



Introduce ourselves.

Julie Lebel, Manager, community-engaged dance programs, [Made in BC – Dance-on-Tour](#)

Julie Lebel is a Vancouver based choreographer invested in community engaged dance and in interactions between public space and community. Au nombre des projets auxquels elle travaille présentement figure une étude des prestations interactives ([Tricoter](#)) et de la danse multi-générationnelle avec un accent plus particulier sur la petite enfance ([Dancing the Parenting et Paper Playground](#)). Julie is the current Manager of Community Engagement at Made in BC – Dance on Tour. She also co-manages the Everybody Dance initiative in collaboration with Vancouver Park Board Arts Programmers. This program aims to increase participation in community engaged dance through a central outreach platform as well as professional development and major events such as the Leading from Beside symposium (2016).

JL: Ice-breaker. Think of a good neighbour, current or past. In pair, introduce yourself and introduce your good neighbour.

Today's Workshop

1. Quick overview of the research main findings
2. Insights co-creation

La présentation se déroulera en anglais, mais les questions et les discussions peuvent avoir lieu en français.

JL

Vital Signs: Arts & Belonging

- Report published in April.
- Partnership with Community Foundations of Canada, as part of the Vital Signs program.
- Continuation of *The Value of Presenting*.
- Fills in an important research gap



FJ

Community Foundations of Canada is the national network for Canada's 191 community foundations.

Vital Signs is a national program led by community foundations and coordinated by CFC.

It leverages community knowledge to measure the vitality of our communities and support action towards improving our quality of life.

The Research Gap:

"While studies exist related to arts participation and social capital, rural social change, and Aboriginal social inclusion, many of these reports are quite limited in scope. Other reports have identified potential linkages between the arts and identity or social inclusion, but are not backed by statistical information. Other than public opinion surveys, it appears that no research has been conducted into the arts' contribution to Canadian identity and its standing abroad."

Making a Holistic Case for the Arts, Canadian Public Arts Funders, 2014.

The project team

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Canada Council
for the Arts

Conseil des arts
du Canada



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO

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un organisme du gouvernement de l'Ontario



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CANADIAN
ARTS PRESENTING
ASSOCIATION

ASSOCIATION
CANADIENNE DES
ORGANISMES ARTISTIQUES

Methodology

- Literature review
- New analysis of existing data sources
 - Angus Reid Institute, National Survey on Citizen Engagement and Attitudes, 2015
 - Statistics Canada, General Social Survey – Social Identity, 2013
- Live dialogue sessions



BELONGING ST.

Canadians and their Communities: A National Survey on Citizen Engagement and Attitudes

-Randomized online survey of 1532 Canadian adults

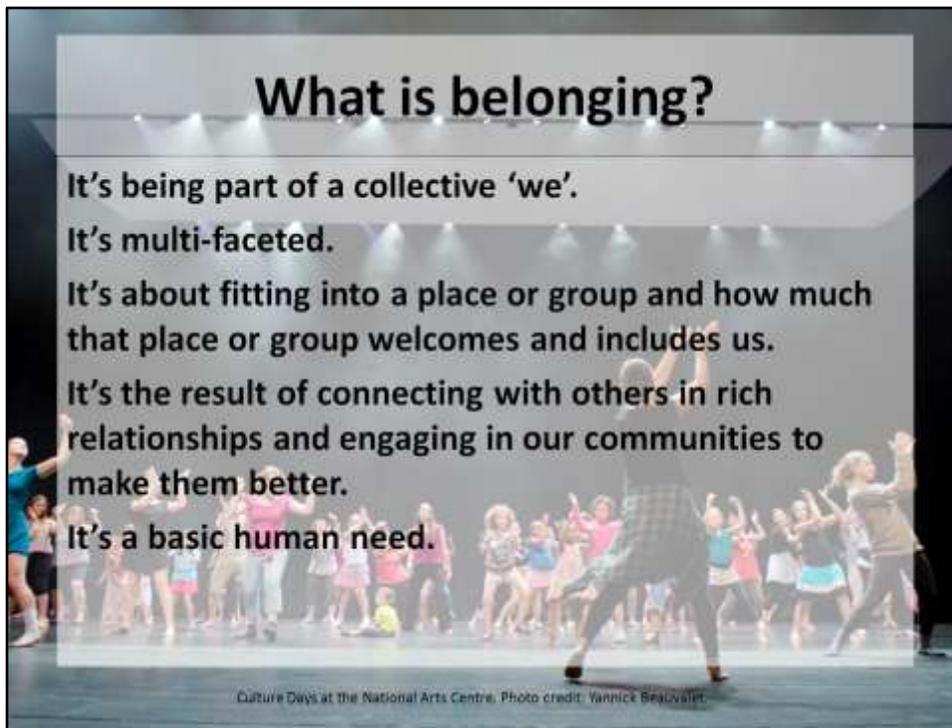
Statistics Canada, General Social Survey – Social Identity, 2013

-The main objective of the GSS on Social Identity (SI) is to provide an overall picture of Canadians' identification, attachment, belonging and pride in their social and cultural environment.

-Random survey of 27,000 Canadians.

What is belonging?

What does “belonging”
mean for you?



Sense of belonging can be formally defined as: “the experience of personal involvement in a system or environment so that persons feel themselves to be an integral part of that system or environment and is composed of two dimensions: (1) ‘valued involvement’, which includes feeling valued, accepted, and needed; and (2) ‘fit’, an individual’s perception that they complement the system or environment” Hagerty et al. [1992](#)
Ross [2002](#),
as quoted in Kitchen et al., p.3

Belonging is a basic human need: if you visualize Abraham Maslow’s hierarchy of needs, it’s right in the middle of the pyramid, above safety and physiological needs.

Why belonging matters

Belonging to the local community is...

- ✓ The strongest predictor of high satisfaction with life
 - ✓ much more than income
- ✓ An important determinant of health
- ✓ A factor of wellbeing in other domains



Does Money Matter?, Centre for Study of Living Standards, 2010 / Statistics Canada, Canadian Community Health Survey, 2014 / Canadian Index of Wellbeing, 2016 National Index Report

Belonging is critically important.

Sense of belonging in the local community is measured in many Statistics Canada surveys.

Sense of belonging to the local community is one of 80 health indicators in the Canadian Community Health Survey.

The Canadian Community Health Survey asks: "How would you describe your sense of belonging to your local community? Would you say it is...? Very strong, Somewhat strong, Somewhat weak, Very weak, No opinion."

In the 2014 CCHS, 64% of people who reported a very strong or somewhat strong sense of belonging to their local community also reported very good or excellent health, compared with 53% of those who felt weaker ties to their local community. Several other studies in Canada and abroad have found a similar correlation.

On the opposite end of the spectrum, according to a study out of Brigham Young University, **loneliness is as damaging to your health as smoking 15 cigarettes a day.**
<http://www.cbc.ca/radio/whitecoat/how-to-reach-the-person-inside-the-dementia-1.3786034/loneliness-equals-a-pack-a-day-1.3789069>

Belonging to the local community is also an indicator of community vitality within the Canadian Index of Wellbeing.

Belonging is basic human need, it gives meaning to our lives, and it is connected to our health. But is it connected to the arts, and if so, in what way?



Before we dig into the connections between arts and belonging, it's important to know what else affects belonging.

“The number of neighbours you can identify by first name” is among the strongest predictors of sense of community.

Journal of Community Psychology (1986)

Social offerings – including vibrant nightlife, places to meet people, and arts and cultural opportunities – were one of the strongest predictors of sense of attachment in the local community. Soul of the Community, p.12

People who volunteer a greater number of hours per month have a higher sense of belonging in their local community and to their town or city. This analysis is based on the Statistics Canada General Social Survey: Social Identity (2013). N= 27,534. Greater number of hours volunteering per month was weakly positively correlated with: Sense of belonging in the local community, $r = .14$ and Sense of belonging in the town or city, $r = .11$.

Greater pride in being Canadian is strongly related to the sense of belonging in Canada. While not as strong, pride in being Canadian also has a positive effect on sense of belonging in the local community, town and province.

This analysis is based on the Statistics Canada General Social Survey: Social Identity (2013). N= 27,534. Participants' higher sense of pride in being Canadian was strongly positively correlated ($r > .50$) with sense of belonging in Canada, $r = .50$. It also has a milder relationship on sense of belonging locally ($r = .17$), with the town or city ($r = .19$) and with the province ($r = .16$)

Why the arts?

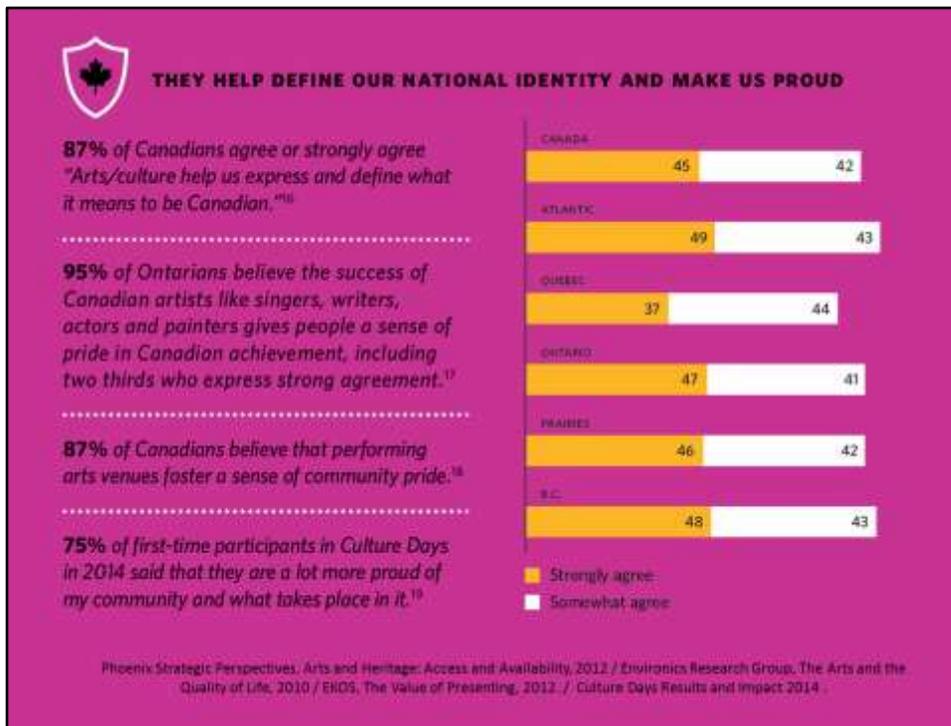
We all participate in the arts

- In 2010, 99.7% of Canadians participated in at least one arts, culture or heritage activity – a record level.

...And we want more

- The more we attend performances and visit museums, galleries or heritage sites, the more likely we are to attend again.

Statistics Canada, General Social Survey – Time Use, 2010
Background photo: Culture Days at the National Arts Centre. Photo credit: Warwick Bagnall



This was the state of knowledge before we undertook the project.

A research gap needed to be filled:

“While studies exist related to arts participation and social capital, rural social change, and Aboriginal social inclusion, many of these reports are quite limited in scope. Other reports have identified potential linkages between the arts and identity or social inclusion, but are not backed by statistical information. Other than public opinion surveys, it appears that no research has been conducted into the arts’ contribution to Canadian identity and its standing abroad.”

Making a Holistic Case for the Arts, Canadian Public Arts Funders, 2014.

Arts build belonging

**77% of Canadians agree or strongly agree
“Arts/heritage experiences help me feel
part of my local community”**

**Regular arts
attendees are 3X
more likely than
non-attendees to
feel this way**

Phoenix Strategic Perspectives, Arts and Heritage: Access and Availability, 2012.
Background photo: Jacob Hoggard of Hedley. Credit: Dan Harper / Side photo: Fortier Danse-Creation. Credit: Philippe Faureau

The infographic features a background image of a person in a white jacket and black pants performing a dance move on a stage. To the right, there is a smaller inset photo of a person in a black outfit performing a dance move on a city street in front of a brick building with a sign that says 'CLUBHOUSE EAGLE'.

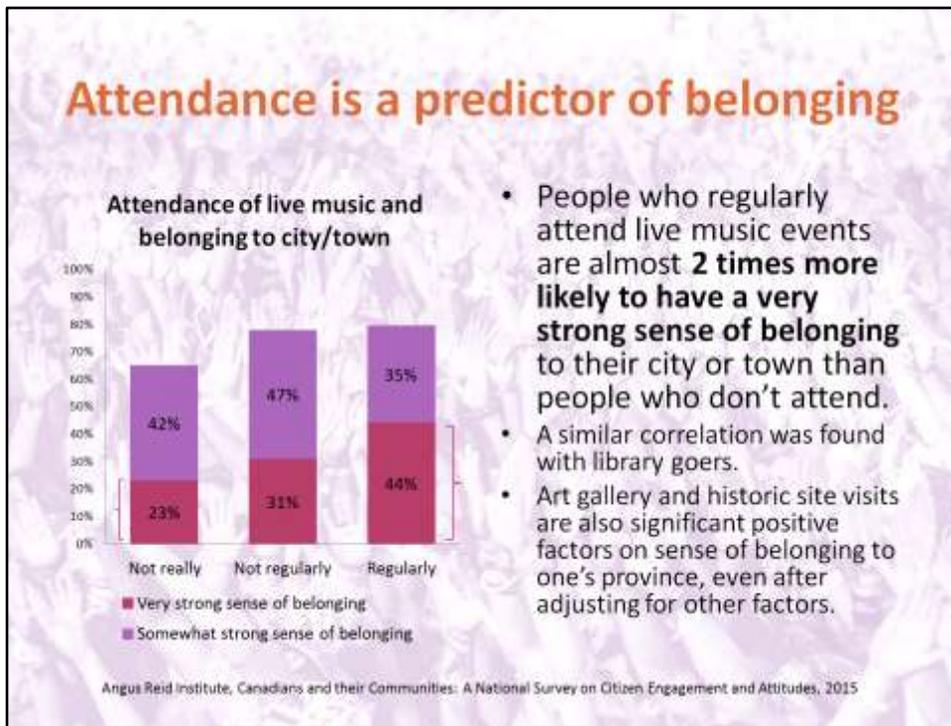
From Phoenix Strategic Perspectives, Arts and Heritage: Access and Availability, 2012. Survey of 1,001 Canadians.

Non-attendees: 12% strongly agree

Attendees at 1-2 art activities: 18% strongly agree

Attendees at 3 more different art activities: 37% strongly agree – statistically different with both.

This is a statistically different



Raw data from **Canadians and their Communities: A National Survey on Citizen Engagement and Attitudes**, by Angus Reid Institute for Community Foundations of Canada, 2015.

Randomized online survey of 1532 Canadian adults - not a probability sample. No regression model to take into account confounding factors.

More regular live music attendance was mildly positively correlated with greater sense of belonging in city or town ($r=.15$), and in one's neighbourhood ($r=.10$).

National weighted averages for sense of belonging to city or town

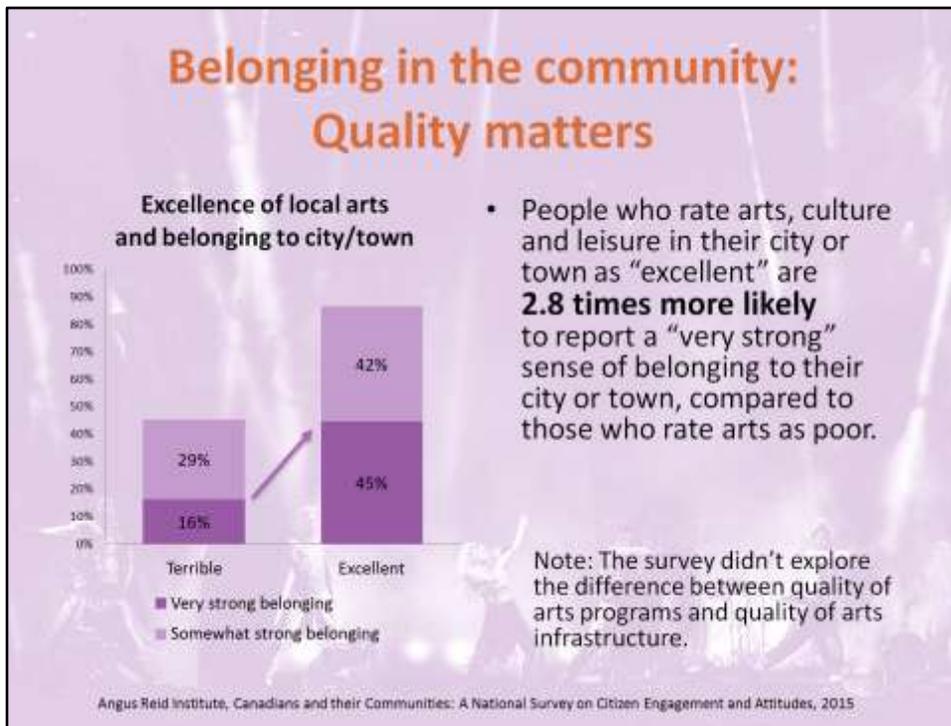
Somewhat strong: 43%

Very strong: 31%

Total: 74%

Compared to national averages, regular attendees are still 42% more likely to report very strong sense of belonging.

This doesn't take into account confounding factors. However, demographic factors such as education and household income were found to have no statistically significant effect on sense of belonging - except for one negative correlation with education (which might actually increase the correlation between music and belonging if it was taken into consideration). There was a positive correlation with gender (women reporting a slightly higher sense of belonging), which could be at play.



Based on Angus Reid Institute, Canadians and their Communities: A National Survey on Citizen Engagement and Attitudes, 2015. N=1532.

“Please rate the following aspects of your city or town”.

Of the 33% (512 participants) who rated “arts, culture, and leisure” as excellent (i.e., an 8-10 rating on a 10-point scale), 45% (45.31%) rated their sense of city/town belonging community as “very strong,” 42% as “somewhat strong,” 10% as “somewhat weak,” and only 2.5% as “very weak.” Conversely, of the 9% (135 participants) who rated “arts, culture, and leisure” as poor (i.e., a 1-3 rating on a 10-point scale), only 18% (17.78%) rated “very strong” belonging, 31% as “somewhat strong,” 39% as “somewhat weak,” and 12% as “very weak.”

This correlation between "quality" of arts and sense of belonging is particularly relevant from a policy perspective. However, it leaves many Is this a factor of perceptions of programs or of facilities?

To what extent does it reflect a perception of quality rather than perceptions of quantity and availability? Is quality as important or more than quantity?

To what extent does arts engagement impact that rating? Respondents who don't participate in the arts may simply not know what arts offerings are available in the community - this is likely to affect their rating.

Does accessibility influence perceptions?

Does diversity (and perceived relevance for one's culture) also influence perceptions?

Participants who highly rated the quality of arts, culture and leisure in their city or town was moderately positively correlated with greater sense of belonging in their city or town, $r=.28$ and weakly positively correlated with belonging in their specific neighbourhood $r=.21$.



This analysis is based on the Statistics Canada General Social Survey: Social Identity (2013). N= 27,534. All computations, use and interpretation of these data are entirely that of Accolade Communications.

Participants' higher importance placed on "arts and cultural institutions" was positively correlated with: Sense of belonging in the local community ($r = .11$), in the town or city ($r = .14$), in the province ($r = .15$) and in Canada ($r = .15$). Modest positive correlations were also found regarding Interest in politics ($r = .14$) and Pride in being Canadian, ($r = .12$)



Note: For most of these statistics, « arts » is interchangeable with « arts, culture and heritage ».

Festival attendees are twice as likely as non-attendees to volunteer, even accounting for other factors.

Hill Strategies, [The Arts and Individual Well-Being in Canada](#), 2013.

In 2013, the 107 million hours contributed to arts and culture organizations represent an average of 120 hours per volunteer – more hours, on average, than volunteers in any other type of organization.

In 2013, 60% of arts and culture volunteers said they volunteer « to network and meet people ». This is 28% more than the national average (47%).

Hill Strategies, *Volunteers and Donors in Arts and Culture Organizations in Canada in 2013, 2016*. Based on Statistics Canada’s 2013 General Social Survey on Giving, Volunteering, and Participating.

Facilities and sense of place

Cultural spaces create a symbolic sense of place

- 87% of Canadians believe that performing arts venues foster a sense of community pride.
 - Even among people who do not use these venues, the ratio remains high at 80%.

School field trip workshop at the Fredericton Playhouse

EKOS Research Associates, Survey of the General Public, The Value of Presenting, 2012.
Background photo: Open rehearsal at TOHU. Photo credit: Mathieu Létourneau.

EKOS Research Associates, [Survey of the General Public](#), *The Value of Presenting*, 2012.

Photos

Main photo:

Fredericton Playhouse, School Field Trips workshops

Background photo:

Crédit photo : Mathieu Létourneau

Descriptif : Dans le cadre des visites guidées sur l'histoire du cirque, de jeunes élèves du primaire ont eu la chance d'en apprendre plus sur la création du spectacle *Cuisine & Confessions des 7 doigts* en visitant la salle de la TOHU, alors que les artistes étaient en pleine répétition.

Newcomers and belonging

- Immigrant and Canadian-born people who rate the quality of recreation programs and services in their neighbourhood as 'excellent' are 75% more likely to have a high sense of belonging to the local community, taking into account other factors.



Newcomers choir. Photo credit: Jason Lang, Burnaby NOW

Authors recommended that "local governments should continue to invest in cultural activities and recreational facilities that meet the needs of the entire population, including recent and longer-term immigrants."

Kitchen et al., Sense of belonging to local community in small-to-medium sized Canadian urban areas: a comparison of immigrant and Canadian-born residents, 2015.

Sense of belonging to local community in small-to-medium sized Canadian urban areas: a comparison of immigrant and Canadian-born residents

Survey of 1529 Canadian-born and immigrant residents in three small-to-medium sized urban areas using primary data collected in: 1) Charlottetown, PEI; 2) Hamilton, Ontario, and 3) Saskatoon, Saskatchewan.

respondents who rate the quality of recreation programs and services in their neighbourhood as 'excellent' are more likely (OR = 1.759, CI: 1.18–2.60) to have a positive increase in SoCB compared to those who rated these programs and services as 'good' (the reference group).

In conclusion

“There is a need for art that emphasizes our essential interconnectedness rather than our separateness. Art that evokes the feeling of belonging to a larger whole.”

Sud Gibelik, in *Community Engaged Arts in Recreation: Leading from Beside*

Gord Downie and the Tragically Hip in Winnipeg. Photo credit: Dwayne Larson.

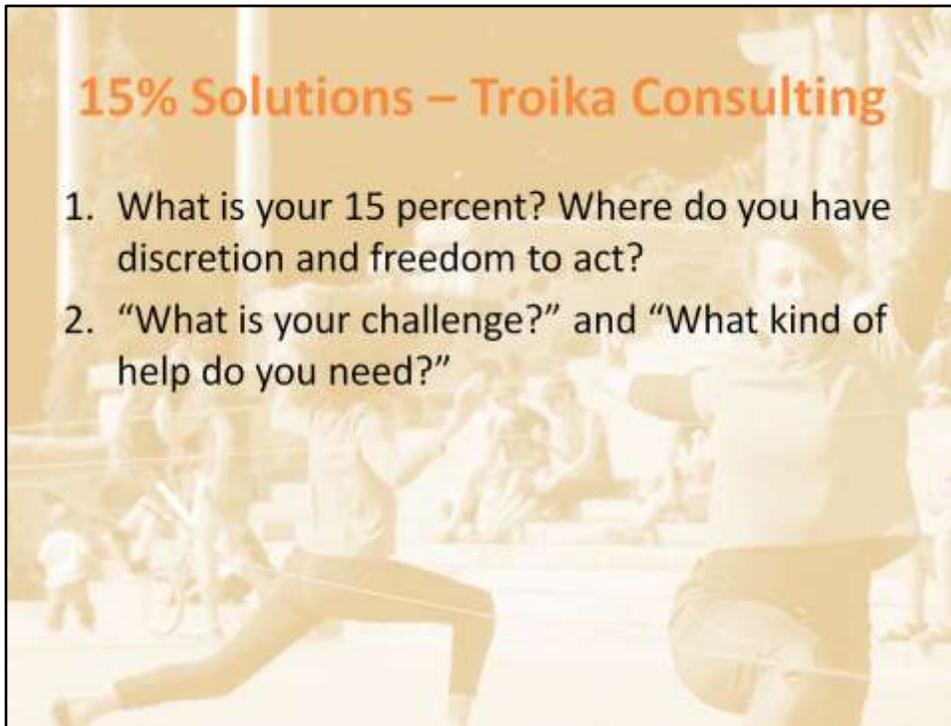


1. Silent self-reflection by individuals. Everyone should jot down their ideas. 1 min.
2. Generate ideas in pairs, building on ideas from self-reflection. 2 min.
3. Share and develop ideas from your pair in foursomes (notice similarities and differences). 4 min.
4. Ask, “What is one idea that stood out in your conversation?” Each group shares one important idea with all. 5 min.

Where do you stand?

- Does this study relate to what you do in your work?
- To what extent do you feel you are responsible for the sense of belonging in your community?





1- space: pairs or trios- and find a new place to sit, tables not required.

The following are activities inspired by Liberating Structures

With 15% Solutions, we explore what is made possible? You can reveal the actions, however small, that everyone can do immediately. At a minimum, these will create momentum, and that may make a BIG difference. **15% Solutions** show that there is no reason to wait around, feel powerless, or fearful.

In Troika Consulting, we get Practical and Imaginative Help from Colleagues Immediately –

1. First alone, each person generates his or her own list of 15% Solutions. 2 min.
2. Individuals share their ideas with a small group (2 to 4 members). 3 min. per person and one person at a time
3. Repeat step 2 with new people
4. Group members provide a consultation to one another (asking clarifying questions and offering advice). 5 to 7 min. per person and one person at a time

Tips:

Take risks while maintaining empathy.

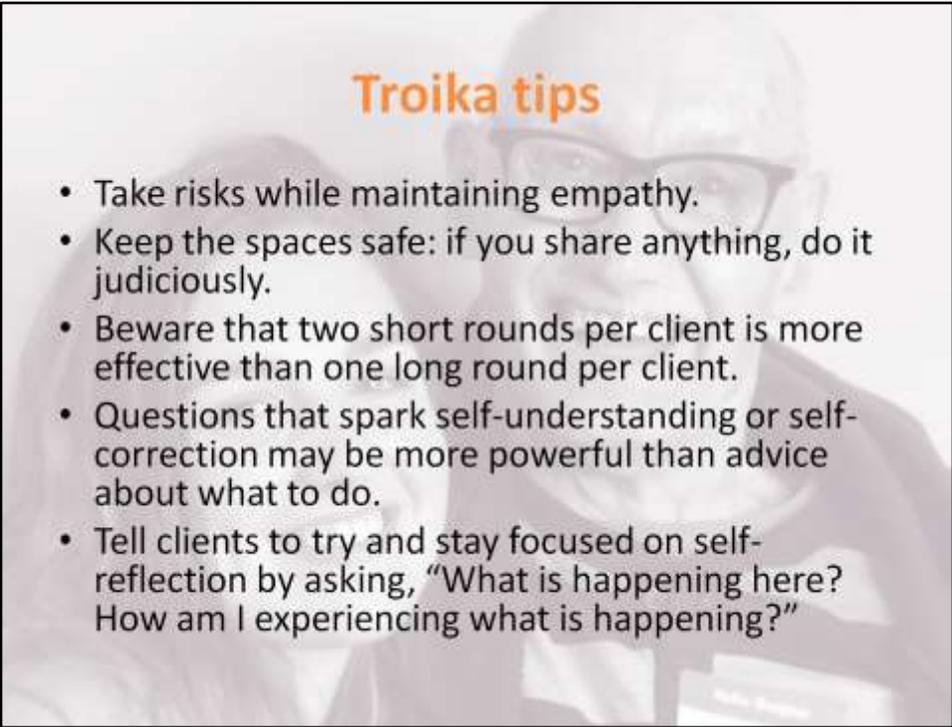
Keep the spaces safe: if you share anything, do it judiciously

Beware that two rounds of 10 minutes per client is more effective than one round of 20 minutes per client.

Questions that spark self-understanding or self-correction may be more powerful than advice about what to do.

Tell clients to try and stay focused on self-reflection by asking, “What is happening here?”

How am I experiencing what is happening?”

A graphic with a light gray background and a thin black border. It features a faded image of three people in a meeting. The title "Troika tips" is centered at the top in orange. Below it is a bulleted list of five tips. The background image shows a man with glasses in the foreground, and two other people behind him, one of whom is a woman with her hand to her face.

Troika tips

- Take risks while maintaining empathy.
- Keep the spaces safe: if you share anything, do it judiciously.
- Beware that two short rounds per client is more effective than one long round per client.
- Questions that spark self-understanding or self-correction may be more powerful than advice about what to do.
- Tell clients to try and stay focused on self-reflection by asking, “What is happening here? How am I experiencing what is happening?”



katya pogrebtsova