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# **Fostering Welcoming Communities in Moncton, Dieppe, and Riverview: A Report on Assets and Gaps in Newcomer Services**

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## **Fostering Welcoming Communities in Moncton, Dieppe, and Riverview:**

### **A Report on Assets and Gaps in Newcomer Services**

Keywords: welcoming communities, newcomers, municipal and local services, immigration and integration policies

In this study, we determine the assets and the gaps regarding the services offered to newcomers in the three cities of Greater Moncton, namely Moncton, Dieppe, and Riverview, as well as suggest recommendations contributing to a more inclusive community. Using the 17 characteristics of a welcoming community highlighted by Esses et al. (2010), we examine the strengths and weaknesses of existing service delivery for newcomers regarding each characteristic in Greater Moncton. We conducted our research in three different stages: compiling a comprehensive inventory of primary and secondary service providers in Greater Moncton, developing and conducting a bilingual survey for stakeholders based on the 17 characteristics of a welcoming community, and analyzing the survey data to determine the assets and gaps of current services using the NVivo software. Based on our results, we draw conclusions about the effectiveness of existing service delivery for newcomers in Greater Moncton and propose new tools and policy recommendations toward the creation of a welcoming community.

## INTRODUCTION

**Context:** Canada’s Atlantic provinces are experiencing population decline, ageing, and labour skills shortage. In 2016, the Canadian federal government launched the “Atlantic Growth Strategy” to spur economic growth, innovation, trade and investment in the region. Part of this strategy is the “Atlantic Immigration Pilot Program.” As an employer-driven program, it aims particularly to attract skilled foreign workers and recent international graduates. The Greater Moncton area is in a specific situation within the province of New Brunswick, having experienced a demographic growth and a rapid surge in immigration during the recent years. The economic sector of all three cities – Moncton, Dieppe, and Riverview – offers excellent initiatives and resources that are designed to help newcomers connect with the local labour market. However, the economy is only one of the many sectors that newcomers need to be well integrated with to successfully settle and develop a sense of belonging in their new communities. To better support newcomers to feel fully supported and integrated into their new home, the Greater Moncton Local Immigration Partnership (GMLIP) asked us to carry out a study to determine the assets and the gaps regarding the services offered to newcomers as well as contribute to the development of new tools so that Greater Moncton can become a more inclusive community for everyone.

**Objectives:** The three main objectives of this research are as follows:

1. Identify the stakeholders directly or indirectly involved in the reception and integration of newcomers as well as the services offered in the Greater Moncton area;
2. Assess the assets and gaps in service delivery in the Greater Moncton immigration ecosystem for welcoming communities;
3. Propose new tools and suggest policy and practice recommendations toward the creation of a welcoming community.

**Approach:** According to Victoria Esses et al. (2010), a “Welcoming Community” has two main dimensions. The spatial dimension refers to a physical location in Canada in which newcomers feel valued and their needs are served. The discursive dimension relates to the community agency and its collective willingness to engage in actions that facilitate the integration of newcomers. Therefore, a welcoming community consists of the mobilization of local stakeholders, who are dedicated to collectively meet the needs and promote the inclusion of newcomers in their geographic area. The development of robust collaborative governance mechanisms is necessary to reach these goals. Esses et al. identified 17 characteristics of a welcoming community. Even though the weight of each characteristic is specific to each local context, the attraction and the retention of newcomers depend on the identification and the removal of barriers to participation, the creation of a sense of belonging, adequate responses to individual needs, and services to newcomers that promote a complete integration.

**Methods:** In order to meet these objectives, we conducted this research in three different stages.

*First*, we compiled an inventory of primary and secondary service providers such as immigrant service providers organizations, universal, multicultural and ethnocultural associations, faith-based organizations as well as local governments, school boards, universities, embassies, businesses, chambers of commerce, health facilities or recreational and cultural venues. The inventory includes their contact information as well as the services they offer specifically to newcomers. In total, we recorded 132 contacts.

- *Second*, we developed a bilingual survey based on the 17 characteristics of a welcoming community developed by Esses et al. (2010). Our questions focused on the processes conducive to meeting the needs of newcomers as well as to promoting their inclusion and their integration. To put it simply, the more processes there are in place, the more welcoming your community is. At the end of the questionnaire, we added 8 open-ended questions to better understand the stakeholders' viewpoints on the assets and the gaps of the services dedicated to newcomers in Greater Moncton. We distributed our online survey to all the stakeholders included in our inventory (n=132) between November and December 2018. About 71 participants completed the survey (response rate = 53.79%). We analyzed the data using SurveyMonkey's data analysis tools. We supplemented the data collected from the survey by searching for the relevant information available on the organizations' public reports and websites as well as by using academic literature.
- *Third*, we analyzed the open-ended questions via the NVivo software to report which assets in service delivery to newcomers should be acknowledged and which gaps should be addressed.

The report is organized as follows:

1. Overview of the respondents
2. Assets and gaps' analysis of Greater Moncton's services to newcomers
3. Conclusion
4. Reference list

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## SECTION 1. OVERVIEW OF THE RESPONDENTS

As the first stage of our research project, we created an inventory of different primary and secondary service provider organizations in Moncton, Dieppe, and Riverview. The organizations in the inventory were sorted into different categories. These categories include business and employment networking organizations, children and youth organizations, education and language training organizations, embassies and consulates, ethnocultural associations, health facilities, immigrants' service provider and continuum organizations, governments, media, places of faith, recreational, cultural, and artistic programs and venues, transit organizations, and volunteering organizations. The inventory includes their contact information such as address, phone number, and social media as well as the services they offer specifically to newcomers. In total, the inventory consists of 132 contacts.

71 respondents participated (54% response rate) in our Welcoming Community survey. Below is the chart indicating the distribution of the types of organizations that responded. Since some stakeholder organizations, especially larger organizations comprised of a variety of departments, had more than one person participating in the survey, the total number of organizations is 48. We grouped these 48 organizations into 11 categories: family and community services, transit services, recreational, cultural, and artistic organizations and venues, places of faith, government organizations, immigrant service providers and continuum organizations, health facilities, ethnocultural organizations, education and language training organizations, children and youth organizations, and business and employment networking organizations (see Figure 1).

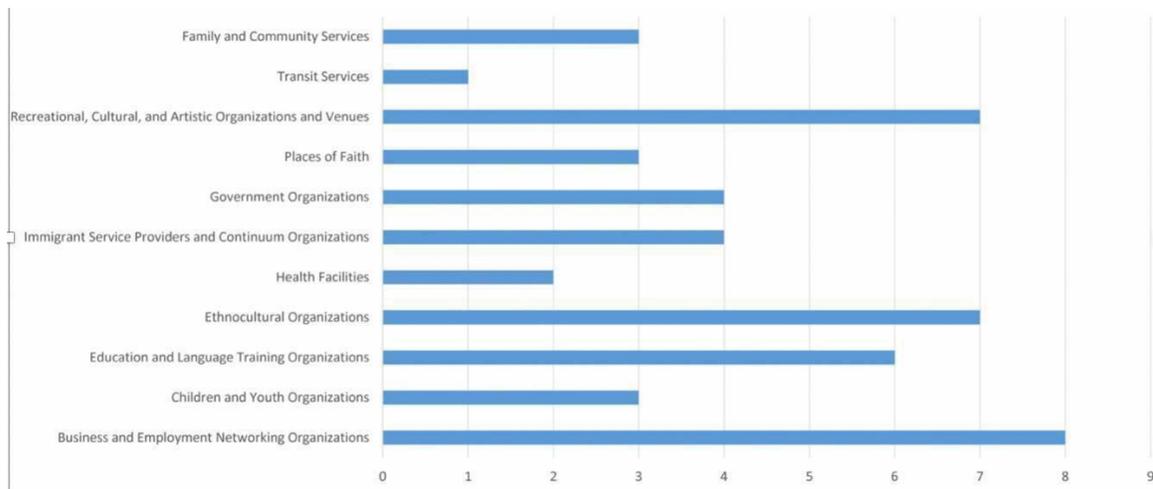


Figure 1: Respondent Organization Categories

Business and employment networking organizations had the highest response rates with 8 organizations responding to the survey.

## SECTION 2. ANALYSIS OF THE WELCOMING COMMUNITIES CHARACTERISTICS

Many stakeholders agreed that the size of Greater Moncton is an asset contributing to the Welcoming Community characteristics (see Figure 2). Greater Moncton Area is just the right size, neither too big nor too small, for newcomers to resettle. In addition to that, the bilingualism of New Brunswick serves as an asset attracting newcomers to choose Greater Moncton where they can access all services, including education, in both English and French. Respondents also mentioned the cultural diversity, the friendliness of people, the quality of life, and career networking opportunities for newcomers with local professionals as the assets to a Welcoming Community.



Figure 2: Most Significant Assets of Moncton, Riverview, and Dieppe, as a Welcoming Community

Despite the openness to different cultures, many respondents also acknowledge a lack of acceptance of newcomers by the local community. A respondent pointed out that Greater Moncton is a friendly community but not necessarily a welcoming one yet. Concerns raised throughout the survey include the mapping of services, language barriers and language services, foreign credential recognition, the valorization of non-Canadian work experience, housing, the lack of a single-entry program as well as some duplication of services (see Figure 3). The retention of immigrants is clearly seen as an area of concern throughout the survey.



delivered during exploratory visits, but also during recruitment activities outside of Canada, such as Destination Canada.

Q6 Does your organization provide timely information to newcomers prior to their arrival? Votre organisme fournit-il des informations pré-arrivée aux nouveaux arrivants ?

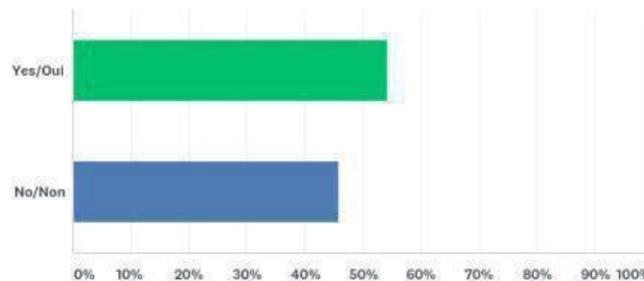


Figure 5: Percentage of Organizations Providing Pre-Arrival Employment Support

*Employment opportunities and services* are provided through strong institutional stakeholders and programs (such as services providers organizations, chambers of commerce, local government, etc.) but also through more informal channels. Some examples of informal support include ethnocultural organizations. For instance, the Chinese, Albanian, Congolese, and Russian communities in the Greater Moncton Area all mentioned offering immigration and employment advice to newcomers. The use of social media platforms such as “We Chat” and other online forums that are used by ethnocultural organizations and immigrant communities in this domain are important since newcomers use social media extensively to access information about local services and events. In fact, research shows that social media help newcomers, and notably young refugees, to navigate their settlement process, to improve their language skills as well as their knowledge of the host community, and even contribute to enhancing their sense of belonging (Veronis, Tabler & Ahmed, 2018).

Respondents also mentioned that *job fairs and networking events* are frequently hosted to connect newcomers, notably international students, with local employers and businesses. A good practice that encourages the hiring of newcomers is the Greater Moncton Chamber of Commerce’s annual Inclusive Hiring Award. 3+ /The Hive La Ruche of Greater Moncton also hosts Business Immigrant Mentorship Programs (BIMPs) in collaboration with local economic development agencies. These programs offer one-on-one mentoring to help immigrants integrate into the local business community and understand the local business culture, environment and regulations. Université de Moncton also offers a similar program that allows its students, both local and international, to meet graduates in their profession of interest. This program, “*programme Repères*,” was launched in 2005. Since then, more than 150 graduates are registered as official mentors.

Based on the survey results, the efforts made towards the *recognition of foreign credentials* and the *valorization of international work experiences* need to be improved, however. Both issues have been specifically mentioned as one of the most critical for newcomers (see Figure 21).

In order to fully tap into the potentials of newcomers and contribute to removing some of the most systemic barriers in terms of labour market integration (for both immigrants with licensed and non-regulated professions), Greater Moncton’s employers could benefit from a more proactive approach such as publicly committing to diversity and inclusion, implementing explicit recruitment strategies regarding to immigrants and refugees’ hiring, or enrolling managers in diversity and cultural sensitivity training programs (Fang et al. 2018).

**2. Fostering of Social Capital**

In general, fostering of *social capital* among newcomers can be considered an asset to Greater Moncton as the community boasts different types of community, multicultural, and social events. About 67.39 percent of respondents said that their organizations contribute to improving the social capital of newcomer populations (see Figure 6). One most notable event is the annual major welcome event called “Welcome to Moncton,” hosted by the City of Moncton to welcome newcomers of all backgrounds.

However, welcoming events or equivalent events needs to be accompanied by additional activities so they can be translated into social capital. Research shows that social capital does not equate to a resource unless it can be used for accessing knowledge or act as opportunities to access social positions (Anthias & Cederberg, 2009). Moreover, the lack of public transportation, limited resources to spend on social activities, and language barriers are the key challenges that prevent social interactions and bridging social capital (Drolet et al. 2018). From a welcoming community’s perspective, these challenges also need to be addressed by Greater Moncton stakeholders.

Some examples of the events where newcomers can foster their social capital are the free programs and activities hosted by the public libraries in the Greater Moncton area. Public libraries serve as safe public places where newcomers can build ties with individuals from other social groups and help them to feel like a part of the community. Survey respondents note that libraries services are in high demand by newcomers. Many of them significantly rely on free library programs. Nevertheless, it is noted that public libraries in Greater Moncton suffer from a lack of resources (see Figure 20). Supporting public libraries in their welcoming efforts is particularly important since newcomers are heavier users of public libraries (longer hours, more frequent visits, and use of a wider range of services) (see Shepherd et al. 2018).

Q47 Does your organization offer programs that encourage local community members and newcomers to reach out and connect with one another?/Votre organisme favorise-t-il les interactions entre les nouveaux arrivants et les membres de la communauté ?

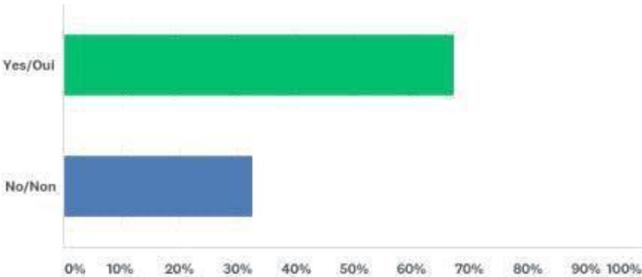


Figure 6: Percentage of Organizations Offering Opportunities to Foster Social Capital

### 3. Affordable and Suitable Housing

Housing ranks as a key factor when newcomers decide where to settle in Canada. In the Greater Moncton Area, housing is considered as one of the most important services (see Figure 19) and as one of the most important issues for newcomers in the next five years (see Figure 21). Having an affordable and suitable housing strategy is, therefore, part of any recruitment and retention strategy (Esses et al. 2010). There appear to be both strengths and weaknesses in terms of providing affordable and suitable housing for newcomers in the Greater Moncton Area.

Several organizations mentioned that they offer *housing information* to newcomers. Immigrant communities seem also very active in providing help in finding housing. For example, the Chinese Chamber of Commerce connects Chinese newcomers to Chinese-speaking realtors within the community. According to stakeholders' responses, international students also seem to enjoy suitable access to housing with their host institutions offering housing support.

In terms of *affordable housing*, the City of Moncton is currently undergoing an affordable housing study. Identifying housing challenges will provide useful information to develop adequate city planning strategies, including the offer of subsidized housing. This strategy should take into account the specificity of newcomers' housing needs. Newcomers tend to face more important financial challenges and refugees, in particular, have larger families. In the survey answers, except the fact that the New Brunswick Refugee Clinic refer their homeless clients to shelters in Moncton, very little is discussed in terms of addressing the housing needs for more vulnerable populations such as refugees.

Yet, among immigrants and refugees, homelessness more often takes the form of “hidden homelessness” (such as involuntary “doubling-up”, couch surfing, shelter use or sharing housing accommodation). Therefore, it is crucial to get more information regarding the scope of homelessness among immigrant and refugee population and their use of *shelters* in Greater Moncton. For instance, some respondents mention newcomers would have to specifically ask for information regarding shelters. Vulnerable persons, such as newcomer youth or women, might be reluctant to ask for help regarding such sensitive topics when information is not readily available. More accessible information might contribute to making existing programs such as the young mothers' housing wing in the YW Jean E. S. Irving Centre for Women and Children more well known among newcomers.

Q17 Does your organization offer newcomers with help and/or opportunities to access affordable and suitable housing? Votre organisme aide-t-il à trouver, ou offre-t-il des opportunités de logements adaptés et à faible coût ?

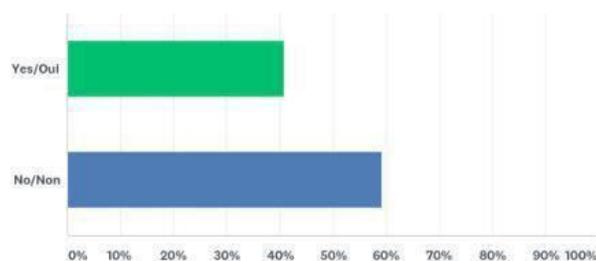


Figure 7: Percentage of Organizations Offering Housing Related Support to Newcomers

#### 4. Positive Attitudes toward Immigrants, Cultural Diversity, and the Presence of Newcomers in the Community

An overwhelming 93 percent of respondents answered that their organizations contribute to the positive attitudes toward immigrants, cultural diversity, and the presence of newcomers in the Greater Moncton community (see Figure 8). Based on the survey responses, the initiatives that are currently in place tend to be mostly focused on promoting “cultural diversity.” For instance, the cultural celebrations and festivals showcase the increasing diversity of Greater Moncton. A notable cultural celebration is “un pays un midi” by CAFi where individuals can learn about different cultures and connect with the immigrant population. Some countries that have been recently featured in “un pays un midi” include Vietnam, Mexico, and Morocco. Another program through which newcomers get the spotlight to showcase their stories is the Moncton LIP’s newcomer success stories. It gives the opportunity for residents to nominate newcomers who have made significant contributions to the Greater Moncton community.

While this is definitely a valuable asset for Greater Moncton, it also highlights the lack of initiatives directly addressing important issues including but not limited to racism, discrimination, and hate crimes.

It is recommended that the cities, along with stakeholders, implement strong *anti-racism initiatives and programs*, for instance through the Canadian Coalition of Municipalities Against Racism and Discrimination. One first step would be to research newcomers’ experiences. In many communities across Canada, newcomers feel that below the surface of one city’s openness to diversity, lay discrimination and racism that they experience whether at work, in stores, or at their children’s schools (George, Selimos & Ku, 2015).

Q48 Does your organization foster a positive attitude towards immigrants, cultural diversity, and the presence of newcomers in the community? Votre organisme favorise-t-il une attitude inclusive par rapport à la diversité culturelle et à la présence de nouveaux arrivants au sein de votre communauté ?

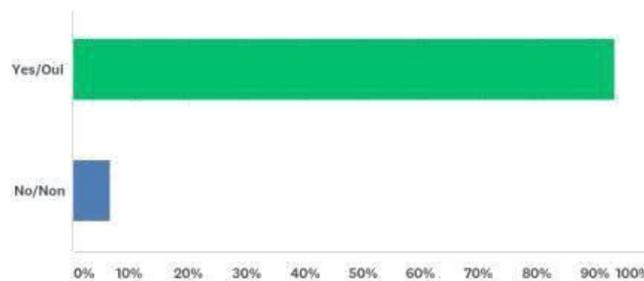


Figure 8: Percentage of Organizations Fostering Positive Attitude

## 5. Presence of Newcomer-Serving Agencies that Can Successfully Meet the Needs of Newcomers

Newcomer serving agencies play a key role in meeting the needs of newcomers in Greater Moncton and they are critical to fostering a sense of welcome for newcomers. However, as elsewhere in Canada, immigrant serving agencies face increasing challenges. The move away from core funding to short-term projects added *funding instability* and competition in the sector (Lowe, Richmond, and Shields, 2017). Enjoying stable funding is a challenge for newcomer-serving agencies, notably for smaller, ethnocultural and Francophone organizations (Fourot, 2018). In this context, service provider organizations need to diversify the sources of funding. This is why maintaining—or even increasing—the funding that is mentioned in the survey (by the Law Foundation of New Brunswick, the cities of Moncton, Dieppe, and Riverview, local companies and businesses) is crucial to the existence of a vibrant settlement sector.

In terms of *service delivery*, participants mentioned the lack of accessible and frequent transportation that might deter newcomers from accessing the resources available via the agencies. Locating information for newcomers in places where they could be readily accessed—such as city halls, community centers, schools or libraries—is a good practice: it enables organizations to reach out to many newcomers and to orient them toward the settlement services available in the community. A respondent suggested creating a map locating the services available for newcomers. Others recommended a single-entry point for all services.

One specific concern in this area relates to the services and programs dedicated to Francophone newcomers. Services offered in French seem to be less known in the Greater Moncton Area compared to other newcomer services.

Q52 Does your organization have innovative partnerships designed to locate services where they are especially likely to be accessed? Votre organisme a-t-il établi des partenariats innovants pour localiser les services aux endroits où ils sont le plus susceptibles d'être utilisés par les nouveaux arrivants ?

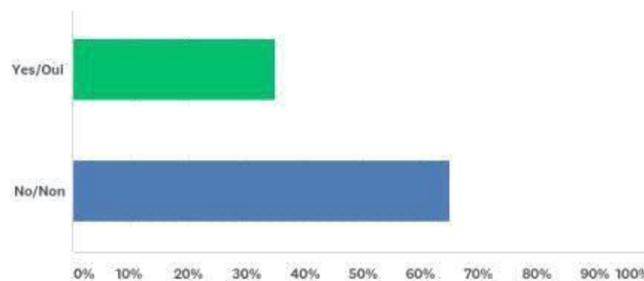


Figure 9: Percentage of Organizations that Have Innovative Partnerships Designed to Locate Services where They Are Especially Likely to be Accessed

## 6. Links between Main Actors Working toward Welcoming Communities

The main actor working toward Welcoming Communities in Moncton, Dieppe, and Riverview is the Greater Moncton Local Immigration Partnership (GMLIP). Through collaboration with the LIP, many local stakeholders ranging from ethnocultural organizations to local businesses get involved in addressing the needs of newcomers. From the survey responses, the links between main actors working toward welcoming communities seem to be an asset of Greater Moncton. More specifically, 64 percent of respondents mention a feeling of serving as a link between actors working toward welcoming communities (see Figure 10). Stakeholders value their participation within the GMLIP and in specific working groups (for instance the GMLIP francophone working group). In the open-ended questions at the end of the survey, several respondents mention collaboration among the different actors as an asset, suggesting that the GMLIP members feel included and engaged in the collaborative process (see Figure 2).

Q57 Does your organization serve as or provide (a) link(s) between main actors working toward welcoming communities? Votre organisme sert-il de passerelle entre les acteurs principaux impliqués dans la création de communautés accueillantes ?

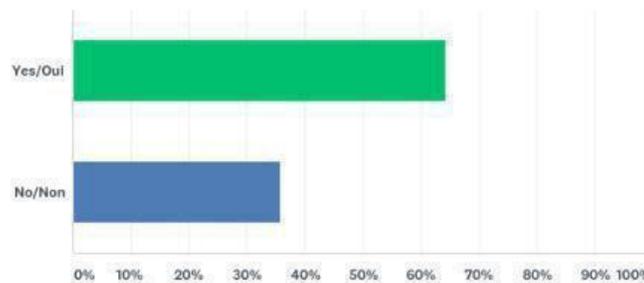


Figure 10: Percentage of Organizations Serving as Links between Main Actors Working toward Welcoming Communities

Other examples of collaboration between community organizations and governments include the organization of English as an Additional Language (EAL) summer camps for newcomers by the Anglophone School District East.

Nevertheless, some respondents mentioned that despite their willingness to promote collaboration and reduce competition, extra work might be necessary to create even more positive changes. We suggest the GMLIP sponsor additional research on *collaborative governance processes* specifically. Focus groups and/or interviews are usually the most suitable methods to understand collaborative governance opportunities and challenges (see Paquet and Andrew, 2012).

## 7. Municipal Features and Services Sensitive to the Presence and Needs of Newcomers

Proactive cities in immigration usually publicly recognize that they mandate in immigration. This is a fundamental aspect of becoming a welcoming community. The three cities have developed an *Immigration Strategy* and a *Social Inclusion Plan* currently in place. Municipal staff reported meeting often with newcomers and immigrant-serving agencies. Three municipal governments have created the GMLIP to support the development of multi-sectoral partnerships at the local community level. Such engagement can be considered as an asset toward the creation of a welcoming community.

*City planning* is key for ensuring that municipal governments are more responsive to newcomers' needs and interests. When asked about whether stakeholders contribute to the holistic planning of the municipal features and services sensitive to the presence and needs of newcomers, a gap emerges as only 32.5 percent said yes (see Figure 11). Housing, symbolic signage, and transportation are an important part of this process. We explore these topics in different subsections of the report (3, 10, 16).

Q62 Does your organization contribute to holistic planning, the coordination of all the main actors in the community, including social services, newcomer-serving agencies, and community leaders? Votre organisme contribue-t-il à une planification holistique, à une coordination de tous les acteurs principaux au sein de la communauté tels que les services sociaux, les agences desservant les nouveaux arrivants et les leaders de la communauté ?

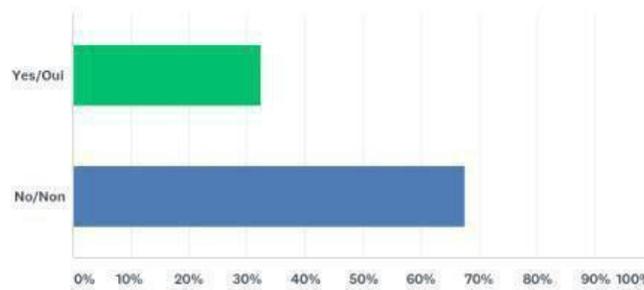


Figure 11: Percentages of Organizations Contributing to Holistic Planning

Finally, although the *Social Inclusion Plan* in Moncton identifies different areas of focus in order to improve the social insertion of newcomers, anti-racism is not included as one. Since 2017, the Cities of Moncton and Dieppe are members of the coalition of cities against racism, yet this fact is not readily accessible on either city's website. As of today, the City of Riverview is not a member of the coalition.

## 8. Educational Opportunities

Among the many “pull factors” explaining why newcomers would like to live in Canada, educational opportunities were one of the top five cited (Schellenberg & Maheux, 2007). In the Greater Moncton area, education is listed as one of the top two answers given by the respondents (see Figure 19).

Overall, the education sector seems to be an asset in Greater Moncton’s characteristics of a Welcoming Community. Based on our survey, *language assessments* appear to be accessible to newcomers. Respondents also declare that *French or English programs* are available to newcomers. In the bilingual context of Greater Moncton, people often need to have competitive language skills in both French and English (Traisnel & Violette, 2016). None of the respondents explicitly mentioned the delivery of programs in which newcomers could practice their second language (of the two official languages). The latter might be a specific aspect of linguistic service delivery to explore more in-depth since it was one of the main request organizations received from immigrants (Traisnel & Violette, 2016). According to our survey, Francophone newcomers, including international students, need to have better access to English classes.

Services that are less often offered include *equivalency training* such as General Educational Development (GED) programs for newcomers. Only two respondent organizations mentioned that they offered GED programs for newcomers. Some organizations are thinking of developing more high school equivalency training. Given the employment situation, efforts pertaining to better credential recognition are always welcome.

As Esses et al. (2010) noted, adults and youth have different needs in terms of education and training opportunities. According to our survey results, after-school programs were not very common in the Greater Moncton Area (see Figure 12). Instead, organizations delivered academic bridging programs at other times. Academic English Bridging Programs and French group classes are available for newcomers to become familiarized with the two official languages. In addition, MAGMA partners with district schools to offer Homework Hotspots

Q26 Does your organization offer after-school academic bridging programs?/Votre organisme offre-t-il des cours du soir pour favoriser l'intégration scolaire aux nouveaux arrivants ?

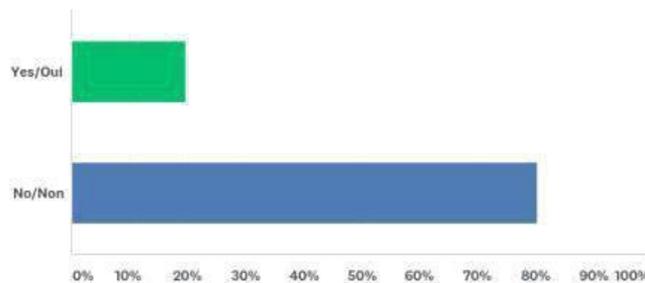


Figure 12: Percentage of Organizations Offering After-School Academic Bridging Programs

Moreover, there is a need for *more translators* and *interpreters* in general, and for the newcomer parents in particular. As for now, it seems that local schools and educators are mostly reliant on the availability of volunteer interpreters and translators. Research shows that volunteer interpreters are not sufficient, and children should not be used as interpreters of educator-parent conversations. Newcomer parents who are learning to speak French or English cannot communicate effectively with school employees without the support of *trained cultural brokers*, namely people who know the culture and language of the parents/guardians and are familiar with the specialized vocabulary used by educators (Ryerson, 2003). Anglophone and Francophone school boards could reach out to ethnocultural associations—based on the different ethnic groups represented in their schools—to create “welcoming groups” that connect with newcomer families. Then, they could organize workshops to prepare newcomer parents to participate in their children’s education. These workshops could be developed by the Faculty of Education’s professors in Moncton and New Brunswick. Workshops should be delivered in the parents’ first language. Other potential programs could focus on school personnel in order to help develop stronger relationships and work more effectively with newcomer families.

Finally, several respondents answered throughout this section that their organizations practice “non-discrimination” when they are asked about whether their educational practices are “inclusive.” Inclusion is not just tolerance and non-discrimination. In order to be fully inclusive of newcomers, deliberate efforts and initiatives are needed. Identifying the reasons for potential lower academic achievement is the first step that educational institutions could take, so they could *remove barriers* to student success (Esses et al. 2010).

## **9. Accessible and Suitable Health Care**

Survey’s respondents considered the health care sector as one of the most important services for newcomers (see Figure 19). It can be considered as both an asset and a gap for Greater Moncton’s Welcoming Communities Initiative. In terms of assets, the Greater Moncton area enjoys two large hospitals and multiple clinics. Regarding specific categories of newcomers, the Moncton Primary Health Care clinic has been serving refugees since 2016. International students at Université de Moncton seem to enjoy a variety of health care facilities ranging from doctors and counselors on campus to affordable health care and insurance.

Effective healthcare services require the *provision of culturally sensitive care services*. MAGMA mentioned to be offering such type of training to healthcare professionals. Inspiring practices in this area also include partnering with universities and religious organizations to make sure health care professionals are aware of and sensitive to cultural diversity and that they provide services in a culturally sensitive manner. Patients need to benefit from the services of spiritual care providers in health facilities. Spiritual support and services are indeed listed as some of the most used services (See Figure 20).

Effective healthcare system also requires *bilingual* services as well as *interpretation and translation services*. This needs serious attention since language is one of the most crucial barriers to accessing healthcare. Greater Moncton's healthcare services are available in both English and French. In addition, through the provincial Tele-Care 811 information line, residents can have access to free and confidential health advice from bilingual registered nurses 24 hours a day, 365 days a year. However, some respondents from the health care sector in Moncton reiterated the concern that language barriers and a lack of translators remain the most difficult challenges in providing adequate healthcare (see Figure 20). Inspiring practices that Greater Moncton can envision its future service provisions include the Calgary Health Region that developed an Interpretation and Translation Services Unit seeking to meet communication needs between patients and health care providers. Certified Health Care interpreters are available free of charge to ensure that patients receive high-quality services (Esses et al. 2010: 61).

## **10. Available and Accessible Public Transit**

Public transit is crucial because it affects peoples' ability to get to work and to access services. Recent immigrants and newcomers who are not in the labour force are more likely to rely on public transportation. In terms of *accessibility*, Codiac Transpo is the transit company that connects the Greater Moncton Area. The transit system is funded by the three cities, Moncton, Dieppe, and Riverview. According to its website, Codiac Transpo offers free transit orientation sessions that newcomers can attend. However, there was no information on whether any of these sessions would be offered in a language other than English or French.

In terms of *affordability*, the three cities are offering subsidized tickets to three community agencies (the United Way, the YMCA of Greater Moncton and the Food Depot) for low-income residents. Although the cities do not provide free or reduced-priced transit passes specifically for newcomer populations, newcomers can benefit from these passes. There are a few other organizations that help newcomers become familiarized with the transit system or provide alternative transit opportunities. For example, MAGMA provides navigation advice to newcomers and delivers cross-cultural training to transport organizations. In addition, two MAGMA vans are available for client use. The Volunteer Centre of Southeast NB has a volunteer driver program for medical appointments and visits to the food bank. For students living outside a 2.4 km circumference of the school, the Anglophone School District East offers bus transportation. The Francophone School District South also offers school bus services to students in Moncton and Dieppe school districts.<sup>1</sup>

One specific gap in this area is the *lack of transit consideration* when developing new public facilities and commercial projects. As a key element of city planning, some respondents deplore that they are not involved in such developments (see Figure 13). Transportation is also one element frequently mentioned in the open-ended questions at the end of the survey: some respondents deplore the infrequency of public transportation.

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<sup>1</sup> Upon meeting at least one of the following circumstances: (1) a student lives more than 1 km from school if he or she is in kindergarten to grade 5 and 1.5 km if he or she is attending grade 6

Q43 Does your organization take transit into consideration when developing new public facilities and commercial projects? Votre organisme prend-il en compte les transports en commun lors du développement d'espaces publics et de projets commerciaux ?

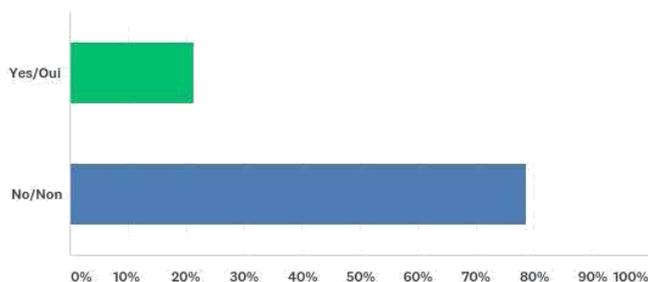


Figure 13: Percentage of Organizations that Considers Transit When Developing New Public Facilities and Commercial Projects

### 11. Presence of Diverse Religious Organizations

Diverse religious organizations are present throughout the Greater Moncton Area, offering places of worship to newcomers of various religious backgrounds. The City of Moncton particularly acknowledges the help of the Moncton Muslim Association in the recent resettlement of Syrian Refugees and recognizes that religious organizations play an integral *role in newcomer integration*.

In turn, municipalities are also key actors in facilitating religious organizations' needs. This is particularly important since places of worship play other important roles in addition to providing a space for religious observance. Many of them provide libraries or space for social or educational activities and they can be used as sites for information sessions (Fourot, 2009). *Culturally sensitive urban planning* is therefore crucial in meeting those needs (appropriately zoned properties, burial preparation, cemeteries, parking spaces, road traffic, architectural issues, etc.).

Among all religious organizations invited to take the survey, only three responded. Therefore, the assessment remains limited on whether the current presence of diverse religious organizations can be considered as an asset or a gap in Greater Moncton. However there seems that more *interfaith events* or collaboration efforts among religious organizations could be beneficial, notably to share space or to secure more support.

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to 12, (2) a student resides in an area identified as unsafe by the school district, and (3) a student has special needs.

## 12. Social Engagement Opportunities

According to our survey results, there are plenty of opportunities for newcomers to engage in their new cities through *volunteerism* with different types of organizations (see Figure 14). A stakeholder particularly noted the important role volunteerism plays in newcomers' lives as follows, "We **usually will accept newcomer who wants to volunteer ... because we understand it can be the first step toward integration, establishing relationships in the community and providing a local reference for job opportunities.**"

In addition to volunteer opportunities, stakeholders in the Greater Moncton Area also recognize the *contribution of newcomers to the community*. For instance, the Chinese Chamber of Commerce gives out certificates and the Anglophone School District East gives participation awards to the international students. The Greater Moncton Local Immigration Partnership (GMLIP) also acknowledges the contribution of newcomers to the local community via the newcomer success stories featured on its website.

To facilitate opportunities for local organizations to *engage in cultural celebrations*, the City of Moncton offers funding to ethnocultural associations through the arts and culture grant and the immigration grant. Examples of past cultural festivals and celebrations in Greater Moncton include *Semaine Internationale* and *Soirée Internationale* at Université de Moncton, Asian Heritage Month, Black History Month, Refugee Day, Multiculturalism Day, and the Mosaïq Multicultural Festival. A list of annual multiculturalism and immigration events has been proposed by Traisnel and Violette (2016).

Q64 Does your organization offer social engagement opportunities for newcomers? Votre organisme donne-t-il l'opportunité aux nouveaux arrivants de s'impliquer socialement ?

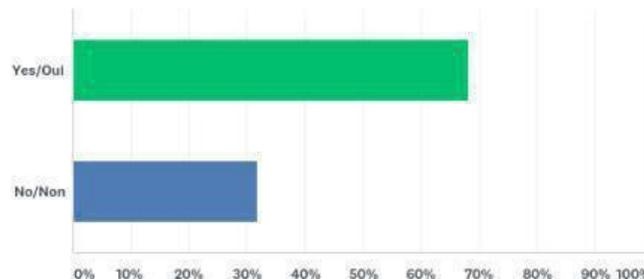


Figure 14: Percentage of Organizations Offering Social Engagement Opportunities

## 13. Political Participation Opportunities

Political participation opportunities are central for newcomers, notably because they have limited citizenship rights prior to their naturalization. According to the survey responses, only 20 percent of the respondents said that they provide political participation opportunities for newcomers (see Figure 15). In general, there are no specific programs to increase the political participation of newcomers in the Greater Moncton Area. An exception is the City of Dieppe's Participatory Budget, which allows every resident of Dieppe over the age of 12 to vote. This lack of political participation opportunities needs to be addressed. For instance, stakeholders could organize workshops to encourage newcomers to take part in municipal politics.

Q68 Does your organization offer political participation opportunities for newcomers? Votre organisme donne-t-il la possibilité aux nouveaux arrivants de participer à la vie politique ?

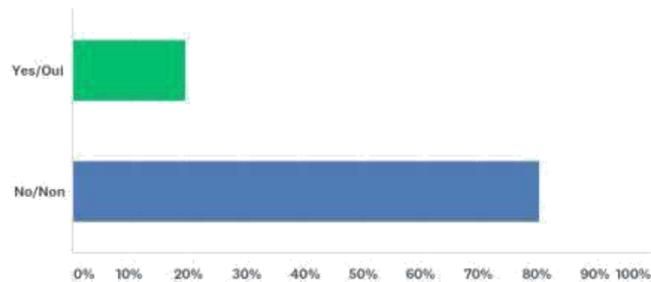


Figure 15: Percentage of Organizations Offering Political Participation Opportunities

#### 14. Positive Relationships with the Police and the Justice System

Providing easy access to legal information is important so that newcomers can understand their rights regarding issues such as tenancy and employment. Access to legal services and help in navigating the legal system is listed as one of the most important services used by newcomers. Legal information needs to be distributed in places frequently visited by newcomers and should be translated into several languages.

Police services, newcomer-serving agencies, and school boards have developed collaboration practices. For instance, the RCMP currently sits on the MAGMA's board and this has helped the organization develop a strong working relationship with the police. MAGMA has also provided cultural sensitivity and diversity training to the RCMP. Another example includes the Anglophone School District East ASD-E who regularly invites police officers to give talks at the school and collaborate on specific student education programs such as stranger danger.

However, according to the RCMP detachment website and the survey responses from different organizations, there appears to be no specific local police program targeting racism, hate crimes, or relations with newcomers.

#### 15. Safety

As Esses et al. note (2010: 82), safety is a key aspect of quality of life that attract many newcomers. The safety of newcomers in the Greater Moncton Area seems to be adequate. Well-functioning safety programs do exist for the general public (notably in schools) including newcomers residing in the area, such as the bicycle safety program with the local police. However, some respondents fear that hate crimes based on the fear of unknown might be more frequent in the near future as the population of Greater Moncton diversifies. The Greater Moncton Area needs to develop specific anti-racism and anti-discrimination strategies.

## 16. Opportunities for Use of Public Space and Recreation Facilities

This sector can be considered as an asset for Greater Moncton in terms of Welcoming Communities Characteristics. Based on our survey answers, newcomers can enjoy *diverse recreational activities*. For instance, according to the Greater Moncton Chinese Chamber of Commerce, there is a Chinese school which provides a wide range of Chinese culture classes such as language classes, Taiji classes, and Chess classes. The organization also hosts its own Chinese books donation program so that newcomer children would have Chinese books to read. In addition, it collaborates with the Moncton Public Library, offering regular Chinese story time. The three cities and their public libraries are also very active in this area. The Moncton Public Library alone provided more than 1,900 free library programs in 2017. *Affordable recreation programs* are available through the City of Moncton which helps subsidize activities for children. In terms of *urban planning*, however, the three municipalities need to be more representative of the diversity of their communities, not only through visible symbols across the cities but also—and this is even more important—by including newcomers in the planning process.

Q84 Does your organization offer opportunities for the use of public space and recreation facilities? Votre organisme offre-t-il des opportunités de profiter d'espaces publics et d'installation récréatives ?

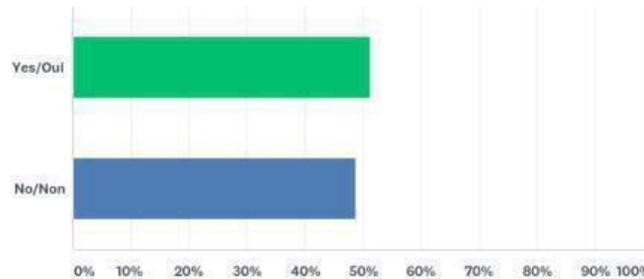


Figure 16: Percentage of Organizations Offering Opportunities for the Use of Public Space and Recreation Facilities

## 17. Favorable Media Coverage and Representation

Local media are “storytellers of neighborhoods,” they create local identities in ways that define who does or does not belong (George & Selimos, 2018: 8). In other words, they shape the context of welcoming (Esses et al. 2010). Local actors can, in return, shape the content of local media. In Greater Moncton, a majority of respondents declared to contribute to the favorable media coverage of newcomers (see Figure 17).

Q89 Does your organization contribute to the favorable media coverage and representation of newcomers? Votre organisme contribue-t-il à une représentation favorable des nouveaux arrivants dans les médias ?

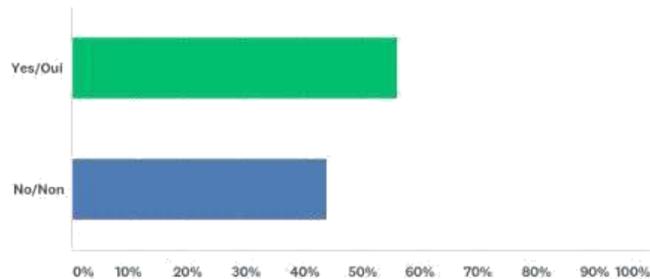


Figure 17: Percentage of Organizations Contributing to the Favorable Media Coverage and Representation of Newcomers

However, more than 75 percent of respondents do not have processes to specifically challenge negative media coverage (see Figure 18). This is an avenue that needs to be explored in Greater Moncton.

Q90 Does your organization have processes that encourage communities to challenge negative media coverage of newcomers? Votre organisme donne-t-il les moyens de contester une couverture médiatique négative des nouveaux arrivants ?

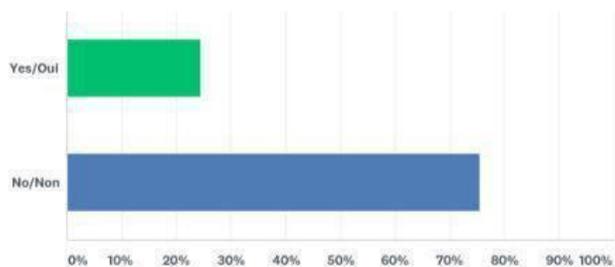


Figure 18: Percentage of Organizations with Processes that Encourage Communities to Challenge Negative Media Coverage of Newcomers

As recommended by the Federation of Canadian Municipalities (FCM, 2017) municipal leaders may use their influence to show support to immigrants and refugees in writing opinion pieces for local papers, speaking to the press and using social media. This support should not be limited to certain types of immigrants, such as those with the capacity to enhance the Greater Moncton economic revitalization. Because certain groups already receive disproportionate negative coverage in the news (refugees, Muslim newcomers, etc.), challenging these representations should be receiving a particular effort. Previous research shows that negative media coverage affects newcomers' sense of wellbeing as well as a sense of belonging (Esses et al. 2010: 91). A weak sense of belonging can lead to poor retention rates. In Windsor, LIP participants developed a model for media engagement. They created a working group within the LIP to monitor local media, write editorials about immigrant issues, and feed positive stories to the local press (George & Selimos, 2018: 8).

We contacted four major local media outlets based in the cities of Moncton, Dieppe, and Riverview. However, there is no response from any of the organizations.

## CONCLUSION: LOOKING FORWARDS

When asked about which types of services are most important for newcomers to Greater Moncton, respondents listed employment, education, integration, health, language training, and housing as the most important services at the moment (see Figure 19).



Figure 19: Types of Services Most Important for Newcomers to Greater Moncton







Figure 23: Services Stakeholders Would Like to Offer in the Future

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