

*How Happy are Our
Communities?
(Community well-being)*

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According to repeated nationwide surveys,

More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!

You'll enjoy Camels for the same reasons so many doctors enjoy them. Camels have real, mild nicotine, pack after pack, and a flavor unmatched by any other cigarette. Make this world's best brand your only. Camels for 30 days and you know well Camels please your taste. How well they suit your throat on your steady smoke. You'll see how enjoyable a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!

For 30 days, test Camels in your "Zones" (Z for Throat, Z for Taste).

Why we have the youngest customers in the business

The young ones in 31 months old—and he isn't our youngest customer by any means.

Put 7up in my pipe, no whiskey, just see how glad it is to be in and how glad about it. Squish at the back of a 7up bottle. Notice that all our ingredients are listed. (That isn't a mystery at all, because you know—but we're proud to do it and we think you're glad that we do.)

By the way—Mum, when it comes to bedtime—if they like to be sleepy to think that's nice, try this. Add 7up to the milk, or warm apple, pouring the 7up gently into the milk. It's a wholesome contribution—and it works! Mum, 7up your family drink. You like it... it likes you!

Nothing does it like Seven-Up!

Some Versions of Happiness...



A consideration...

GDP rises when there is more cigarette advertising or a disaster, yet neglects the strength of relationships or community, for example.

Today's conversation

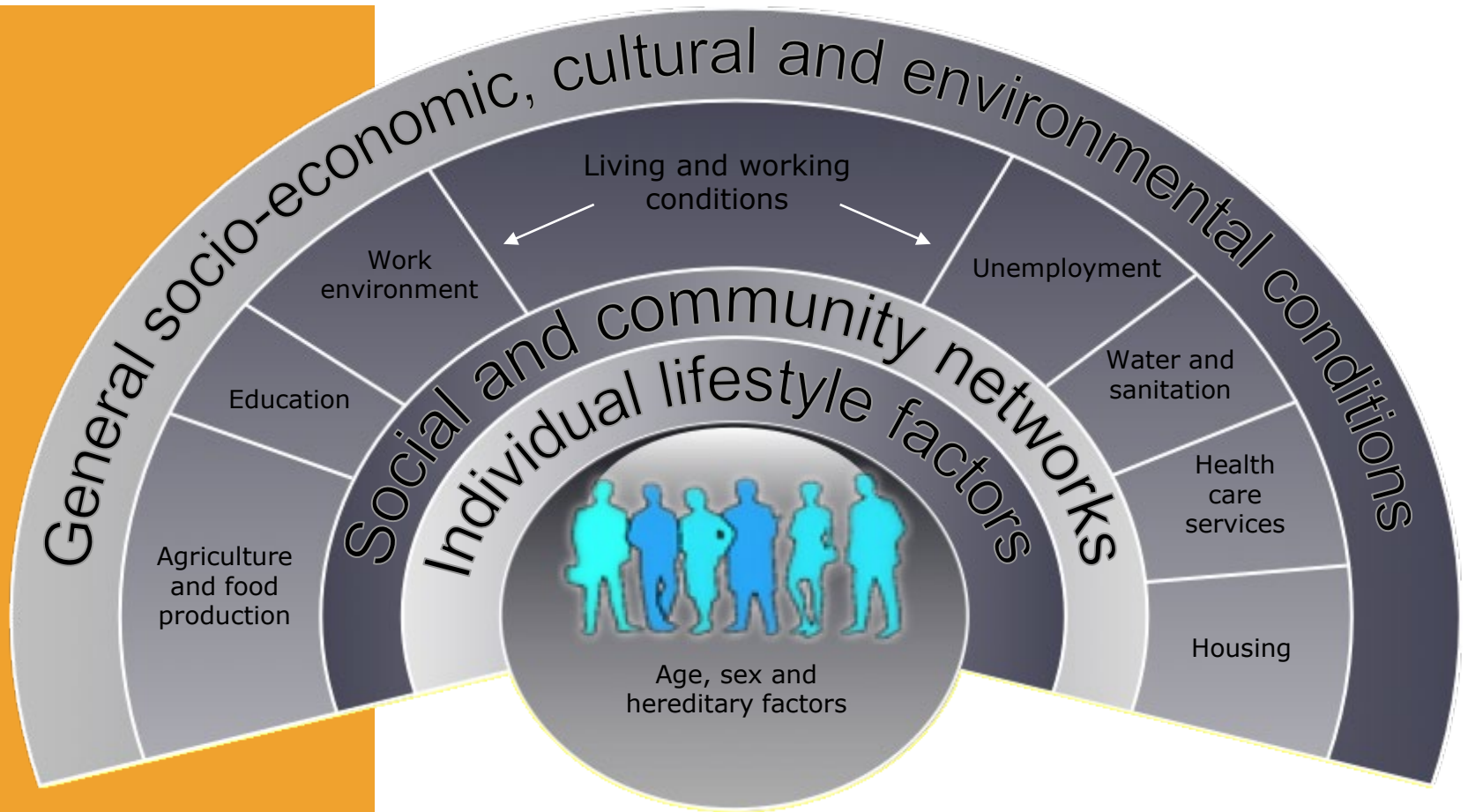
- Community well-being (CWB) is gaining attention as an emerging construct for understanding the collective “wellness” of a region, city, town, or neighborhood.

Can aspects of happiness and well-being enable more quality of life, connectedness, and other desirable development outcomes?

What role does this play in governance?



Determinants



Dahlgren and Whitehead



The Individual and the Community

We know that strength of relationships is paramount for individual quality-of-life, happiness and well-being and is often cited as *the top influence.*

What do we know about “beyond the individual level” to that of the community?



Community



Community has never been more important than in these unprecedented times.

Research during the pandemic has shown that connection to each other and community has been increasingly vital across many dimensions.

Many ways to define it and you certainly know it when you experience it.



According to the Stanford Innovation Review (2015) community is

"...both a feeling and a set of relationships among people. People form and maintain communities to meet common needs. Members of a community have a sense of trust, belonging, safety, and caring for each other. They have an individual and collective sense that they can, as part of that community, influence their environments and each other. That treasured feeling of community comes from shared experiences and a sense of—not necessarily the actual experience of—shared history. As a result, people know who is and isn't part of their community. This feeling is fundamental to human existence."

Community well-being (CWB) centers on understanding of community and fulfilling the needs and desires of its members. It embraces a wide range of economic, social, environmental, political, cultural dimensions.

It is embedded with multidimensional values including the economic, social and environmental aspects that impact people and how well their community operates.



A construct...

- Indicators of happiness and well-being can help to deepen understanding of complex interaction and relational effects because indicators break down these complexities for measurement to foster insight.
- Uses both subjective (and objective data points that represent values and goals for a community).
 - Subjective = individuals' perceived assessment of their own well-being and cultural value within the community
 - Objective = the material and social circumstances present in a community or collective level such as income, education, facilities, etc.

About "Happiness" as a proxy for well-being

We shift gears a bit here to focus on what happiness means at the community level:

- What is the hype about the multiple rankings "the happiest cities" and related?
- What is the relationship between "happy places" and their residents - is this a classic which comes first type question, or can the aggregate whole of a city/community influence individual well-being and happiness?



3: Sweden



2: Norway



5: New Zealand



1: Denmark



4: Australia



Ed Diener (happiness scholar): “a person is said to have a high (well-being or happiness) if she or he is said to have high and frequent joy, and only infrequently experience unpleasant emotions such as sadness or anger;



Contrariwise, low (well-being or happiness) if she or he is dissatisfied with life, experiences little joy and affection, and frequently feels unpleasant emotions such as anger or anxiety.”

Happiness - Definition

Easterlin Paradox

- Average levels of happiness in the US have risen very little over the past 50 years despite substantial growth in per capita incomes;
- Although rich people, as a whole, are happier than poor people and average levels of well-being are almost invariably higher in wealthy nations than in poorer nations, **the percentage of Americans who declare themselves “very happy,” “pretty happy”, or “not too happy” are almost exactly the same as a half century ago.**

Community Well-Being & Happiness

- Connecting to others is the main, central way to foster well-being and happiness at the community level
- “Being there” is crucial to this – aid, kindness, empathy for others (“we care about each other”)
- Well-Being or Happiness Council to advise on strategy and process
- CWB and/or Happiness “plans” and policies that support community well-being

