

MANITOBANS:
**COVID-19
DOESN'T**
DISCRIMINATE.
NOR SHOULD
YOU!



#DontDiscriminateMB

  **@DontDiscriminateMB**



Immigration
Partnership
Winnipeg

Organizing a COVID-19 Anti-Racism Campaign in Manitoba

Presenters

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Immigration Partnership Winnipeg

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Community Development Worker,
City of Winnipeg

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Identify the Issue



Asian Heritage Society of
Manitoba

Reporting of racist and discriminatory incidents in Manitoba

Yenny Trinh

Asian Heritage Society of Manitoba

- In 2002, the Government of Canada officially recognized the month of May as Asian Heritage Month.
- In Manitoba, our working board consists of representatives from the Chinese, Filipino, Indian, Indo-Chinese, Japanese, Korean, Malaysian, Singapore, Sri Lankan, and Vietnamese communities.
- The Society works diligently to facilitate events that bring performers and artists, in a variety of disciplines and cultures, together. Similar festivities are held nationwide to celebrate Asian culture, arts, and heritage.
- The Society also serves to recognize the contributions of Asian Canadians to Canadian culture.



Racist and Discriminatory Incidents Reporting – Background

- Incidents were verbally reported to our members, friends of members, and media
 - ▢ Stories of shunning, aggressive looks, whispered comments, and assault
- Across Canada, COVID-19 Anti-Racism campaigns were organized
 - ▢ Incident reporting lines were established as part of the campaigns
- Asian Heritage Society of Manitoba worked with Immigration Partnership Winnipeg in its campaign to fight COVID-19 racism in Manitoba
- The Society's incident reporting is available – asianheritagemanitoba.ca – launched April 2020



Racist and Discriminatory Incidents Reporting

Requested Information:

- Name, place, and date of incident
- Type(s) of discrimination
- Witness information
- Reporting to a third party (and/or police)



Brought Partners to the Table

Immigration Partnership Winnipeg

A local immigration partnership that seeks to make Winnipeg a more welcoming and inclusive city.



Civic Engagement and Inclusion Sector Table

An action-orientated group of community members and organizations that is dedicated to raising awareness of newcomer barriers and contributions to the community, explore opportunities for newcomer participation in civic life and bring newcomer voices to decision makers.



COVID-19 Anti-Racism Working Group

A group established to develop and implement the COVID-19 Anti-Racism Campaign.



Established the Campaign Purpose and Objectives

Due to the increasing acts of racism, discrimination, and xenophobia experienced by Asian community members, other racialized groups, and newcomers in Manitoba, Immigration Partnership Winnipeg in partnership with many community organizations launched the campaign **"Manitobans: COVID-19 Doesn't Discriminate. Nor Should You!" (Manitobain(e)s, La COVID-19 ne discrimine pas. Vous non plus !)**

Objectives

- Bring awareness of the racism, discrimination and xenophobia experienced by Asian community members, other racialized groups and newcomers due to COVID-19, while condemning the association of COVID-19 with any ethnic or racial group;
- Provide information and tools for these community groups and the general public to stay safe and respond to acts of racism, discrimination and xenophobia; and
- Highlight the key role many of these community members play in Manitoba's response to COVID-19 as essential workers



Picked Our Original Campaign Actions

- **Poster Campaign:** Disseminate posters in (English or French) to organizations and businesses across the province
- **Resource Development:** Develop and share resources for responding to racism and discrimination for both for those who experience it and those who witness it.
- **Educational Events:** Host events related COVID-19 and racism.
- **Social Media Challenge:** our #EssentialinMB social media campaign highlights newcomers/immigrants/refugees who are front-line workers and essential to Manitoba's response to COVID-19.

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Developed a Communications Plan



Our Campaign Communications Plan

- 1. Developed Campaign “Brand”**
- 2. Developed Social Media Accounts**
- 3. Developed a Webpage**
- 4. Reached out to Other Community Partners for Support**
- 5. Translate Key Campaign Information**
- 6. Hosted a Campaign Media Launch**

Campaign Partners

- Social Planning Council of Winnipeg
- Manitoba Association of Newcomer Serving Organizations
- Pembina Valley Local Immigration Partnership
- Ethnocultural Council of Manitoba- Stronger Together
- Réseau en Immigration Francophone du Manitoba
- Manitoba Association of Rights and Liberties
- CUPE Manitoba
- City of Winnipeg
- Portage Community Revitalization Corporation
- Brandon Renewal Corporation
- Eastman Region Immigration Partnership
- Eastman Immigrant Services
- Regional Connections
- Portage la Prairie Immigration Partnership
- Immigrant Centre Manitoba Inc.
- SEED Winnipeg
- Canadian Muslim Women's Institute
- Success Skills Centre
- NEEDS Centre
- New Journey Housing
- The Salvation Army
- Islamic Social Services Association
- S.H.A.D.E. (Safe Housing And Directed Empowerment) Inc.
- West Central Women's Resource Centre
- Manitoba Possible
- Immigrant and Refugee Community Organization of Manitoba (IRCOM)
- Asian Heritage Society of Manitoba
- English Online
- Manitoba Public Health Association
- Bioscience Association of Manitoba
- Neepawa and Area Immigrant Settlement Services
- Oyate Tipi Cumini Yape Inc.
- Mosaic Newcomer Family Resource Network
- Westman Immigrant Services
- Sexuality Education Resource Centre
- Eriko Tsuchi
- Knox United Church
- Circles of Reconciliation
- TESL MB
- Eastern Manitoba Broad Alliance for Cultural Enrichment (EMBrACE)
- Family Dynamics
- Russell & District Chamber of Commerce
- Manitoba Interfaith Immigration Council Inc. (Welcome Place)
- Opportunities for Employment (OFE)
- A & O: Support Services for Older Adults
- The Hive Climbing and FitnessAulneau
- Renewal Centre
- Athletics Manitoba
- Roots Hub
- Archwood 55 Plus Inc.
- Healthy Aging Resource Team
- Rainbow Resource Centre
- Garden City Community Centre/Seven Oaks Arena
- Norwest Youth Hub
- Holy Cross School
- U Multicultural

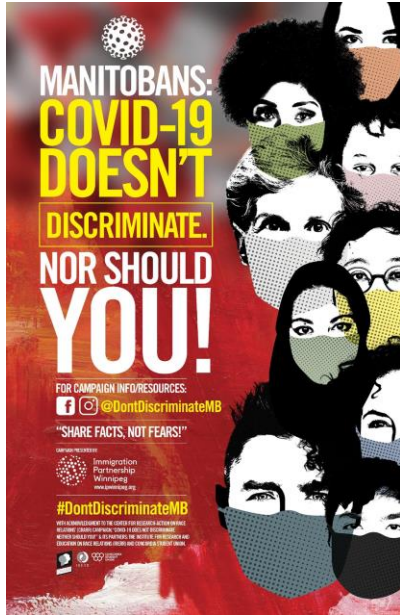


Community and Government Partnerships

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Started Implementing Actions

Poster Campaign



- Over 450 Posters distributed to over 90 community organizations, health centres, grocery stores, businesses, assisted living facilities, MLA offices and schools
- Posters have been distributed to communities across Manitoba such as: Winnipeg, Portage La Prairie, Brandon, Russel, Neepawa, Steinbach and Churchill.
- Used Google Forms and working group members to deliver

#EssentialinMB Social Media Challenge



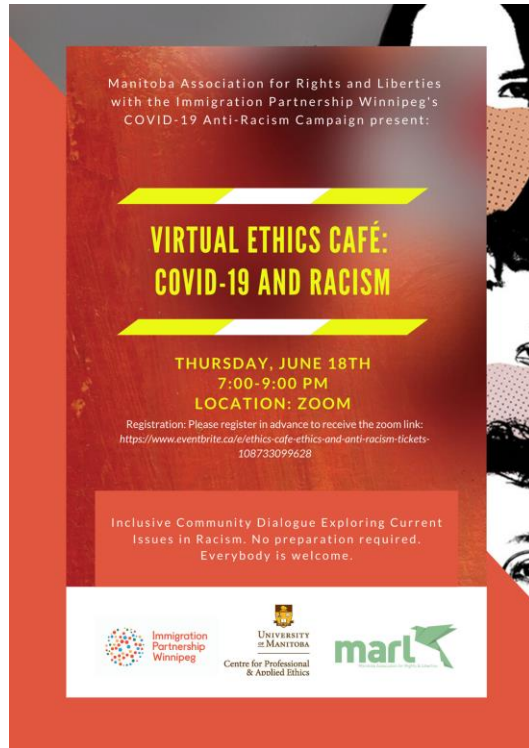
Educational Initiatives

- Ethics Cafe (Virtual & Blog)
- Handouts & Information Sheets (printed & electronic)
- Lunch and Learns (In person)

First Planned Campaign Event

Virtual Ethics Café

In partnership with the Manitoba Association of Rights and Liberties we planned to host a virtual ethics café to have an inclusive community dialogue on COVID-19 and racism.

The poster is for a virtual ethics café event. It features a red background with a stylized graphic of a person's face on the right side. The text is white and yellow. At the top, it says "Manitoba Association for Rights and Liberties with the Immigration Partnership Winnipeg's COVID-19 Anti-Racism Campaign present:". Below that, the title "VIRTUAL ETHICS CAFÉ: COVID-19 AND RACISM" is in yellow. The date and time are "THURSDAY, JUNE 18TH 7:00-9:00 PM" and the location is "LOCATION: ZOOM". Registration information is provided: "Registration: Please register in advance to receive the zoom link: https://www.eventbrite.ca/e/ethics-cafe-ethics-and-anti-racism-tickets-108733099628". A statement of inclusivity follows: "Inclusive Community Dialogue Exploring Current Issues in Racism. No preparation required. Everybody is welcome." At the bottom, there are logos for the Immigration Partnership Winnipeg, the University of Manitoba Centre for Professional & Applied Ethics, and marl (Manitoba Association of Rights and Liberties).

Manitoba Association for Rights and Liberties
with the Immigration Partnership Winnipeg's
COVID-19 Anti-Racism Campaign present:

**VIRTUAL ETHICS CAFÉ:
COVID-19 AND RACISM**

**THURSDAY, JUNE 18TH
7:00-9:00 PM
LOCATION: ZOOM**

Registration: Please register in advance to receive the zoom link:
<https://www.eventbrite.ca/e/ethics-cafe-ethics-and-anti-racism-tickets-108733099628>

Inclusive Community Dialogue Exploring Current
Issues in Racism. No preparation required.
Everybody is welcome.

Immigration
Partnership
Winnipeg

UNIVERSITY
OF MANITOBA
Centre for Professional
& Applied Ethics

marl
Manitoba Association of Rights and Liberties

Ethics Cafe- June 18, 2020

3 topics:

1. Racism directed to the Asian community.
2. First Nations safety in Northern Manitoba
3. Defunding the Police

Blog Posts:

<http://www.marl.mb.ca/pages/176-blog>

Lunch and Learns

- These events were held over the lunch hour in a number of parks around the city.
- Circle format to provided opportunities to network.
- Reached out to a number of different communities to share their experiences.
- Opportunity to let individuals gather together in a socially distanced environment.
- Provided councilors for support.

Lunch and Learns

- What is Reconciliation?
- Racism is a virus
- Public Response to Racism
- Anti-Racism Training

Example of a question

- *Some activists have recently called on cities to defund or disband police departments and replace them with other forms of public safety structures.*
- *Do you agree the police should be defunded or disbanded, or could they be reformed in some other way? If so, how?*

Campaign Resources

MYTH
Calling COVID-19 the “Chinese virus,” “Wuhan virus,” and “Kung flu” is funny or accurate, not offensive.

TRUTH
Viruses are NOT named after their presumed places of origin. Doing so causes unnecessary effects, such as discrimination and stigmatization, on nations, people, and economies. The World Health Organization names viruses based on generic descriptive terms, such as the symptoms that the disease causes, how the disease manifests, and its severity or seasonality. If the pathogen that causes the disease is known, it will be part of the disease name, such as coronavirus in CoronaVirus Disease 2019.

MYTH
All Hutterites have COVID-19.

TRUTH
Being a member of an ethnoreligious group is NOT a determinate of COVID-19. ALL individuals no matter their race, ethnicity or religion are susceptible in contracting the disease. While there have been COVID-19 clusters in some Hutterite colonies in Western Canada, there have mainly been cases of COVID-19 across Western Canada in non-Hutterite communities. Refusing service, stigmatizing, and blaming Hutterites because of COVID-19 is a form of discrimination.

MYTH
Black individuals are immune to COVID-19.

TRUTH
According to the John Hopkins University Bloomberg School of Public Health, there is NO truth to claims that any race is immune to the novel coronavirus. Everyone is at risk of contracting the virus no matter their race.

MYTH
Immigrants are the carriers of Covid-19

TRUTH
Everyone is capable of being a carrier of COVID-19. Many cases show that community transmission of people who have not travelled have become hotspots of COVID-19 cases. Assuming immigrants are carriers of COVID-19 is based on fear and scapegoating and leads to xenophobic discrimination against immigrants.

- **Steps to Responding to Racism** (English, French, Chinese, Vietnamese, Arabic, Tagalog)
- **Debunking Racist COVID-19 Myths** (English and French)
- **Tips for Victims of Hate Crimes** (English, French, Chinese, Vietnamese, Tagalog)
- **COVID-19 Anti-Racism Information Hub:** <https://www.ipwinnipeg.org/covid-19-and-anti-racism>

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Adapting the Campaign

Lack of Reporting

- A report released September 2020 by the Chinese Canadian National Council, EliminateHate.org and the Vancouver Asian Film Festival states there have been more than 600 incidents of anti-Asian racism in Canada since the onset of COVID-19
- In the report, Manitoba had only 1% of racist incidents
- Anecdotal evidence in Manitoba reveals there are a lot of unreported incidents
- For various reasons, people affected by the incidents and bystanders are not reporting
- Since our launch in April 2020, we had 1 incident reported



New Strategy to Supplement the Reporting Line

- Have friends and members obtain the info and assist in the filling of the forms
- Encourage the person affected to report via friends/trusted persons via texts, emails or phone calls
- Provide the forms to ally organizations in Manitoba to encourage wider reporting





A large crowd of protesters is gathered in front of a classical building with tall columns. Many people are holding up signs, including "BLACK LIVES MATTER", "I CAN'T BREATHE", "NOT JUST BLACK LIVES", and "WE ARE THE 99%". The scene is filled with the energy of a large-scale demonstration.

Other Initiatives

- Racism Trauma Counselling and Support Program
- Supporting other COVID-19 Anti-Racism campaigns (ie ACT2endracism and Status for All)
- ILikeHue Chats
- Anti-Racism Parenting Resources

**YOU MAY BE
ISOLATED
BUT RACIAL-DISCRIMINATION
IS NOT**

Racial Trauma Counselling & Support

Provides individuals with short-term one-on-one counselling sessions with a trauma-informed counsellor:

- Managing Emotional Triggers
- Develop healthy coping skills
- Mental wellbeing enhancement
- Interpersonnal cultural empowerment

For more information please call Charlene @ 204-982-1720 ext.201 or email counselling@elmwoodcre.ca

In partnership with Immigration Partnership Winnipeg Proudly funded by United Way Winnipeg & The Government of Canada

Campaign Events

- Anti-Racism Training
- Virtual Ethics Café
- Partnered on AMPAC's Conversations on Hate Event
- Supporting Those Who Have Experienced Racism Training
- Uniting Communities Against Racism Lunch and Learns



UPCOMING EVENTS **SAVE THE DATES**

As part of our COVID-19 Anti-Racism Campaign, we have partnered with various community organizations to host a variety of anti-racism events

Anti-Racism Training (Part 1)

In partnership with Elmwood Community Resource Centre

June 11, 2020 | 5:00-7:30PM | Zoom |

<https://www.facebook.com/events/713734722716823/>
Details: Open to the public to help participants understand racism, the root causes of racism, how it manifests, how to address racism, how to talk to your children about racism and other resource tips

Conversations on Hate

Organized by the Alberta Muslim Public Affairs Council

June 11, 2020 | 7:00-8:30PM | Zoom and Facebook Live |

<https://www.facebook.com/ampacinfo/>
Details: Open to the public, a former white supremacist, an Imam and a community leader discuss extremism, polarization and harassment

Virtual Ethics Café: COVID-19 and Racism

In partnership with the Manitoba Association for Rights and Liberties

June 18, 2020 | 7:00-9:00PM | Zoom |

Registration Details Coming Soon
Details: Open to the public as an inclusive community dialogue to discuss COVID-19 and racism

Anti-Racism Training (Part 2): Being an Effective Ally

In partnership with Elmwood Community Resource Centre

June 25, 2020 | 5:00-7:30PM | Zoom |

<https://www.facebook.com/events/260764098495028/>
Details: Open to the public to help allies understand the different types of racism, how/when to stand up against racism, intersectionality, privilege, advocacy tips and calls to action

Supporting Those Who Have Experienced Racism Training

In partnership with the Manitoba Association of Newcomer Serving Organizations and the organizers of the Strangers in New Homelands Conference

More Details Coming Soon

Details: Open to settlement service providers and ethnocultural leaders. This training will provide practical tools to be able to support community members who have experienced racism.

CHECK THE CAMPAIGN WEBSITE PAGE OR FACEBOOK FOR EVENT UPDATES

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Next Steps



Next Campaign Actions

- Social Determinants of Health Education and Awareness
- Advocacy for the development of evidence-informed policies to support BIPOC and newcomer communities
- Anti-Racism Work in Winnipeg

Questions

Immigration Partnership Winnipeg:

E-mail: Jessica Praznik: jpraznik@spcw.mb.ca

Website:

<https://www.ipwinnipeg.org/dontdiscriminatemb>

Manitoba Association for Rights & Liberties:

<http://www.marl.mb.ca/>

Asian Heritage Society of Manitoba

Asianheritagemanitoba.ca

Facebook: Asian Heritage Society of Manitoba

Instagram: [Asianheritagemanitoba_](#)

Twitter: [@AsianHeritageMB](#)



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Thank You



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