



# **Understanding and Addressing Changing Attitudes toward Migrants and Immigration in Canada**

**May 13, 2025**  
**Huda Hussein**

Co-led by:



Funded by:



Immigration, Refugees  
and Citizenship Canada

Financé par :

Immigration, Réfugiés  
et Citoyenneté Canada

# The London & Middlesex Local Immigration Partnership (LMLIP)

- Established in 2009, co-led by the City of London and a community member
- Funded by Immigration, Refugees and Citizenship Canada (IRCC)
- Five focus areas: Education, Employment, Health and wellbeing, Inclusion and civic engagement, Settlement
- Our mission: Strengthen the role of the community in serving and integrating immigrants and creating a more welcoming community



# Immigration Attitudes in Canada

- Public attitudes toward migrants and immigration in Canada have shown a noticeable decline in favourability (2024-2025)
- Concerns about continued public support for Canada's immigration program
- Impact on our ability to welcome, integrate, and benefit from immigrant contributions
- Local manifestation in London: misconceptions and unwelcoming environment.

# Our Response: I Am London

- Campaign created in 2013 to address dual challenges:
  - Host community misconceptions about immigrant contributions
  - Newcomers feeling unwelcome with limited opportunities
- I Am London was born to celebrate real people whose stories show the true face of immigration in our community.
- Designed to improve attitudes by highlighting real immigrant success stories

The logo for 'I Am London' features the word 'iam' in a lowercase, rounded font. The letter 'i' is purple, 'a' is red, and 'm' is red. Below it, the word 'london' is written in a larger, lowercase, rounded font in a solid green color.

iam  
london

# How We Do it

- The I Am London Work Group
  - Team of volunteers
- Early in the year:
  - Determine a relevant theme
  - Develop nomination forms in English and French
  - Open and promote nominations
- After nominations:
  - Select winners
  - Ensure proper representation on origin, age, gender, language



# Showtime!

- Summer
  - Record interviews with the faces of London
  - Volunteers: Interviewer, Photographer
- Fall
  - Campaign begins early September
  - Profiles release regularly, September – November
    - Combination of written profile and video clips
  - Early December: I Am London Celebration



# Responding to Community Needs

- Entrepreneurs (2019)
- Essential workers during COVID (2021)
- Muslim community members (2022) following the Afzaal family tragedy
- Immigrant artists (2024)
- "Chose to Stay" theme (2025)

I AM LONDON  2021 



#iamlondon  
@lmlip  
@londonmiddlesexlip  
www.iamlondonon.com

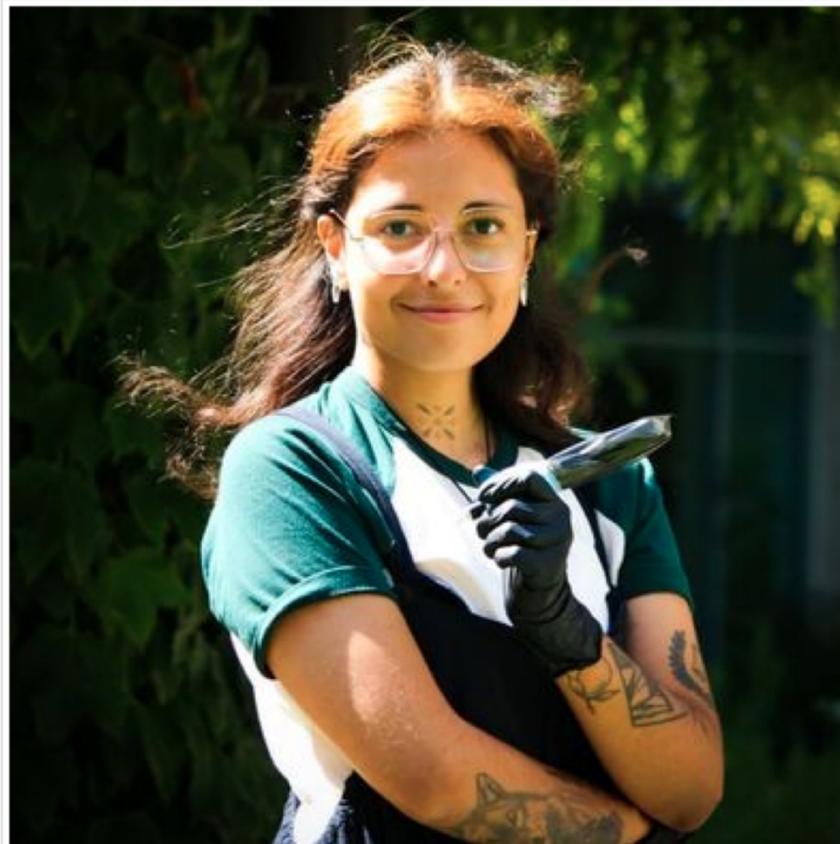
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# Why Stories Matter

- Personal stories change attitudes more effectively than statistics alone.
- One compelling human story can shift perceptions where data cannot.
- Moving from abstract policy to human reality.

## **Jules Gutierrez: 'Art crosses cultures and languages and unites people through the beauty of images, colours, and movement'**



The early years of Jules Gutierrez's life were disrupted by several traumatic events. In the late 1990's, when just four years old, they were traveling in a car with their father in their native Colombia when they were attacked. Her parents were active dissenters of the armed conflict in Colombia, and as a result, they were forced to flee seeking asylum in the USA. A few years later, the 9/11 attacks affected immigrants adversely, and once again they had to move. In 2003 they settled in Canada, choosing to stay in London, where there were resources to help families new to Canada.

After finishing school, Jules pursued a career in law, finishing their law studies and taking up work as a paralegal. They struggled with feeling like they did not belong, and it was during the Covid lockdown that they decided to focus on their art. They say, "I was done with making myself insignificant - making my immigrant identity small, making my Latin identity small, making my nonbinary identity small, my queer identity small. I wanted to live loud and proud for all my identities!"

# A Decade of Celebration

- From social media initiative in 2013 to annual celebration featuring over 90 individuals
- Social media engagement growth: Twitter +21%, Facebook +77%, campaign platforms +152%

I AM  
JE SUIS **LONDON**

2023

Celebrating immigrants' success stories

[iamlondon.com](http://iamlondon.com)



#IAmLondon

X @LMLIP

f @londonmiddlesexlip

@liplondonmiddlesex



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# Bringing Stories to Life

- Implementation channels:
- Social media platforms share stories and images
- Video documentation captures lasting testimonials
- Celebration event with certificates each December
- We work with immigrant-led organisations, faith communities, businesses, and educational institutions

# Be Part of the Story



- Individual: Ask newcomers about their stories. Share your own.
- Organisational: Spotlight immigrant contributions in your communications.
- When we celebrate immigrant success, we're building the future of London; a place where people choose to come, and more importantly, choose to stay.

# I am London – Platforms



- Visit: [iamlondonon.com](http://iamlondonon.com)
- Social Media
  - IG: [@liplondonmiddlesex](https://www.instagram.com/liplondonmiddlesex)
  - X: [@LMLIP](https://twitter.com/LMLIP)
  - Bluesky: [@lmlip.bsky.social](https://bsky.app/profile/lmlip.bsky.social)
  - FB: [londonmiddlesexlip](https://www.facebook.com/londonmiddlesexlip)