



# Basic Information about Social and Economic Inclusion

## What's in this Kit

*Basic Information about Social and Economic Inclusion* contains photocopy masters for ten Information Sheets and 12 Overheads. These masters give brief definitions or contain short discussions of most basic concepts necessary for understanding social and economic inclusion.

Sheet #1, "Inclusion and Exclusion," is an introduction that you can use as a lead-in to any of the other topics. One or more Overheads accompanies each of the remaining Information Sheets. The kit covers the topics listed below.

Topic	Overheads
1. Inclusion and Exclusion	
2. Social and Economic Exclusion	2.1. Social Exclusion 2.2. Excluded Groups
3. Costs of Social and Economic Exclusion	3. Costs of Social Exclusion
4. Social and Economic Inclusion	4. Social and Economic Inclusion
5. Participation	5. Ladder of Participation
6. Participation and Community Development	6. Community Development
7. What is policy and who makes it?	7.1. What is policy? 7.2. Who makes policy?
8. Social Investment	8.1. Social Investment 8.2. Social Investment Pays
9. Measuring Progress and Well-being	9. Measuring Progress
10. Ten Building Blocks for Inclusive Public Policy	10. Building Blocks





# How To Use the Kit

You can use the Information Sheets as background material to assist you in developing presentations. You can copy and use the Information Sheets singly, as a complete package, or in any combination.

## Some Ideas for Using the Information Sheets

- Copy each Information Sheet on different coloured paper. Display and distribute them at workshops, conferences and meetings.
- Leave a copy of the most relevant Information Sheet(s) when you meet with members of provincial legislatures, members of Parliament, municipal councilors or anyone else you think should know about inclusion.
- Give copies to librarians for their resource files and to students doing school projects.

## To Make an Effective Presentation

- **Plan ahead.** Know whom you'll be speaking to, why you're giving the talk, how much time you have, and what facilities are available. If you plan to leave

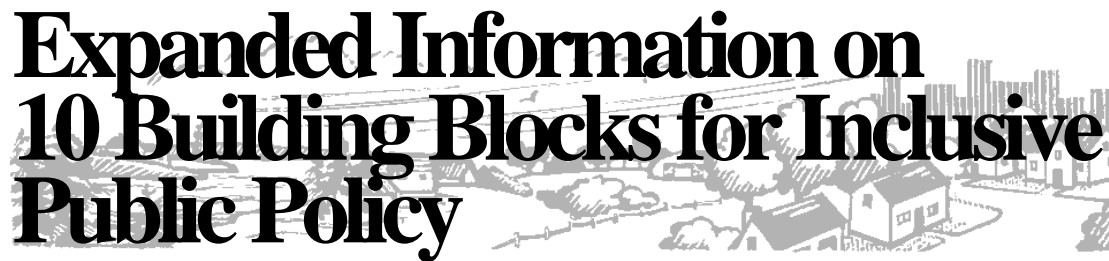
material behind, find out how many copies you'll need.

- **Prepare.** An effective presentation is short, clear and to the point. Pick three points that you will definitely cover. Pick two more that, if time allows, you'd like to cover. If you plan to use overheads, pick out the ones that best support your points. Don't use too many overheads – a good guide is to use one overhead for every two minutes of presentation time.
- **Practice.** Know what you want to say and practice saying it out loud. Use the Information Sheets as a source for ideas – don't read from them or quote them directly. Your talk will be more natural and interesting if you use your own words. Keep practicing until you are relaxed and comfortable with your material. Practice placing the overheads on the projector at the right time.

To assist you in preparing presentations, we've attached a section containing an expanded version of the Information Sheet "10 Building Blocks for Inclusive Public Policy." This contains additional background and more detailed descriptions of the implications of each point.



# Expanded Information on 10 Building Blocks for Inclusive Public Policy



A result of social and economic exclusion is that the people who are most affected by public policy are left out of the process that develops it. Policy makers do not hear their voices and policy does not reflect their values and experiences.

So how can policy makers create policies that ensure inclusion? Is there a way to include those who have been previously excluded in the design and implementation of social and economic policies?

Work done in Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador suggests some building blocks for inclusive public policy development.

## 1. Political Will

A strong political commitment to inclusion and inclusive policy-making is essential at every level of government. The government needs to reflect this political will in public statements committing them to work toward inclusive decision-making processes. This commitment is critical for elected representatives. The senior levels of the public service also need to make this commitment – the vision and skills of senior bureaucrats will in many ways determine how successfully government works with communities.

## 2. Leadership

Political and bureaucratic leadership is essential if government agencies are to embrace the shifts in approach and attitudes called for by inclusive policies.

These shifts include:

- Integrating diverse policy fields around broad social goals and outcomes
- Re-designing the machinery of government around the citizen
- Enlisting citizens as active participants in the achievement of social goals

## 3. Organizational Readiness

As an inclusive, collaborative process evolves, organizational structures must change too. As communities become stronger in response to an inclusive policy process, governments and service-providing bureaucracies will need a parallel internal development process.

Organizations need to make it clear to both management and service delivery staff that engaging the community is an expected part of their work.

Collaboration means continual feedback and requires a willingness to hear criticism without taking offence. Governments and service-providing bureaucracies need to be attuned to the processes and benefits of inclusion and be ready to respond to the community's input.



without taking offence. Governments and service-providing bureaucracies need to be attuned to the processes and benefits of inclusion and be ready to respond to the community's input. Organizational readiness may require sensitivity training.

Organizational readiness will require an investment of time and energy to achieve:

- A broader vision of policy
- Co-ordination across policy fields and jurisdictions
- Agreement of key goals or outcomes across departments and jurisdictions
- An effective way of assessing whether the right outcomes have been selected
- A method of assessing whether desired outcomes have been achieved
- The coordinated delivery of programs and services
- Effective means of engaging citizens

Commitment to inclusion involves communication. Organizational readiness involves a commitment to excellent communication to let people know -- both in the system and the community -- why and how the government and service-providing bureaucracies are embracing an inclusive process.

#### 4. Collaboration

The private, public and non-profit sectors must work together -- and must work with the community -- to ensure an inclusive process. Collaboration and intersectoral action require that organizations and agencies be able to

share information and to work together across departments.

Interdepartmental positions and committees that look at issues across departmental boundaries can encourage integration and flexibility.

"Bridge people" can help foster collaborative relationships. Bridge people are individuals who use their personal capacity to connect community organizations and government systems. They can move comfortably between cultures and command the respect of communities and policy makers alike.



Collaboration with communities is essential, but the government cannot force partnerships and collaboration on communities. Policy makers are in a good position to see

possible alliances, but it is up to the communities, who know their realities and limitations, to decide what will work for them.

#### 5. Relationship Building

Inclusion, by its very nature, involves active efforts to build new relationships based on respect and understanding. It also involves strengthening existing relationships between communities and systems.



Policy or decision making involving everyone affected by a policy or a decision means:

- Sharing resources and power with those with whom policy makers have not traditionally worked, particularly those directly affected by social policies
- Providing equal access to opportunity and information
- Finding ways to overcome the barriers of social and geographic isolation
- Creating links with academic researchers, policy makers, unacknowledged community leaders, experts, and those who traditionally have little or no voice.
- Linking community experience to public policy development
- Demonstrating that community voices have been heard and have had an effect.

## 6. Community Capacity Building

Investing in communities through capacity building means thinking and acting positively. Rather than starting with an analysis of the "problem", the process begins with mapping assets and identifying opportunities. From there, policy makers can design strategies and investments around the community's strengths.

Enabling communities to increase their capacity means:

- Offering training
- Covering expenses and paying for work done in the community.
- Providing support and resources rather than service

- Encouraging self-reliance
- Allowing time for communities to reconcile their own differences as they challenge long-held values, belief systems and modes of action when necessary
- Recognizing the value of facilitation: A vital ingredient in successful grassroots processes is the presence of a skilled facilitator. A facilitator acts as a catalyst, supports community organizing, helps navigate obstacles and resolve tensions, and helps identify the skills and resources the community needs.

Capacity building means investing in the community's ability to find solutions and create initiatives. It means investing in the development of leadership, partnerships and collective problem solving at the community level. The goal of capacity building is to put the community in the driver's seat, enabling it to become aware of its collective strengths and opportunities.

## 7. Respect For Community

As community capacity grows and strengthens, relationships with governments change in ways that can be challenging to both the community and government.

Traditionally, governments have seen communities as recipients of services and programs and have expected them to be dependent, patient and compliant. Communities embracing change have none of these qualities. They are impatient and engaged. They plan strategically and would



rather act than wait. They are willing to take risks. Strong communities are good initiators rather than good followers.

Community development and capacity building are really about the transformation of people and social policy. Although this kind of change is not easy for either partner, governments must acknowledge and respect the power of communities to achieve this transformation.

### **8. Commitment to Healthy Public Policy**

Concern for health, equity, and achieving results guide healthy policy making. It is informed by evidence. Healthy policy making emphasizes prevention rather than treatment and bases social policy programs and services on a population health approach that recognizes the broad determinants of health.

Healthy public policy includes more than just "health policy". Healthy public policies cut across sectors: justice, education, income tax, unemployment insurance, and social assistance. And not just government policies need to be healthy – healthy public policy must also include the actions of organizations within the private and non-profit sectors.

### **9. Investment in Communities and People**

Communities need money to make things happen. However, social investment is more than merely financial. It is the investment of trust, time, attention, respect, and policies that enable people and communities to realize their full potential. It includes:

- Flexible funding for community organizations: This includes contributing to core funding and operational costs.
- Investing in people: Active investment in all community members, regardless of their ability to participate actively in the workforce, will help the whole community achieve its potential.
- Investing in leaders and training: Successful organizations have exceptional leaders. Community leaders need access to leadership training, capacity-building tools, strategic planning, conflict resolution, and a host of other skills.
- Investing in strategic planning: The capacity to think, analyze, and plan strategically is a hallmark of success. When organizations have their own house in order, i.e., a clear mission and a plan for action, they are in a better position to sit down with community partners from the private, public and community sectors to combine effort.

### **10. Measurement of Results and Progress**

Methods of measuring the effectiveness of inclusive policies and programs should be as innovative as the policies themselves. Rather than just talking about accountability, we need to develop mechanisms that measure the real results and genuine progress – both quantitative and qualitative – and to be able to evaluate results and progress over the long term.







# Sources

The information used in developing this Kit comes from the following sources:

- *Social Investment: It's Time to Invest in New Brunswick's Children, Families and Communities.* Policy Discussion Series Paper No. 4, November 1999. Prepared by Mary Simpson and the New Brunswick Reference Group on Social and Economic Inclusion for the Maritime Centre of Excellence for Women's Health.
- *Health and Social Policy are Everyone's Business: Collaboration and Social Inclusion in Nova Scotia and Prince Edward Island.* Policy Discussion Series Paper No. 5, January 2000. Prepared by Ruth Schneider and the Nova Scotia-Prince Edward Island Working Group on Social and Economic Inclusion for the Maritime Centre of Excellence for Women's Health.
- *Social Inclusion: On the Path to Social Development in Newfoundland and Labrador.* Policy Discussion Series Paper No. 6, January 2000. Prepared by Susan Williams and the Newfoundland and Labrador Reference Group on Social and Economic Inclusion for the Maritime Centre of Excellence for Women's Health.
- *Inclusion: Will Our Social and Economic Strategies Take Us There?* Maritime Centre of Excellence for Women's Health, 2000.
- *Social Investment: A New Brunswick Discussion Kit.* A publication of the New Brunswick Reference group on Social and Economic Inclusion, July 2000.

These publications are available from the MCEWH or by logging on at:  
[www.medicine.dal.ca/mcewh](http://www.medicine.dal.ca/mcewh)

- *Capacity Building: Linking Community Experience to Public Policy.* (DRAFT) Prepared for the Health Promotion and Programs Branch, Health Canada, Atlantic Region, September 1999.







# Acknowledgements

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**Logo Design:** The circular design we've chosen as a symbol for the Social and Economic Inclusion Project embodies several key aspects of inclusion: the circle represents the concept of inclusion, the interlaced figures within the circle illustrate the interdependence of the varied elements of a community and the central star symbolizes the "stellar" results of an inclusive process.

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