



kip Kingston
immigration
Partnership

#SayHello
campaign

Kingston
Includes You
survey

Change the
Conversation
project

say
Hello.

Goal

To build:

Awareness of the diverse cultural values,
beliefs and perceptions across our
community

A culture of inclusion

Cross-cultural understanding and support
for diversity

Partners



KINGSTON ECONOMIC
Development Corporation



RÉSEAU DE SOUTIEN
À L'IMMIGRATION FRANCOPHONE
DE L'EST DE L'ONTARIO





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OBJECTIVES

Understand how residents see and experience racism and discrimination

Obtain input on what our community can do better

Gather information to better design a campaign that responds to the specific needs of our community

RESULTS

IMPACT

WHAT
TO DO

SOME STATISTICS



The majority of Kingstonians feel that our community is / will be enriched by having a diverse and inclusive population



Non european-canadians experience racism or feel discriminated against **7 times higher** than the rest of the community



Public places, social media, workplaces and educational institutions are the places where racism and discrimination are the most prevalent in

HOWEVER

Racism and discrimination are present. 7 out of 10 people have witnessed racism and discrimination



LGBTQ people witness racism and discrimination **11 times more**. Chances they experience racism or feel discriminated against are **2 times higher**

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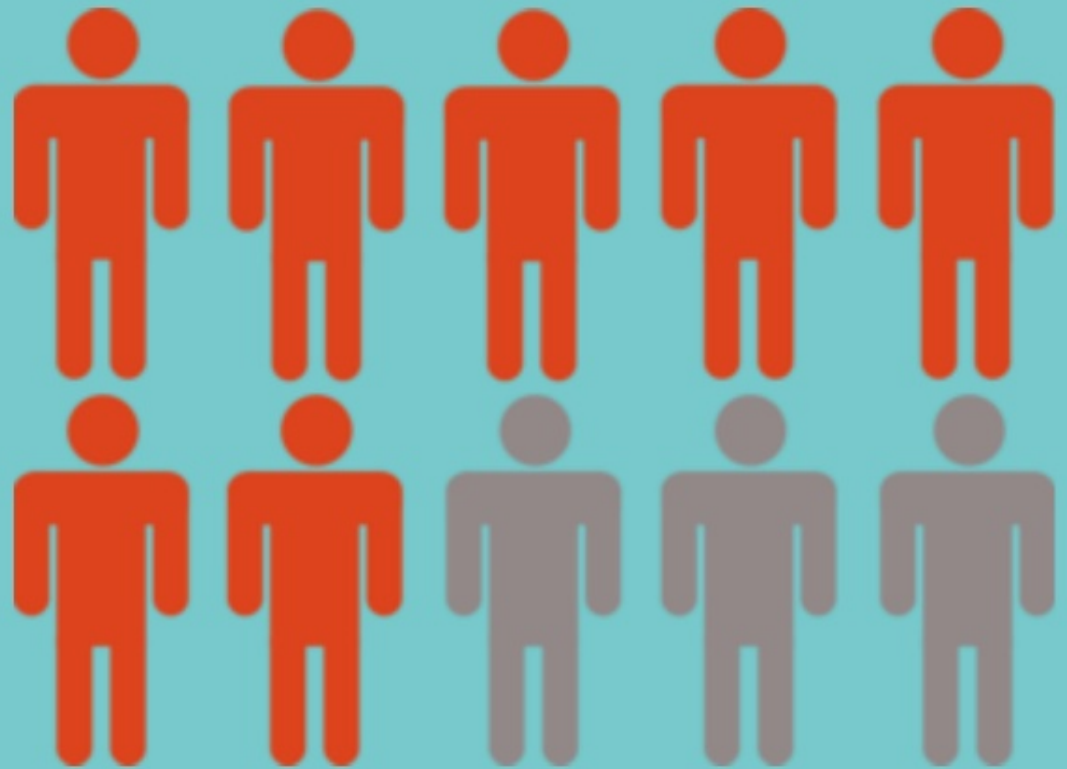
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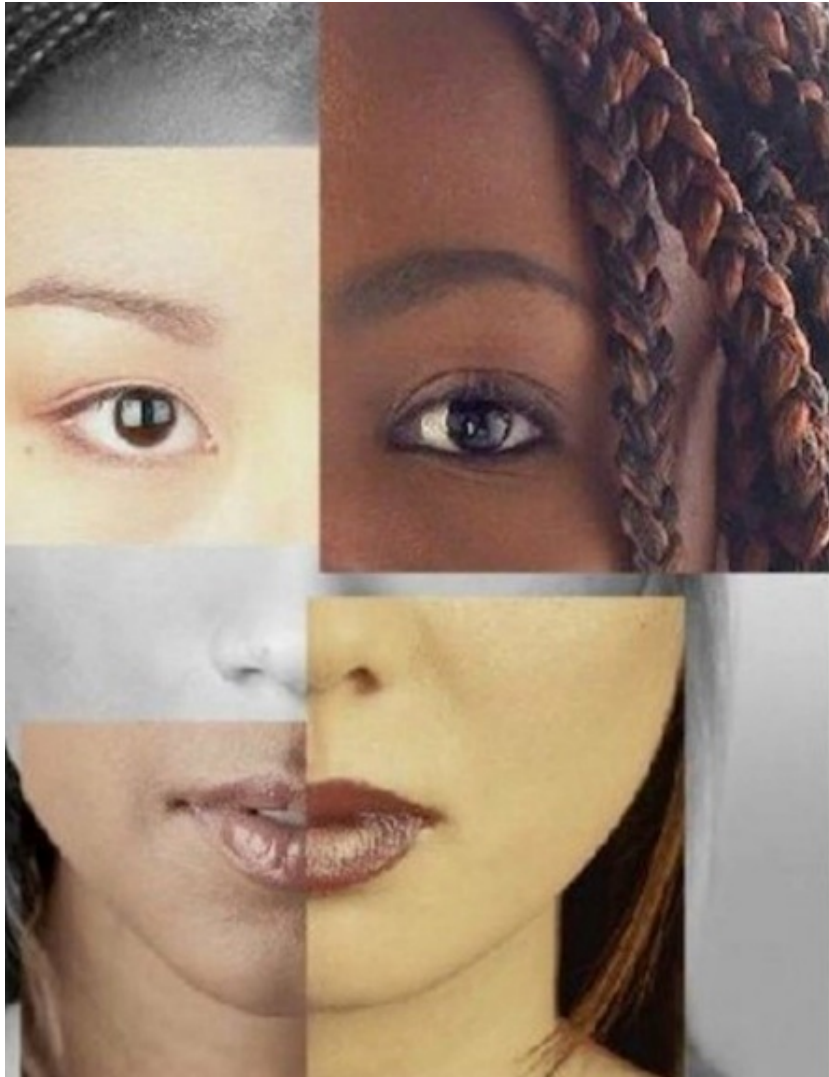


87%

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IMPACT OF RACISM & DISCRIMINATION



Community

- No sense of community
- Minority groups do not feel part of the larger community and only socialize in their own communities
- Immigrants, as other minority groups, do not feel supported when they experience racism and discrimination
- Tension and divisions amongst different groups, a fractured community where residents do not feel connected



Economy

- Potential newcomers are choosing other communities due to Kingston's negative reputation
- Lowers the intention of investment and or residence
- Difficult to recruit and retain diverse staff
- Lost of talent and skills required and new ideas
- Less economic growth

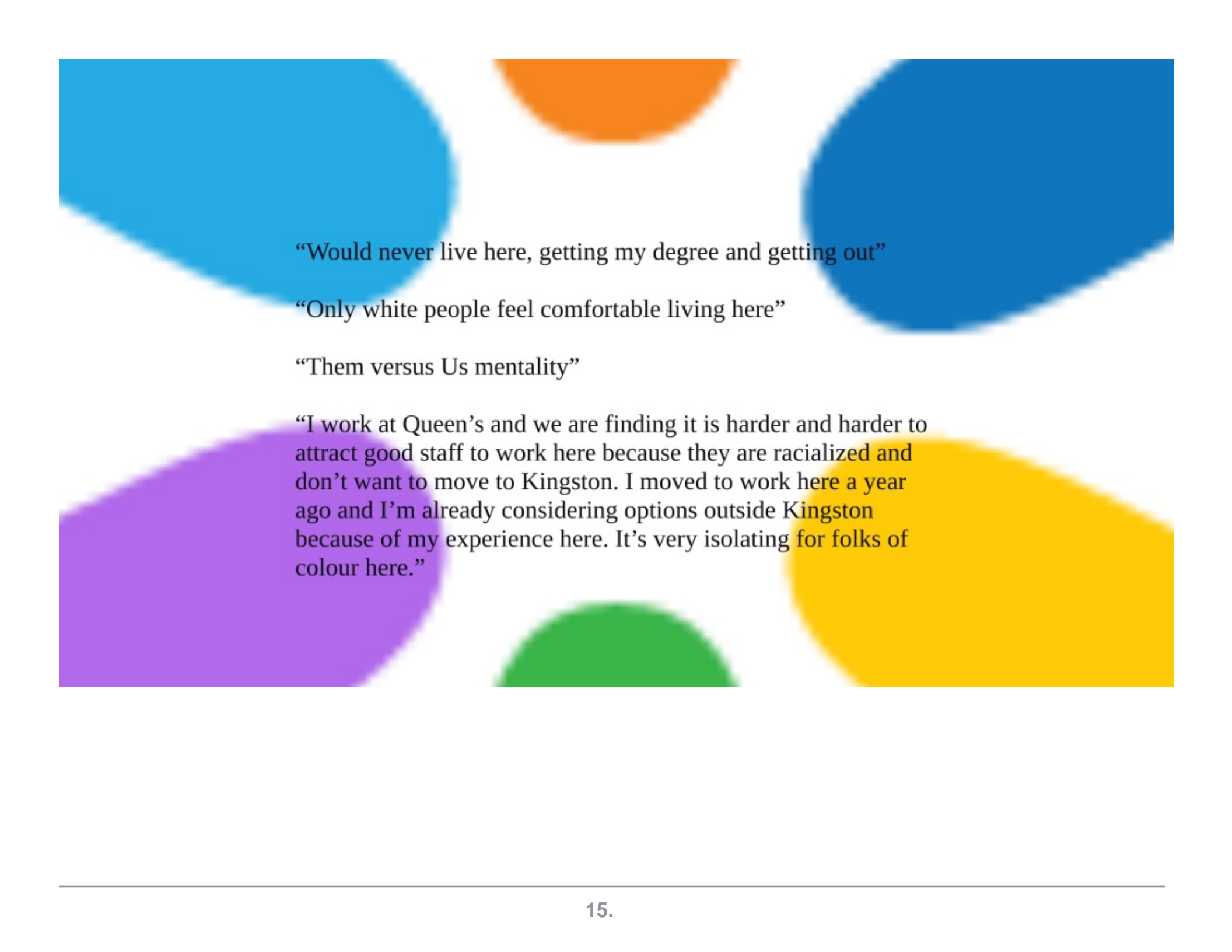
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“Would never live here, getting my degree and getting out”

“Only white people feel comfortable living here”

“Them versus Us mentality”

“I work at Queen’s and we are finding it is harder and harder to attract good staff to work here because they are racialized and don’t want to move to Kingston. I moved to work here a year ago and I’m already considering options outside Kingston because of my experience here. It’s very isolating for folks of colour here.”

WHAT TO DO

Publicly acknowledge that there is a problem
and send a clear message that racism and
discrimination are unacceptable

Create safe spaces where people can learn and
talk about racism, get together and learn from
each other to build community

Educate and empower residents

Train management, frontline, EVERYONE!

"Attitudes are everything"



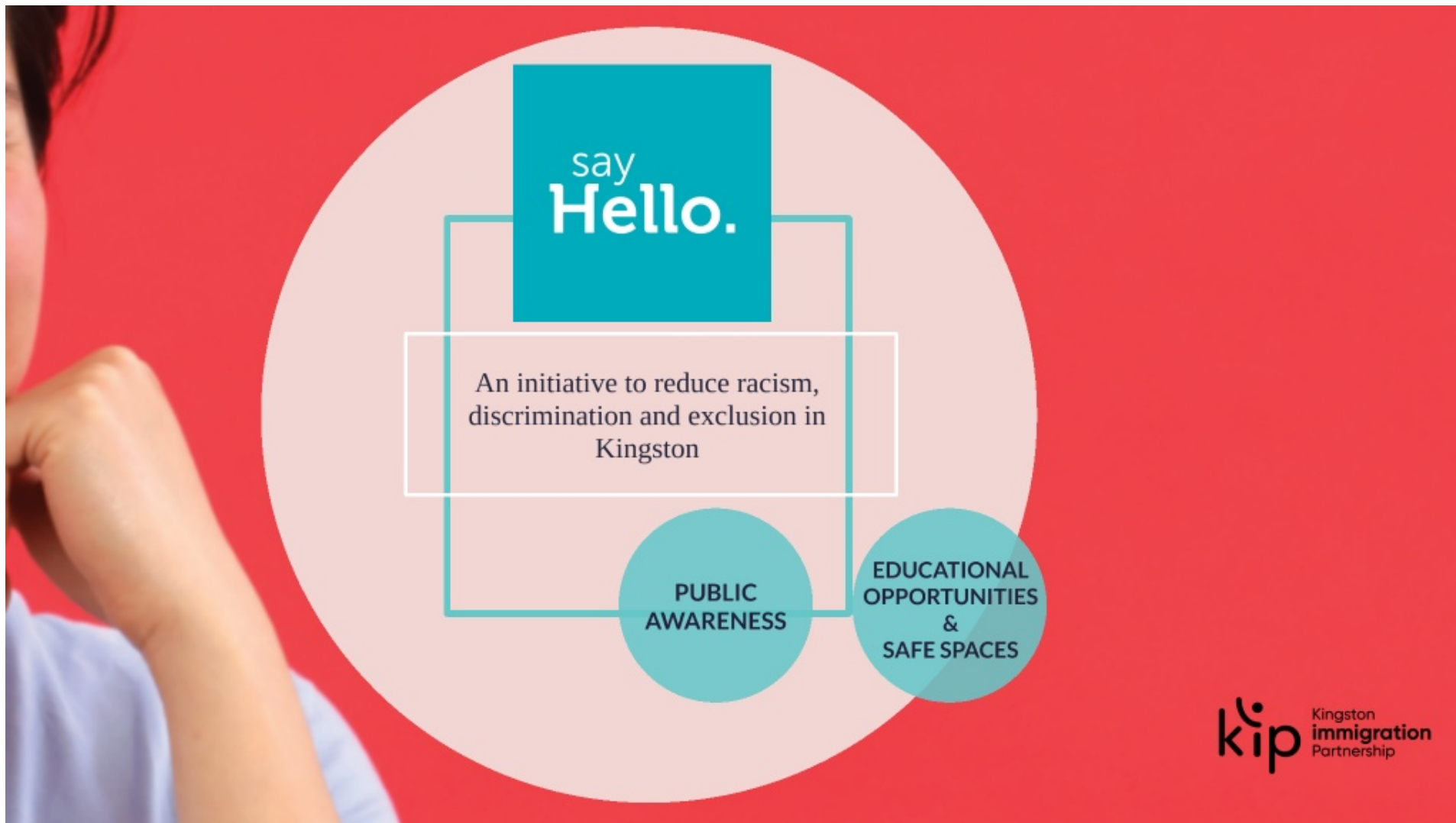
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Public Awareness

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Educating the community by sharing real stories and opening the lines of communication is the best way to fight misconceptions and stereotypes and to create a more connected community

POSTERS

VIDEOS

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Every time I meet someone new, they ask me where I'm from. I was born and raised here. Why can't people just...

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kip Kingston Immigration Partnership

I was shoved and taunted at the mall because of my skin colour. I don't want to feel afraid in my hometown. I want to live in a community where people...

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kip Kingston Immigration Partnership

I'm making myself visible as a young, professional woman of colour so others can see themselves as part of our community. Introduce yourself...

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kip Kingston Immigration Partnership

When I tried to calm an angry classmate, he said "shut up n****r!" I was shocked someone my age would use that word. Kids shouldn't learn to hate, they should learn to...

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When my wife and I were on the bus, and a man told us "Go back to your country!" the other passengers came to our aid. We thought he'd...

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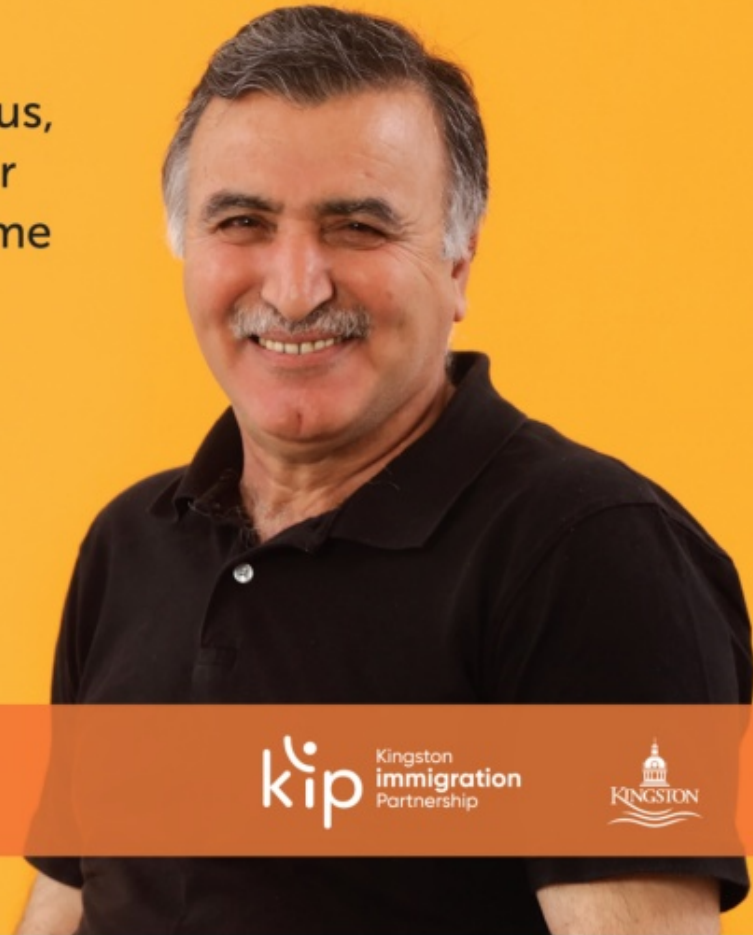


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EDUCATIONAL OPPORTUNITIES IN COLLABORATION WITH COMMUNITY PARTNERS AND EDUCATIONAL INSTITUTIONS

Workshop
in schools

Human
library

Cultural
competency
trainings



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