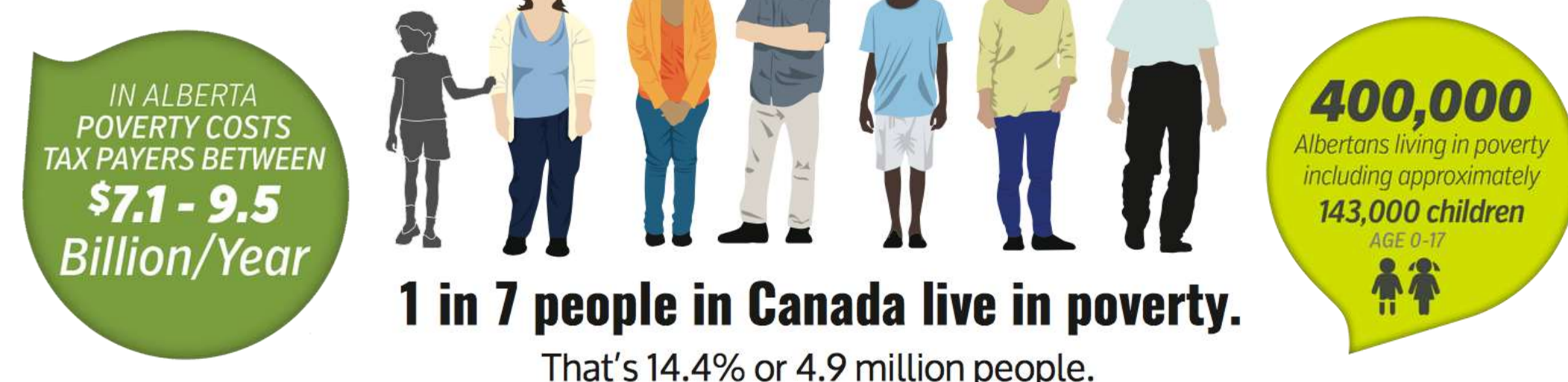


# Poverty Awareness Survey

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## Background

- Poverty often based on low income cut off (LICOS)<sup>6</sup>
- Encompasses much more than lack of income
  - lack of proper health, capabilities, social belonging, cultural identity, respect & dignity, information & knowledge, education & opportunity<sup>1,7</sup>.
- Complex & multifaceted issue
- Seen most among children, youth, women, Aboriginal peoples, recent immigrants, working poor, & elderly<sup>4</sup>
- Greatly hinders quality of life & economic development<sup>1</sup>
- Many initiatives being taken at federal<sup>2</sup>, provincial<sup>3</sup>, & community level to reduce/eliminate poverty<sup>5</sup>



## Purpose of Study

- Provide direction for needs assessment to Central Alberta Poverty Reduction Alliance (CAPRA) & their initiatives.<sup>1</sup>
- Benefit & support work of CAPRA and other community sectors
- Raise awareness by engaging our community

## Methods

### Participants

N= 526

- 68 service providers
- 323 community members
- 90 lived experience with poverty
- 44 other

### Design & Procedure

Exploratory survey

- Mixed method (Quantitative & Qualitative)

Quantitative Measures

- Aware Poverty Red Deer ( $\alpha=.79$ )
- Definition Poverty ( $\alpha=.82$ )
- Knowledge of Causes ( $\alpha=.63$ )
- Action Taken ( $\alpha=.76$ )
- Intend to Take Action ( $\alpha=.73$ )

Qualitative Questions

- Valuable Supports & Resources
- Barriers to Accessing Supports & Resources
- Suggestions for Improvement

## Results



Figure 1. Percent ratings of each pillar on level of importance

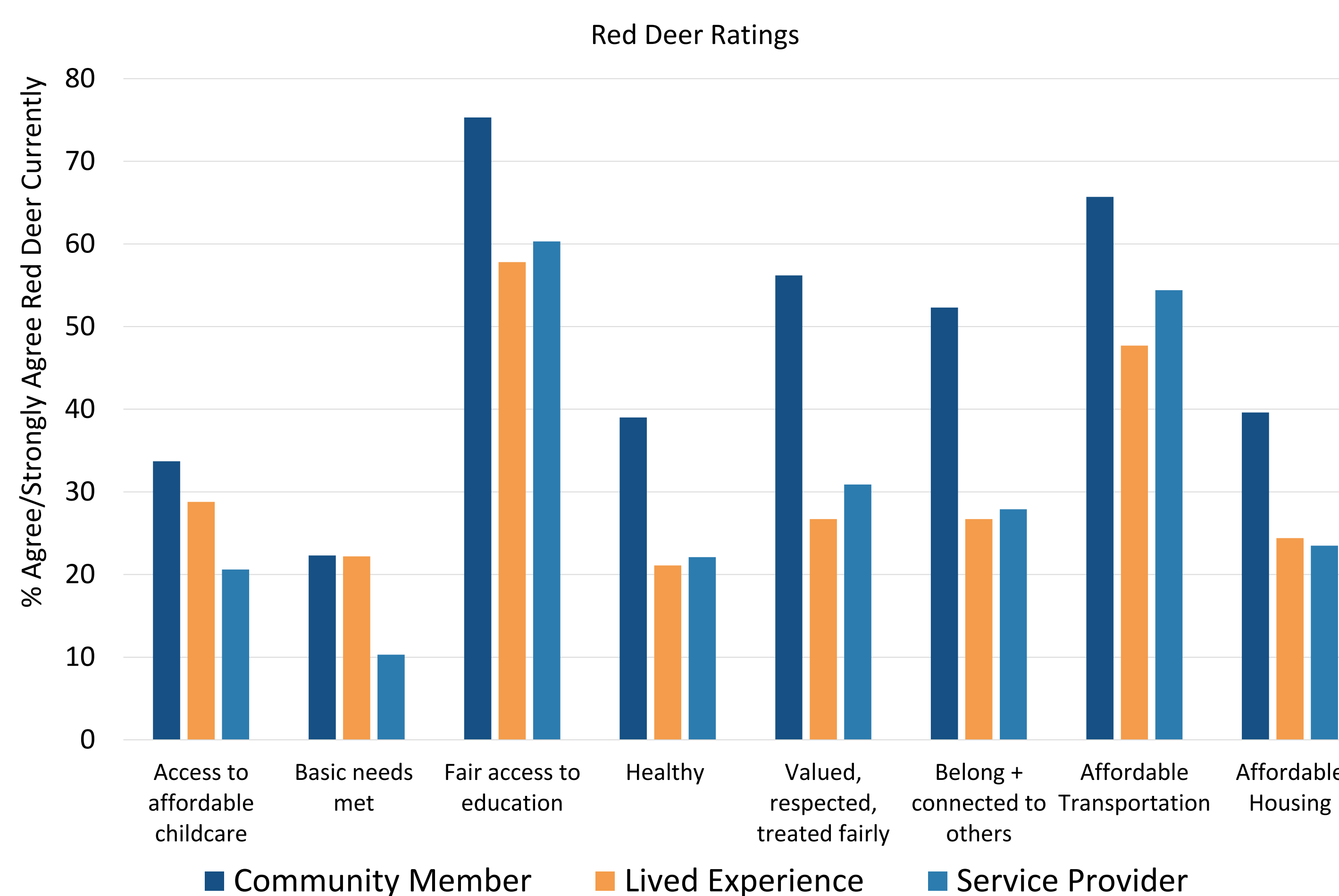


Figure 2. Perceived strength of Red Deer on each pillar

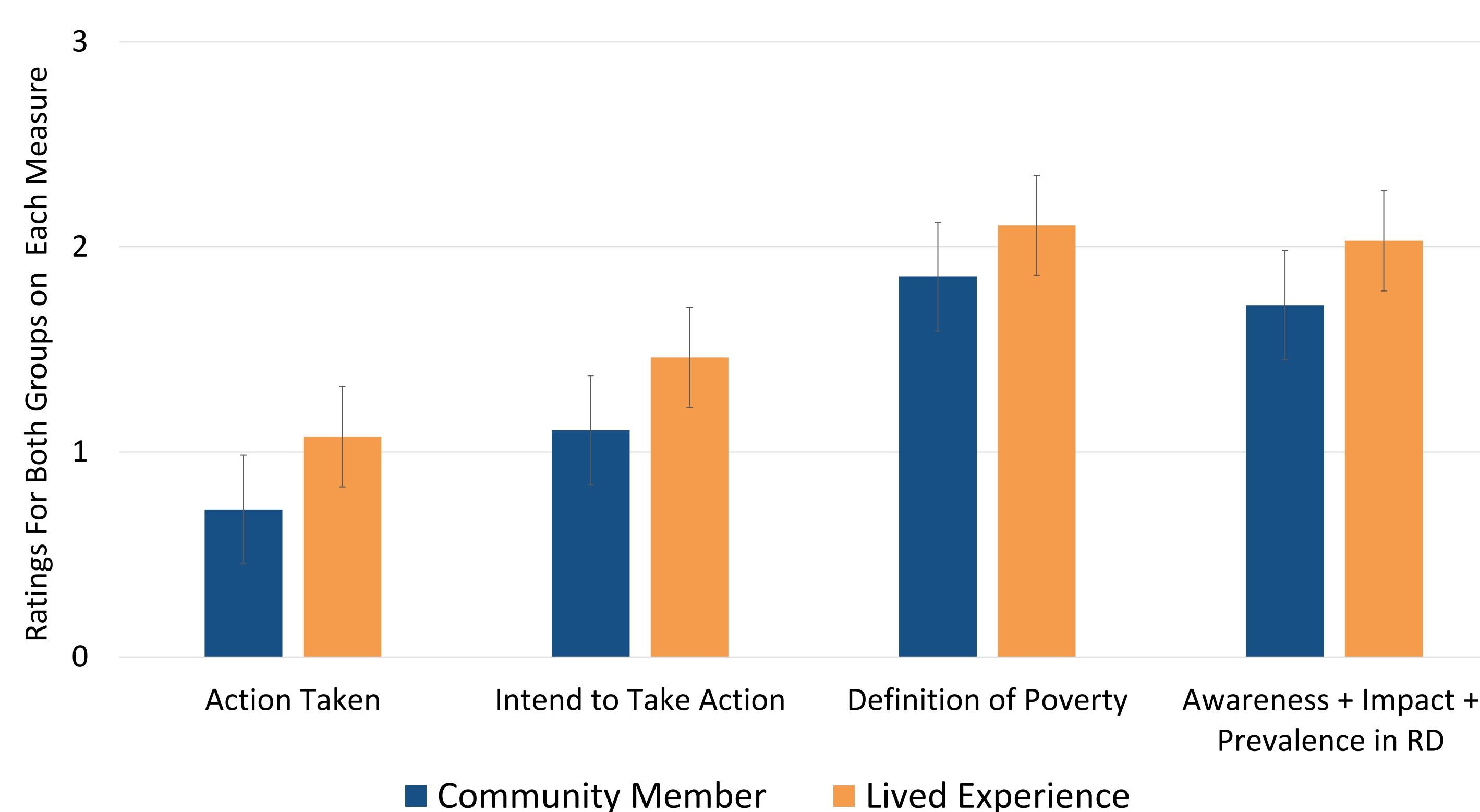


Figure 3. Significant difference between both groups across each measure using Independent Sample T-test ( $p<.05$ )

## Results

### What predicts intentions to take action to reduce poverty?

	$t$ ( $df$ )	$\beta$	$p$	adj. $R^2$
Priority Red Deer	3.04(525)	.132	.002*	.015
Knowledge of Causes	5.66(525)	.240	.000**	.056
Awareness of Impact/Prevalence	5.02(525)	.214	.000**	.044

### Common Themes

- Valued Supports – Food Bank, Mental Health, Shelter Services, Mustard Seed

*“Food Bank is great” “Women’s Shelter” “Safe Harbour”  
“I would recommend the Mustard Seed”  
“Canadian Mental Health”*

- Barriers Accessing Supports – Awareness & Information, Stigma, Lack of Support

*“Shame & Stigma would definitely be a barrier. Also, lack of awareness of what is available in Red Deer or where resources are located”*

*“Getting people the help they need in a timely manner”*

- What is Missing? - Awareness & Knowledge, Community Support, Affordable Housing, Addiction & Mental Health Resources, Centralized Information

*“Clear communication about causes of poverty, strategies for addressing it, & how organizations/individuals can provide support”*

*“One central location for information and direction”*

## Discussion

- Provides starting basis for needs assessment
- Findings increase mobilization & aid in creation of poverty reduction strategy
- Community views being at the forefront of decision making

### Limitations

Self-report measures

- Self selection bias
- Social desirability bias

### Future Research

- Interview & Focus Groups
- Create & Validate Appropriate Measures

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