



UNDERSTANDING

# POVERTY

IN RED DEER

## POVERTY BY NUMBERS IN RED DEER

13%



Of Red Deerians live with a household income of less than \$30,000/year.

At greatest risk of poverty in Red Deer are



CHILDREN 5-9 YEARS, SINGLE PARENTS & PEOPLE LIVING ALONE.

ALMOST HALF



Of the 4860 households experiencing poverty in Red Deer are one person households (2410).

## WHAT PEOPLE EXPERIENCING POVERTY WOULD LIKE US TO UNDERSTAND

POVERTY PERSPECTIVES BY SHELBEY MERRILL FOR CAPRA

THEY FEEL MISUNDERSTOOD.

They are kind, good people; the same as everyone else.

32%

EVERYONE IS AT RISK OF LIVING IN POVERTY.

The reasons for living in poverty are complex.

17%

THERE IS A SHORTAGE IN ASSISTANCE.

They do not get as much assistance as you think.

8%

IT IS DIFFICULT TO LIVE ON A LOW INCOME.

It is hard to live comfortably and difficult to get out of poverty.

19%

THEY REGRET MISTAKES.

They acknowledge past mistakes and regret past choices.

4%

THEY WOULD LIKE TO BE TREATED WITH RESPECT.

Be kind and treat everyone with respect, without judgment.

21%



# SOCIAL CONNECTIONS MATTER

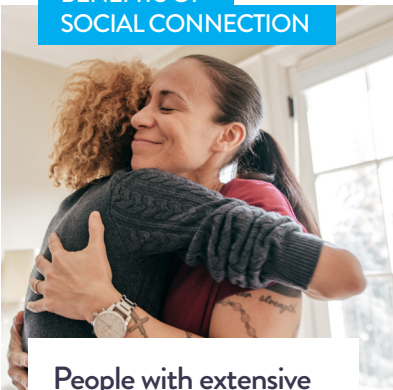
## IMPACT OF SOCIAL ISOLATION



People who are socially isolated or lacking in positive, helpful connections are at high risk of health problems, poverty, and social exclusion.

(Adapted from FCSS Calgary research brief no. 4, June 2009)

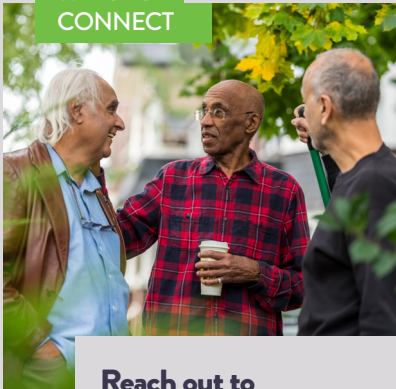
## BENEFITS OF SOCIAL CONNECTION



People with extensive social connections linking them to people with diverse resources tend to be more “hired, housed, healthy, and happy.”

(Endnote: Policy research initiative. 2005. Social capital: A tool for public policy. Social capital briefing note. (Ottawa, on: policy research initiative.)

## WAYS TO CONNECT



### 1 Reach out to family and friends

for different kinds of support – friendship, resources, fun, mentorship, practical help, etc.

### 2 Get to know your neighbours.

Spend time in your front yard and in gathering spaces like parks, playgrounds and greenspaces.

### 3 Connect with your community

by participating in events, joining a group or volunteering.

## OUR COMMUNITY NEEDS

(PERSPECTIVES OF RED DEER SERVICE PROVIDERS AND PEOPLE EXPERIENCING POVERTY)



INCREASED UNDERSTANDING OF THE COMPLEXITY OF POVERTY



REDUCED STIGMA



AFFORDABLE HOUSING



AFFORDABLE AND ACCESSIBLE RESOURCES  
(FOOD, CLOTHING, TRANSPORTATION, ETC.)



BETTER COLLABORATION AND COMMUNICATION BETWEEN SERVICES



POVERTY AFFECTS US ALL. LET'S UNDERSTAND IT. LET'S TALK ABOUT IT. **LET'S TAKE ACTION TOGETHER.**



capra

Central Alberta  
Poverty Reduction Alliance  
**Know. Inspire. Act.**

[capovertyreduction.ca](http://capovertyreduction.ca) / [info@capovertyreduction.ca](mailto:info@capovertyreduction.ca)

