



**HelpSeeker**  
Technologies

# Ottawa Police Service

## SIA Highlights

**Alina Turner**

*Co-Founder & Co-President*

**Monique Fry**

*VP Community Success*



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# TODAY'S AGENDA

1. Core Concepts
2. Approach & Methods
3. Key Findings
4. Considerations





**HELPSSEEKER TECHNOLOGIES**  
Solutions for Complex Social Challenges



# ABOUT US

*We are a social innovation & technology B-Corp startup w/ a 60 member cross-disciplinary team.*

## CORE VALUES

**PURPOSE-DRIVEN  
GROWTH**

**INTENTIONAL ACTION ON  
R.I.D.E.S.** *Reconciliation, Inclusion, Diversity, Equity  
& Sovereignty.*

**OUR DIVERSITY IS OUR  
EDGE**

**INTEGRITY DRIVES OUR  
INNOVATION**

**WE SEEK BALANCE IN ALL  
WE DO**

**OUR NATIONAL  
PARTNERS**

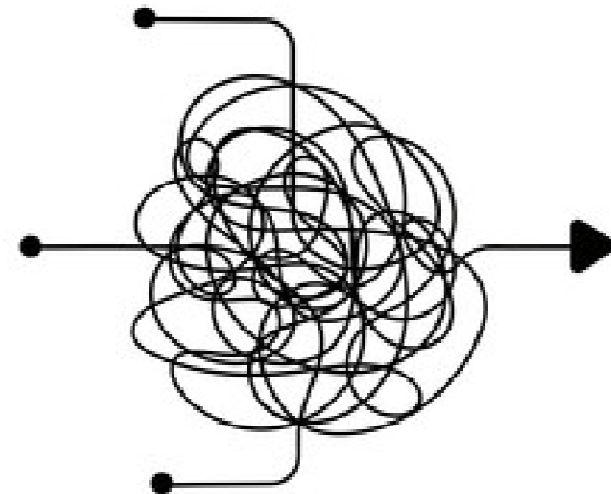


# THE PROBLEM

CURRENT RESPONSES TO SOCIAL ISSUES ARE NOT LEADING TO OPTIMAL OUTCOMES

*300,000 services, \$380B / year yet social challenges increasing & more complex - now exacerbated by COVID*

- Supports that are developed/delivered without end user input
- Decisions that worsen systemic inequities
- Fragmented efforts that don't meet user & community needs
- Simultaneous challenge of service duplication and gaps
- Overlapping/ uncoordinated funding flows with poor transparency



# SOCIAL IMPACT AUDIT

WHAT IS IT & WHY DO WE NEED TO UNDERSTAND IT?

## SOCIAL SAFETY NET

**RANGE OF PROGRAMS, BENEFITS, AND SUPPORTS DELIVERED BY DIVERSE ACTORS INCLUDING:**

*local, provincial/territorial, and federal government, public and non-public charities, non-profit organizations, and private sector entities.*

## SOCIAL IMPACT AUDIT

**UNDERSTAND FINANCIAL FLOWS IN THE SOCIAL SAFETY NET, TO ENHANCE IMPACT, COORDINATION AND TRANSPARENCY.**

# SOCIAL IMPACT AUDIT

## WHAT IS IT & WHY DO WE NEED TO UNDERSTAND IT?

A **Social Impact Audit (SIA)** is a systematic approach to catalogue and analyze all funding in the social safety net in a region, to help decision-makers identify optimization opportunities that maximize Return on Investment.



Take a **systemic approach** to analyzing local financial flows



**Identify** service gaps



Guide **resource coordination**



**Guide** advocacy efforts or **policy change**



# THE OTTAWA SOCIAL SAFETY NET

Social Impact Audit

# SOCIAL IMPACT AUDIT

## METHODOLOGY

The following are the **specific datasets used for the estimated total amount of investments** allocated to Ottawa’s Social Safety Net:

Name	Time Frame
<b>Financial Datasets</b>	
List of Charities and Charity Information Return (Form T3010) .....	2018-2020
City of Ottawa Budget & Annual Report .....	2018-2020
Ottawa Police Service (OPS) .....	2018-2020
Canadian Institute for Health Information (CIHI) .....	2018-2019
Statistics Canada – Government Transfers .....	2016
<b>Systems Mapping Datasets</b>	
HelpSeeker Data .....	2021





**AN ESTIMATED**

***\$6.8 Billion /yr***

**HAS BEEN IDENTIFIED FOR OTTAWA**

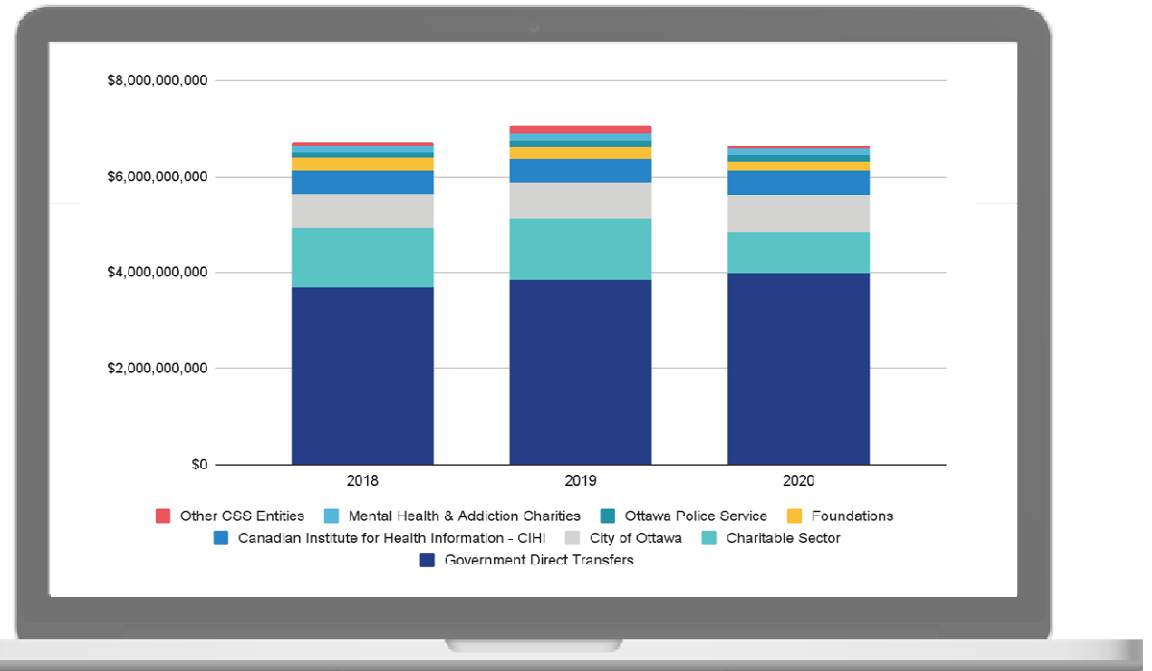
**across social and community social services, charities, public health spending on mental health and addictions, and direct government transfers to individuals.**

# SOCIAL IMPACT AUDIT

## KEY FINDINGS

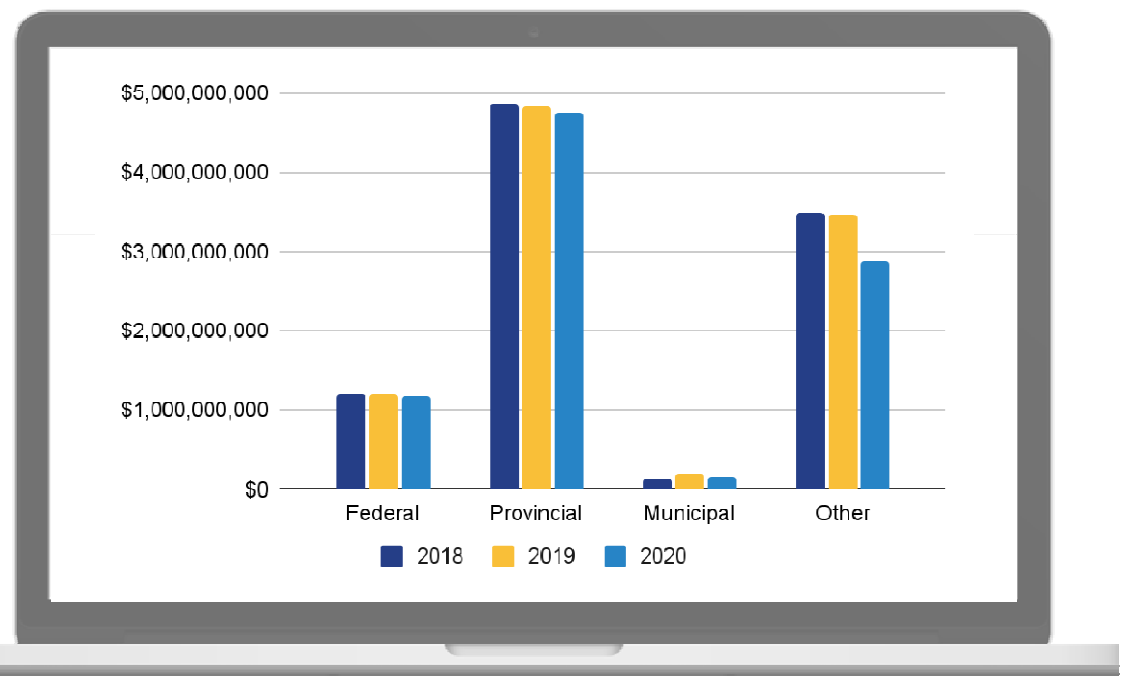
*\$6.8 Billion /yr*

- 44% of the total investments are allocated to **Community & Social Services**, the majority of which (41%) goes to the charitable sector.
- OPS investments to the **Social Safety Net-related activities** account for 2% of these total investments in Ottawa.
- Over half of allocations to Ottawa's Social Safety Net comes from **Direct Government Transfers (56%)**.



# CHARITABLE REVENUE FUNDING SOURCES - CSS

- Revenue to **Community & Social Services (CSS)\*** charities makeup on average, **12% (\$1.1 Billion)** of total charity revenue
- Provincial sources of funding account for about **50% (over \$4.5 billion)** of total revenue every year
- “Other” sources (e.g., Donations, fundraising activities, investments, sales of goods and services) on average, account for about **35% (\$3.2 billion)**
- Municipal sources represent the least amount of revenue, averaging about **1.7% (\$165 million)**



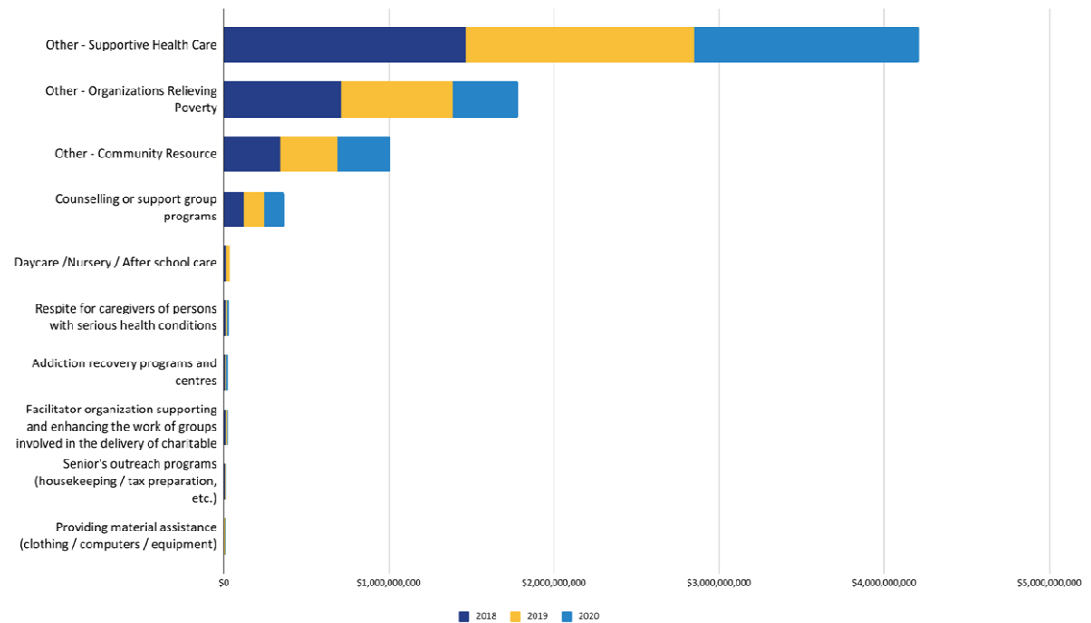
\*Community & Social Services (CSS) organizations are entities whose main focus of activities is the delivery of essential services such as food, housing, suicide prevention, crime prevention, rehabilitation, employment, clothing, etc.

# CHARITABLE REVENUE

## DEEP DIVE - SELECTED SOCIAL ISSUES

Of the **\$9.5B** revenues to charities, about **\$2.5B** went to charities that support work to intervene/ prevent social issues related to **homelessness, poverty, addiction, mental health *excluding*** public institutions responsible for health (hospitals).

*Note:* Within the **\$2.5B** includes the **\$1.1B** previously mentioned for CSS charities, *in addition* to non-CSS charities such as charities related to mental health and addictions.

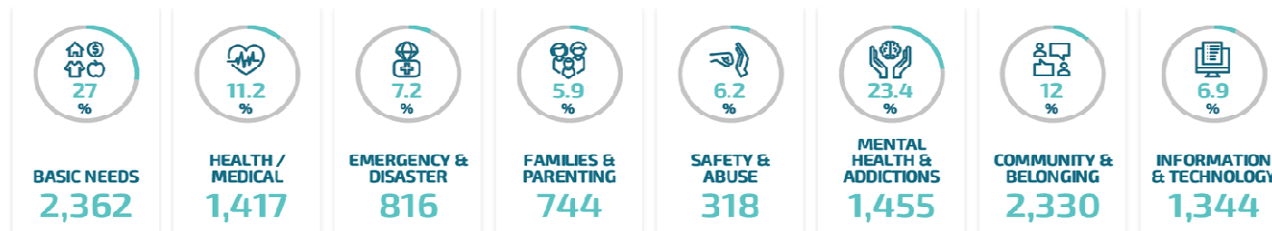


# OTTAWA SYSTEMS MAP

2021

Interactions year to date to to Sep. 2021.

## NUMBER OF SERVICES PER CATEGORY & SERVICE INTERACTIONS IN PERCENT



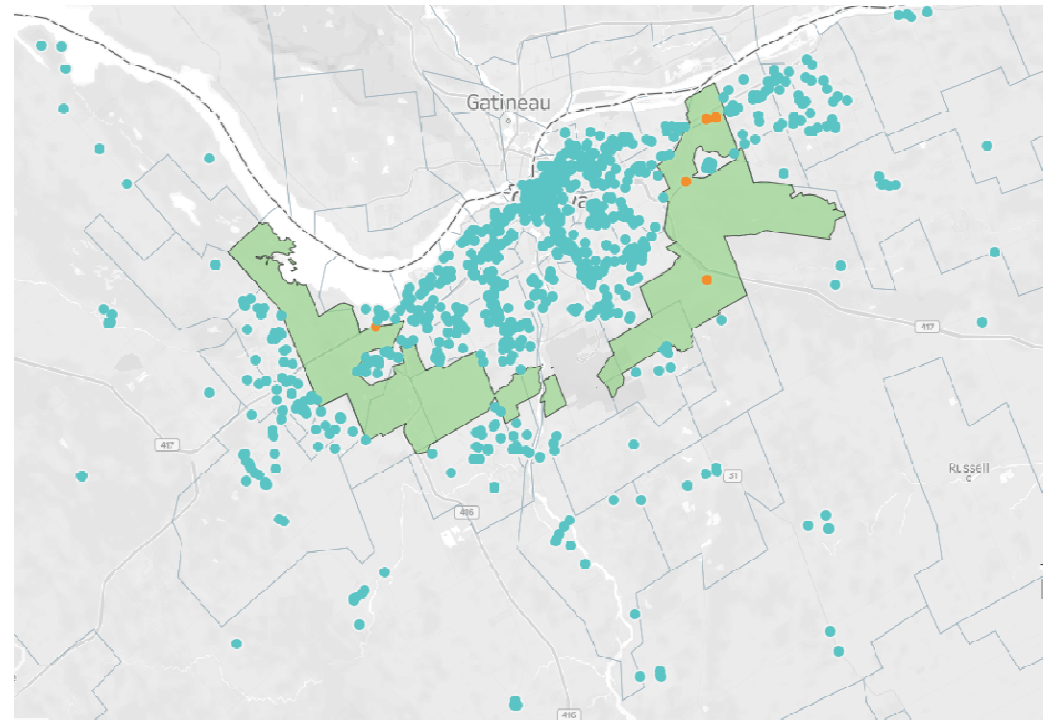
Selected from total of **10,786** service elements mapped

BASIC NEEDS	# Listings	MENTAL HEALTH & ADDICTIONS	# Listings	SAFETY & ABUSE	# Listings	HEALTH / MEDICAL	# Listings
Supportive Housing	109	Suicide	6	Human Trafficking	5	STI	33
Showers	10	Trauma	44	Abuse	64	Disorders (Learning, Eating)	37
Accessibility / Mobility	19	Crisis	80	Exploitation	3	Environmental Health	2
Clubs	42	Counselling	414	Safety	146	HIV / AIDS	17
Thrift Store	21	Mental Health	487	Sexual Abuse	29	Fetal Alcohol Spectrum Disorder	8
Public Washroom	169	Addictions	161	Bullying	6	Public Health	199
Household Goods	51	Opioid Addiction Services	83	Sex Trade	1	General Health	822
Transitional Housing	56	Eating Disorders	6	Domestic Violence	64	Disabilities / Special Needs	299
Hygiene	153	Harm Reduction	96				
Outreach	185	Naloxone	38				
Intervention	97	Grief/Loss	40				
Employment	97						
Education/Training	539						

# SOCIAL IMPACT AUDIT

## SERVICE ELEMENTS

- High concentration of services in the core area of the city compared to the number of services located beyond the Greenbelt.
- This poses a barrier to those living outside the core in one of the largest cities in Canada.



# H.E.L.P. INITIATIVE - Edmonton Police Service

## Teams of police + social navigators

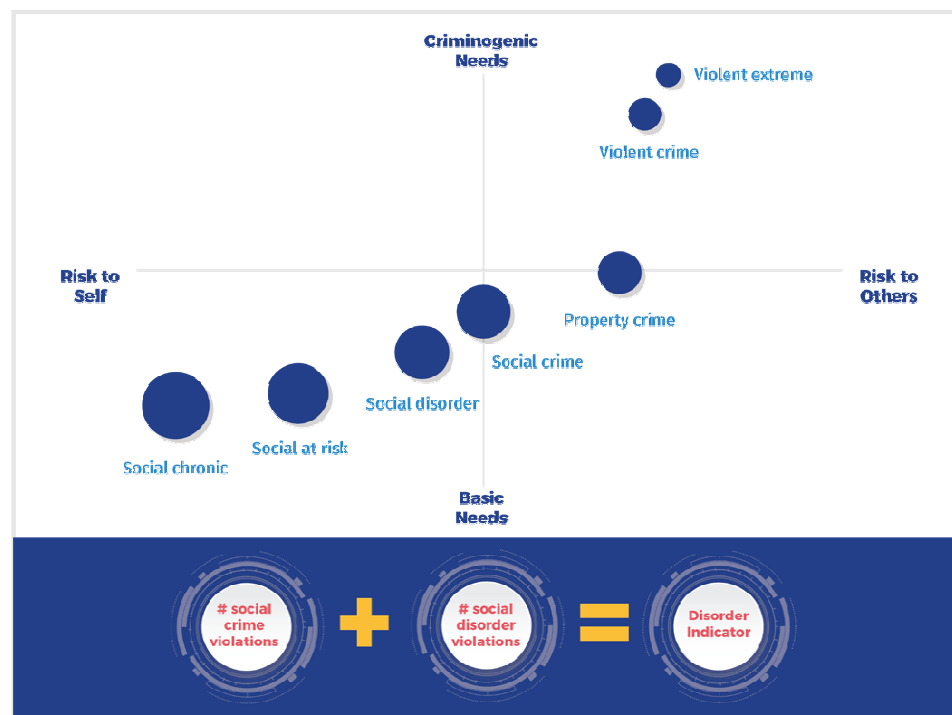
Targets key systems users with social crime/ risk profiles in 'middle' of continuum

Evidence-led/ data-heavy effort coordinated through CSW Bureau

At 6 mo. ops, showing **statistically significant impact on police interactions**

- *HELP responded to 277 calls on-scene, and 268 calls via phone.*
- *persons referred to HELP generated **3294 police-reported occurrences** and **1533 disorder indicator violations** during the 9 months prior to referral.*

The HELP team is comprised of EPS staff (3 sergeants, 10 constables, and a methods analyst). It also consists of civilian navigators, consisting of a manager, team lead, and 10 navigators.



# CRIME PREVENTION CAMPAIGN




Publicity Campaign





**Crime Stoppers Campaign**

9pm Checklist  
Hot spot posters  
Radio & print



**Victim-focused Campaign**

Geo-fencing SMS  
Service provider eng.  
IG & FB social media



**Offender-focused Campaign**

Eyes on the street  
CCTV reminders  
Offender input in msg



# THE CASE FOR SYSTEMS TRANSFORMATION

## CALLS TO ACTION

1. Incremental Action
2. Trust and Relationships
3. First Nations, Métis, Inuit Leadership
4. Ecosystem Design
5. Investment
6. Data and Performance



# SOCIAL IMPACT AUDIT

## OPPORTUNITIES NEXT

1. Adopt a **trauma-informed approach** across CSWB stakeholders
2. Conduct a **service and referral analysis** to identify OPS partnership opportunities, and align social support coverage to changes in community needs
3. Use a **supply and demand approach** to identifying gaps in the social ecosystem and prioritize investment
4. Develop an **integrated investment framework** by consolidating community funding and resources to support plan priorities
5. Create a **Community Safety & Well-Being funders table** framework to inform decisions
6. Champion the development of a transparent, **ecosystem-wide performance framework**
7. Publish outcomes and services use data disaggregated to **enable equity analyses on gender, Indigeneity and race**

# SOCIAL IMPACT AUDIT

## OPPORTUNITIES NOW

1. Adopt a culture within OPS that **promotes effective, high-quality referrals**
2. Prioritize the development of a **CSWB multi stakeholder roundtable** driven by an equality of voices and a common set of community values, with representation from lived experience and grassroots organizations
3. Implement a **Community Crisis Support Line** by building on existing 911 processes and capabilities
4. **Leverage call data** to identify residents that would benefit from 'medium acuity' wellbeing supports, to reduce incidences of victimization, crime and trauma.
5. Champion collaborative OPS involvement for individuals with high-systems involvement, through **coordinated access systems for housing and the Indigenous Coordinated Access system**



**THANK YOU!**

**CONTACT**

Monique Fry  
Monique@helpseeker.org