



EDMONTON COMMUNITY OUTREACH TABLES

Various communities within the City of Edmonton are experiencing significantly higher rates of COVID-19 transmission than others. Several factors more prevalent in these areas have created conditions for greater than normal community spread, including:

- Higher percentages of neighbourhood populations with newcomers to Canada who encounter English-language barriers;
- Lower income households with customer-facing employment situations that put them at higher risk of contracting COVID-19; and
- Higher density accommodations, such as multi-generational households, contributing to higher rates of transmission.

In response to these issues, the Government of Alberta (GoA) has launched a Community Engagement Plan to help support these communities in combating the spread of COVID-19.

Purpose

Through this initiative, the City of Edmonton will:

- Create Community Outreach Tables to engage their community;
- Leverage existing local knowledge, networks, and assistance, to ensure that the Government of Alberta, the Municipality, and partnering non-government organizations, can work together to address issues facing COVID-19 “hotspot” areas in the community; and
- Leverage the expertise of stakeholder agencies to reduce both existing COVID-19 case numbers and to prevent future COVID-19 cases.

Project Scope

Community Outreach Tables will, through thoughtful and respective approaches, engage existing knowledge, networks, community leaders, Government of Alberta agencies and programs, and municipal leaders and programs. This collaborative effort will identify and act upon recommendations to address COVID-19 “hotspot” areas and with the goal of reducing both existing COVID-19 case numbers and community transmissions rates.

Project Outcomes

By leveraging local knowledge and wisdom of numerous partners in alliance, in a well-informed and considerate manner, the intent is to target “hotspot” neighbourhoods as a means of lowering COVID-19 case counts and community transmission rates.

This effort might be achieved by:

- Leveraging existing agencies to facilitate Community Outreach Tables and connect in various capacities;
- Maximizing existing knowledge of community and local service capacities;
- Utilizing familiar faces in targeted communications to communities to allay cultural fears;
- Delivering targeted communications to communities;
- Determining through the community table how to deliver targeted information campaigns to communities to reduce barriers to information; and
- Increasing community knowledge of services and supports available related to COVID-19.

Project Deliverables

The deliverables of this work are as follows:

- Development, ongoing organization, facilitation, and management of Community Tables with the ability to focus on and assist “hotspot” neighbourhoods;
- Management of information dissemination to “hotspot” communities, including coordination, logistics, and delivery of information associated with neighbourhood outreach campaigns. This might include managing the distribution of materials based upon the advice of Community Outreach Tables, with the location of these neighbourhoods to be determined by the Government of Alberta in consultation with the City of Edmonton.
- Provide advice, through the Community Table and in conjunction with Alberta Health Services, to the Government of Alberta and the City of Edmonton on potential actions to reduce COVID-19 transmission rates and overall case numbers within designated “hotspot” neighbourhoods.
- Provide additional supports to organizations serving in “hotspot” communities to assist in the reduction of COVID-19 transmission rates and overall COVID-19 case numbers.

- Preparation and appropriate distribution of “care packages” to community stakeholders and any other related logistical efforts required to support project outcomes and deliverables.

Community Outreach Tables Composition

The following agencies will be the core participants for Edmonton’s Community Outreach Table for COVID-19:

- Alberta Health Services
- Canadian Native Friendship Centre
- City of Edmonton
- Edmonton Food Bank
- Government of Alberta
- Medical Doctors International
- Mennonite Center for Newcomers
- Multicultural Health Brokers Cooperative
- REACH Edmonton
- Red Cross
- University of Alberta

Other agencies or individuals may also be included as needed.

Project Funding

The grant will be distributed as the City of Edmonton determines appropriate, with input from the Community Outreach Table, in order to fulfill the project outcomes and project deliverables of this agreement. Project costs may include operational costs (e.g. facility rentals, storage fees, distribution costs) and funding for community supports, as needed.

Project Terms and Reporting

The Project must be completed by December 31, 2021. The City of Edmonton will complete and submit progress updates and final reporting to the Minister.