

Audience: Public

What is a neighbourhood house?

A neighbourhood house (NH) is a welcoming and inclusive place where everyone of any age, nationality and ability can attend, lead and learn through our programs and services. A neighbourhood house connects people and invites them to be engaged in their community, building stronger neighbourhoods.

| Research point (what are we trying to say) | Key Messages (how we will say it) – concise headings and subheads for posters, website, etc) | Sub Messages & Support (story/research/facts that support the key messages and that can be built upon for website content, press releases, etc) | Calls to Action (CTAs – the actions we want the target audience to take) |
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| <p>NHs foster community capacities, social inclusion, volunteerism and leadership among service users (the public)</p> | <p>Engage. Connect. Belong. Subhead: Find the support you need and contribute to your community – all at your local neighbourhood house <i>(using this headline for home pg)</i></p> <p>Come for _____ Stay because you belong.</p> <p><i>(Poster: in the blank space, design vertical column of words that eventually fade: Early Childhood, Seniors Programs, Settlement Services, Festivals, etc)</i></p> <p>A neighbourhood house has something for everyone, at every stage Subhead: Neighbourhood houses offer more than 400 programs and services throughout Metro Vancouver. Explore yours!</p> | <p>At the heart of a neighbourhood house’s work is how we meaningfully engage, connect, and welcome our neighbours.</p> <ul style="list-style-type: none"> - Most people will develop at least one meaningful friendship through their involvement at a neighbourhood house (60%) - Volunteering and engaging with others – such as at a neighbourhood house – raises our happiness levels and banishes loneliness - A mother told us she was able to complete school thanks to the Northshore Neighbourhood House daycare and Christmas hamper programs: “It’s one of the main reasons that I haven’t left the North Shore yet – it’s because of the program. It’s just amazing. I couldn’t go without it right now, to be honest.” <i>(Eyes of Service Users)</i> - “A Neighbourhood House is a touchstone of social life for the community” <i>(The Social Life of a NH)</i>. Diverse groups gather for morning tai chi, regular potlucks, holiday celebrations, and other recreational activities. <p>People come to a neighbourhood house because of a program or service. They stay because they develop meaningful connections and find ways to contribute to the community.</p> <ul style="list-style-type: none"> - Participants develop a strong sense of belonging to neighbourhood houses that is uncommon among other organizations. It is common for family members of multiple generations to become involved in a NH. - There are people who first connected with their neighbourhood house as a toddler in a family program, continued through their school years, carried out youth leadership roles, acquired employment skills and still maintain a relationship with their neighbourhood house. | <p><i>Find Your Neighbourhood House (website)</i></p> <p>or</p> <p><i>Learn about the neighbourhood house in your community</i></p> <p><i>Has a neighbourhood house made a difference in your life? Share your story with us.</i> (offer contact info, or social media share buttons)</p> <p><i>Looking to volunteer in your community? Here’s how you can get involved.</i></p> <p><i>Do you know someone who could benefit from</i></p> |

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| | <p>We are your home away from home Subhead: Build strong, supportive relationships and pursue your passions at your neighbourhood house.</p> <p>Get to know your neighbours. Get to know us! Subhead: [Name of local NH] is welcoming, accessible, and offers programs for all of life’s stages</p> <ul style="list-style-type: none"> ● Early childhood resources ● English conversation circles ● Seniors services ● Community potlucks <p>*I thought this combination would work for the infographic: Engage. Connect. Belong. A neighbourhood house has something for everyone, at every stage</p> | <ul style="list-style-type: none"> - In 2013, more than 60% of staff were former or active neighbourhood house service users. <p>Your neighbourhood house can help you discover your passions and develop the skills you need to get ahead</p> <ul style="list-style-type: none"> - A neighbourhood house often offers childcare groups, English conversation circles, employment counselling and tutorial groups for students. - A Burnaby Neighbourhood House service user noted that NHs give you “all the tools you need to pursue what you want. They help you [have] a fulfilling life.” - About 75% of participants born outside of Canada reported an increase in their ability to speak in front of others. <p>Neighbourhood houses give people a sense of belonging and reduce feelings of loneliness.</p> <ul style="list-style-type: none"> - Our research shows that neighbourhood houses are effective in connecting people in their communities, ensuring access to needed supports and creating a sense of belonging. - “You’ve lost your old network. You can make a new one [at your neighbourhood house].” – Senior service user at Frogs Hollow NH - “[Y]ou can come here and feel safe. It’s like home. It’s a warm feeling when you walk in the door ... It’s just very comforting to know that your kids can hang out together and meet new people in the neighbourhood house.” – a Burnaby NH service user <p>A neighbourhood house is a welcoming space that provides services to meet diverse needs, nurture connections, combat isolation, and build stronger communities.</p> <p>Expand on/find personal stories to emphasize these messages*</p> | <p><i>our programs or services? Tell them about us. (social media share buttons so users can share to FB, Twitter...)</i></p> |
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