



2010-2011 MBC FUNDED DISSEMINATION PROJECTS

ABSTRACTS

TITLE: RESEARCH AND REAL PEOPLE

P.I.: HILDA SCHLOSAR, CENTRAL VANCOUVER ISLAND MULTICULTURAL SOCIETY

To spread the knowledge generated by research projects funded by MBC (and RIIM) in the last thirteen years, the Central Vancouver Island Multicultural Society (CVIMS) proposes a media outreach project. The goal of the media outreach project will be to connect different research projects to the real-life, personal stories of the immigrants who live in our community.

Selecting research projects that are pertinent to our region, such as *The Integration and Inclusion of Newcomers in British Columbia - Nov/2009*, or *Regionalization BC 2008: Regionalization and Rural Immigration in British Columbia - Aug/2009*, CVIMS will identify immigrants in the Central Island region whose personal experiences serve as an illustration of the research findings, or identify those who may have a unique perspective related to the findings of the research. We will arrange media interviews with local television or newsprint to connect the client's personal experience to the focus of the research project to confirm the findings. Building a personalized, "in your backyard" connection creates community interest, and subsequently draws attention to the research project, its findings and implications. Many academic research papers do not invite the interest of the community at large, however combined with media coverage of a human interest story, an effective tool to spread the knowledge about immigration, integration and diversity is created.

TITLE: INCREASING IMMIGRATION KNOWLEDGE BASE OF SOCIAL WORKERS IN BC

P.I.: PAMELA MILLER, BRITISH COLUMBIA ASSOCIATION OF SOCIAL WORKERS

Social workers across British Columbia are interested and in need of information to assist them in their work with immigrants. Using language familiar to those in the field, the work of Metropolis BC will be brought to the attention of social workers as well as students and faculty of social work and human service programs at universities in British Columbia. Recipients will be encouraged to share this information at their places of work and study in order to increase the number of persons who have access to it. Contact will be regularly maintained throughout the year of this project to facilitate name recognition of MBC, to familiarize social workers and others with data available to them in their work with immigrants, and to provide a link to resources for information and skills in this area. Opportunities to discuss research findings will be made available through an interactive blog for social workers, researchers and others in order to engage with each other. Other prospects for social networking will be utilized to offer multiple ways to engage with the information. The British Columbia Association of Social Workers communication tools will be utilized to offer additional ways to access information,

including through a teleconference, the annual province-wide conference and the organization's published magazine. A poster and flyer will also be created to promote MBC's website. The BCASW's Multicultural and Anti-Racism Committee will oversee this project, ensuring that it benefits from the committee's long and successful experience in this area of study.

TITLE: AMSSA RESEARCH CONNECTIONS E-SYMPOSIA - SERIES 2

P.I.: JENNIFER BASU, AFFILIATION OF MULTICULTURAL SOCIETIES AND SERVICE AGENCIES OF BC

AMSSA is BC's provincial association for community immigrant settlement and multicultural service organizations, with 75 member agencies. For this proposed MBC dissemination project, AMSSA will organize and deliver two research symposia, including in-person and province-wide "on-line" participation, engaging Simon Fraser University's *Media Design Group* to provide all technical aspects. Each symposium will be on a theme for which there is recent Metropolis research of relevance to BC frontline immigrant settlement and multiculturalism service providers and government staff. Each of the two-hour e-symposia will be on a specific theme, with two to three panelists presenting their research related to the defined e-symposium theme during the first hour. The second hour of each symposium will provide a venue for presenters to respond to questions from those attending in-person as well as from those participating via the Internet in communities throughout BC. The full e-symposium proceedings will be posted for subsequent viewing via Internet "streaming" through the AMSSA Research Connections website (www.amssa.org/arc).

In 2009 AMSSA delivered our first two AMSSA Research Connections E-Symposia through one-time provincial funding. We have determined a very effective approach with the SFU *Media Design Group* for facilitating broad participation using Internet and e-mail technologies, with an estimated total of 450-500 participants having logged on for the two 2009 AMSSA e-symposia from community agencies, government offices, and other local community venues in regions from Vancouver Island to Northern BC. AMSSA expects increased participation for the 2010 e-symposia, should this proposal be approved. From consultations with immigrant service providers in 2009, AMSSA has already identified topics for another two e-symposia, and will work with MBC staff to identify presenters.

TITLE: METROPOLIS BC TAKES THE SPOTLIGHT

P.I.: LISSA COWAN, KHANNA FEDINA GROUP, INC.

Our project, "Metropolis BC Takes the Spotlight," proposes a media outreach campaign that draws on traditional (e.g. TV, radio, newspapers and magazines) and online media (e.g. blogs, news sites) channels to attract more media coverage for Metropolis BC on a range of issues related to immigration and integration.

Our practical media strategy offers a valuable and cost-efficient way to disseminate research information gathered by Metropolis BC to a non-academic audience, including stakeholders, community groups, and the public. To that end, we propose a project that focuses on the following areas:

- a) Building relationships with Metropolis BC and local/national/international ethnic and mainstream media
- b) Connecting researchers to media and vice versa
- c) Developing a media-friendly page on Metropolis BC website listing recent media releases from partners and others, new research findings, downloadable fact sheets, and including names of domain

leaders, senior and junior researchers (MBC affiliates) willing to act as "experts" before media. This "Find MBC experts" list would include the researchers' areas of research, institution, department/faculty and languages spoken.

- d) Using multiple media channels to disseminate Metropolis BC research through media releases, pitches to TV, radio, newspaper and magazines and online media, directing media to media page on website.

In collaboration with Metropolis BC, we aim to highlight aspects of Metropolis BC's extensive body of research and help build its public profile as a forum for research on immigration and diversity issues affecting Canada and the Vancouver region.

TITLE: SPREADING THE WORD ON THE BENEFITS OF RURAL REFUGEE RESETTLEMENT

P.I.: SHAUNA JIMENEZ, EAST KOOTENAY FRIENDS OF BURMA

An extremely successful Rural Resettlement Pilot project was completed by the East Kootenay Friends of Burma during 2008, resulting in the resettlement of "high needs" Karen and Columbian JAS refugees to Kimberley, BC. The community members of Kimberley responded to these newcomers with overwhelming support and are now proud to share the findings and results of this project with the hope that other rural communities may be encouraged to mobilize and create similar projects within their communities. This project will create an awareness of the immense multitude of mutual benefits derived from welcoming newcomers into our rural communities.

Many MBC publications speak to the positive role for immigration in rural communities, underlining the need for newcomers to be genuinely welcome, able to find housing and employment as well as inclusion into social, cultural and civic networks. The valuable information drawn from MBC working papers and publications will be combined with educational materials and first voice experience from Kimberley community members and resettled refugees.

The benefits of this project noted by community residents of Kimberley BC include, increased employment opportunities for local residents, increased enrollment of students in public schools and the local college, economic growth, increased levels of volunteerism within the community, global educational awareness, an increased sense of community pride, commitment of local residents to build an inclusive and welcoming community for newcomers, bridging of community health and social service providers, and of course, the successful resettlement of our newcomers.

Through a series of presentations and workshops in 6 communities in rural British Columbia, this project will facilitate discussion involving community leaders, service providers and the general public focusing on how resettlement of refugees could benefit each of these communities.

**TITLE: NEIGHBOURHOOD CAFES ON THE COSTS AND CONSEQUENCES OF LOW-PAID
WORK FOR IMMIGRANTS AND THEIR FAMILIES IN GREATER VANCOUVER**

P.I.: JENNIFER CHUN, UNIVERSITY OF BRITISH COLUMBIA

This project aims to conduct community dialogues at the grassroots level on the costs and consequences of low-paid work for immigrants and their families in the Greater Vancouver area. Community dialogues will take the format of *neighbourhood cafés* in which the key research findings from the BC Metropolis working papers will be presented in a clear, accessible manner to community constituents and then serve as the basis of a broader discussion of the relationship of academic research to the everyday lives and realities of immigrants engaged in low-paid work. Given the correlation between low-paid work and an array of social and economic issues, MBC community fact sheets will be produced on the following topics: labour market disparities, barriers to job access and mobility, chronic poverty, educational inequity, racial and ethnic disadvantage, and barriers to civic and political participation. Neighbourhood cafés will be run by immigrants who are active participants in one of the following organizations: immigrant settlement organizations, neighbourhood houses, or labour unions. A guiding principle of the neighbourhood cafés is the development of research expertise and leadership skills among those individuals and communities most affected by low-paid work. Neighbourhood cafés will outreach to specific language and cultural groups, building on social networks and knowledge of grassroots facilitators. Targeted language groups include Afghani-, Chinese-, Punjabi-, Spanish-, Tagalog-, and Vietnamese-speakers. Neighbourhood cafés are part of a collaborative effort by researchers, community-based agencies, advocacy organizations and labour unions to promote healthy communities and families through research dissemination and public dialogue.