
CITY OF KELOWNA

MEMORANDUM

DATE: October 23, 2003
FILE: 0360-20

TO: City Manager

FROM: Community Planning Manager

RE: 4 Pillars Addictions Event

REPORT PREPARED BY: Theresa Eichler

RECOMMENDATION:

THAT Council endorse the hosting of a community information event by the Mayor, to address the issue of addictions in the Kelowna area and introduce the 4 Pillars approach to this problem;

AND THAT Council authorize payment of the rental cost of the Mary Irwin Theatre in the Rotary Centre for the Arts, \$200 towards the cost of bringing in a panelist from Vancouver, and \$400 towards catering costs for the addictions event to be paid from Community Planning Account No. 694.

PURPOSE:

To obtain Council endorsement for hosting an event to discuss the addictions issue in Kelowna and introduce the 4 Pillars concept to addressing the problem.

REPORT

In the summer of 2003, a coalition of agencies wrote to the Mayor, other Mayors in the Central Okanagan, Directors of the RDCO, Chief Robert Louie and the Executive Director of the Kelowna Downtown Association, inviting them to be part of a Community Safety and Harm Reduction Strategy for the Central Okanagan. The letter was signed by representatives of the AIDS Resource Centre, NOW Canada, the Okanagan Aboriginal Aids Society and the Central Okanagan Boys and Girls Club. The Mayor met with the authors of the letter and with staff to determine what the City's role should be.

As a result of these discussions, the Mayor suggested that an event be hosted by the City of Kelowna to raise awareness of the addictions issue in the Central Okanagan and to introduce the concepts of the 4 Pillars approach to addressing this problem. This approach is recommended by the agencies that are asking that a strategy for dealing with addictions issues be developed. They emphasize the importance of involving community leaders in this problem. The Mayor agreed to support the event and send invitations to community agencies. The strategy would be developed by agencies that are already dealing with addictions issues in the community, as these agencies have the expertise and knowledge of the problem. Community awareness would help lend support to a strategy. Action is expected as a result of the community event.

Staff has worked with a committee comprised of representatives of the authors of the original letter as well as the Gospel Mission to plan the event. The date has been set for November 26, 2003 from 9 a.m. to noon, with the Mayor as the host. The 4 Pillars approach to addictions includes the following measures in addressing addictions:

- Prevention;
- Treatment;
- Law Enforcement;
- Harm Reduction.

The anticipated community action is to determine what level of these four measures will work to address the addictions issue in the Central Okanagan. The cost of theatre rental is less than \$200. There is a \$800 cost for catering to provide a refreshment break during the event. Funding can be provided by the City to pay the cost of theatre rental and share catering costs. \$400 is recommended as a contribution towards catering. The committee also wants to bring in Sergeant Doug Lang of the Vancouver Vice Department as a panelist to talk about enforcement issues around addictions in Vancouver. The City is asked to cover the cost of his Westjet flight at approximately \$200. Funds would be provided from the Community Planning budget under account no. 694, which is money that has been carried forward for social planning works.

Format for the event will be a panel of speakers from various agencies to identify the drug addictions problem in the Kelowna area and provide an overview of the 4 Pillars approach to addressing addictions. Questions and answers will follow the presentations and the conclusion of the morning should identify directions for future action. Aside from the Mayor's letter of invitation, media releases are proposed and advertising through the participating agencies will also be arranged.

Theresa Eichler, MCIP
Community Planning Manager

Approved for Inclusion

David Shipclark
Manager, Community Development & Real Estate

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