



Haldimand & Norfolk Advocacy Toolkit 2015

Deputation to Norfolk County Council

by

Frank Woodcock representing
Norfolk Pathways for People

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PROMOTINGpathways
FOR WALKING AND CYCLING IN NORFOLK

Norfolk Pathways for People

- A community coalition that advocates for the development and improvement of connected pathways in Norfolk County.
- We also promote the regular use of trails, sidewalks and roadways for health, recreation and active transportation.



Our members represent...



Our Objectives

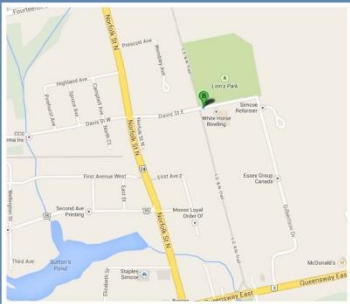
- Advocating for new and improved trails and pathways in Norfolk County.
- Building a healthier, accessible and connected community.
- Promoting the safe use of local trails and pathways.
- Providing input to the Norfolk County Trails Advisory Committee

**What are you doing
on Groundhog Day?**

**Join Norfolk Pathways for People
On the Delhi Rail Trail**
(eastern portion in Simcoe)

Sunday, February 2, 2014
1:00 p.m. – plan for an hour long walk
Snow or shine. Walk or snowshoe.

Parking and Directions:
Meet at Lion's Park on Davis Street, just east of
Norfolk Street North, Simcoe.



For information:
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michele.crowley@hnhu.org • www.norfolkpathways.ca





Why an advocacy toolkit?

- 2013 advocacy workshop
- Empower citizens and groups to advocate for changes to create healthy communities
- Increase public awareness of the deputation process
- Enhance quality of deputations





Healthy Communities Partnership
HALDIMAND and NORFOLK



Use this toolkit...

...if you are interested in:

- Learning about advocacy for healthy communities
- Making policy changes in your community
- Understanding how to talk with and approach decision makers
- Ideas and examples to advocate for policy change

Defining advocacy

- Advocacy is how communities, organizations and individuals show that they support a cause or issue.
- Informally ... contacting a decision maker to tell them what you think about an issue and how you want it changed.
- Formally ... a planned process where one or more people develop a plan of action to influence or change a decision being made by an organization or government body.

Advocating for healthy communities

- Public policies have the potential to impact health – positively or negatively.
- Policies that consider the overall health of a community are healthy public policies
- E.g. sidewalk installation policy



Seven Steps for Advocacy

1. What is the problem?
2. How can the problem be addressed?
3. Who has the power to address the problem?
4. Build support for the proposed policy issue
5. Write the formal policy
6. Promote and enact the policy
7. Evaluate and monitor the policy



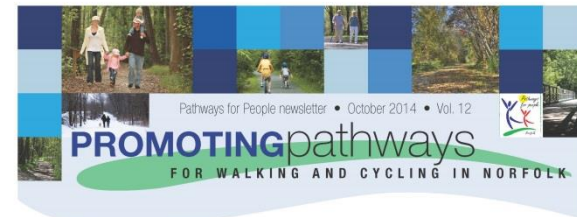
Key Advocacy Skills

- Strategic analysis
- Know your audience
- Work collaboratively with stakeholders
- Strategic use of media



Potential Tactics

- Engaging supporters
- Awareness raising/ communication campaigns
- Influencing decision makers



Trail Talk

Norfolk County has an abundance of walking trails and hiking areas available for public use. Don't let the changing seasons and winter stop you from getting out and enjoying a walk.

Many of the trails in the County are "seasonal", which means that they are not maintained during the winter months. These trails include the Waterford Heritage, Dehi Rail and Lynn Valley trails. These trails are still accessible for cross country skiing and snowshoeing. Many other trails will be accessible until there is heavy snow.

Winter is a perfect time to enjoy an urban walk or even an indoor walk. What a great way to explore your neighborhood or visit a small community and enjoy the quiet streets.

Many indoor walks are available throughout Norfolk County. These walks are available at the Port Dover Community Centre Mondays and Wednesdays and the "Aldi" in Simcoe, Tuesdays, Wednesdays and Thursdays. Indoor walks are also scheduled at the Simcoe Town Centre, Monday to Friday and Waterford District High School Monday to Friday.

Pathways for people and Norfolk County Community Services provide trail information on all trails through their website and trail maps. For more information on indoor walking, please contact Norfolk County Community Services at 519-426-8866 ext. 2233.

Submitted by Ingrid Zyma-Srin

Two Wheeled Tourists

P4P is partnering with Norfolk and Haldimand Counties' Tourism Departments, the Health Unit, the Long Point World Biosphere, the Long Point Region Conservation Authority and the South West Ontario Tourism Corporation to host a workshop - Two Wheeled Tourists: Cycling and motorcycling as business opportunities.

The workshop is geared to businesses looking to benefit from the ever-growing cycling and motorcycling markets in Haldimand and Norfolk Counties and is planned for November 4, 2014 at the cycling-friendly Waterford Heritage and Agricultural Museum. We are excited to announce that our keynote speakers are Laura Crawford and Russ Roca, The Path Less Pedaled, from Portland, Oregon! www.pathlesspedaled.com

Economic Value of Active Transportation

More and more research is showing the economic spin-off of investments that support Active Transportation. Things like providing connected sidewalks, trails, bike racks and paved shoulders make it easier for people to walk and cycle to the places they want to go. As Norfolk County becomes more and more bicycle and pedestrian friendly, we hope business owners find new ways to tap into this ever-growing market of walking and cycling customers. Check out these fact sheets to learn more about the Economic Value of Active Transportation!

http://www.norfolkpathways.ca/images/stories/Active_Transportation__Local_Businesses_Reduced.pdf

http://www.norfolkpathways.ca/images/stories/Active_Transportation__Tourism_Reduced.pdf

Follow Us! It's easy!



Are you on our direct e-mailing list yet? You can subscribe via our website and automatically be added to the database to receive our newsletter and trail events directly: www.norfolkpathways.ca

Like Norfolk Pathways for People on Facebook for more frequent updates about AT initiatives locally and beyond!



Success Factors

- Start smart
- Be positive and constructive
- Shine a light on your organization
- Plan small wins
- Message is everything
- Passion fuels persistence
- Be opportunistic and creative
- Understand all sides

Our efforts to date...

- Deputations - ongoing
- Letters of Support - ongoing
- Share the Road program - 2010
- Active Transportation Forum 2013
- Community consultation on Official Plan Review and AT Master Plan
- This Toolkit!



Spread the word...

- Promote the toolkit
- Encourage constituents to use it
- www.norfolkpathways.ca

