

London & Middlesex Local Immigration Partnership Inclusion & Civic Engagement Sub-Council

Wednesday September 15, 2011

1:30-3:30 p.m.

Location: Kinsmen Recreation Centre, Room 4

Present: German Gutierrez, Janice Walter, Mahin Ghasemiyani, Patricia Mazariegos Andrea Brown, Michael Goodmurphy, Robin Armistead, Carlos Pardo, Susannah Gergich Rose Aquino, Amy Ratcliff, Katy Boychuk and Huda Hussein

Regrets: Lourdes Assis, Maria Vasquez, Suzanne Huot, Anna Hendrikx

Welcome & Introductions

German welcomed the group and thanked them for their continued support.

Approval of June 18, 2011 Meeting Minutes

Minutes reviewed and approved

LMLIP Central Council Update

German informed the group that the Central Council is working with a consulting firm to develop a governance model for the LMLIP. Over the summer, the Consultants met with members from the Central Council and asked several questions pertaining to roles and responsibilities, accountability and the current structure of governance. A draft of the model will be presented to Council on Monday September 26 for further discussion and input. The final draft will be shared with all the Sub-councils.

Review and reports from implementation plan

Neighbourhood Action Group:

Janice Walter reported. The group met and discussed ideas on how to engage immigrants at the neighbourhood level, how to educate the broader community about newcomers' involvement and their challenges and how to connect with the newcomers and learn from them what is engagement and how they would like to be engaged. The group will be meeting in October to discuss a plan for developing a DVD focusing on engaging the newcomers in neighbourhoods. The group will work closely with the London Strengthening Neighborhood Strategy (LSNS) and the post graduate institutions (UWO, Fanshawe College).

Action: Michael Goodmurphy would check with the Media Department at Fanshawe College if DVD would be taken as a school project by the students

Group Two

Creation of a series of Interstitial Messages aimed both at the host population as well as at the immigrant population with content designed to create elements of Media

Literacy that will help break down barriers of understanding and communication between these groups.

For local Television: An interstitial ad is an advertising message that is inserted "in between" program segments. We will create a series that can be used for one full year, with several different alternating messages.

For ethnic press and magazines: Mixed media advertising would be attained with a combination of the above mentioned local Television advertisement pieces in combination with other video formats and text graphics for use either via a television screen or a video monitor.

For New Media and social media:

An interstitial ad is a full-page ad that appears before the actual webpage, Facebook page or other web-based form of communication when someone clicks on the link to that page.

The members of the group working in pursuit of this project will meet again sometime in October to achieve a refinement of the initial proposal. We will try to have script and other copy of each of the three elements.

Action: German will lead this group. Amy Ratcliff offered to run these messages in the UWO Gazette

Huda mentioned that this aligns with the LMLIP Strategic Multimedia Communication Plan and these messages will contribute to the multimedia media messaging. In response to a member's question on an update on the LMLIP Strategic Multimedia Communication Plan, Huda briefed the group that the Plan has been developed and a Task group from the Central Council is currently working on drafting an Action Plan to implement 3-5 recommendations from the Strategic Multimedia Communication Plan by March 31, 2012. An update will be shared with the group at our next meeting.

Group Three

System Level Engagement: Andrea Brown who leads this group reported that their work also ties in with the LMLIP Multimedia Plan but with a focus on the immigrant youth for leadership opportunities. The group is planning on holding a focus group with community champions to find more about the process of becoming a community leader, what some of the barriers were in getting involved at that level, etc. The group also is hoping to learn more about what resources and skills are necessary. The group will develop a report by March 31, 2012.

A number of programs are taking place in the City that encourage leadership among immigrant youth. Pillar had developed workshops for newcomers with funding from Citizenship & Immigration Canada (CIC).

The group will connect with existing initiatives to learn more. Andrea also noted that the City of London is inviting the LMLP to participate in a consultation plan on engagement.

Action: Huda will send a note to the group once a date is confirmed for the Consultation

ICE deliverables by March 2012:

- 1- DVD – Working Group to work with immigrants to produce a DVD on how best to engage them and what engagement means to them
- 2- Group Two will work on developing interstitial messages targeting both the host and the immigrant communities with content designed to create elements of Media Literacy that will help break down barriers of understanding and communication between these groups by March 20, 2012
- 3- Third group will participate in the consultation that the City will hold and provide feedback to their engagement policy. Group will also work towards developing a report by March 20, 2012 that will outline engaging immigrant youth at the leadership level.

It was noted that we will report our progress to Central Council on March 26, 2012.

Other Business

Katy Boychuk reported about a new project that stemmed from the Health and Wellbeing Sub-council's priorities that she is coordinating. The project Seeds of Change will create awareness about mental health and addiction among ethno-cultural groups and services. Katy is working closely with the steering committee that includes a number of partners and one of the deliverables is to host a forum that will open the discussion about mental health and addiction among groups.

Action: Huda to email the group Katy's contact information for details and further information.

Wrap up

German thanked the group and encouraged to continue participating.

Next Meeting

November 17, 2011 1:30 to 3:30 at Kinsmen Recreation Centre, 20 Granville Street

It was noted that meetings for next year will be scheduled by December 2011.

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