

May 29, 2009

Ms. Joelle Foster, BA, BAdmin  
Self Employment Program Coordinator  
Meyers, Norris, Penny LLP  
500 – 1661 Portage Avenue  
Winnipeg, MB R3J 3T7

RE: Letter of Support for Point Research Inner-City Community Surveys

Dear Ms. Foster:

The Healthy Child Manitoba Office (HCMO) was the primary funder for the community survey conducted by Ms. Heather Geddie in 2008, on behalf of the Point Douglas Residents Committee, in the North and South Point Douglas community areas.

HCMO is the central agency staff and secretariat of the Government of Manitoba's Healthy Child Committee of Cabinet (HCCC), the only legislated Cabinet committee in Canada dedicated to the well-being of children and youth (prenatal to age 18 years). Chaired by the Minister of Healthy Living, HCCC comprises the Ministers of Aboriginal and Northern Affairs; Culture, Heritage, Tourism and Sport; Education, Citizenship and Youth; Family Services and Housing; Health; Justice; and Labour and Immigration/Status of Women. Under *The Healthy Child Manitoba Act*, HCMO is legislatively mandated to work across provincial departments and sectors, integrating and implementing research, policy, practice, and evaluation to facilitate successful child, adolescent, family, and community development.

As the Scientific Director and Senior Policy Advisor for HCMO, I reviewed Ms. Geddie's work on the Point Douglas project following its completion. Upon examining the process and findings of the work, I was strongly impressed with the following:

- the quality and scope of the results;
- the unique and effective community-based approach to gathering information;
- the benefits to the community of the survey process, for both the volunteers and the participants;
- the timeline in which the work was completed; and
- the affordability of the process (the cost of the service appeared well within reach of inner-city community organizations, whether supported by one or many funding sources).

The survey provided HCMO with unprecedented access to information obtained directly from a great number of community residents, given in their own words. Reaching people in inner-city communities have been challenging for many surveys. Ms. Geddie's unique survey process demonstrated that detailed input from this important segment of the population was indeed attainable.

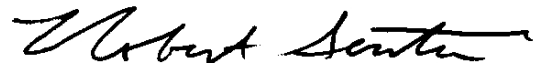
The information gathered through Ms. Geddie's survey is a vital first step in any effective planning and development for inner-city communities. Resources are always limited and planning must be focused on real community needs, rather than mere guesswork. This survey process can provide this essential information.

Recognizing that Ms. Geddie's survey process would be an invaluable tool for HCMO and others in our ongoing work in inner-city communities, I agreed with the suggestion that Ms. Geddie start her own company and offer the service to community organizations and agencies, including HCMO.

I am very pleased to see that she is commencing this entrepreneurial endeavour through Point Research. HCMO will give serious consideration to funding, in whole or in part, survey proposals received from community groups requesting the services of Ms. Geddie and her survey company, Point Research.

Please feel free to contact me ([Rob.Santos@gov.mb.ca](mailto:Rob.Santos@gov.mb.ca), 204-945-8670) if you would like to discuss further.

Sincerely yours,



Dr. Rob Santos  
Scientific Director and Senior Policy Advisor  
Healthy Child Manitoba Office  
Healthy Child Committee of Cabinet  
Government of Manitoba

- c. Jan Sanderson, Chief Executive Officer, Healthy Child Manitoba Office; and Secretary to the Healthy Child Committee of Cabinet, Government of Manitoba