



Windsor Rotary Club

Windsor Neighborhood Connect Project
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Overall Concept

- Have Windsor Rotary Club help you organize, plan and host your own block party!
- There will be a place to download a planning packet from our website.
- This will lead towards the possibility of getting to borrow/rent the Windsor Rotary Club block party in a box for your block party.



Goals

- **Improve Public Awareness of Windsor Rotary Club**
- **Improve Windsor community by increasing social connections in neighborhoods.**

Reminder of the 4 Way Test

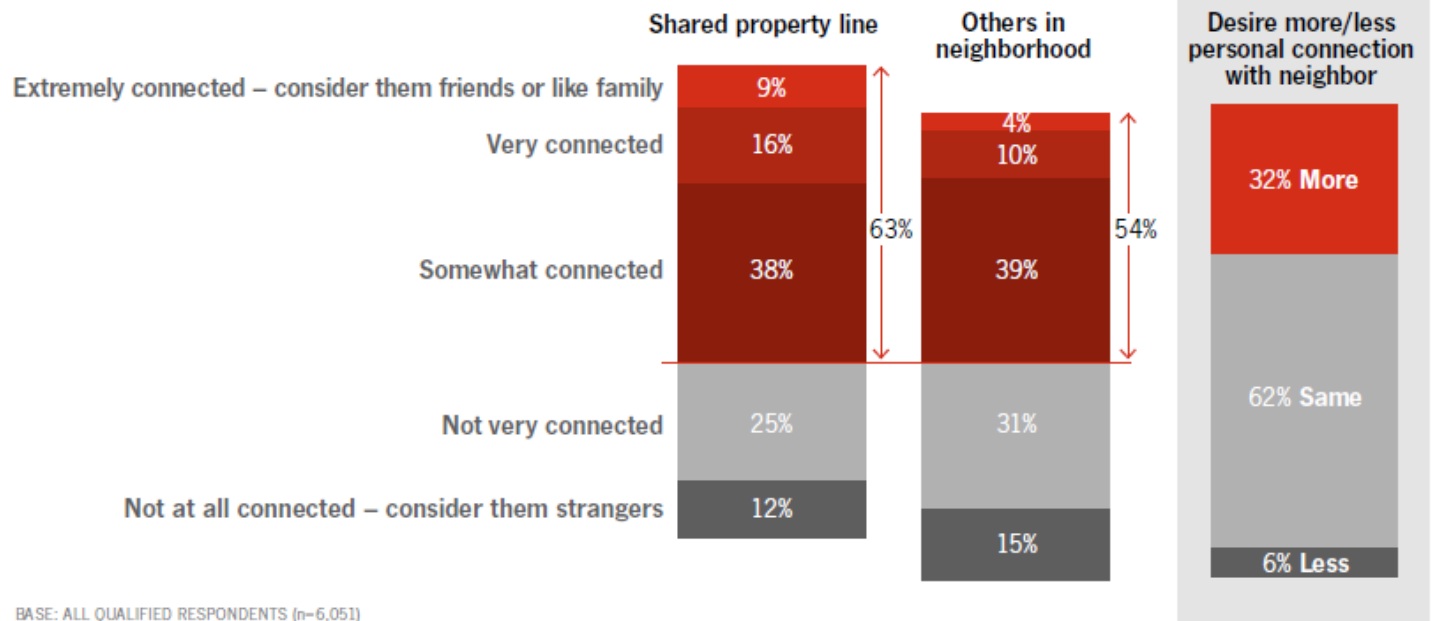
- Of the things we think, say or do
- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL and BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to all concerned?

**Data from
Good Neighbor
Research –
US General
population
Survey
conducted for
State Farm by
The Nielson
Company
August 2015**

Feeling connected

More than half of U.S. residents feel at least somewhat connected to their neighbors. The connection with direct neighbors is typically closer than that with others in their neighborhood. Most are content with the closeness they feel with their neighbors, though about a third hope for a closer relationship.

Closeness with neighbors:



BASE: ALL QUALIFIED RESPONDENTS (n=6,051)

Q8a: How personally connected do you feel to the people with whom you share a property line or wall with?

Q8b: How personally connected do you feel to the other people in your neighborhood?

Q8c: Overall, do you wish you were more or less personally connected to your neighbors?

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Disconnect between importance of socialization and efforts to organize

Across generations and gender, neighbors tend to emphasize the importance of neighborhood interactions; only small percentages are proactive in organizing neighborhood events.

Strongly/Somewhat agree with statements	Total	Female (B)	Male (C)
At least somewhat important for neighbors to come together and socialize	58%	57%	58%
Helped organize neighborhood event/gathering	14%	11%	16% B
If my neighborhood had get-togethers like a block party or garage sale, I would definitely attend	76%	78% C	74%
Regularly gets together for holidays/events	38%	34%	42% B

Younger generations are more likely to have organized events/gatherings.

Strongly/Somewhat agree with statements	Total	Millennials (D)	Gen X (E)	Boomers (F)	Matures (G)
At least somewhat important for neighbors to come together and socialize	58%	57%	61% F	55%	58%
Helped organize neighborhood event/gathering	14%	16% FG	16% FG	10%	12%
If my neighborhood had get-togethers like a block party or garage sale, I would definitely attend	76%	72%	76%	77% D	82% DEF
Regularly gets together for holidays/events	38%	44% FG	39% F	33%	35%

Social Capital

- Healthier, wealthier, happier
 - the network of social connections that exist between people, and their shared values and norms of behaviour, which enable and encourage mutually advantageous social cooperation
- Robert D. Putnam - Bowling Alone (2000), argues that the United States has undergone an unprecedented collapse in civic, social, associational, and political life (social capital) since the 1960s
- In 2010, he co-published an article in which he noted that the trend had moved the other way; he continued to advocate a push towards more social capital but he felt his famous thesis ("Americans are now bowling alone") was no longer true
 - A number of studies suggest that perceptions of neighborhood safety are linked to health outcomes (*Macintyre & Ellaway 2000, Chandola 2001, Ziersch, Baum et al 2005, Baum et al 2009*).
 - *Perceiving one neighborhood as unsafe as been significantly associated with anxiety Middleton 1998.*

Literature Review cont.

- Rutgers Institute for Health study found that the people who reported low quantities of neighbor relationships rated themselves worse over time in terms of aspects of well-being concerning feelings of purpose in life, personal growth, autonomy, environmental mastery, self acceptance and positive relations with others.
- Health can be shaped by the social environments of neighborhoods, including the degree of mutual trust and feelings of connectedness among neighbors.
- Residents of “close-knit neighborhoods may be more likely to work together to achieve common goals (e.g cleaner public spaces, health behaviors and good schools) to exchange information, and maintain informal social controls (discouraging crime and other undesirable behaviors. *RWJ*
- Requena (2003) suggested that the importance of social capital lies in that it brings together several important sociological concepts such as social support, integration and social cohesion.

Resources

- Robert wood Johnson Foundation – Commission to Build a Healthier America Issue Brief 3 Neighborhoods and Health, September 2008
- Greenfield EA, Reyes L. Continuity and Change in Relationships with Neighbors: Implications for Psychological Well-being in Middle and Later Life. The Journals of Gerontology Series B: Psychological Sciences and Social Sciences. 2015;70(4):607-618. doi:10.1093/geronb/gbu084.
- Robert D. Putnam, Bowling Alone: The Collapse and Revival of American Community (Simon and Schuster, 2000)
- Harvard Kennedy School – The Saguaro Seminar – Civic Engagement in America
- Social Capital research and Training. www.socialcapitalresearch.com