

# London & Middlesex Local Immigration Partnership Inclusion & Civic Engagement Sub-Council October 5, 2010

Present: David Cottrill, Michael Goodmurphy, Matt Marion, German Gutierrez, Rose Aquino, Suzanne Huot, Maria Vasquez, Dharshi Lacey, Mahin Ghasemiyani, Patricia Mazariegos and Nina Hamou.

Regrets: Valy Marochko, Robin Armistead, Salah Al-Athemena, Andrea Hallam, Bernie Koeing, Nassisse Solomon, Janette Butler, Joan Fischer.

## Welcome & Introductions

German thanked the members for their attendance. Matt Marion and Mahin Ghasemiyani were both introduced as new members.

## Central Council Update/ Report from Staff

German updated the group on Bernie's task. Bernie spoke with Kim regarding ESL classes as a possible venue of information sharing. Will report back next meeting.

Central Council is working on a Communication Plan and looking at ways to move forward some advocacy pieces.

## Meeting Minutes

Meeting minutes of September 16, 2010 were approved.

## Review of Information Sharing Resources

A document was compiled by Nina based on resources shared by members.

The following resources will be added to the list:

- Pillar non-profit
- Libraries
- Strengthening Neighbourhood Strategy website
- Library Settlement Workers
- Settlement workers in Schools

**ACTION: Nina to resend and ask people to weigh in on it before the next meeting.**

The group expressed interest in having this document be a living document in order to continuously edited and update it.

**ACTION: Nina to explore options for editing online.**

When using words like *neighbourhoods* or *communities* we need to understand that they are not always the same. The City of London uses the term “Planning District”. This is useful to note if we plan to look into mapping communication hubs.

**ACTION: Nina to forward planning district map.**

## Implementation

Recap of two priorities:

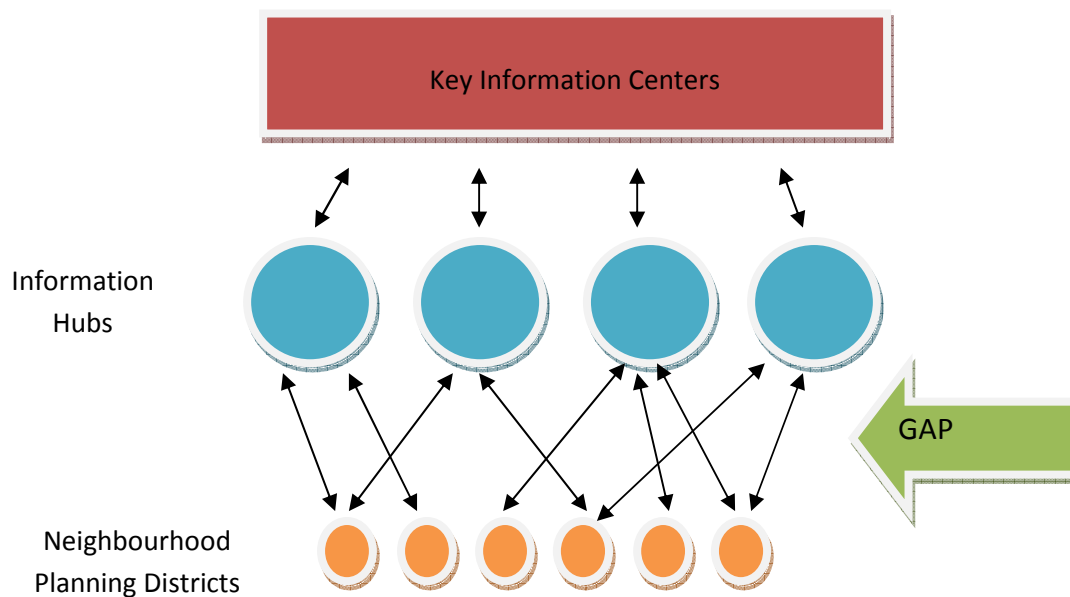
1. Promote neighbourhood based activities and events that will provide opportunities for immigrants to engage and participate in their new community.
2. Create a multilayered community based Communication Strategy by approaching both mainstream and ethnic media to include the voice of newcomers. For example, establish a process that encourages communities to challenge negative media coverage of immigrants by promoting the use of action alerts which notify the community and service providers to write to media outlets which label groups unfairly

### a. Tasks

Tasks must include:

- How individual newcomers can become aware of what is available
- Getting information connected to one body.
- Engaging individuals at the grassroots level.
- Engaging the Host community

How do neighbourhoods/groups promote what they are doing so that they reach individuals?  
There is a gap in the host community. How are we getting people engaged at a grassroots level?  
It is about more than just information.



ACTIVITY: Continue to build on Directory

ACTIVITY: Develop a communication plan which includes a grassroots level engagement strategy and a media literacy component.

Create a grass roots method by using 3-4 key questions to find out what drew people to particular activities and if they felt it was inclusive. Send out to each sub-council member to ask one person.

ACTIVITY: research what is working in other communities in terms of engagement

**ACTION: Nina to contact Michael regarding questions.**

**ACTION: Nina to create skeleton draft Implementation Plan and Communication Plan for Sub-council to build on.**

**ACTION: German to write up criteria for media literacy strategy.**

**ACTION: Nina to capture communication plan visual created by Janice.**

### **Wrap up and next meetings**

We will meet again in November and January.

**ACTION: Nina to send out a doodle survey to schedule meeting.**

Regrets to: nhamou@uwlondon.on.ca