VITAL LIVING
IN EDMONTON

WHO ARE WE?

Edmonton Community Foundation (ECF) is the fourth-largest community foundation in Canada. ECF helps stimulate change and community growth by supporting donors and granting in the following areas: community and social services; arts, culture and heritage; health and wellness; education and learning; environment; recreation and leisure; and social enterprise.

Edmonton Social Planning Council (ESPC) is an independent, non-profit, non-partisan, social research organization. Established in 1940, ESPC conducts research and analysis into a wide range of topics, particularly in the areas of low income and poverty. The council’s publications and reports provide the public and government with current and accurate information to support informed decision-making.

WHAT IS VITAL SIGNS?

Edmonton Vital Signs is an annual check-up conducted by Edmonton Community Foundation (ECF), in partnership with Edmonton Social Planning Council (ESPC), to measure how the community is doing. This year we will also be focusing on individual issues, Vital Topics, that are timely and important to a vital Edmonton – specifically Arts, Philanthropy, Green Spaces, and Sport and Recreation. Each of these topics appears in an issue of Legacy in Action throughout 2019, and are also presented here – the full issue of Vital Signs.

Community foundations across Canada and internationally are also reporting on how their communities are doing.

ARTS & CULTURE

GREEN SPACES

SPORT & RECREATION

COMMITTEES

STEERING COMMITTEE

Elizabeth Dickson, Edmonton Community Foundation
Jack Cherniawsky, Edmonton Social Planning Council
Sarah Moodie, Edmonton Community Planning Council
Sandra Ngo, Edmonton Social Planning Council
Carol Watson, Edmonton Community Foundation

GREEN SPACES VITAL TOPIC COMMITTEE

Emma Austin, University of Alberta Botanic Garden
Sasha Caruelli, Edmonton and Area Land Trust
Bev Collingsworth, River Valley Alliance
Jean Funk, Strathcona Wilderness Centre
Dale Gienow, Wild North Wildlife Rehab
Gary Smith, City of Edmonton

SPORT AND RECREATION

Craig Cameron, City of Edmonton
Laura Cochrane-Stapleton, Edmonton Federation of Community Leagues
Amy McLean, Paralympic Sports Association
Shahed El-Khokh, Sport Central

ARTS AND CULTURE

Sean Clougherty, University of Alberta
Two Rivers Millenium, Lifford
Make Ducts, Concrete Theatre
Andrew Paul, Edmonton Community Foundations
Steven Williams, Edmonton Arts Council

EDMONTON COMMUNITY FOUNDATION

9910 103 Street NW, Edmonton, AB T5K 2V7
ecfoundation.org

EDMONTON SOCIAL PLANNING COUNCIL

#200, 10544 - 106 Street, Edmonton, AB T5H 2X6
edmontonsocialplanning.ca

PHILANTHROPY

SOURCES FOR THESE STATISTICS ARE AVAILABLE AT ECFOUNDATION.ORG

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Why are Arts important?

Research shows that: Where the arts thrive, there is also likely to be a vibrant, thriving economy. Neighbourhoods and cities where the arts are valued and supported are more likely to attract people who choose to live there, who vote, and who volunteer.

Health and Arts

There is a lot of evidence that art is good for your physical and mental health. Art can provide an escape, help treat illness, engage thought, and heal. In 2015-2016, the health arts agency of Alberta (HASA) will bring more than 400 professional musicians to perform for residents and staff in long-term care facilities. The Muttart Conservatory at University Hospital in Edmonton runs the "Artist on the Wards" program, a free service that caters to the adult patients in the hospital. It provides therapeutic art therapists, live music, and even readings of classic literature. In addition, the program uses 12,000 to 15,000 dollars per exhibition.

The Edmonton arts sector contributes $78 million, equivalent to approximately 5% of the total revenue for the sector in the province.

According to a survey done by PWC (Professional Arts Coalition of Edmonton) in 2018, arts events were the most attended type of leisure and cultural events, including choirs, bands, musical festivals in Canada and arts events in Edmonton which exceeds the population of the province.

In 2018-2019, the Health Arts Society of Alberta (HASA) will continue its "Artist on the Wards" program, a free service that caters to the adult patients in the hospital. It provides therapeutic art therapists, live music, and even readings of classic literature. In addition, the program uses 12,000 to 15,000 dollars per exhibition.

Equity in the Arts has a long way to go

Women make up 51% of the 650,000 arts workers in Canada, but represent only 25% of artistic directors. Minority women are more likely to have contract positions and less likely to be in full-time positions of leadership.

Public Volunteerism

The City of Edmonton’s Volunteer for Art program allocates 1% of the eligible construction budget of any publicly accessible municipal projects for the acquisition of art.

As of January, 2019 there are 233 pieces of completed public art and 29 are in progress.

The AXA CARES for the LARGEST PUBLIC ART COLLECTION with 3,494 ARTWORKS. AS OF MARCH 31, 2018, IT WAS VALUED AT $13,278,788.

Sources for these statistics are available at ecfoundation.org
Who is giving in Edmonton?

MEN donated 2/3 of charitable donations in 2017. 54% of donors are male.

WOMEN are expected to close the gap in charitable giving as income equality is achieved.

Median donation in 2017: $470

CHARITABLE GIVING

MEN $400

WOMEN

Donors by annual income

Earn <$40k

Donors by age

20% of people 59 years or older donated

3% of people 24 years or younger donated

WHY people give:

Motivations for giving

88% helping others or volunteering

82% to the community

67% financially affected

45% asked by a friend, family member, or colleague

11% contribution towards those in need

Youth motivation

Youth are the least likely to donate, but find experiences such as helping others or volunteering motivational.

WHAT are they giving to?

Canadians give $14+ billion annually to registered charities.

66% of the donations made to 1% of the charities

Religious organizations received 41% of donations in 2015. Health and social services, the next-largest recipient, received 23% and 17% respectively.

Immigrants to Canada are almost twice as likely to donate because of religious obligations, and they give a larger proportion of the money than those born in Canada. They are also more concerned about charity fraud or scams.

Charitable Giving in Alberta

Alberta had the highest median donation ($480). The median donation in Canada was $300.

In 2017, 19.8% of Albertans claimed a donation, the actual number of donors declining (a trend observed all provinces).

WHERE are people giving?

Since the 1980s, the largest average donations came from Alberta & B.C. and the lowest from Cabot and Atlantic Canada. Since 1985, total donations have increased most in Alberta and British Columbia.

HOW people give

Data shows that monthly contributions are more likely to be long-term donors who give generously and more often.

CanadiansHelp users who made monthly donations $681 AVERAGE

Donors who made one-time donations $327 AVERAGE

How has the internet affected giving?

The internet has changed the way Canadians - and Canadian charities - communicate and interact.

Since 1998, the percentage of Canadian tax-filers claiming donations has dropped by roughly a third, but the average amount claimed has nearly doubled.

WHAT does this mean?

Canada’s 170,000 charities and non-profits employ two million Canadians and account for 8.1% of the Gross Domestic Product.

DID YOU KNOW?

The largest charitable gift to a Canadian community foundation was given over 2 decades by Eldon and Anne Foote, who donated $144 million to Edmonton Community Foundation.

DEFINITION

An act or gift done or made for humanitarian purposes.

ADVANCES FOR THESE STATISTICS ARE AVAILABLE AT ECFOUNDATION.ORG
Green Spaces in Edmonton

What do you mean by green?

NATURAL AREAS: spaces identified for the conservation, preservation and/or restoration of natural features, biodiversity or ecological processes with a relatively low level of human maintenance.

GREEN SPACE: spaces featuring vegetation and other natural elements that range in size, public accessibility, and human management.

PARKS: actively managed, publicly accessible green space that may contain natural and man-made materials.

Did you know...

The North Saskatchewan's muddy appearance, is due to the sols it transports.

The Ribbon of Green

The North Saskatchewan River Valley, a loosely connected strip of land covering 18,000 acres,

- is the largest urban park in Canada,
- has 160 kilometres of maintained pathways and 23 major parks,
- has been protected in some form since 1915 to respond to the devastating flood when the North Saskatchewan River rose 42 feet.

3 KINDS OF NATURAL HABITAT EXIST IN EDMONTON

PARKS: These areas are largely fenced with saplings and barbecue pits and some evergreens.

WETLANDS: Marshes are the most common type of wetland found in Edmonton. Marshes are in depressions, often surrounded by water-based plants, willows and other shrubs.

RIVERINE: the banks of the North Saskatchewan River, its tributary creeks, and the slopes of both the river valley and ravines.

Green Spaces are good for us.

There is evidence that accessing urban green spaces can provide:

- psychological relaxation and stress reduction;
- improved social cohesion and psychological attachment to the home area;
- immune system benefits, enhanced physical activity, reduced exposure to noise, air pollution and other stressors.

Edmonton Parks

Edmonton has 7 lectures of parkland: 1,000 people.

- Parks are within 400 metres of anywhere in downtown Edmonton.
- Connections are not always convenient, accessible, or pleasant.

- The Edmonton metro region has 17 off-leash dog parks and 5 boat decks that are also used for recreation.

- RbCo LRT Line 1 on Queen Elizabeth park road opened in 2018.

- Edmontonians who want to see them at work can attend a "Meet and Meal".

Challenges for Parks

- Inadequate funding for park maintenance, programming, and repairs.
- Increasing damage from extreme weather.
- Parks used as alternative housing by people experiencing homelessness.
- Greening demand for trails and off-leash dog parks.
- Demand for unstructured gathering spaces and areas for unstructured play.
- Accommodating an aging population.

Ways you can Help Wildlife

- Keep pets on a leash or contained when outside
- Do not feed birds bread or other unnatural foods
- Keep garbage contained and secure to avoid encouraging unwanted wildlife behavior.
- Follow the "keep pets on a leash or contained when outside" rule
- Do not feed birds bread or other unnatural foods
- Keep garbage contained and secure to avoid encouraging unwanted wildlife behavior.

GEO tracking

In Greater Edmonton for the most common injured or orphaned species are:
- mallard duck
- white-tailed deer
- black billed magpie
- American Robin
- red squirrels
- Canada geese

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- mallard duck
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Edmonton's Park Use

In 2017, City Park Usage survey in the past year:

- 82% used a NEIGHBOURHOOD PARK
- 64% used a RIVER VALLEY PARK

According to BREATHE of Edmonton Green Network

90% of Edmontonians say they enjoy nature.

86% believe trees are the most important feature of open spaces.

81% used green spaces for wellness and

65% used them for celebration.

Wildlife/Habitat

Edmonton has 8 species of mammals, 6 species of birds, 4 species of amphibians, 2 species of reptiles and approximately 20 species of fish.

According to Willameth

46 species of wildlife are at-risk in Edmonton.

Wildlife/Habitat

Wildlife/Habitat

Whitemud Park

82%

46%

Green Network Strategy (2016):

- Parks used as
- Gathering spaces
- Demand for
- Trails
- Accessibility

Beyond the River Valley

Just east of Edmonton is Beaver Hills Biosphere which was named a UNESCO Biosphere in 2016. The biosphere contains wetlands, lakes and beavers, and includes Grassy Meadows National Wildlife Area, Elk Island National Park, several provincial parks, and protected areas that are situated within this ecologically significant region.

Visitors to Elk Island National Park has nearly doubled in a decade, from 155,000 visitors in 2009 to more than 300,000 visitors in 2018.

Beyond the River Valley

The treed native to northern Alberta.

The City of Edmonton has been trying to:

- Increase green areas since 1995 by housing green areas used for

- More than 100 native species

- Some exotics (oaks) are still present.

- Aggregate waste from (excessive heat).

- They also are not native to Alberta.

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**In & A 2019 LEGER SURVEY** 77% of Edmontonians feel that there are adequate opportunities for sports or recreation in Edmonton. This has been on a steady decline from 83% since 2014.

**NEWCOMERS** The two biggest barriers to sport and recreation participation are low income and mobility. **WOMEN & GIRLS** In 2018, Canadian federal government announced $9 million to support data, research, and innovative practices to promote women's and girls' participation in sport. An estimated $1.2 million per year for five years was allocated to Indigenous sport.

**Financial Assistance** 
According to the Live Active Survey 46% of Edmontonians were unaware of the following recreation programs designed to remove barriers to participation in Edmonton:
- Leisure Access Pass
- Sport Central
- Sport Recreation - programs
- KidSport

**Para Sport Challenges**
Nearly five million Canadians live with some form of disability. Edmonton Sport Council believes that enhancing the accessibility of recreation facilities is critical to ensuring that everyone has equal access to these programs.

**Physical Activity Recommendations**
- **Childhood & Youth**
  - Physical activity daily in a variety of ways, interaction floor-based play more than 1 hour per day.
  - 1 hour of vigorous aerobic activities, and
  - 1 hour of muscle and bone strengthening activities, should be at least 1 hour per week.

- **Adults**
  - 1 hour of vigorous aerobic activities, 1 hour of muscle and bone strengthening activities, and 1 hour of leisure activities.

**Recreation Sector**
- Gyms and fitness centres account for 65% of total health and fitness industry revenue.
- In 2018, the Edmonton area ($1.2 million) was low cost ($40 per month).

**In EDMONTON**
**ECONOMICS**
Sources for these statistics are available at ecfoundation.org

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**ECONOMICS**
Sport & Recreation

According to Edmonton Sport Council the estimated economic significance of amateur sport and active recreation in Edmonton in 2014 was $463 million. This was based on household expenditures in 2000 and estimated for today’s population and dollar value.

According to a 2018 City of Edmonton White Paper on User Fees, only 20% of the fees to operate municipal recreation centres came from user fees. The other half is subsidized by the City.

User Fees only cover maintenance costs. The other half could improve the quality of recreation services.

Outdoor community centres saw $7,000-9,000 per year increases and an average of 405 hours per year to maintain.

Edmonton’s municipal recreation centres saw 5.6 million visits in 2018.

In 10 of 15 years the funds were funded by the Leisure Access Pass. The LAPP insured for free or at a discount to low income Edmontonians, of which $217,098 were distributed by year.

More than half (54%) of Canadian families are financially strained from their kids’ extracurricular activities. One in four (27%) has gone into debt as a result.

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**What’s in it for the City?**

According to a White Paper on User fees from the City of Edmonton, high-quality recreation services:

- enhance the quality of life and social connectedness of Edmontonians;
- attract and retain talent to Edmonton.

Edmontonians’ participation in active living (91%) is lower than Calgary (96%), and Lethbridge (94%).

In Canada, the total and direct healthcare costs of obesity were estimated to be more than $16 billion in 2015. It has overtaken tobacco as the leading cause of cancer in Canada.

- Find facilities and certain minority children are particularly vulnerable, suffering from obesity at a rate 2 to 3 times higher than the national average.

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**Participation**
49% of Edmontonians participate in an active recreation or organized sport.

**Lack of Participation**
51% of Edmontonians did not participate in organized sport or active recreation in the past year.

Among those not participating, the main reasons are:
- 22% time and distance
- 26% unable to spend time on other activities
- 16% health or ability
- 18% cost of activity

Participation in sport and recreation tends to increase as income increases.

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**Benefits for Active Recreationalists**
- Increased health benefits
- Decreased risk of cancer
- Improved functional capacity
- Social, mental, emotional, and spiritual needs that these pursuits fulfill.

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**Let’s get physical**

- Only 56% of Albertan get enough physical activity to achieve health benefits.
- The average Albertan spends 9.5 hours per day during the week in sedentary activities. 37% of Albertans are sedentary more than 10 hours per day.
- Alberta 65+ are three times less likely to be physically active than those 18-24 years.

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**Deficits in Active Participation**

According the Live Active Survey 46% of Edmontonians were unaware of the following recreation programs designed to remove barriers to participation in Edmonton:

- Leisure Access Pass
- Sport Central
- Sport Recreation - programs
- KidSport

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-- The two biggest barriers to sport and recreation participation are low income and mobility.

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**Did you know?**
A number of the city’s recreation programs as well as the YMCA offer children’s services.

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**No shortage of facilities**

There are numerous private gyms, studios, fitness clubs, parks, and recreation programs.

- The City of Edmonton maintains the following sport and recreation facilities for citizen’s enjoyment:
  - 10 recreation centres
  - 40 indoor ice rinks
  - 16 outdoor ice rinks
  - 16 pool complexes
  - 150 parks
  - 124 community gardens

The YMCA and FamilyAlberta has a health, fitness, and recreation programs.

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**All right you’ve convinced me.**

Physical Activity Recommendations

**CHILDREN & YOUTH**
- Physical activity daily in a variety of ways, interaction floor-based play more than 1 hour per day, 1 hour of vigorous aerobic activities, and 1 hour of muscle and bone strengthening activities, should be at least 1 hour per week.

---

**ADULTS AGED 18-64**
- Participation in a variety of physical activities spread throughout the day, 60-90 minutes of vigorous play, more than 1 hour per week.
- 1 hour of vigorous aerobic activities, and
- 1 hour of muscle and bone strengthening activities, should be at least 30 minutes per week.

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**ADULTS AGED 65+**
- Participation in a variety of physical activities, including energetic play, 1 hour per week.
### Population & Demographics

The City of Edmonton’s population on April 1, 2019 was 972,223.

#### City of Edmonton’s Generation Breakdown

<table>
<thead>
<tr>
<th>Generation</th>
<th>Year Born</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby Boomers</td>
<td>1950-1962</td>
<td>26.0%</td>
</tr>
<tr>
<td>Generation X</td>
<td>1963-1982</td>
<td>21.4%</td>
</tr>
<tr>
<td>Millennials</td>
<td>1983-1995</td>
<td>19.5%</td>
</tr>
<tr>
<td>Gen Z</td>
<td>1996-2014</td>
<td>14.5%</td>
</tr>
<tr>
<td>Silent Generation</td>
<td>1945 or earlier</td>
<td>5.8%</td>
</tr>
</tbody>
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Edmontonians are 5.5 years younger than the national average. Edmonton’s median age is 41.2 years.

#### Visible Minority & Newcomers

Edmonton’s visible minority population increased more than 100% in a decade.

<table>
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<tr>
<th>Year</th>
<th>Percentage Increase</th>
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</thead>
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<tr>
<td>2016</td>
<td>12.8%</td>
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<tr>
<td>2017</td>
<td>27.2%</td>
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The number of immigrants and refugees permanently settling in Edmonton rose by 270% from 2000 to 2017 (4,304 to 15,925).

4 in 10 Edmontonians are a visible minority.

#### Edmonton’s Language Demographics

- Chinese languages
- Tagalog (Filipino)
- Arabic
- Punjabi
- Spanish

#### Edmonton’s Demographic Trends:

- 2006: Increased more than 100% in a decade.
- In 2018, 46% of Edmontonians were a visible minority.
- Edmonton’s visible minority population age is 35.7 years, Canada’s median age is 41.2 years.
- Edmontonians are 5.5 years younger than the national average.
- 2018: 55% of Edmontonians felt we are making progress.
- 2017: 63% in 2019
- 2016: 60% in 2019
- 2015: 64% agreed in 2016, now at 64%
- 2014: 23% agreed
- 2017: 56% in 2019
- 2016: 73% in 2019

#### Edmonton’s Economic Trends:

- Edmonton’s unemployment rate in July was 7.5%.
- An increase of 1% compared to July of 2018.

#### Edmonton’s Education Trends:

- The amount of Edmontonians with at least a bachelor’s degree has grown from 12.8% in 1981 to 27.3% in 2016.
- Both Edmonton school boards have developed specialized programming to improve a high school graduation rate for Indigenous students, including Indigenous led schools.
- 3 Year Graduation Rate
  - Edmonton Catholic Schools Board 2017: 84.5%
  - Edmonton Public Schools Board 2017: 73.8%

#### Edmonton’s Food Bank Trends:

- In 2018, Edmonton’s Food Bank helped 42,475 Edmontonians, supplying 4 million kg, estimated to be worth $225,175.
- This represented an increase of 7% from 2017.
- In 2019, the proportion of employees earning a minimum wage doubled.
- In 2018, 30% of minimum wage workers were immigrants.
- In 2017/18, 4 million kg, estimated to be worth $225,175.
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**Homelessness/ Affordable Housing**

The City of Edmonton currently has a severe shortage of affordable housing.

- 6,800 households on the waitlist and only about 4,500 units in all of Edmonton.
- 390 new applications are reserved each month.

**Demographics of Edmonton’s Homeless Population**

1,971 people were found to be experiencing homelessness in 2018.

- 73.9% Male, 25.1% Female, 0.2% Transgender
- 7% of Edmontonians experiencing homelessness identify as Indigenous but make up only 5% of Edmonton’s total population.

Homeless youth are:

- 52% Female 61% Indigenous

**Transportation**

- 2 LRT routes
- 191 bus routes
- 238 school routes
- 7,456 bus stops
- 1,126 transit vehicles (LRT & buses)

**Edmonton Transit Service Satisfaction**

2018’s overall satisfaction rate remained at 78%.

But across all modes of transportation, the fourth quarter of 2018 satisfaction registered significantly lower and the rest of the year.

Almost 65% of Edmonton residents over the age of 15 volunteered for LRT in the past year.

**Busiest LRT Stops**

- CENTURY PARK STATION: 227,142 people got on or off in 2018
- CHURCHILL: 19,852 people got on or off in 2018

**Funicular**

Edmonton’s funicular and pedestrian bridge offer free, accessible transportation to the river Valley.

- It has made 114,038 trips up or down in less than one year.
- 22% of commuters used it their daily commute.

**Conversion Aversion**

On August 27, 2019 Edmonton City Council voted to ban conversion therapy. Although largely symbolic, they are doing all that is in the City’s power to do. Following a similar vote from St. Albert’s city council, Edmonton’s councillors have tasked administration to draft an official bylaw to ban the housing, practice and promotion of conversion therapy, which may include a $100,000 fine.

This is an important step since the province has yet to take a stand. This practice has been discredited in the Canadian Psychological Association, and has already been banned across Manitoba, Ontario and Nova Scotia.

Earlier this year federal Bill S260 was introduced which would ban conversion therapy across Canada. The Bill defines conversion therapy as “any practice, treatment or service designed to change an individual’s sexual orientation or gender identity or eliminate or reduce sexual attraction or sexual behavior between persons of the same sex.” Conversion therapy denies human rights as defined by the Canadian Charter of Rights and Freedoms, touching upon the right of every person to freedom of expression, of religion, and personal security.
Opioid Crisis

2 people die every day from opioid overdoses in the province.
- Edmonton has 3 safe consumption sites located with community agencies.
- 21,000 referrals for addiction treatment services, counseling, methadone and suboxone therapy, 211 treatment, housing support, and wound care.
- 100% success rate in removing opioid use from supervised consumption services (SCS) in Alberta.
- More than 4,000 overdoses were reversed since November 2017.

Fentanyl

From the start of 2016 to March of 2019, 518 people have died of fentanyl poisoning in Edmonton.
- In the first quarter of 2019, there were 94,814 visits to supervised consumption services sites in Edmonton, Calgary, Lethbridge, and Grande Prairie.
- 32% of the time the fentanyl-related death occurred in the individual’s home.
- 2,293 hospitalizations to help from opioids and other drug use. 10% of total inpatient stays at the Royal Alexandra Hospital.

Cannabis and Drug Use

In testing municipal wastewater samples for traces of cannabis, and other drugs, estimates of drug use:

CANNABIS USE
- LOWEST in Edmonton
- HIGHEST in Halifax

METHAMPHETAMINES
- HIGHEST in Edmonton
- LOWEST in Halifax

ENDOCANNABIS
- Canadian average
- Edmonton

STIs

In 2013 there were 977 reported cases of infectious syphilis in the Edmonton area.
- 1,536 cases of infectious syphilis were reported in Alberta in 2018.
A total of 9,515 STI/HIV cases were reported in Edmonton in 2018.

Did you know?
• Only 12% of pets were vaccinated to August 2019:
- 61,912 dogs
- 61,545 cats
- 54 pigeons

Pets & Animals

SPOIL AND NEUTER
Off the pegs licensed in Edmonton from September 2018 to August 2019
- Only 12% of 61,913 dogs were neutered or spayed.

CHICKENS AND NUGS
Did you know? You can apply to keep up to six hens in your backyard through the City’s Urban Hens program. Each hen keeper must complete an introductory urban chicken keeping course provided by the River City Chickens Collective.
- There were 211 registered hens being kept by Edmontonians.