

London & Middlesex Local Immigration Partnership

Central Council

March 28, 2011

Present: Elisabeth White, Kelly Mcmanus, Asma Ahmadi, Naeem Qureshi, Corinne Walsh, George Perez, Henri Boyi, German Gutierrez, Anne Langille, Lauren Touchant, Jean Pierre-Cantin, Ahmed Yahya Ali, Huda Hussein and Nina Hamou.

Regrets: Mohamed Al-Adeimi, Dev Sainani, Vicki Esses, Munira Ahmed.

Guest: Katherine Haine, CityMedia.

Draft Strategic Multi-Media Communication Plan (SMCP)

Katherine Haine gave an overview of the final draft SMCP. The purpose of the SMCP is to engage London and Middlesex residents in a conversation on the impact of immigration in London. Our primary objective is to create awareness among the London host community, debunking misconceptions/myths and strengthening the social cohesion of both Immigrant and Host communities.

The following are the key deliverables for the plan:

- Create key messages that will resonate with the general public and the immigrant communities
- Engage ethno-specific media with the objectives of creating awareness among ethno-cultural groups about the host community and to engage them in the discussion
- Recommend social media strategies to engage communities in the discussion
- Work with existing networks
- Design evaluation tool

As a result of this research, CityMedia has made a number of recommendations grouped under the following strategies:

1. Improved Communication among Immigrant Communities (strength in numbers).
2. Improved Communication among the Host Community about immigration in London.
3. Increase Opportunities for Engagement of both Immigrant and Host communities and Advocacy for the Immigrant community.
4. Develop Key Messaging based on communication and engagement requirements.
5. Leverage social media and existing communication channels.
6. Leverage existing target groups to enhance communication.

All of the feedback gathered in the consultation process contributed to the emerging themes and messages in this plan. The strategies, recommendations and key messages outlined in the plan could be used in a broader campaign in the future.

Next steps for implementation:

- Communicate the objectives of the communication plan to stakeholders
- Work with stakeholders to encourage a full promotional campaign
- Rewrite and redesign promotional materials and messages in focus groups

The group noted the following:

- The “one voice” concept is problematic given the uniqueness of each ethnic group.
- There was agreement about strength in numbers.
- Some of the work has already been done in this area and need to be cognizant of this fact.
- The plan does not reflect the biases/racism that most ethnic groups are facing. This is a reality that cannot be ignored.
- The plan is inspirational.
- There is a need for messages that stop stereotyping (i.e., an individual crime related to the whole community group).
- The SMCP creates an opportunity to speak with one voice to the media.

Kelly encouraged the group to continue to review the document. Our time with Katherine is limited but this is a living document that belongs to the LMLIP. The group is requested to provide their feedback directly to Katherine by Friday, April 1, by email.

Co-Chair Remarks

Kelly welcomed the new Sub-council Chairs, Ahmed Yahya Ali, Chair of Justice & Protection Services and Corinne Walsh, Chair of Health & Wellbeing. Elisabeth shared that Salah Badawi has resigned his position as Immigrant Representative due to health reasons.

ACTION: A formal thank you will be sent to Salah.

A new immigrant representative will need to be recruited. Project staff will send a notice out through the immigrant community.

ACTION: A Selection Committee will need to be formed. Naeem, Jean-Pierre and George volunteered.

Two individuals submitted their interest for the position of the HWB Vice-chair. It was agreed that members will select a vice-chair through voting via email.

On May 17, there will be a presentation by the Central Council to City Council.

ACTION: All Central Council members are encouraged to attend. More details to follow.

We are currently in the process of finalizing translation of the “Help Yourself Through Hard Times” booklet into Arabic, Spanish and French. Settlement and Health brochures have also been translated into seven languages.

Elisabeth shared that she attended a consultation on LIP with a few representatives from Citizenship & Immigration Canada and other LIPs. The consultation was to assess the future of the LIPs and what supports will be needed. It is confirmed that LIPs will be established in the Prairie provinces.

Meeting Minutes

Minutes of February 28, 2011 were approved.

Child & Youth Network (CYN) and Strengthening Neighbourhoods Strategy (SNS) Meeting Update

Sub-council Chairs, Council co-chairs and project staff met with Cheryl Smith, SNS and Lynne Livingstone, Chair of CYN Monday, March 28. In October, the Council invited Cheryl and Lynne to present to the Central Council on CYN and SNS. Following that meeting, a document was prepared that shows areas of alignment. The LMLIP asked CYN and SNS to think about where we can maximize our resources and work together.

Cheryl shared opportunities for engagement in SNS. Community leads will be meeting on April 7. After which, contact information will be shared and opportunities for collaboration can be identified further.

Lynne presented on opportunities for areas where we can work together and areas where LMLIP can get involved with the CYN. "Poverty" and "Literacy" are two areas have been identified as areas where we can work together. Anne and Jean-Pierre will attend the next meeting of the groups. There are opportunities to get involved in the "common experience" and "neighbourhood engagement" areas related to system reengineering.

Feedback from Community Meeting

Huda indicated that the general response about the Community Meeting was positive. Nina shared the collated responses from the Community Meeting and is intended to be posted on the Immigration Portal. 132 individuals attended with 62 individuals responding to the survey. The survey provides us with insight on how the community would like to remain engaged in the future.

Endorsement of the Community Achievement Report

Huda shared the Draft Community Achievement Report with the Central Council. The report contains the information that was shared at the Community Meeting. Huda requested that individuals send in their comments by the end of the week.

ACTION: Thoughts or comments on the Community Achievement Report should be sent to Huda by Friday April 1, 2011.

Sub-council Chair Updates

German shared that there was an initiative by the London Optimist Sports Centre looking at how to involve ethno-cultural groups. This is relevant to Inclusion and Civic Engagement and an opportunity to help promote and encourage the project.

Jean-Pierre shared that the Education Sub-council will be looking at the impact of funding cuts at next meeting. Jean-Pierre also shared that he attended the Metropolis Conference in Vancouver where he presented on the topic "When and how language training needs to take place?" The final Metropolis Conference will be held next year in Toronto and he encouraged those who are able to make the trip to do so.

Yahya reported the London Police Services has taken a lead on a strategy related to providing workshops to service providers working with immigrants.

Corinne shared that Health & Wellbeing will be continuing initiatives identified in the year one plan.

Wrap up and Next Meeting

The next meeting will be held on May 2, 2011 at 5:00-7:00 pm. It was noted that this is Election Day and it may be an issue for those volunteering or who need to vote. Nina will be in contact with the group to see if we may need to reschedule.

Regrets to: nhamou@uwlondon.on.ca

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