



# Community Foundation of Campbellford/Seymour and Northumberland

SUPPORTING OUR VIBRANT COMMUNITIES

## FOR IMMEDIATE RELEASE

**The Community Foundation of Campbellford/Seymour and Northumberland releases Northumberland's Vital Signs 2023 report, providing key data about how to improve the quality of life in Northumberland County.**

**Trent Hills, March 25, 2024**

The Community Foundation of Campbellford/Seymour and Northumberland is proud to be participating in our first Vital Signs, a national program led by community foundations and coordinated by Community Foundations of Canada. Vital Signs leverages local data and community knowledge to measure the vitality of our communities and support action towards improving quality of life for all.

“With our Community Foundation’s expanded mandate to support the vitality of communities across Northumberland County, it was important for us to create a baseline Vital Signs report”, said Martha Murphy, Executive Director of CFCSN. “We believe that the data will provide community organizations and groups with more understanding about key indicators aligned with sustainable development, including Northumberland’s health and well-being.”

Some key findings from the first Northumberland’s Vital Signs report are:

- **Sense of Community Belonging:** There was an 8.7% increase in sense of community belonging between 2016 and 2020 for people over 65 years of age in Northumberland County.
- **Child Poverty Rates:** Between 2011 and 2021 child poverty has gone down by 10.5%pts in Cobourg and 7.3%pts in Port Hope.
- **Health and Well-being:** Daily or occasional smoking, heavy drinking and obesity rates are all declining though there are some interesting differences between men and women.

Martha Murphy, stresses “Our first Vital Signs report is as much the communities as it is ours. Our hope is that you will use our baseline Vital Signs report as a tool, as a starting point for discussion and making connections with community groups and partners to find local solutions”.

The Community Foundation of Campbellford/Seymour and Northumberland 2023 Vital Signs report is part of a global program that has engaged more than 100 communities in Canada and around the world to mobilize the power of community knowledge for greater local impact. Andrea Dicks, President of Community Foundations of Canada, notes, “Today, we see evidence from coast to coast to coast that many people are being left behind. Programs such as Vital Signs, with its local data and community-driven knowledge, help us make bolder and better decisions that ensure everyone has the support and opportunity to flourish in Northumberland County.”

Read Northumberland's Vital Signs Report on our website: <https://cfcsn.ca/vital-signs/>

Join the Community Foundation of Campbellford/Seymour and Northumberland to hear firsthand about the issues that matter to the Northumberland community. Register for one of our Vital Signs launch events at our website: <https://cfcsn.ca/vital-signs/>