



CANADIAN INDEX OF WELLBEING LAUNCHES SURVEY IN WOOD BUFFALO

FOR IMMEDIATE RELEASE

April 24, 2019 – Wood Buffalo, AB – The Canadian Index of Wellbeing Committee of Wood Buffalo has launched a survey in the Regional Municipality of Wood Buffalo to better understand the quality of life of the residents of the region.

The Canadian Index of Wellbeing (CIW) regularly reports on the quality of life of Canadians – nationally, provincially, and locally. The CIW Survey asks residents what makes them happy, healthy and fulfilled. The results of the CIW Survey are used by local leaders and organizations to make decisions based on a greater understanding of resident day-to-day life and how to improve the wellbeing of everyone in the community.

“We are encouraging residents of Wood Buffalo to tell us about quality of life in their community and how that affects their overall wellbeing” said Chantal Beaver, Executive Director of FuseSocial. “It is very important that we understand how residents are feeling, so we can make decisions and provide programs and services that support making Wood Buffalo an even better place to live for everyone.”

An invitation to complete the survey online will be mailed to residents this week. One person in each household over the age of 16 can go to the website and enter the unique code provided in the invitation letter. The survey takes about 30 minutes to complete. Participation is voluntary and answers will be confidential. Once complete, participants may enter a draw for one of twenty \$50 gift certificates.

“In 2014 we contacted the Canadian Index of Wellbeing at the University of Waterloo, and conducted the first Community Wellbeing Survey” said Cecilia Mutch, Executive Director of United Way Fort McMurray and Wood Buffalo. “A lot has changed in the region since then and this survey will tell us where the community is thriving and where people are experiencing challenges that we can do a better job of supporting.”

Anyone who has questions or would like more information about the survey can visit www.ciw.ca/WoodBuffaloSurvey or contact Cathy Baker-Morrell at FuseSocial at 780-791-9333 Ext. 3075, Monday to Friday, 9am to 4pm.

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