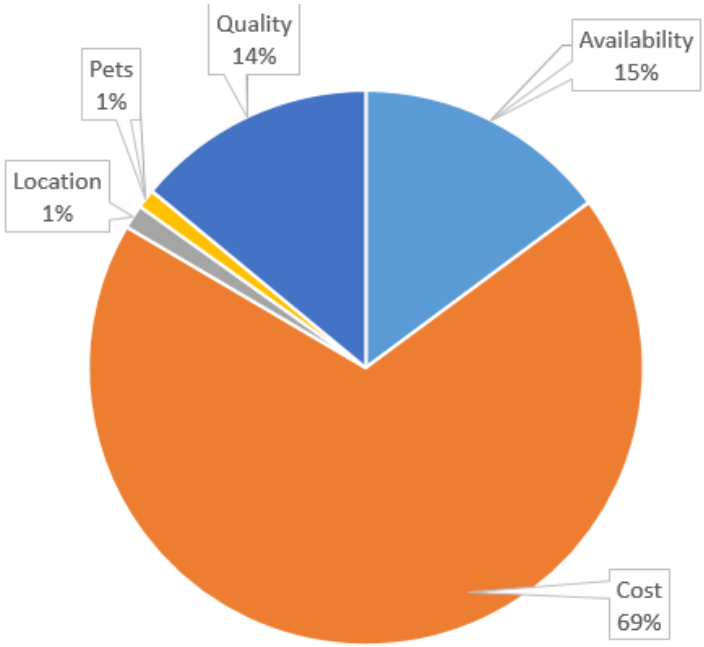
Two-thirds of respondents (65%) reported housing was a challenge for their family. About 1 in 5 respondents said housing was frequently a challenge while slightly less than 1 in 4 (24%) said housing was sometimes a challenge. About one quarter of respondents (23%) indicated housing was rarely a challenge for them or their family.

Figure 29: How frequently is housing a challenge?

What is it about housing that is a challenge?

When people were asked "what is it about housing that is a challenge for you or your family?" most make comments about cost (69%). Availability (15%) and quality (14%) show up next most frequently in comments. Location of housing and acceptance of pets show up in 1% of comments.

Figure 30: Nature of housing challenge?



Example Verbatim Comments – When housing is a frequent challenge

Table 7: Example housing challenge comments

Housing Challenge	Sample Verbatim Comment
Cost	• Affordability! • Expensive • Unaffordable • Cost of heating and monthly cost. • Mortgage and related costs of home ownership • Almost 70% of our income goes to cover the cost of housing
Availability	• Getting a place • Some of my extended family cannot find good low income housing • LACK of selection 1 - 2 - 3 BR housing TOTALLY wheelchair accessible • In Tofino there is almost nothing available from the months of May through August. We would like to move right now due to several issues but have to wait until fall.
Quality	• Affordable. Clean conditions. • As mentioned; crime, poor maintenance, vermin and bugs. No outdoor space. On busy, noisy street with car pollution. • Finding quality housing (not a basement, with a yard) in a good neighbourhood is a challenge. We pay a lot in rent and have been looking to move for years. Nothing ever comes up on the west side or in a nice area on the east side • Housing can be a problem because of high rent and sometimes running into infestation of different pests.
Location	• Having it affordable as well as close to community services • Cost, and proximity to work • Large enough home for single mother and three boys that is affordable and close to schooling
Pets	• Finding affordable housing that allows pets • They do not allow pets (we have cats) and there is not much selection outside of town proper • Cost of rent is outrageous. Finding a clean, healthy home where a family can live that is in good repair is next to impossible. We are a family with pets, and a family with pets should not be punished for having them. Asking a family to give up their pets is ludicrous.

Effectiveness - Services used to help address housing challenges

Just over 1 in 4 respondents (28%) said they used community services to help address their housing challenge. Almost two-thirds (64%) of people who did access community services to help them with their housing challenge reported the service did not meet their needs.

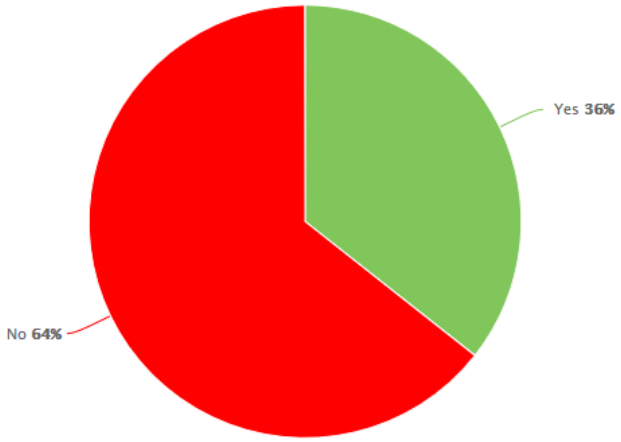
Figure 31: % use services to help with housing challenge?

Response	Count	
Yes	89 28.2%	
No	227 71.8%	
	Total: 316	

Almost two-thirds (64%) of people who access community services to help them with a housing challenge say the service did not meet their needs.

Concerns with cost were overwhelmingly the most common related challenges talked about in people's comments about housing. Quality and availability was referenced next in frequency in comments about challenges related to housing.

Figure 32: % say service helped them with housing challenge?



When Community Services is the challenge

Four out of five respondents (81%) reported community services as a challenge for their family. Slightly more than 1 in 10 respondents said community services was frequently a challenge while 35% said community services was sometimes a challenge and 1 in 3 respondents (33%) indicated community services was rarely a challenge for them or their family.

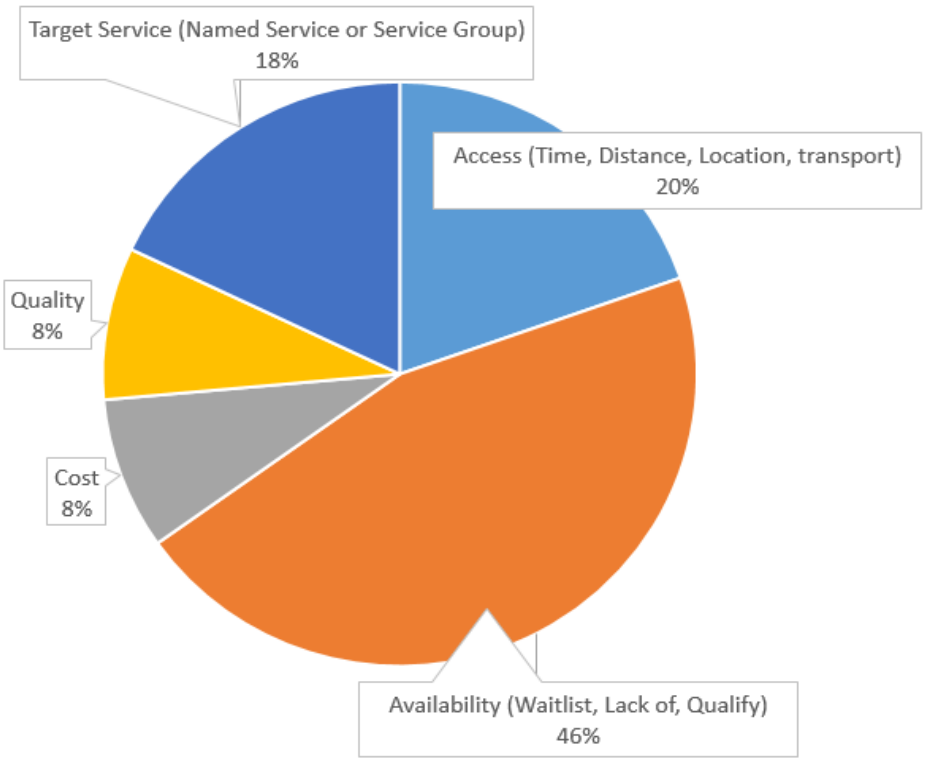
Figure 33: How frequently are community services a challenge?

Response	Count	
Frequently	243	13.2%
Sometimes	656	35.5%
Rarely	601	32.6%
Never	346	18.7%
	Total: 1846	

What is it about community services that is a challenge?

When people were asked "what is it about community services that is a challenge for you or your family?" the availability of service is mentioned in almost half of all comments (46%). About 1 in 5 of the comments reference a specific service need or service group associated with delivery of needed service (18%) or challenge associated with access to service. Close to 1 in 10 of comments reference service quality (8%) or cost (8%).

Figure 34: Nature of community services challenge?



Example Verbatim Comments – When community service is a frequent challenge

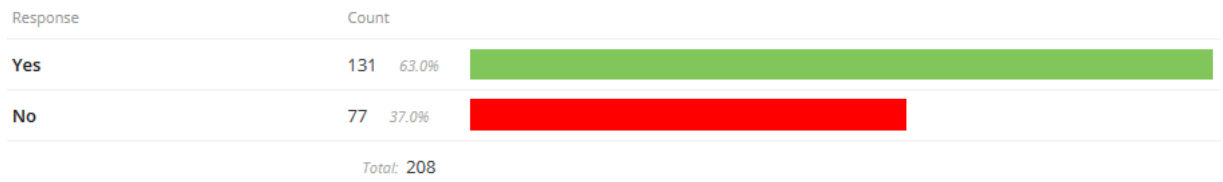
Table 8: Example community service challenge comments

Community Service Challenge	Sample Verbatim Comment
Target Service (Named Service or Service Group)	• Health Care • Lack of mental health assistance. • No child care • Options needed for addicted youth • Lack of community services for children with challenges. • Adult mental health, MCFD mental health was great and all was well until my son hit 19
Availability (Waitlist, Lack of, Qualify)	• The programs available don't provide the kind of help we need. • Lol, make too much funds to meet the requirements to access community resources • Very limited in what is offered free of charge, limited for what is offered at night or after work. • Long wait lines, not what I need i.e. real help as opposed to sorry, we feel your pain but there's nothing we can do.
Access (Time, Distance, Location, transport)	• Too far from my place, I have small children so it's hard to get out. • Transportations, and lack of free resources. • Scattered • Lack of services and distance. Therefor people who need such service are not able to access it easily.
Quality	• Useless • The staff in community services turn over a great deal and have wait lists for services at times • They aren't here. There is a nursing station, but no consistent medical services. The ambulance coverage is inconsistent. The groceries stores are a rip off for inferior produce. It is difficult and expensive to get anyone to do plumbing, electrical, auto, and other repairs. There is no bus service and air service to Vancouver is inconsistent.
Cost	• Being able to afford using services. • Cost. The Climbing gym was another program that I looked into, also too expensive. • Very limited in what is offered free of charge, limited for what is offered at night or after work.

Effectiveness - Services used to help address community service challenges

Nearly 2 out of 3 respondents (63%) said they used community services to help address their community services challenge. Two-thirds (67%) of people who used community services to help them with their community service challenge reported the service did not meet their needs.

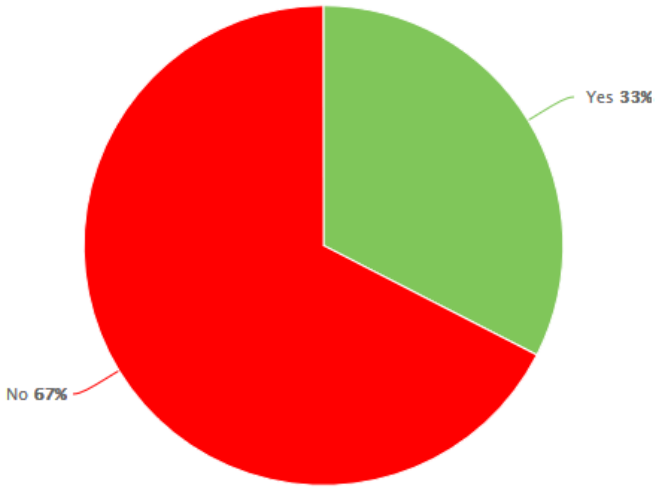
Figure 35: % use services to help with community service challenge?



Over two-thirds (67%) of people who use community services to help them with a community service challenge say the service did not meet their needs.

Lack of available services (including qualification for service) was the most common related challenges talked about in people's comments about community services. Access issues (including time, distance, location, and transportation) were referenced next in frequency in comments about challenges related to community services.

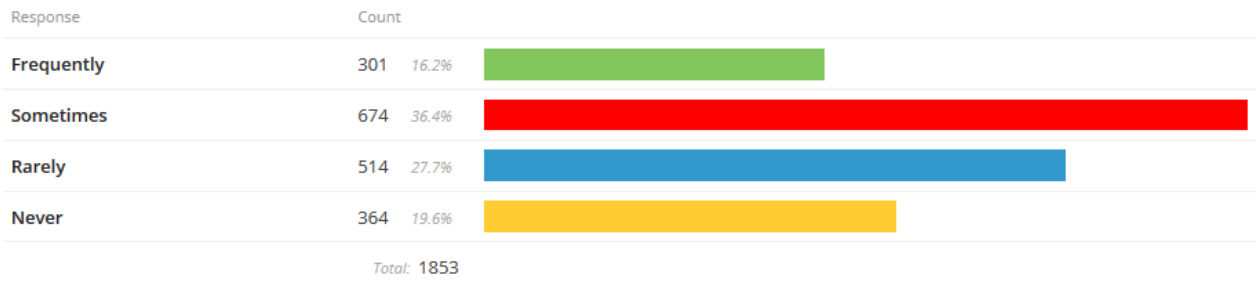
Figure 36: % say service helped them with community services challenge?



When Mental Health is the challenge

Four out of five respondents (80%) reported mental health as a challenge for their family. Mental health was a frequent challenge for 16% of respondents while slightly more than 1 in 3 respondents (36%) said mental health was sometimes a challenge. More than 1 in 4 respondents (28%) indicated mental health was rarely a challenge for them or their family.

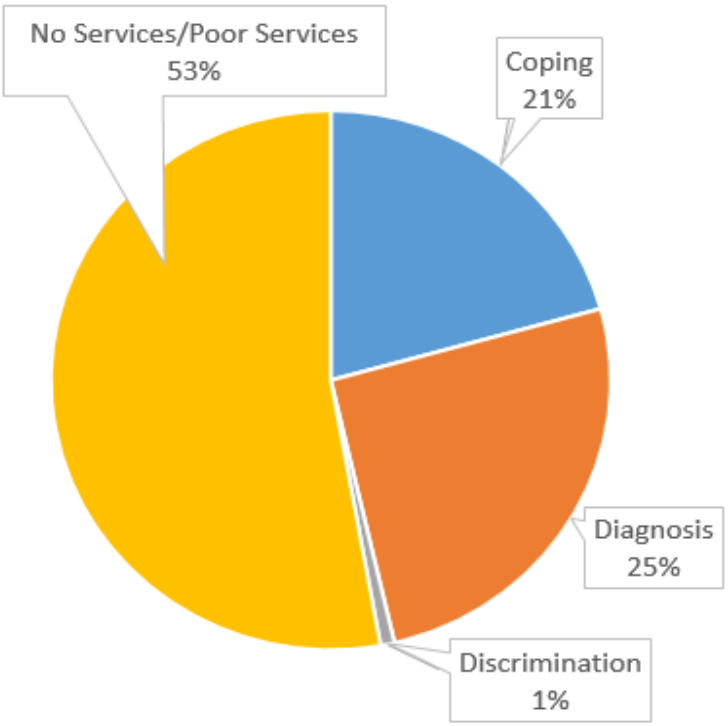
Figure 37: How frequently is mental health a Challenge?



What is it about mental health that is a challenge?

When people were asked "what is it about mental health that is a challenge for you or your family?" over half (53%) of all comments talked about poor or no service availability. One quarter of comments contain reference to a mental health diagnosis. About 2 in 5 of the comments contained comments about challenge of coping with mental health. One percent of comments contain reference to discrimination faced due to mental health.

Figure 38: Nature of mental health Challenge?



Example Verbatim Comments – When mental health service is a frequent challenge

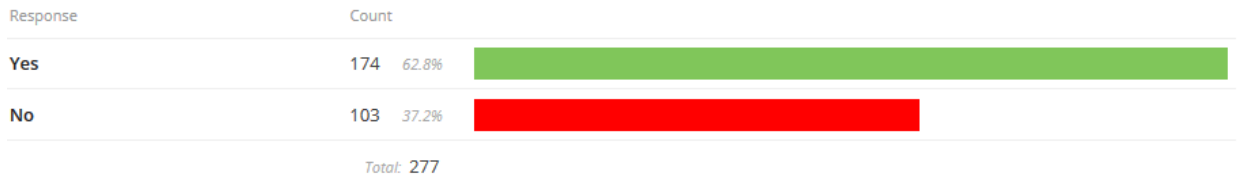
Table 9: Example mental health challenge comments

Mental Health Challenge	Sample Verbatim Comment
No Services/Poor Services	• Not enough services available. • Unqualified workers • Lack of caring for my sister with schizophrenia. • Not enough services, long waitlist, expensive to see a psychologist. • Lack of poor educators not enough addiction services just poor, poor, poor • The lack of qualified people to help when someone is faced with a mental health issue. • LOL unless you have extended medical it is out of reach, the free help is poor. I have been told it's your communities problem not ours. Little to no support
Diagnosis	• I struggle with depression and severe anxiety haven't found a therapist to work with here • Both of our children suffer from different mental health issues. One is anxiety driven from over-stimulation and the other is a seasonal mood disorder. • One has ADD, 3 have anxiety, 2 have depression, all have stress • I have panic disorder. It is part of me.
Coping	• Dealing and coping. • Stressed a lot. Sometimes feel like I need to get away from everything. • The constant strain of trying to make ends meet frays at mental health. I'm more prone to depression, hormonal fluctuations. • When I am not feeling mentally well I am terrified I will lose my child and my business. Too much hangs on just me.
Discrimination	• Workplaces are challenging places to be for those that experience mental health issues. There are corporate bullies that perpetuate exclusion of those that are working to achieve healthy work life balance • My condition is caused by a traumatic incident that happened when I was a teen. It is controlled by medication, however, because I have a mental illness I am treated differently when I go to emergency (most Doctors are unfamiliar with the diagnosis) and I have even had Social workers tell me they are skeptical of my condition. Interesting that a Social worker can make that decision over a Doctor and a psychiatrist.

Effectiveness - Services used to help address mental health challenges

Nearly two-thirds of respondents (63%) said they frequently used community services to help address their mental health challenge. Six in ten respondents (59%) who used community services to help them with their mental health challenge reported the service did not meet their needs.

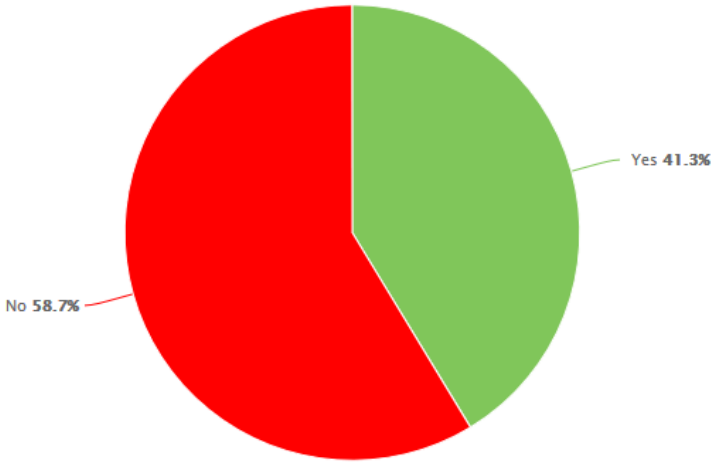
Figure 39: % frequently use services to help with mental health challenge?



Over half (59%) of people who use community services to help them with a mental health challenge say the service did not meet their needs.

Concerns about no services or poor quality of service are the most common related challenges talked about in people's comments about mental health. Coping with the mental health issue was referenced next in frequency as a challenge related to mental health.

Figure 40: % say service helped them with mental health challenge?



When Physical Activity is the challenge

Nearly four out of five respondents (78%) reported physical activity was a challenge for their family. One out of eight respondents (13%) said physical activity was frequently a challenge while slightly less than 1 in 3 (29%) said physical activity was rarely a challenge.

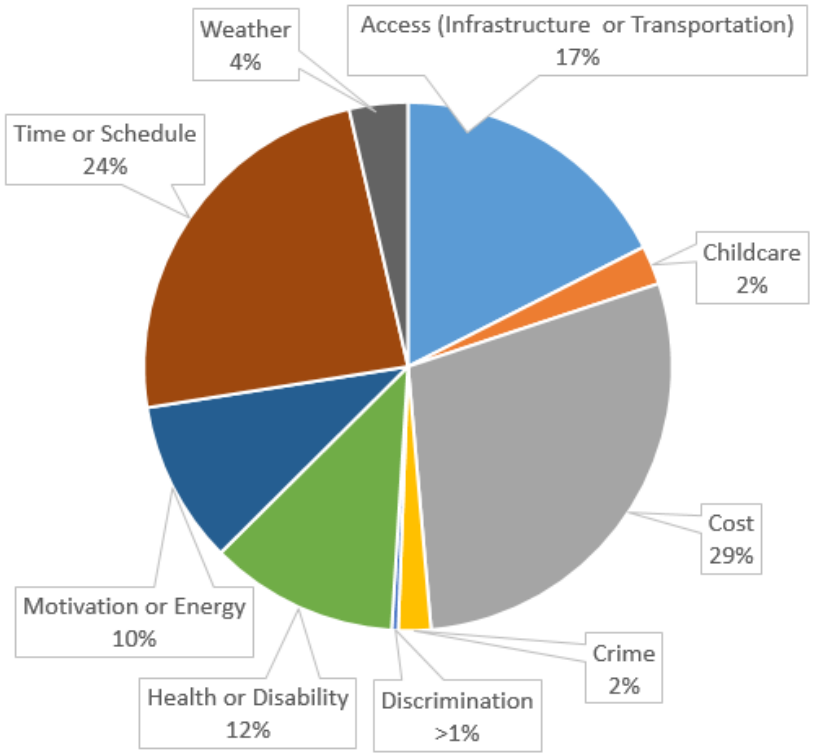
Figure 41: How frequently is physical activity a challenge?

Response	Count	
Frequently	242	13.1%
Sometimes	662	35.8%
Rarely	535	28.9%
Never	412	22.3%
	Total: 1851	

What is it about physical activity that is a challenge?

When people were asked "what is it about physical activity that is a challenge for you or your family?" the two most frequent challenges are "cost" (29%) and "time or schedule" (24%). Almost 2 in 5 comments (17%) reference access as a challenge while 12% of comments say health or disability is the challenge. One in ten comments contain reference to "motivation or energy" while 4% of comments say weather is the challenge. Challenges associated with childcare and crime are cited in 2% of comments. Discrimination is referenced in less than 1% of comments.

Figure 42: Nature of physical activity challenge?



Example Verbatim Comments – When physical activity is a frequent challenge

Table 10: Example physical activity challenge comments

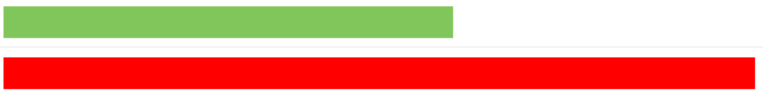
Physical Activity Challenge	Sample Verbatim Comment
Cost	• Affordability for sport programs for my child. I also would like to do something for me, such as yoga, but again, I can't afford to do it. • It is not all free so you have to pay for lots and we don't have that kind of money • Sports teams and activities are too expensive for me to enroll my kids, despite their interest and abilities they often go without.
Time or Schedule	• We never seem to have enough time to exercise. • Fitting it in between work, daycare, meal prep, bedtime • It's difficult for working adults to find time to involve in any physical activity.
Access (Infrastructure or Transportation)	• No sidewalks for biking, walking • Transportation, cost of activities, cost of child care • Appropriate programs for seniors who are not jocks. • Bus isn't particularly service-friendly. A lot of the buses are overcrowded and are difficult for my father and grandmother to utilize.
Health or Disability	• Chronic health problems that limit mobility • I have a health condition that makes physical activity challenging. • Physical disability leaves few options
Motivation or Energy	• The time and motivation. • Having the energy after working all day to get out and pursue the recommended level of physical activity.
Weather	• The long, cold winter months with icy walkways make getting out for daily walking undoable. • Weather and shorter days in winter.
Childcare	• Not enough time, would require childcare which costs money. • …I need just an hour of childcare here and there so that I can exercise… • …I'd like to go for a work out at the aquatic centre, but child care is an …
Crime	• Due to the crime rate you can't make use of local parks and the cost of the local community centers is prohibitive to most families
Discrimination	• …racism in sports. When I speak about racism I am speaking from a parents point of view on how coaches and other people treat my child because he is First Nation and not privileged

Effectiveness - Services used to help address physical activity challenges

Nearly 2 out of 5 respondents (37%) said they frequently used community services to help with physical activity challenges. Nearly half (47%) of people who used community services to help them with physical activity challenges reported the service did not meet their needs.

Figure 43: % frequently use services to help with physical activity challenge?

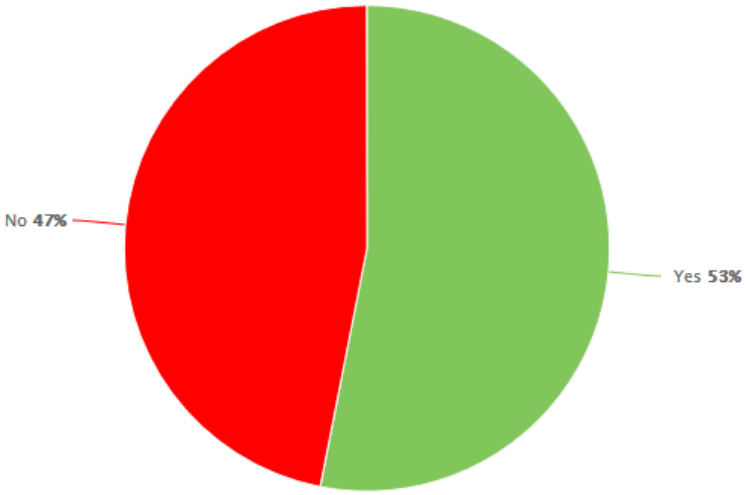
Response	Count	
Yes	85	37.4%
No	142	62.6%
	Total: 227	



Nearly half (47%) of people who use community services to help them with physical activity challenges say the service did not meet their needs.

Concerns about cost of activity and fitting activity into schedules are the most common related challenges talked about in people's comments about physical activity. Access to infrastructure or transportation was referenced next in frequency as a challenge related to physical activity.

Figure 44: % say service helped them with physical activity challenge?



When Transportation is the challenge

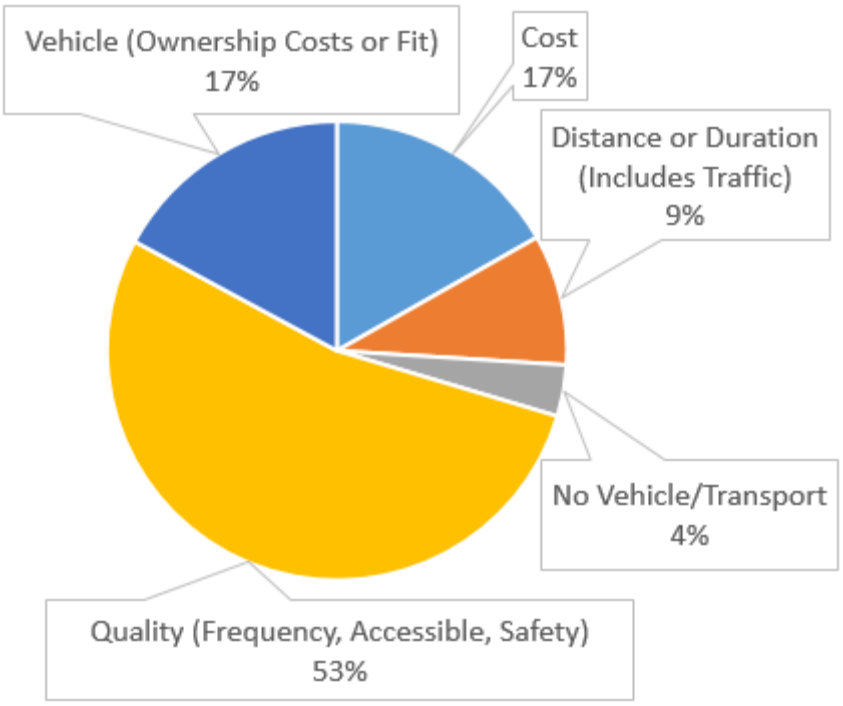
Nearly 4 out of five respondents (77%) reported transportation was a challenge for their family. Nearly 2 in 5 respondents (18%) said transportation was frequently a challenge while 31% said transportation was sometimes a challenge. Similarly, respondents reported transportation was rarely a challenge (28%) for a family member.

Figure 45: How frequently is transportation a challenge?

What is it about transportation that is a challenge?

When people were asked "what is it about transportation that is a challenge for you or your family?" the most frequent challenge was associated with "quality" of public transportation available to them (53%). Almost 2 in 5 comments (17%) reference challenges associated with ownership of a personal vehicle or cost associated with public transportation. One in ten comments (9%) contain reference to distance or duration of travel as the challenge while 4% of comments suggest that they have no access to a vehicle or transportation.

Figure 46: Nature of transportation challenge?



Example Verbatim Comments – When transportation is a frequent challenge

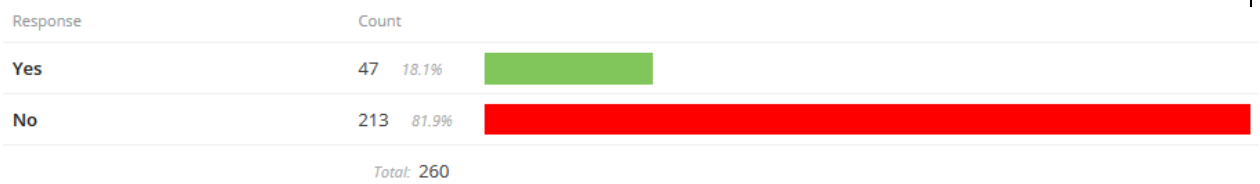
Table 11: Example transportation challenge comments

Transportation Challenge	Sample Verbatim Comment
Quality (Frequency, Accessible, Safety)	• Transit is minimal, inconvenient times. • Inadequate public transport • There is no transportation other than taxi. • Lack of support for people who have disabilities. • To take a bus or sky train and have to wait at a stop alone could be unsafe.
Vehicle (Ownership Costs or Fit)	• Cost of vehicles insurance gas to get around, poor transit services no late hours early morning to get to work sites on time. • Fuel and maintaining a vehicle are very expensive BUT I require one to get me to work everyday • Insuring my car and purchasing gas is a constant challenge for my family yet when I try to walk or ride my bike I find I have time challenges. I can't pick up my kids in time if I'm riding my bicycle.
Cost	• Transportation is $40 per adult and $20 return to Tofino to get to shopping for healthy food. • Expensive, services are being reduced and fares raised and the timing is inconvenient when trying to use both ferries and transit. • Cost of transportation to go outside the community or inside the community is the time the system runs. • For four people it's very expensive to take a bus twice a day.
Distance or Duration (Includes Traffic)	• Traffic congestion • Long commutes. Highest gas prices in Canada. Inequitable bridge tolls. • Length of time to commute. Using transit to be more environmentally friendly is long and inconvenient, but we use it anyway for the environment • We live far away from the nearest town which means getting to sports or music events takes a lot of time and resources. It means having the money to have a good car and gas
No Vehicle/Transport	• No Vehicle • No transportation services, • No vehicle, no gas no insurance no license • Family members that don't have a vehicle find hard to get transportation to community town for medical, shopping, etc.

Effectiveness - Services used to help address transportation challenges

Nearly 1 in 5 households (18%) said they frequently used community services to help with transportation challenge. Six out of ten respondents (60%) who used community services to help them with transportation challenges reported the service did not meet their needs.

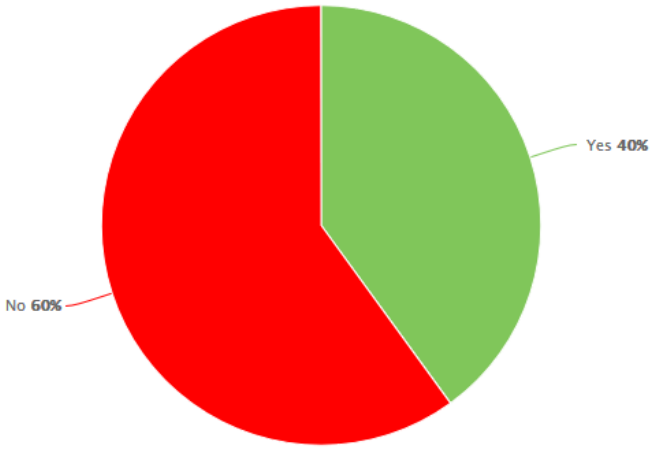
Figure 47: % frequently use services to help with transportation challenge?



Six out of ten respondents (60%) who use community services to help them with transportation challenges say the service did not meet their needs.

Poor quality (frequency, accessibility, safety) is the most common related challenges talked about in people's comments about transportation. Costs was referenced next in frequency as a challenge related to transportation.

Figure 48: % say service helped them with transportation challenge?



When Caring for Family Members is the challenge

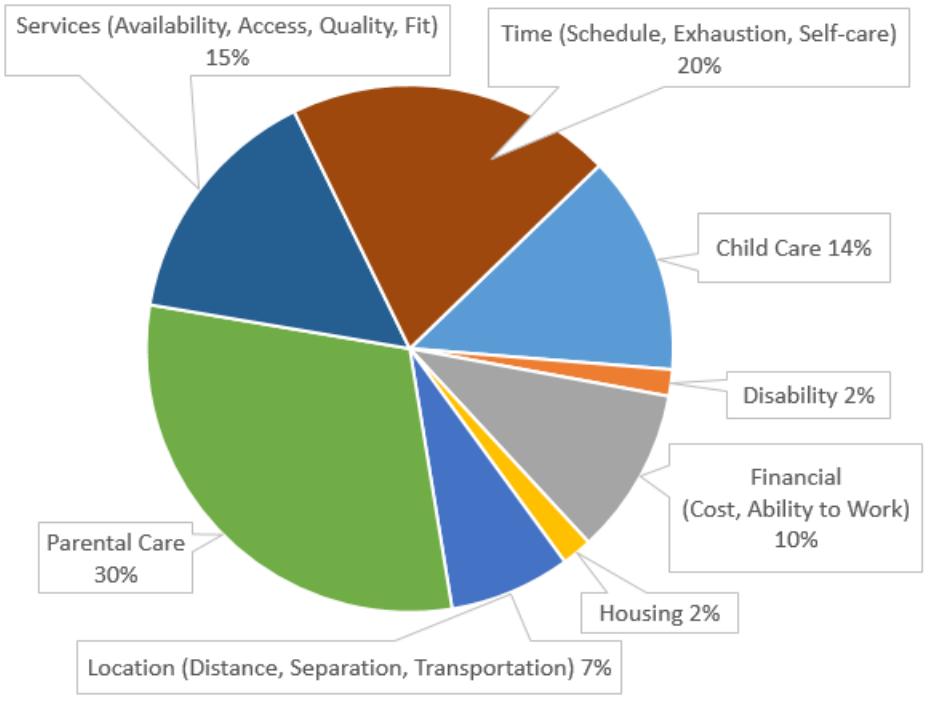
Four out of five respondents (82%) reported caring for family members was a challenge for their family. Slightly more than 1 in 5 households (22%) said caring for family members was frequently a challenge while slightly less than 2 in 5 (37%) said caring for family members was sometimes a challenge. About a quarter of households (23%) reported caring for a family member was rarely a challenge.

Figure 49: How frequently is caring for family members a challenge?

What is it about caring for family members that is a challenge?

When people were asked "what is it about caring for family members that is a challenge for you or your family?" the most frequent challenge was associated with parental care (30%). One in five comments reference challenges associated with time (schedule, exhaustion, self-care) while 15% of comments talk about service availability, access, quality or fit to family needs. Child care challenge shows up in 14% of comments. Financial challenges such as cost of services or impact on someone's ability to work are found in 1 of 10 comments. Housing is a challenge in 2% of comments as is challenges associated with disability.

Figure 50: Nature of caring for families challenge?



Example Verbatim Comments – When caring for family members is a frequent challenge

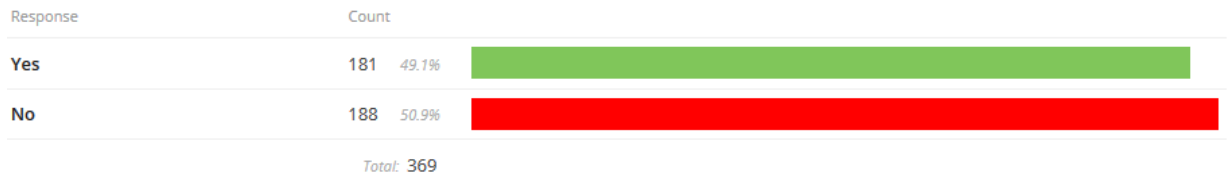
Table 12: Example caring for family member challenge comments

Caring for Family Member Challenge	Sample Verbatim Comment
Parental Care	• Aging parent • Seniors with mental health challenges • Waiting list for uncle w sever stroke
Time (Schedule, Exhaustion, Self-care)	• Don't get a break • I'm a one person team • Aging parents and young children is a burden on time and energy. • Between work, bringing up children and looking after elderly parents is mentally and physically tiring.
Services (Availability, Access, Quality, Fit)	• Lack of support or resources • Aging parents and lack of access to family doctors. • The cost and lack of tangible supports is the challenge. • My 85 yr. old mother in law has dementia... Island Health doesn't provide enough support and doesn't qualify for full residential care.
Child Care	• Juggling looking after grandkids (when they can't go to school or in summer) and helping my elderly parents. • Money, child care or the lack of it • Balancing Elder care and child care.
Financial (Cost, Ability to Work)	• Affordability • Balancing work and going to appointments has been stressful. • Have to help financially support both of spouse's parents (they are not together) • Can't work while I provide care
Location (Distance, Separation, Transportation)	• Logistical planning, transportation. • Distance. Mother is in town we are rural, just trying to help her with shopping, doctor's appointment, driving her around • Not living in the same community
Housing	• Elderly parent cannot get any assistance with house cleaning, etc. • Affordable seniors housing in short supply here.
Disability	• Family member with mental health issue - refusing help • Ongoing care of family member with a disability (he is 33)

Effectiveness - Services used to help address caring for family members challenges

Nearly half of respondents (49%) said they frequently used community services to help with their caring for family members challenge. More than half (56%) of people who used community services to help them with their caring for family members challenge reported the service did not meet their needs.

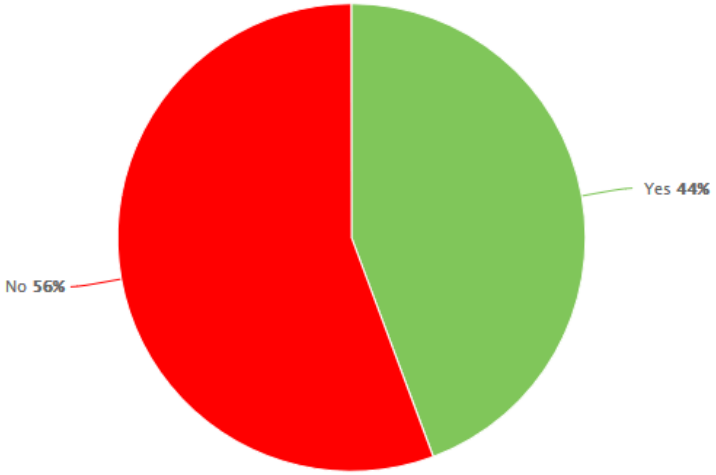
Figure 51: % frequently use services to help with caring for family members challenge?



More than half (56%) of people who use community services to help them with caring for family members challenges say the service did not meet their needs.

Concerns about care for parents was the most common related challenges talked about in people's comments about caring for family members. Comments about time (schedules, exhaustion, self-care) was referenced next in frequency as a challenge followed by need for childcare.

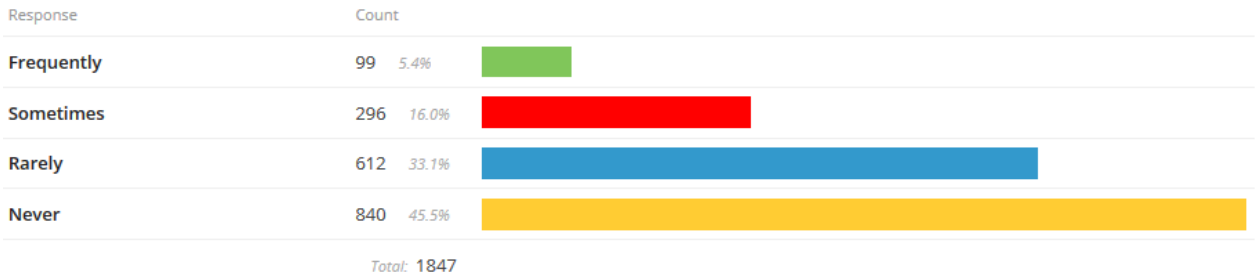
Figure 52: % say service helped them with caring for family members challenge?



When a Legal Issue is the challenge

Just over half of respondents (54%) reported they or family member had a legal challenge. Only 5% said legal challenges were frequent while 16% said legal challenges happened sometimes. Most of the time this challenge happened rarely (33%) for themselves or a family member.

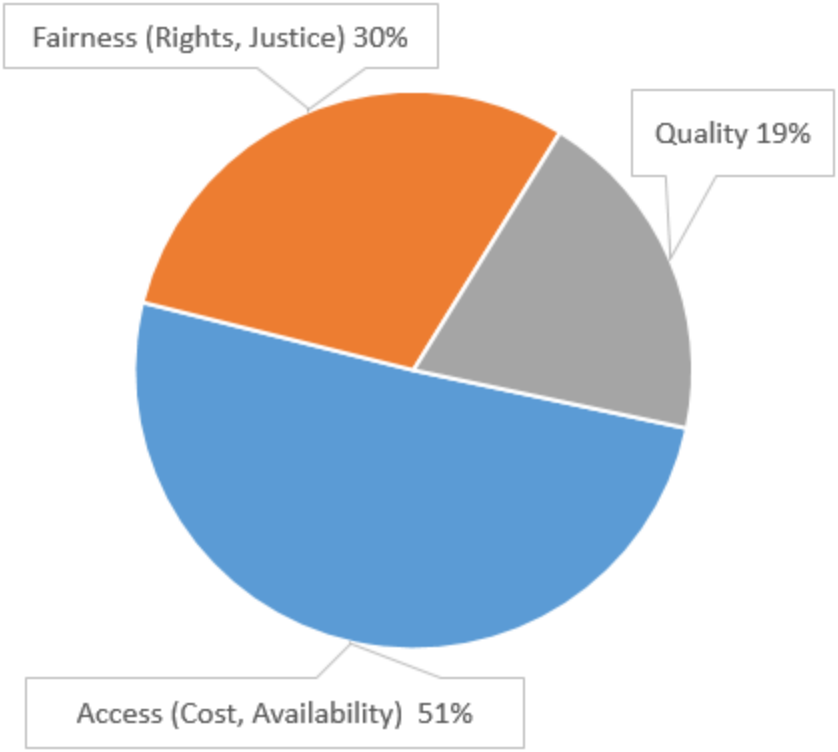
Figure 53: How frequently are legal issues a challenge?



What is it about legal issues that is a challenge?

When people were asked "what is it about legal issue that is a challenge for you or your family?" the most frequent challenge was associated with access to legal services (51%). Almost 1 in 3 comments reference obtaining fairness or justice as the challenge. About 1 in 5 comments are associated with quality of legal services as the challenge.

Figure 54: Nature of a legal issue challenge?



Example Verbatim Comments – When a legal issue is a frequent challenge

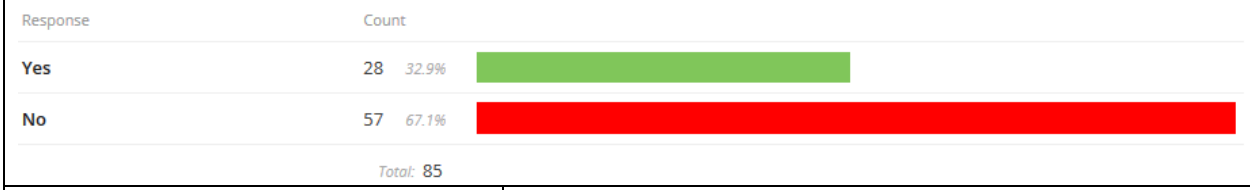
Table 13: Example legal challenge comments

Legal Challenge	Sample Verbatim Comment
Access (Cost, Availability)	• Pricing and availability. • Lawyers are expensive, legal aid is hard to access • There is no legal aid office in Squamish and its hard to do everything by the phone or internet • We have no lawyer services in our town. We have to travel to get legal services. Legal aid is not properly funded in order to provide services to a wider range of people • The cost of legal advice. When I contacted legal aid the lawyer who was helping me said several times I should consider hiring a lawyer! I do not think he understood why I was calling legal aid. • Going through a death in the family dealing with the legal system and estate issues - legal system is very hard to navigate and very expensive
Fairness (Rights, Justice)	• The system is punitive and not rehabilitative • Everything! it's a broken system and is prejudiced • If you have money you can drag out cases until the other folds. The laws protect the criminals not the victims. Domestic violence is not taken seriously, especially by the RCMP when its one of their own. They just hide them in a new town. I have been beaten on many levels since my attack.
Quality	• Three family lawyers, all blood sucking sharks or inexperienced and unknowledgeable • Lawyers tend to focus more on making money than resolving issues • There is one lawyer in town and if it is a conflict of interest you have to go outside the community to get a lawyer and then pay for the extra travel and legal fee's • Public defender access is substandard: unhelpful hours, offices in various places, not enough duty counsel, poorly paid duty counsel. Legal aid staffed by students who don't know their way around criminal justice or around anything yet really - again, newbies practising on the most vulnerable.

Effectiveness - Services used to help address the legal issue challenges

One in three respondents (33%) said they used community services to help with legal challenge. Most of the respondents (85%) who used community services to help them with a legal challenge reported the service did not meet their needs.

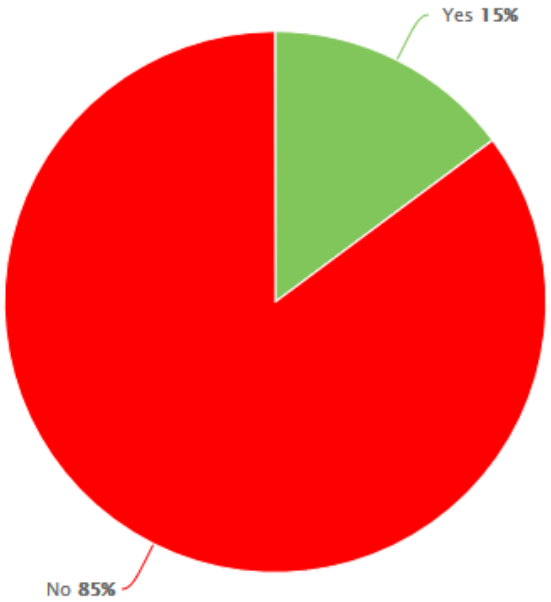
Figure 55: % frequently use services to help with their legal issue challenge?



Most of the people (85%) who use community services to help them with legal challenge say the service did not meet their needs.

Concerns about access (cost or availability) is the most common comments talked about in people's description of their legal challenges. Fairness was the issue referenced next in frequency followed by quality of services available.

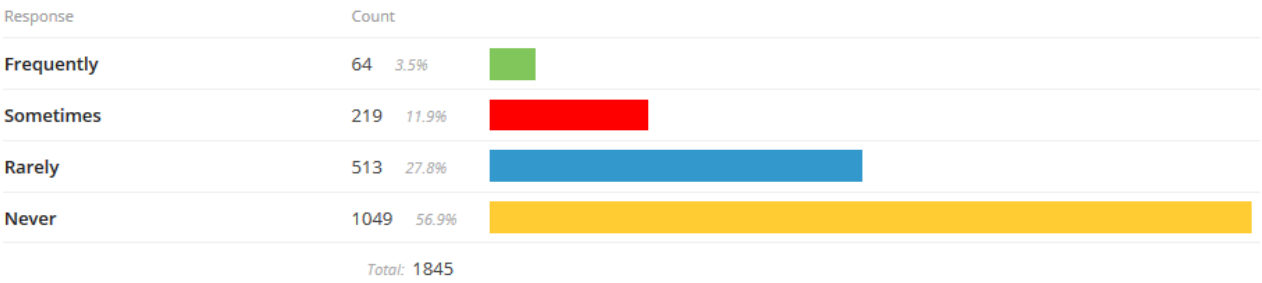
Figure 56: % say service helped them with their legal issue challenge?



When Violence is the challenge

Nearly half of respondents (43%) reported violence was a challenge for their family. Only 3% report violence is frequently a challenge while about 1 in 10 (12%) said violence was sometimes a challenge. Over one quarter of respondents (28%) reported violence as a challenge occurring rarely.

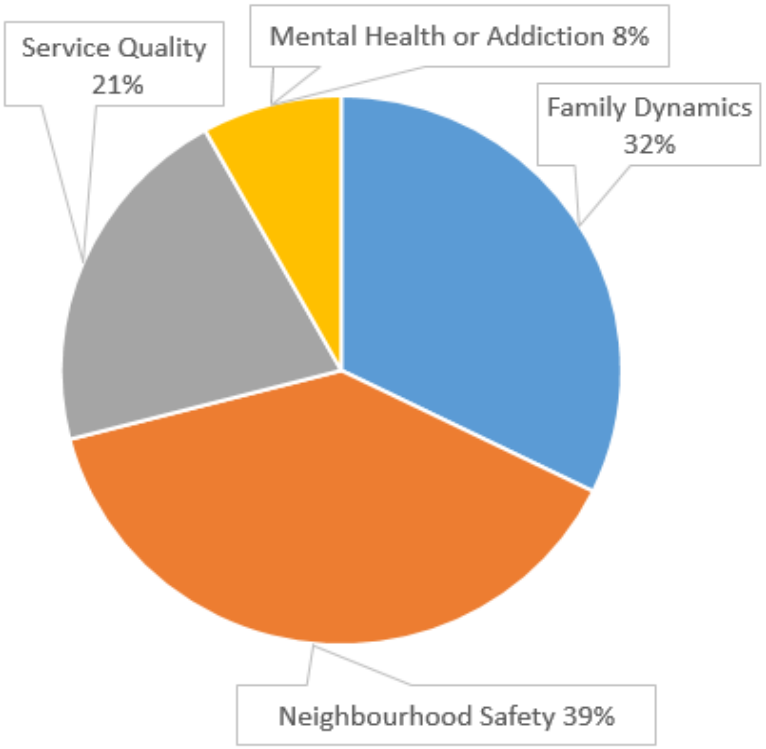
Figure 57: How frequently is violence a challenge?



What is it about violence that is a challenge?

When people were asked "what is it about violence that is a challenge for you or your family?" the most frequent challenge was associated with neighbourhood safety (39%). Almost 1 in 3 comments suggest the challenge is related to family dynamics (32%). About 1 in 4 comments talk about service quality (21%) close to 1 in 10 of the comments talk about mental health or addictions (8%) as the challenge.

Figure 58: Nature of violence challenge?



Example Verbatim Comments – When violence is a frequent challenge

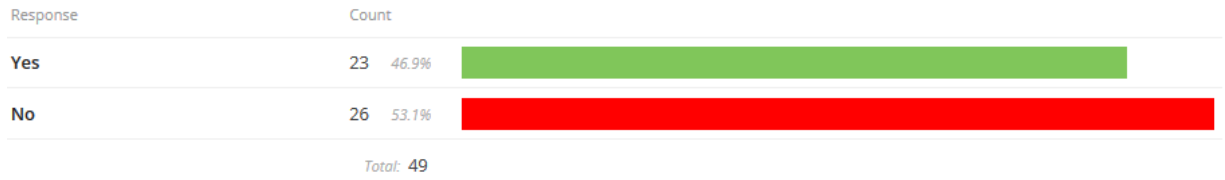
Table 14: Example violence challenge comments

Violence Challenge	Sample Verbatim Comment
Neighbourhood Safety	• Violence in the community • Just feeling insecure makes going out stressful. • Just trying to keep our family safe in a neighbourhood that isn't • Its everywhere; families fighting, kids fighting; forgot how to get along; people disrespecting elders and seniors; chief and council suing elders and chiefs; school kids bullying each other and nothing being done; • Gangs
Family Dynamics	• Elder abuse • Living with a violent person is destructive in all ways • Stopping my bipolar son-in-law from attacking our daughter and traumatizing their 4 year old son. • To keep my ex from causing any further trauma to my children and I. Police service can only do so much.
Service Quality	• Lack of workers • I work in the anti-violence sector and see the challenge in available services for families. • As above. Everything! All aspects of the system is broken in it's ability to keep a violent and abusive man at bay so I can nurture my kids without extreme fear and poverty. • There's break ins all over the city home invasions and police officers who don't do their jobs to help serve and protect
Mental Health or Addictions	• It's everywhere! Next door, at the playground, on the beach, walking the kids to school, shopping for food. It's mostly racism or mentally unstable people but then there are the ones who hate us for the simple reason that they are angry and want someone to release that on. • Community members with addictions and mental health concerns live close by, there is always a concern for our safety when they are under the influence of drugs/alcohol. Teaching our children to know when to stay away from people using drugs/alcohol has been very important.

Effectiveness - Services used to help address violence challenges

Nearly half of respondents (47%) said they frequently used community services to help with violence challenges. Three-quarters (73%) of people who used community services to help them with violence challenge reported the service did not meet their needs.

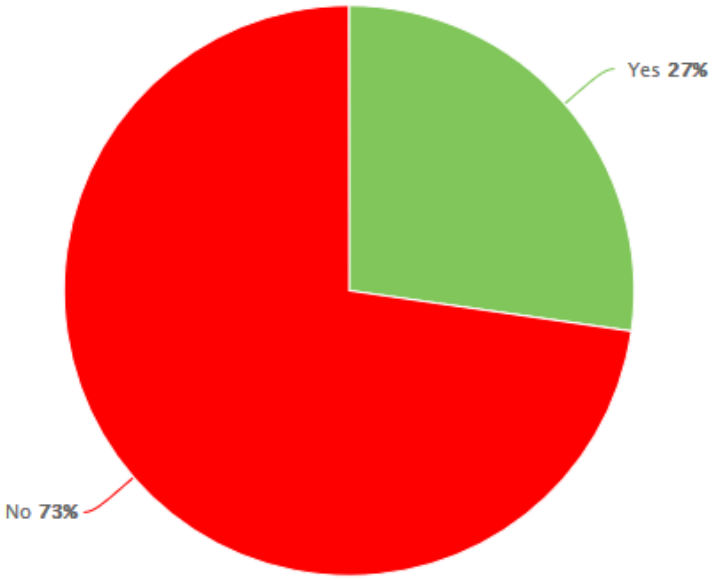
Figure 59: % frequently use services to help with violence challenges?



Three quarters (73%) of people who use community services to help them with violence challenge say the service did not meet their needs.

Concerns about neighbourhood safety and family dynamics are the most common related challenges talked about in people's comments about violence. Comments about quality of services to deal with violence was referenced next in frequency as a challenge related to violence.

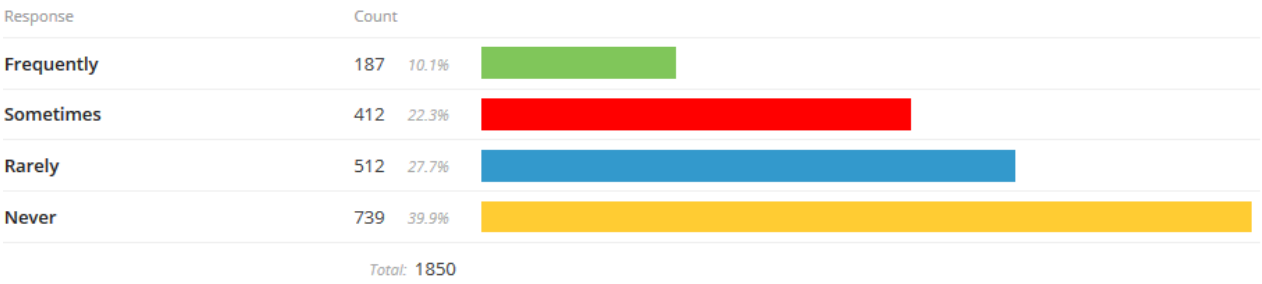
Figure 60: % say service helped them with violence challenges?



When Food is the challenge

Six out of 10 respondents (60%) reported food was a challenge for their family. One in 10 respondents (10%) report food is frequently a challenge while about 1 in 5 (22%) said food was sometimes a challenge. Food was reported as rarely a challenge by 28% of respondents.

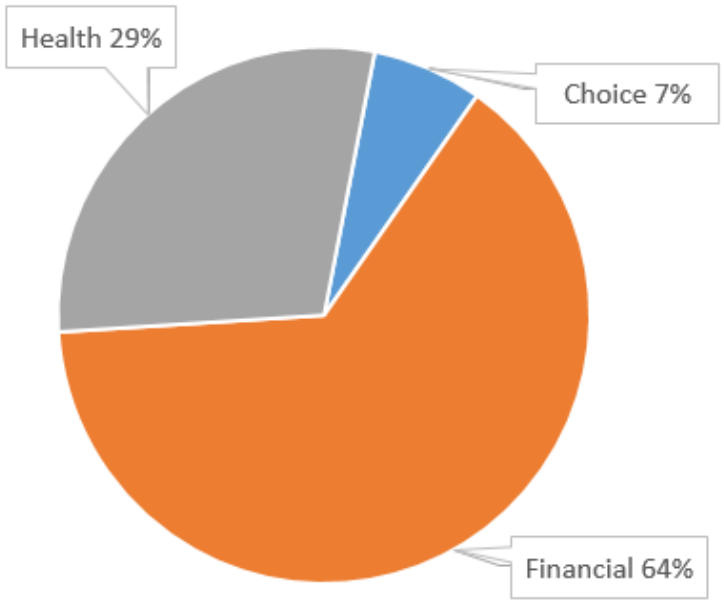
Figure 61: How frequently is food a challenge?



What is it about food that is a challenge?

When people were asked "what is it about food that is a challenge for you or your family?" the most frequent challenge was financial (64%). Health related issues show up as a challenge in 29% of comments and 7% of comments reference food choice as a challenge.

Figure 62: Nature of food challenge?



Example Verbatim Comments – When food is a frequent challenge

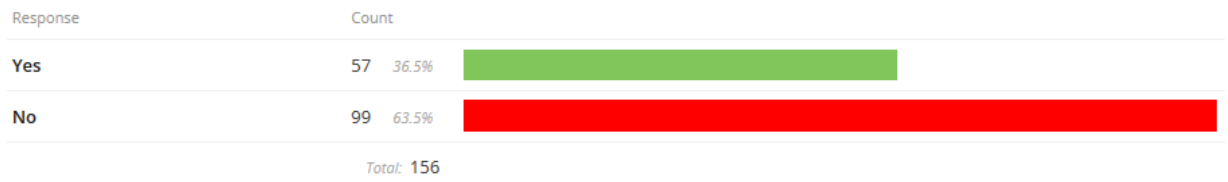
Table 15: Example food challenge comments

Food Challenge	Sample Verbatim Comment
Financial	• Affordability. • Expensive • Food prices • Cost of quality food • Can't afford enough of it! • It's too expensive to eat let alone eat healthy! • Cost of food.. no money left after Mortgage and fuel • Finances are tight, we have had to utilize the food bank which helps, but very limited. Much of the food is old &/ heavily processed with high sugar content only encouraging illness among the already ill, and only increases medical costs as a result.
Health	• Having enough healthy food for two hungry growing children • Lack of it and traditional foods that we can digest for proper health and all-around dental care • Little of our food is locally grown. Often it is contaminated with GMOs, toxins and pollutants. Much of it is of poor to very poor quality. It is becoming too costly to purchase what little food of quality there is. • As a two parent working family it is a challenge to prepare the most healthy meals with such little time to do it. The best quality of foods i.e. produce are the most expensive so balancing money and food and health is chronic issue.
Choice	• Lack of options, very expensive. • The lack of variety at the grocery stores; and the fact that there is a lot of out of date items on the grocery shelves. • If a truck gets into a car accident the community can go without grocery supplies such as fresh fruit and vegetables for as long as a week • Few choice stores to shop in • Genetically modified foods are a concern and are not labelled. Food is expensive. Lack of affordable, locally grown food.

Effectiveness - Services used to help address food challenges

About 1 in 3 respondents (36%) said they frequently used community services to help with food challenges. More than three quarters (79%) of people who used community services to help them with food challenges reported the service did not meet their needs.

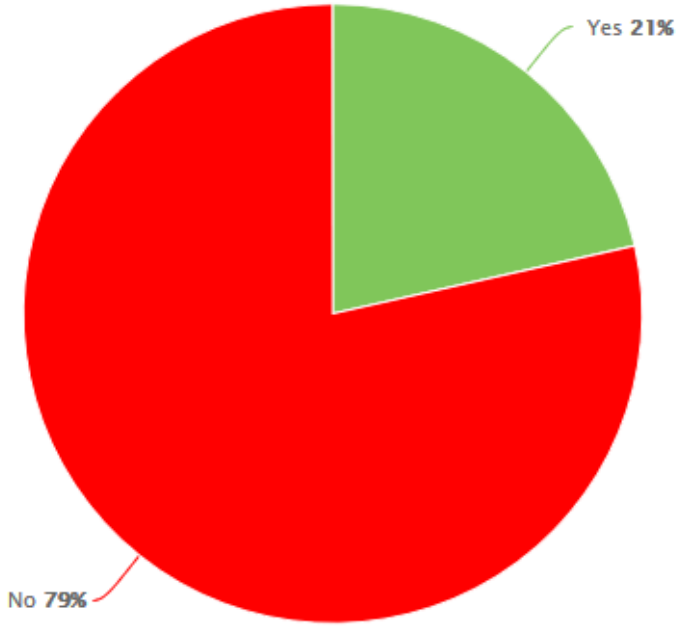
Figure 63: % frequently use services to help with food challenge?



More than three quarters (79%) of people who use community services to help them with food challenges say the service did not meet their needs.

Concerns about costs of food was overwhelmingly the most common challenge talked about in people's comments about food. Impact of health was referenced next in frequency as a challenge related to food challenges while food choices was mentioned least frequently.

Figure 64: % say service helped them with food challenge?



What can Business, Non-Profits, Government do?

People were told that business, non-profits and governments all contribute to family health and well-being. Respondents were asked questions on whether they thought each of business, non-profits and governments were doing too little, enough or more than their fair share to support families.

Respondents who replied that businesses, non-profits or governments are doing too little were given the opportunity to respond to an open-ended question, "what do you think [businesses/non-profits/governments] could do to support the needs of you and your family?"

Figure 65: Government Performance

Do you feel government is doing too little, enough or that they could do more to support families in your community?

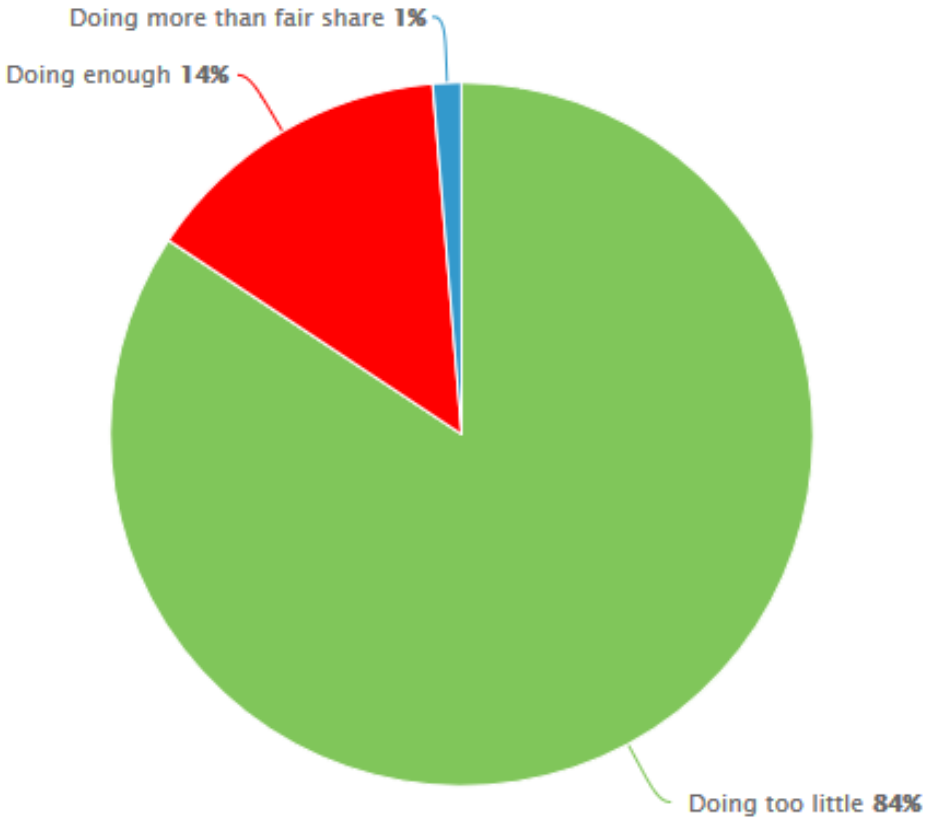


Figure 66: Government Actions

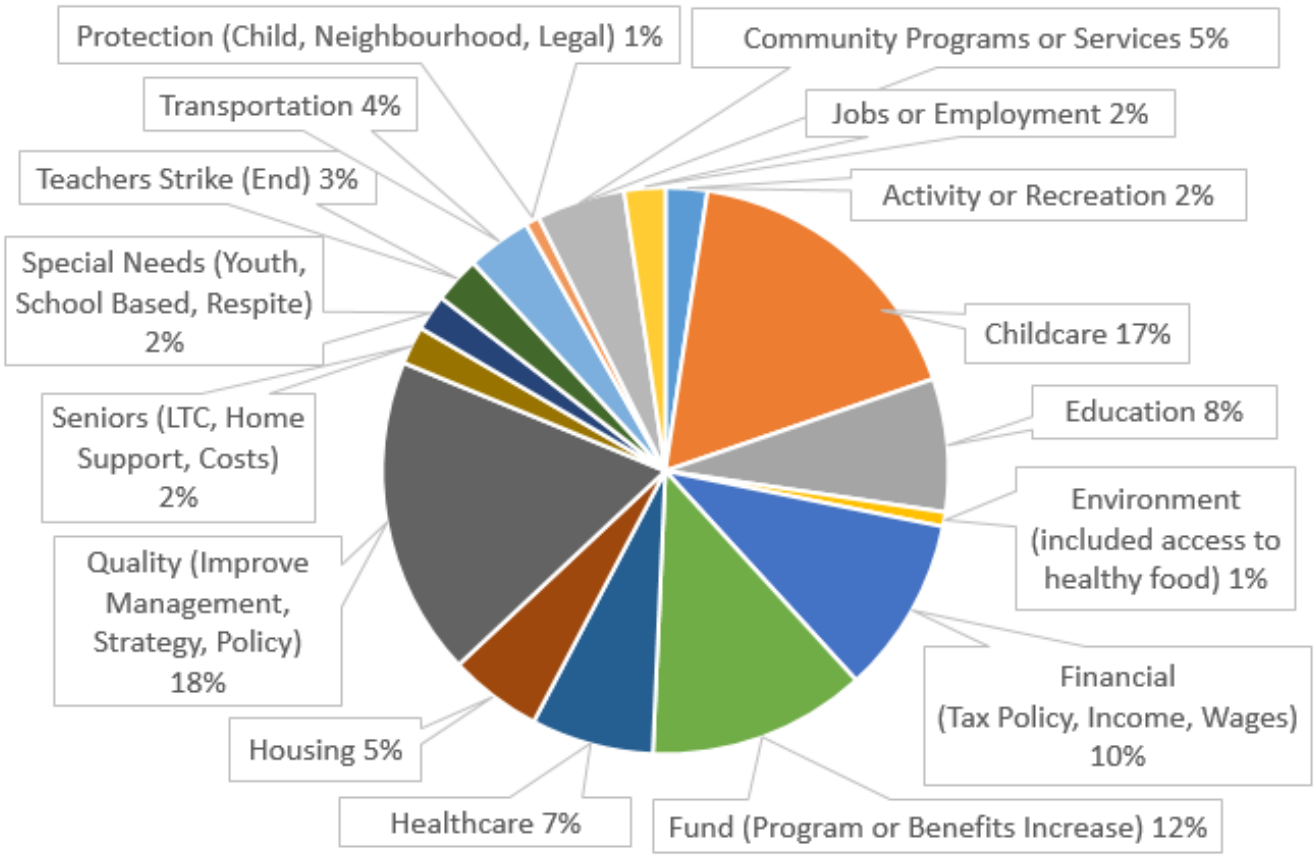


Figure 67: Employer/Business Performance

Do you feel employers and businesses are doing too little, enough or that they are doing more than their fair share to support families in your community?

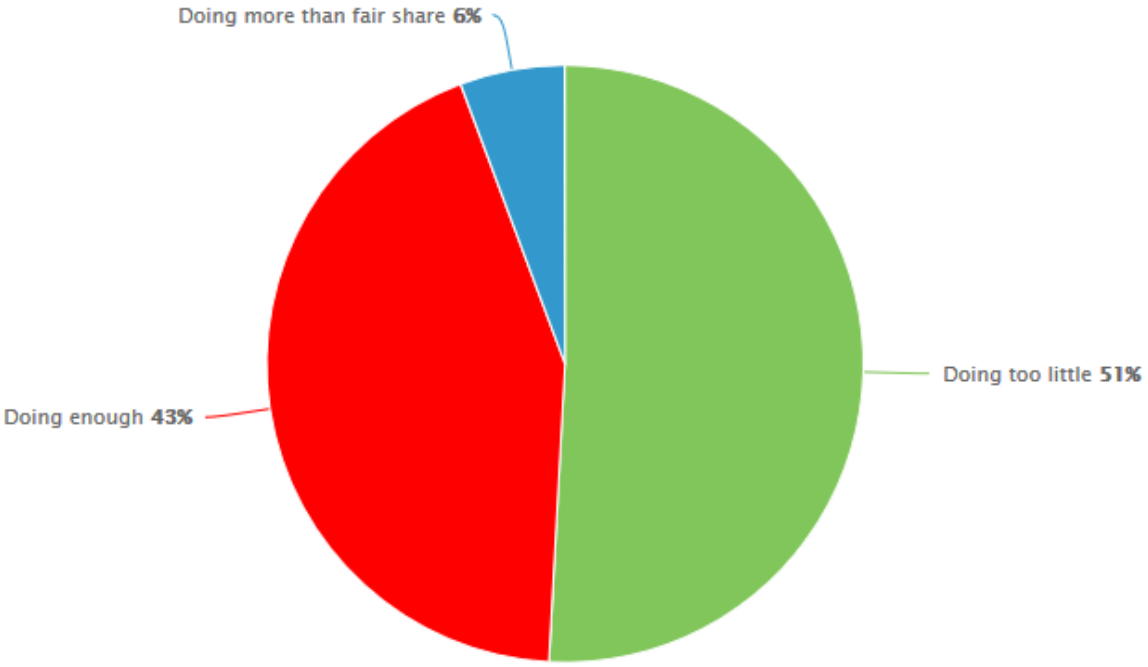


Figure 68: Employer Actions

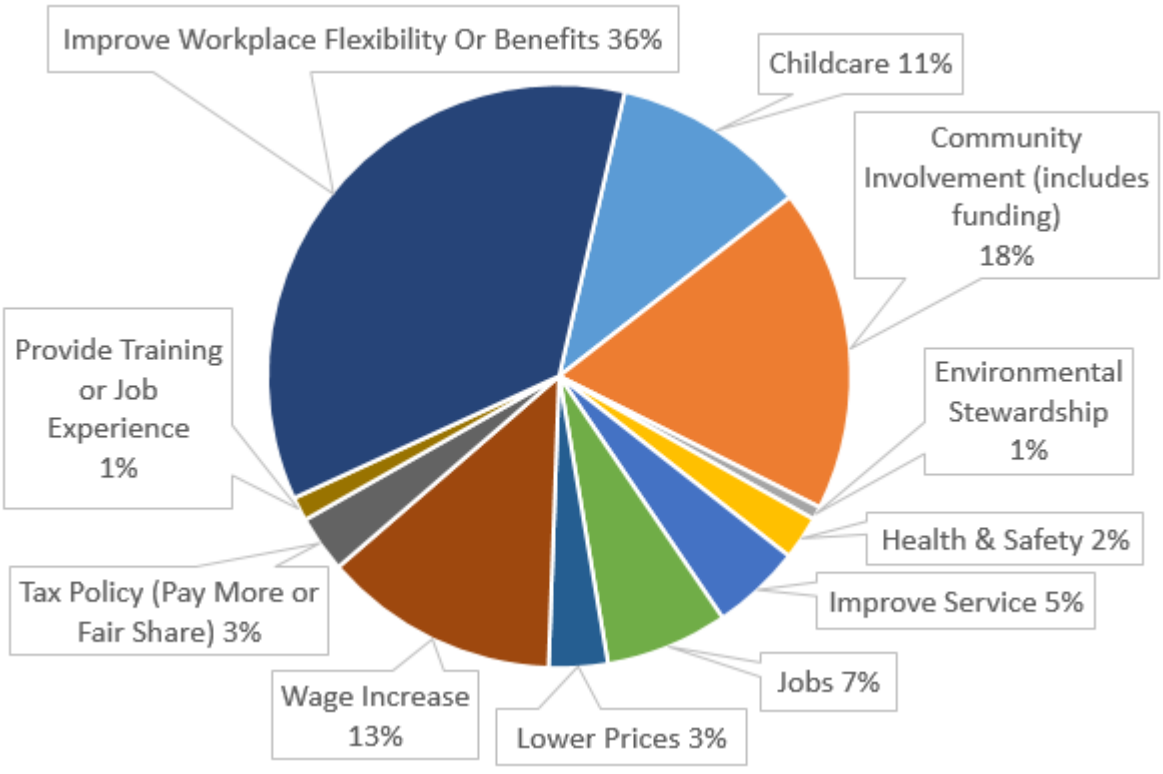


Figure 69: Non-Profit Performance

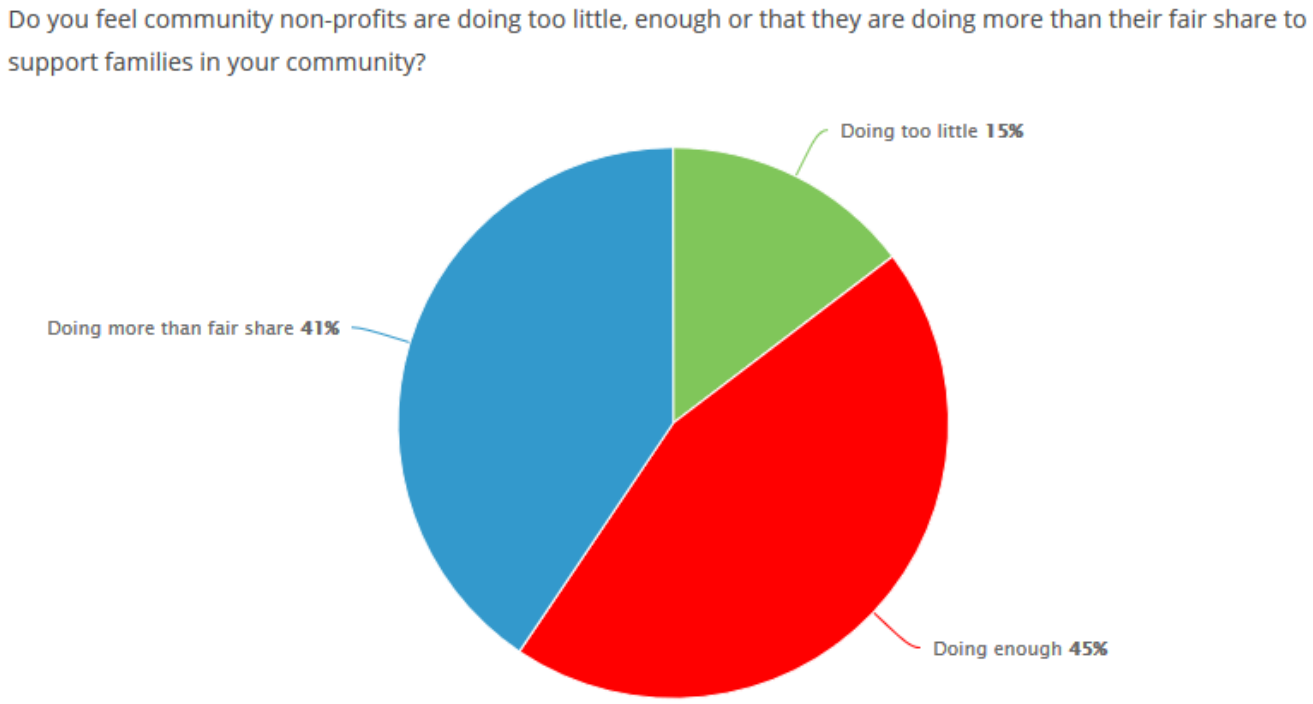
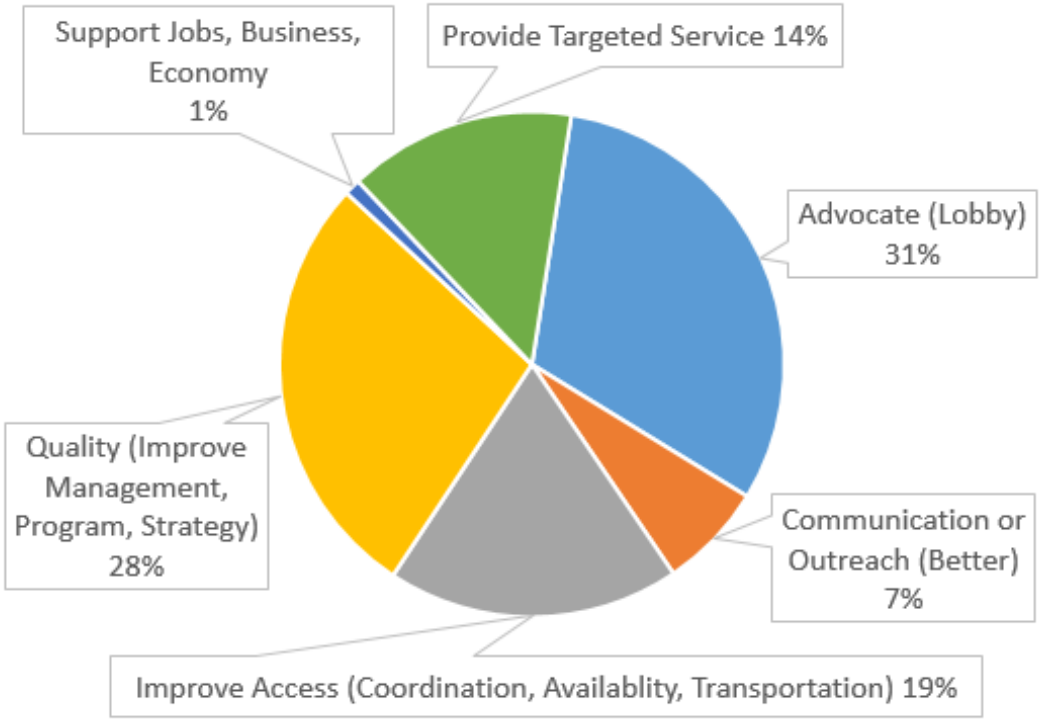


Figure 70: Non-Profit Actions



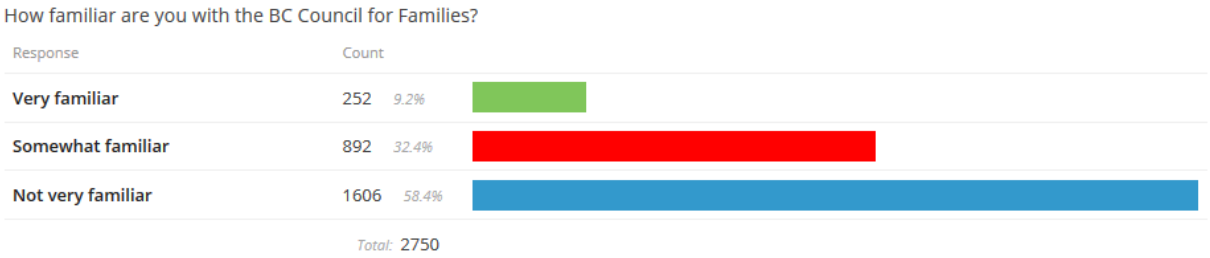
SUMMARY

Key messages

- The second *Let's Talk Families BC!* survey was successful with a high response rate and wealth of open-ended responses
- The family challenges list is highly representative of the issues facing BC families
- Family challenges are highly interrelated and interconnected
- Responses represent the complexity of the lives of BC families
- Income and adequate resources are fundamental for BC families
- Respondents clearly identified governments and business/employers as doing too little to support BC families
- There are a wide range of suggestions for actions for businesses, governments and non-profit organizations

Public engagement (the Challenge)

Prior to TAG and *Let's Talk Families BC!* the BCCF did not have anything it could use as a direct appeal for BC Families to register with BCCF. TAG and *Let's Talk Families BC!* provide BC Families with a reason to engage with BCCF based on a desire to tell their stories and help improve programs and services for BC families.



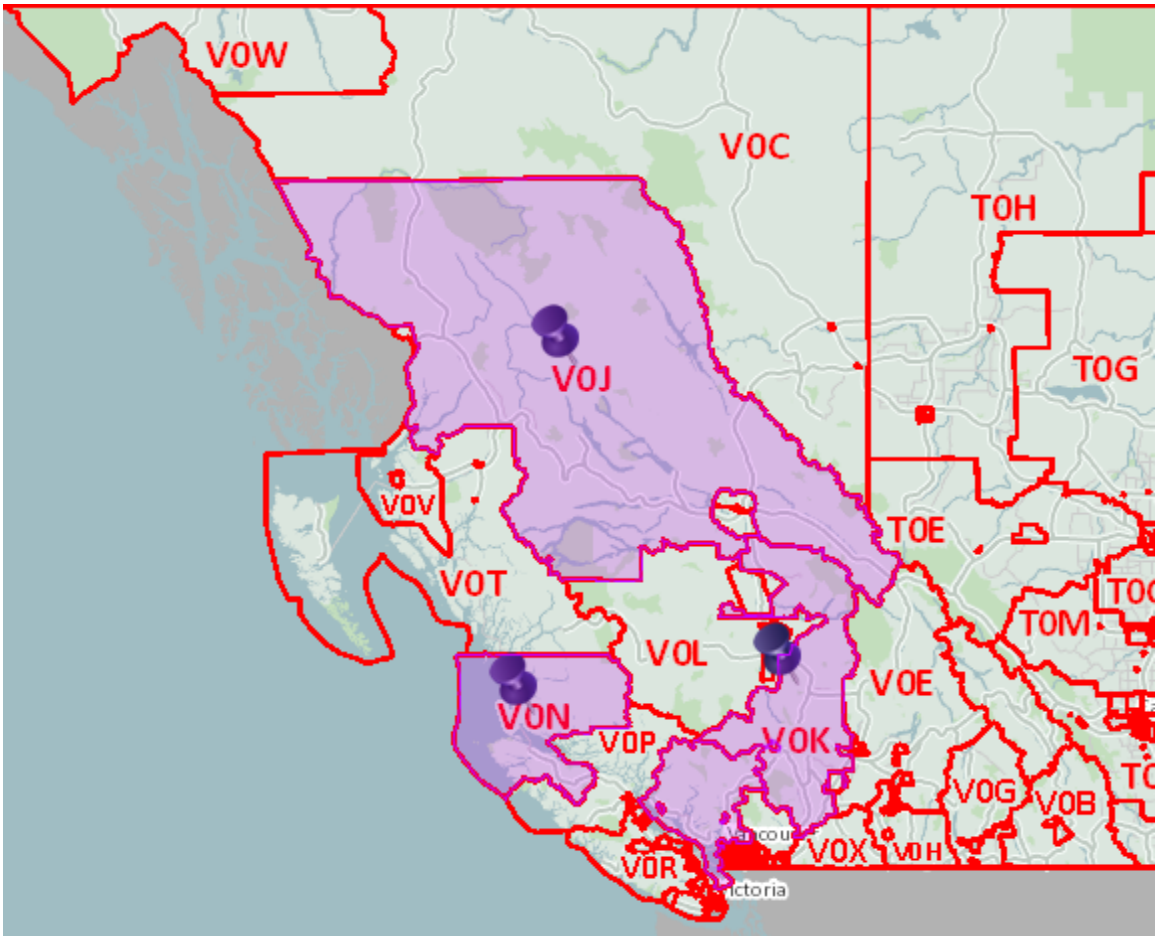
Over half of respondents (58%) are not very familiar with the BC Council for Families. Just over 4 in ten respondents (42%) are very or somewhat familiar with the BCCF.

The Benefits of Continued Engagement

In the short term building BCCF's network of BC Families participating in these surveys will result in additional BCCF website traffic and cumulating evidence about what BC families feel about their lives – the challenges and opportunities they face. One outcome of building website traffic will be bringing professionals and organizations registered with the BCCF website into closer proximity to BC Families that need their services. This will help to increase awareness of BCCF programs and make the site more attractive to the professionals and organizations that pay to register/market themselves at the BCCF website. A desired long-term outcome is to use evidence obtained from BC Families to make policies and programs in support of BC families more reflective of the needs and desires of BC families and community family service providers.

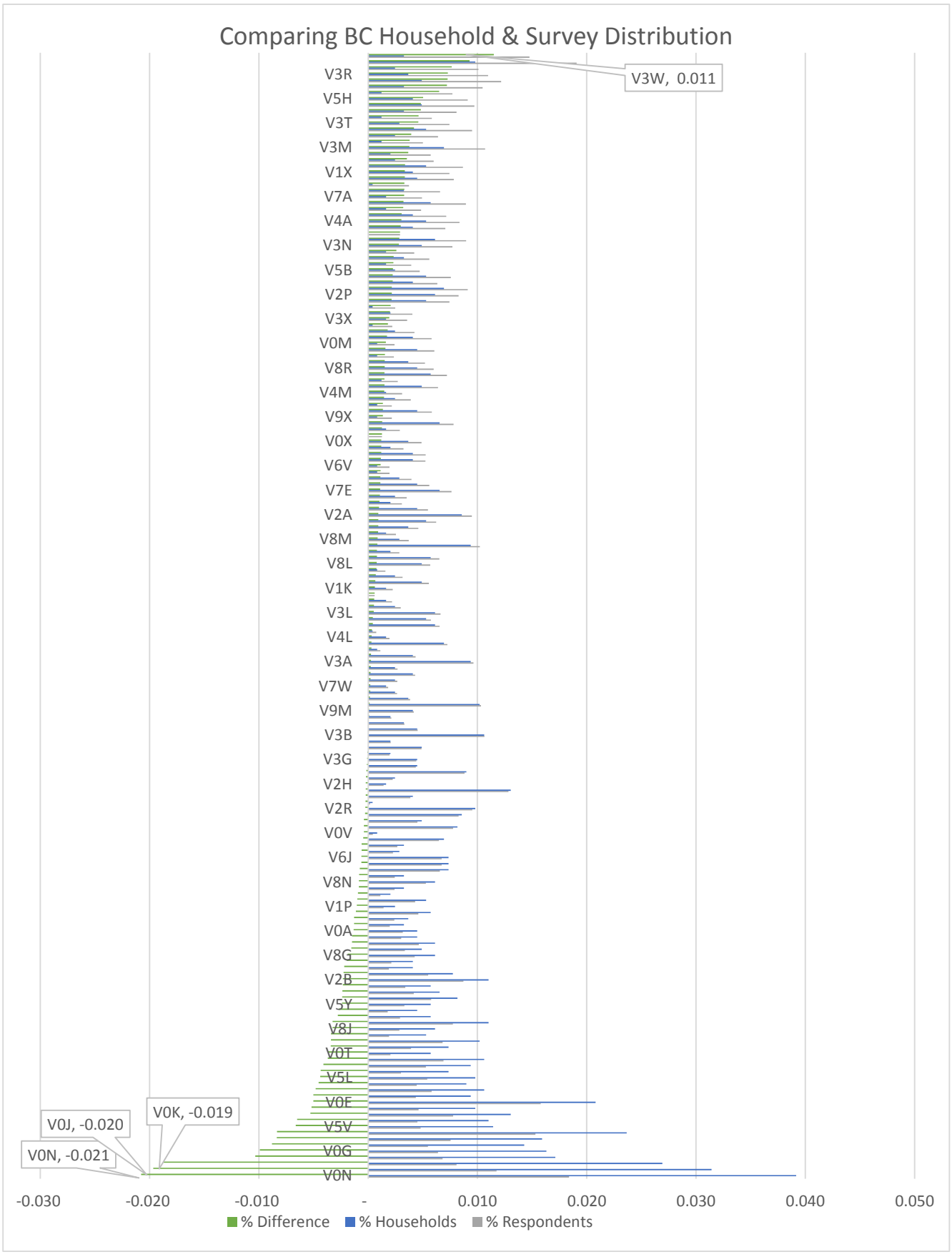
Appendix A – Survey Respondent Households

The sample is distributed proportionally to the distribution of BC Households according to household counts for BC's postal codes (FSA). There are only four (4) FSA's where the difference in the distribution of survey respondents and 184 occupied dwelling counts is greater than ± 10%. In three of the FSA's[3] (V0J, V0N, V0K) the difference is negative (under represented) and in one FSA (V3W) the difference is positive (over represented). The distribution of survey respondents is within ± 10% of occupied dwelling counts for 98% of BC's Forward Sortation Areas.



Household respondents are disproportionately female. Male respondents tended to be older and report higher household incomes than female respondents. Both males and females ranked how frequently they experience challenges similarly (Income, Children's Care, Jobs, Caring for other family member). Slightly fewer females said physical health was a frequent challenge (6%) compared to men (8%). Division of labour research suggests that women continue to perform ost of the family labour duties and are excellent informants regarding the issues and challenges facing families.

[3] The three FSA's contain approximately 77,000 of BC's 1,484,000 million residential dwellings (5%).


Comparing BC Household & Survey Distribution
V3W, 0.011
V0J, -0.020
V0K, -0.019
V0N, -0.021
V3R
V5H
V3T
V3M
V1X
V7A
V4A
V3N
V5B
V2P
V3X
V0M
V8R
V4M
V9X
V0X
V6V
V7E
V2A
V8M
V8L
V1K
V3L
V4L
V3A
V7W
V9M
V3B
V3G
V2H
V2R
V0V
V6J
V8N
V1P
V0A
V8G
V2B
V5Y
V8J
V0T
V5L
V0E
V5V
V0G
V0N
-0.030
-0.020
-0.010
-
0.010
0.020
0.030
0.040
0.050
% Difference
% Households
% Respondents

Appendix B – Qualitative Analysis

Historically open-text analysis has been a task that was laborious and fraught with issues of validity and reliability. The overarching goal is, essentially, to turn text into data for analysis. High-quality information is typically derived from text through the identification of patterns and trends and includes text categorization, text clustering, concept identification and classifications as well as comment summarization. Innovations in natural language processing software have automated the task improving validity and reliability as well as reducing processing time.

Our text analysis was done using Semantria's Open-Text analysis software. The Concept Matrix is a key component in Semantria's deep learning algorithms that enable it to understand people's responses to questions in a human-like manner. The Concept Matrix uses Wikipedia's knowledge to understand and measure the semantic distances between words. Wikipedia is an encyclopedia, a dictionary, a thesaurus, a collection of semantic word nets-- in short, it's the largest source of knowledge on the internet. Every word links to other words, giving context and exposing relationships. Using the Semantria software, we built a set of accurate categories to code respondent survey answers quickly, efficiently and reliably.

Analysis – Facets, Themes

We used Semantria's Natural Language Processing capability to help identify common themes across all responses. Semantria terminology is "Facets and Themes." Facets are key-words contained in each response to a question and are reported listing the most frequently accompanying descriptors. Facets rely on Subject Verb Object (SVO) parsing. In contrast, themes are noun phrases extracted from people's answers using Lexical Chaining. Lexical Chaining links sentences through synonyms or related nouns to establish a conceptual chain in the content. The process takes context and noun-phrase placement into account when identifying themes.

To do these two tasks the software first breaks each respondent's answer into its basic parts of speech, called POS tags, which identify the structural elements of a sentence (e.g. nouns, adjectives, verbs, and adverbs). After Semantria identifies the POS tags there are two simultaneous steps that occur:

1. Potential themes are extracted from POS tags
2. A process called Lexical Chaining occurs

Combined, Facets and Themes provide important insight into the ideas and thoughts contained in a response and give information used to construct user categories (Challenges) we described in this report.

BCCF Open Text Analysis

The following describes the analysis of responses to all open-ended questions. Analysis started by creating a "Concept Matirx" of words and/or phrases that are representative of the 15 challenges listed in the survey. One way to think about the relationship between a challenge and the Concept Matrix is to think about the Concept Matrix as answering the question "what do you mean by that?" The word "that" is any one of the 15 challenges listed below[4].

1. Income
2. Jobs or employment
3. Education
4. Physical activity
5. Neighbourhood safety
6. Children's care
7. Housing
8. Community services
9. Mental health
10. Physical health
11. Transportation
12. Caring for family members
13. Legal (System)
14. Violence
15. Food

For example, the challenge "Violence" used the following concept matrix to tag any comments that talk about "Violence".

Challenge	What do we mean by "Violence" (Concept Matrix)
Violence	drug trade, arraignment, assault, vandalism, burglary, victim, criminal, abused

It should be remembered that Semantria is not searching for these concept matrix words but uses these words in a "fuzzy logic" and human way to look for any comment that has similar related content.

Some of the challenges listed in the survey used multiple Concept Matrix searches in order to increase the likelihood of tagging a comment. For example, we found that people's comments about food fell into three categories: 1) Groceries; 2) Meals; and, 3) Quality. We used three concept matrix groups to help identify any comment that contained references to "Food".

Challenge	What do we mean by "Food" (Concept Matrix)
Food Groceries	fruit, meat, vegetable, food, groceries
Food Meals	eat, hungry, diet, lunch, breakfast, dinner, meal, mealtime
Food Quality	human nutrition, organic foods, genetically modified food, Food CONTEXT nutrition

When two or more concept matrix groups where used to identify a "Challenge" we combined the results for final analysis. Consequently, a comment that is identified as containing a reference to food may include reference to groceries, meals or quality of food.

Additional Challenges

Not all comments fall nicely into the list of challenges used in the survey. We also asked respondents to tell us "what is it about an issue" that is a challenge. Consequently we developed

[4] See Table 1 for the list of User Categories and associated Concept Matrix.

and used additional "Challenges" and associated concept matrices for content that was not captured using the 15 survey challenges listed.

For example, when we search responses to the question asking people to explain what they mean when they say their family frequently face "physical activity" challenges our "physical activity" concept matrix correctly identifies this as a comment about the challenge of getting physical activity and that income (affordability) is one associated challenge. However, we did not initially have a concept matrix that would identify that winter time was also a challenge for physical activity.

> *"Winter is a time that really affects us. We would love to have more indoor physical activities that are affordable. (Family of 6)"*

Comments with references to weather showed up in response to other questions as well as the question about physical activity. For example, in response to the question "what is good about your community" and "what other challenges did we miss". Consequently, a concept matrix was created to identify comments that make reference to geographic location (physical geography or weather).

Challenge	What do we mean by "Environment" (Concept Matrix)
Place Geography	geography, natural environment, habitat, landscape, rivers, lakes, mountains
Place Weather	meteorologist, temperature, snow, storm rain, winter, weather NOT depression

The following table lists all challenges and the associated concept matrix used for Semantria analysis of open-ended text.

Category Name	Category Matrix
Care Child	child minding, childcare, nanny, babysitting, au pair, family centered care
Care Family	sandwich generation, family caregivers, respite CONTEXT parent, child
Care Parent	elder care, retirement home, care CONTEXT parent, family caregiver
Community Cohesion	community service, community building, community cohesion, social connectedness, social integration, common good
Community Cooperation	helpfulness, caring, cooperation, volunteer, aid, assist, empathy
Community Growth	land speculation, subdivision, developer, land development, real estate, investment CONTEXT real estate
Community Services	youth services, service CONTEXT public, community, government, family, public services NOT vehicle
Discrimination	bullying, prejudice, racism, homophobia, discrimination
Education	self actualization, learning, self efficacy, educate, teach
Education System	apprenticeship, university, college, secondary school, primary school, preschool, pedagogical
Environment 1	pollution, environmentalism, recycling, greening, renewable energy, sustainable living, air CONTEXT quality

Category Name	Category Matrix
Environment 2	wildfire, flood, natural disaster, global warming, weather CONTEXT[5] extreme, severe
Family Distress	divorce, separation, estrange, distress, blended family, child custody, marital CONTEXT conflict, fight, argue
Family Issues 1	elder abuse, addiction, alcoholism, dysfunctional family, tension CONTEXT family
Family Issues 2	gay, lesbian, bisexual, transgender, sexual orientation
Food Groceries	fruit, meat, vegetable, food, groceries
Food Meals	eat, hungry, diet, lunch, breakfast, dinner, meal, mealtime
Food Quality	human nutrition, organic foods, genetically modified food, Food CONTEXT nutrition
Health Aging	aging, senior, old, ancient, elderly, mature, retirement
Health Physical	sickness, malady, disease, infirm, illness, injury
Health System	doctor, pharmacist, dentistry, nursing, surgery, medicine, hospitalization, healthcare NOT Mental Health
Housing	housing, shelter, lodging, homeless people, accommodation
Income 1	cost, expense, payment, spending, afford
Income 2	finances, savings, pension, retirement CONTEXT income
Income 3	owing, indebtedness, debtor, debt, insolvency
Income 4	income, revenue, money, wage, wealth
Income 5	cost of living, standard of living, affordable housing, personal budget, discretionary income
Isolation Social	loneliness, alienation, social isolation, family estrangement
Isolation Physical	distant, journey, isolated, farthermost, cutoff, outpost
Jobs or Employment	jobs, work, livelihood, labor, unionism, unemployment, employment
Law	lawsuit, jury, law, family Law
Law System	police, lawyer, judge, legal aid, court house, lawsuit, law, family law
Mental Health	mental health, depression, stress, addiction, mental illness, mental disorder
Neighbourhood Safety 2	stranger, beggar, xenophobic, panhandler
Neighbourhood Safety 1	crime CONTEXT neighbourhood, downtown, city
People's Apathy	apathy, engagement, indifferent, unkindness, unhelpfulness, bystander
People's Spirituality	Religion, Mysticism, Meditation, Introspection, Prayer, spiritualism
People's Values	values, morality, standard, ethical, principal, life style
Physical Activity	callisthenics, workout, physical exercise, physical fitness, Olympics, sports, athletics
Place Geography	geography, natural environment, habitat, landscape, rivers, lakes, mountains
Place Weather	meteorologist, temperature, snow, storm rain, winter, weather NOT depression
Quality Governance	election, politics, voice CONTEXT government, representative, politician, politics, mayor NOT CEO
Quality Management	mismanagement, financial mismanagement, bureaucracy, strike, lock out

[5] ALL CAPS represents Semantria programing terms

Category Name	Category Matrix
Quality Service	customer service, customer satisfaction, customer experience
Social Activity	play, entertainment, socializing, social activity, leisure satisfaction, recreation NOT sport
Time Quality	busy, chaotic, hectic, work life balance, time management
Time Schedule	time, duration, period, interval, schedule, calendar
Transport Travel	passenger, travel, commuter, hitchhiker, holiday
Transport Mode	bus, flight, taxi, car, bicycle
Transport System	parking, public transportation, transit, trails, bridges, roads
Violence	drug trade, arraignment, assault, vandalism, burglary, victim, criminal, abused