



SURVEY SUMMARY

NARRATIVES

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THE PERSPECTIVE

"The loss of "hope" and the feeling of frustration in the community - that if we don't come together and change the narrative we will continue to decline."

There are many conflicting narratives about the Digby area. Each perspective paints a different picture.

22% of survey participants suggested that there is a need for a positive shift in thinking – to focus on the positive, respect diversity, embrace change and work together collaboratively.

While people did identify a tendency towards negativity and a sense that people dwell on the idea that there is “nothing good happening in Digby”, when asked “what good things are happening in your community?” only 68 people (9%) suggested that they could not think of anything good happening in the area. The others who answered this question (91%) were able to think of positive initiatives

and activities that happen in the community.

While 30% of survey participants suggested that there is a need for more activities and recreational opportunities, 40% identified recreational opportunities, festivals and events as positive things that are happening in the community.

18% of participants suggested that there is a need to better communicate about activities, events and opportunities within the community.

22% of participants suggested a need for improved attitudes and mindset

"People's negative attitudes and complaining instead of taking the time to check out the facts or thinking of how they can help."

CROSSING THEMES

What issues are closely interrelated with narratives and attitudes?

- Acceptance of diversity and change;
- Poverty can lead to a lack of hope – which can feel like negativity;
- Health care – perhaps if doctors are presented with a positive narrative when they come to Digby, they will be more likely to stay!
- Economics – positivity is catching!

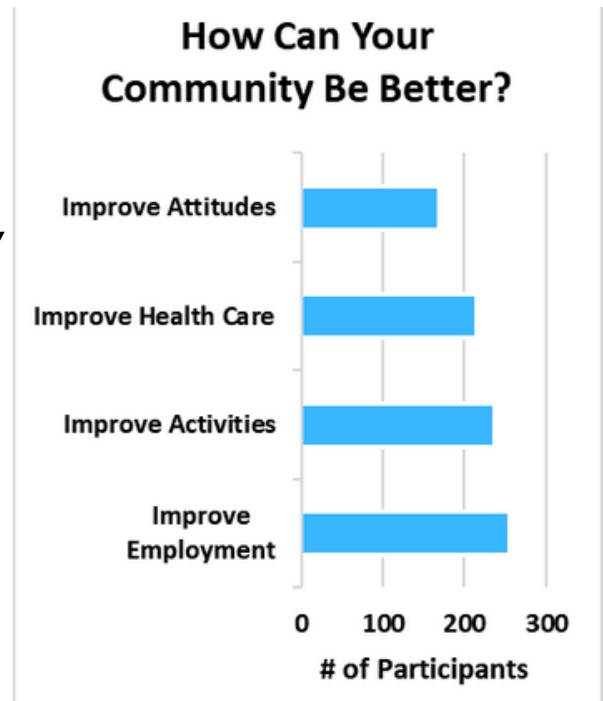
"Demonstrate to residents that what we do have here is good. Learn to see ourselves as others (visitors) see us and understand why they come here... What do they see?"



HOW CAN YOUR COMMUNITY BE BETTER?

When asked, the top 4 suggestions from respondents were:

- Improve employment;
- Improve activities;
- Improve health care; and
- Improve attitudes.

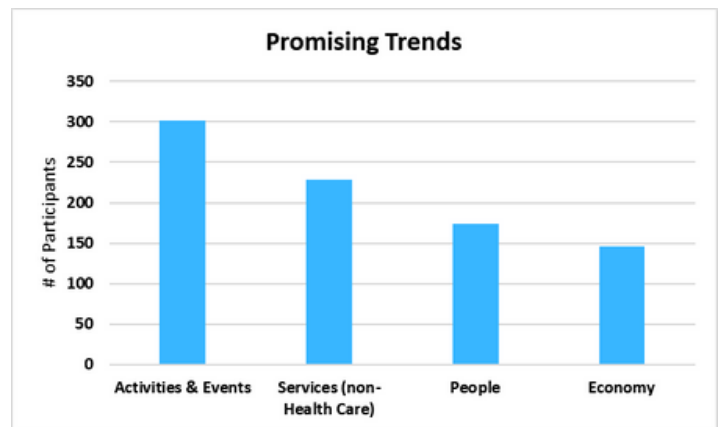


PROMISING TRENDS

POSITIVES IN THE NARRATIVE

Survey participants top 4 responses to what good things were happening in their community:

- Activities & events;
- Services (other than health care);
- People; and
- Employment opportunities.



SUGGESTIONS TO SHIFT THE THEME

INTERESTING IDEAS FROM PARTICIPANTS INCLUDED...

18% of participants suggested a need for improved communication:

"People need to know what is happening in the community and be reminded of opportunities to get involved, of positive shifts taking place and to learn to welcome change through demonstration and examples of good things that are happening in the community."