

# **ACTION PLAN**

**2020 - 2025**

# WELCOME AND INTRODUCTION

The Pembina Valley Local Immigration Partnership (PVLIP) is a collaborative community initiative dedicated to improving immigrant integration. PVLIP is regional in scope and includes 13 municipalities in the Pembina Valley region of southern Manitoba, including the communities of Winkler, Morden, Altona, and Carman. Action plan 2020-2025 identifies and aligns goals and objectives with the three priority areas identified by the PVLIP Local Partnership Council (LPC). This action plan is informed by the needs of newcomers as reported through research, the Immigrant Advisory Table (IAT), PVLIP consultations, and partner networks.

## VISION

Connecting Cultures and Communities

## MISSION

Enhancing collaboration, coordination and strategic planning at the community level that will foster more welcoming and inclusive communities while improving settlement and integration outcomes for newcomers in the Pembina Valley.

## MANDATE

The Local Immigration Partnership connects the voices of the Pembina Valley to identify and reduce barriers facing newcomers and to create communities where everyone can feel welcomed and belong.



**Pembina Valley**  
Local Immigration Partnership

- 3 - 4** INTRODUCTION
- 5 - 9** BACKGROUND CONTEXT
- 11 - 13** PRIORITY 1
- 14 - 15** PRIORITY 2
- 16 - 18** PRIORITY 3
- 19** SUMMARY
- 20** ACKNOWLEDGEMENTS
- 21** LPC AND IAT MEMBERS
- 22** STRATEGIC PLAN PARTICIPANTS

## INTRODUCTION

Municipalities play a central role in delivering services that impact the integration outcomes of newcomers. Communities across Canada are recognizing the importance of immigration by making it a main component of their plans for the future.

The Pembina Valley Local Immigration Partnership (PVLIP) was established in July, 2017. The Local Partnership Council (LPC) was formed in April 2018 with members drawn from all levels of government, immigrant serving agencies, public institutions, health care, education, law enforcement, employment services, human resources, and other key community stakeholders.

LPC members share a commitment to the core values of diversity, equity, and respect. The LPC recognizes the potential of all Canadians and encourages the integration of new immigrants through involvement in social, cultural, economic and political affairs. The LPC helps reduce sector silos by facilitating cross-sector relationships and providing a platform for collaboration and ongoing communication to supporting immigrant settlement, integration, and retention.



*Successful integration is defined as "the ability to contribute, free of barriers, to every dimension of Canadian life - economic, social, cultural and political."*

*"Integration is a two-way process, which involves commitment on the part of immigrants and refugees to adapt to life in Canada and on the part of Canadians to welcome and adapt to new people and cultures"*

*- Immigration, Refugees, and Citizenship Canada*



*The overall goal of the Pembina Valley Local Immigration Partnership is to enhance collaboration, coordination and strategic planning at the community level that will foster more welcoming and inclusive communities while improving settlement and integration outcomes for newcomers in the Pembina Valley.*

## BACKGROUND

Regional Connections is a newcomer serving organization that operates in the Pembina Valley region of southern Manitoba. With a 30 year history of providing settlement and integration services to newcomers, and in response to the rapid growth of immigration to the region, the organization's scope of activities has continually evolved and increased in response to the needs of newcomers and the communities in which they live. Since 1998, the rapid growth of immigration to the region led to further expansion of programs and services within Winkler and into Morden, Altona, and other communities in the region. As a result of the presence of Regional Connections in these communities, strong networks and partnerships with various community stakeholders were developed. As more immigrants and refugees arrived to the region, communication and collaboration within and between communities became increasingly important, but required a more formalized structure where high level stakeholders, partners, and community member could meet to discuss key issues and priorities for both newcomers and their host communities.

In 2015, Regional Connections answered a national Call for Proposals issued by Immigration, Refugees and Citizenship Canada (IRCC), for the establishment of a Local Immigration Partnership. Hosting a Local Immigration Partnership made sense as a natural progression of the need to collaborate with community stakeholders that had historically been a function of Regional Connections. The Local Immigration Partnership would bridge the gap by providing an opportunity to raise the level of communication and collaboration between stakeholders, partners, and municipalities in the region. Regional Connections was successful in the bid for funding and the Pembina Valley Local Immigration Partnership (PVLIP) was born. The initial launch date of PVLIP was slated for April 1, 2016, however, the national Syrian re- settlement response took priority, delaying the PVLIP start to the summer of 2017.

PVLIP is one of three Local Immigration Partnerships in Manitoba and part of a network of more than 77 Local Immigration Partnerships in communities across Canada. PVLIP provides a mechanism for cross-sector conversations about the impact of immigration to our region and provides a platform for communication and collaboration within and between communities, not only regionally, but also provincially and nationally. PVLIP represents both the needs of newcomers and the communities at large in strategic planning for the successful settlement of newcomers to the region, to help collaborate on the development of a coordinated plan for growth, and to raise awareness of the components of a welcoming community. PVLIP was established to complement existing activities, identify gaps, build on current successes, and to encourage collaboration among federal, provincial, and municipal governments.

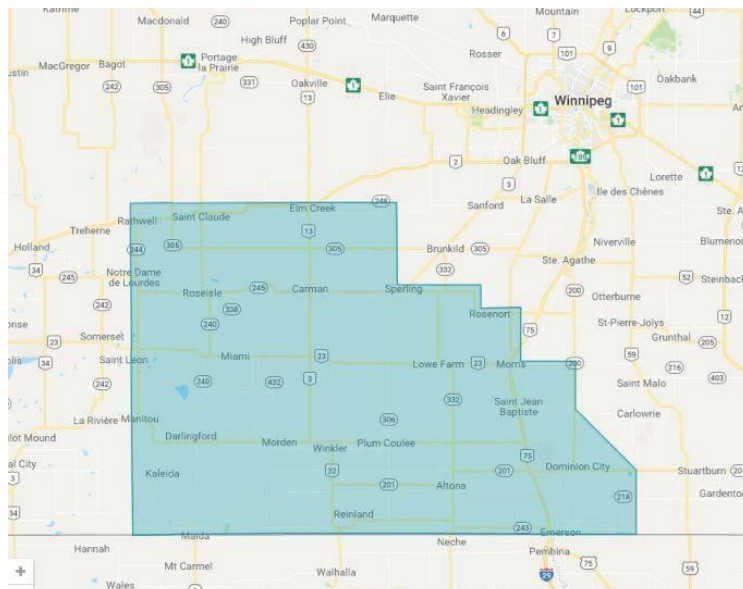


*SUBMITTED BY LAURIE SAWATZKY,  
REGIONAL CONNECTIONS EXECUTIVE DIRECTOR, 2004-2018*

## CONTEXT

The Pembina Valley is the south central region of the province of Manitoba. It is comprised of several rural communities including Altona, Carman, Emerson, Gretna, Manitou, Morden, Morris, Pilot Mound, Plum Coulee, Rosenort, Somerset, Winkler and Rural Municipalities including Dufferin, Grey, Morris, Rhineland, Roland and Stanley. This region has a combined land area of 9,791 square KM (3,780 sq miles) and in 2011 reported a total population of 60,656.

As PVLIP grows and develops, the long-term goal is to engage all communities and municipalities within the Pembina Valley region. However, as of 2019 and for the purposes of this Action Plan, 4 communities and 2 municipalities will be referred to: Winkler, Morden, Altona, Carman/Dufferin Municipality, and Rhineland Municipality.



*Winnipeg is the closest metropolitan centre.*

*Morden to Winnipeg = 1.75 hours*

*Winkler to Winnipeg = 1.5 hours*

*Altona/Gretna/Emerson to Winnipeg = 1.5 hours*

*Carman to Winnipeg = 1 hour*

*The travel time between the communities range from 15 minutes to over an hour drive and residents travel between these communities to access services and support systems*

In the region, 13% of the population has emigrated from another country, with about a third of the newcomer population arriving between 2006 and 2011.

More than half of newcomers arriving in the Pembina Valley settle in the city of Winkler (53.3%), followed by Morden (20.6%), and by Altona (8.3%).

~ graphs ~

~ graphs ~

# INTRODUCTION TO ACTION PLAN

~ Text on background, meetings, who developed, and introducing timelines and tables.  
- Elaine to complete this section. ~


# PRIORITY 1: WELCOMING & INCLUSIVE COMMUNITIES

## GOAL 1: The Pembina Valley will have A Cohesive Plan, Set of Processes, and Framework for being Welcoming and Inclusive

<p><b>1.1</b> Develop a framework for being welcoming and inclusive that all communities can implement.</p> <ul style="list-style-type: none"> <li>◦ Conduct Environmental Scan</li> <li>◦ Develop plan to suit Pembina Valley</li> </ul>	<p>LIP Staff, Researcher, Policy analyst, Facilitator</p>	<p>Y1 Y2</p>
<p><b>1.2</b> Develop processes for evaluating welcoming communities and ensure indigenous and francophone communities are included.</p> <ul style="list-style-type: none"> <li>◦ Explore Existing processes</li> <li>◦ Discover Indigenous and Francophone champions</li> <li>◦ Develop Evaluation process</li> </ul>	<p>LIP Staff, Researcher, Policy analyst, Facilitator</p>	<p>Y1 Y2</p>
<p><b>1.3</b> Develop community connections throughout the region for initial point of contact supports and resources.</p>	<p>LIP Staff, SPO, IAT, WG, Chambers of Commerce, Municipal Offices</p>	<p>Y1</p>

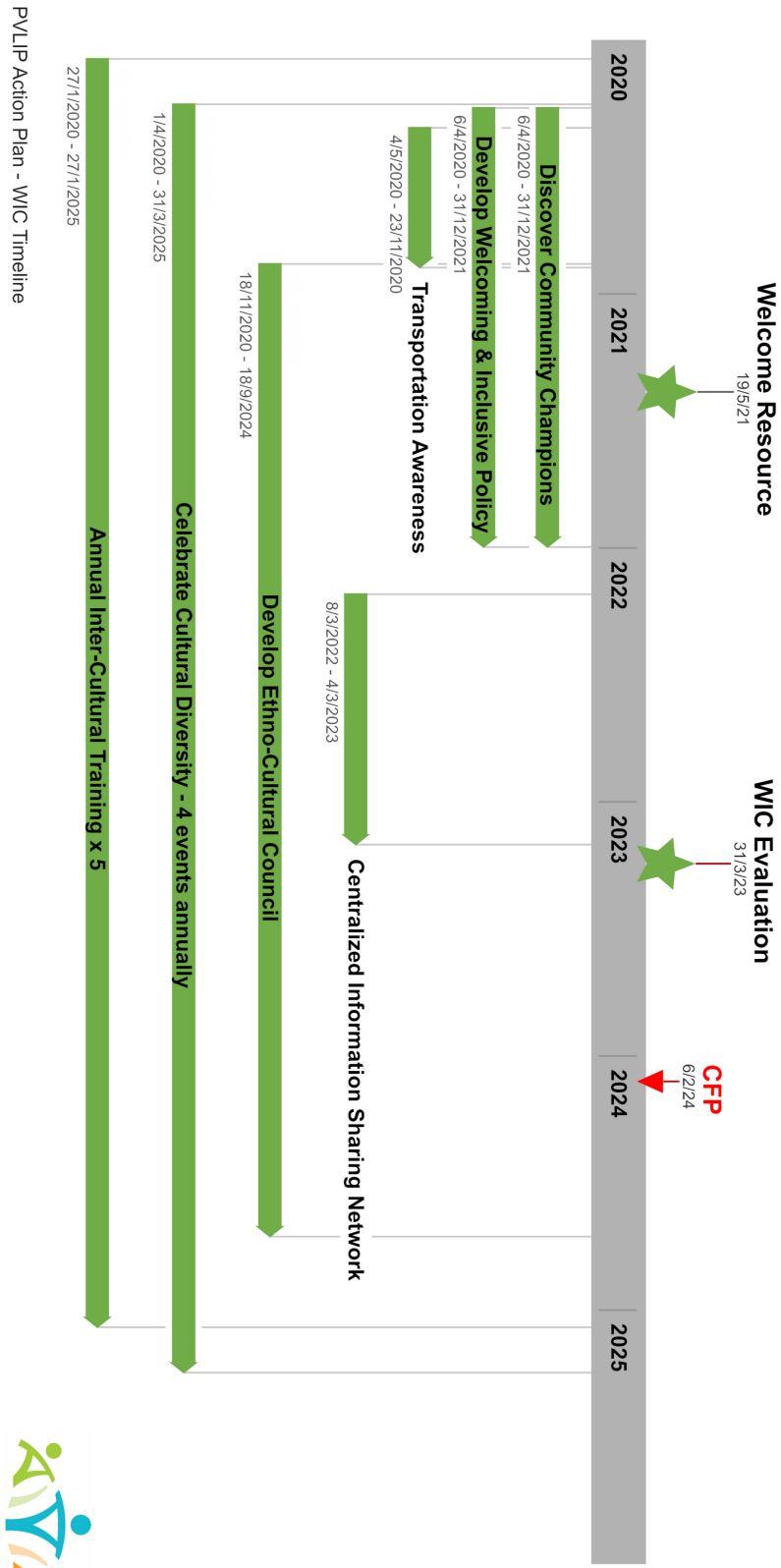
## GOAL 2: Easy Access to Community Resources

<p><b>2.1</b> Support the development of a centralized information sharing network</p> <ul style="list-style-type: none"> <li>◦ Educate Stakeholders and newcomers on the value of using an inclusive and collaborative sharing network</li> </ul>	<p>LIP Staff, IAT, LPC, WG's</p>	<p>Y3</p>
<p><b>2..2</b> Raise awareness for improved access and transportation to resources</p> <ul style="list-style-type: none"> <li>◦ Educate on GoManitoba ride sharing</li> <li>◦ Explore handivan models</li> <li>◦ Create ride sharing campaign</li> </ul>	<p>WG, LIP staff</p>	<p>Y1 Y2</p>

 GOAL 3: Celebrate Cultural Diversity

<p><b>3.1</b> Promote cultures to raise awareness of the diversity and the strength that each bring to the region through education , festivals, and media</p> <ul style="list-style-type: none"> <li>◦ Promote indigenous cultures and awareness of historical significance in the settlement story</li> <li>◦ Promote metis/francophone culture through awareness of historical significance in the settlement story</li> <li>◦ Create Mobile Newcomer Story collection</li> <li>◦ 'Shift Judgement to Curiosity' Newcomer panel to dispel myths on discrimination</li> </ul>	LIP Staff, Working Group, SPO	Y1 Y2 Y3
	Bi-Lingual Service Center	Y4 Y5
	MANSO	
	Chambers of Commerce	
<p><b>3.2</b> Connect Cultures to each other for support and to foster better understanding of ethnic differences and strengths, which will promote a sense of well-being.</p> <ul style="list-style-type: none"> <li>◦ Develop Ethno-cultural Council</li> </ul>	LIP Staff, IAT, LPC, MANSO, Bi-Lingual Service Center	Y1 Y2 Y3 Y4
<p><b>3.3</b> Promote inter-cultural communication and diversity training</p> <ul style="list-style-type: none"> <li>◦ Promote inter-cultural and diversity training to foster understanding of respectful communication</li> </ul>	LIP Staff, SPO, IAT, WG	Y1 Y2 Y3 Y4 Y5

# PVLIP WIC 2020-2025



PVLIP Action Plan - WIC Timeline

## PRIORITY 2: COMMUNICATION

### GOAL 4: Develop an inclusive and collaborative communication plan for the Pembina Valley

<p><b>4.1</b> Explore best practices on delivering inclusive and easily accessible community information and resources.</p> <ul style="list-style-type: none"> <li>◦ Explore best practices on how to share community information/resources throughout a rural region</li> <li>◦ Develop communication plan for the Pembina Valley</li> </ul>	<p>LIP Staff, IAT, LPC, SPO, Working Group</p> <p>Working Group, SPO, LIP Staff, Contracted Partner</p>	<p>Y1 Y2</p>
<p><b>4.2</b> Streamline and promote best methods for communicating information on events, activities, resources, and services for each community.</p> <ul style="list-style-type: none"> <li>◦ Explore existing methods</li> <li>◦ Educate benefit of using shared platforms</li> <li>◦ Promote plan regionally</li> <li>◦ Evaluate plan</li> </ul>	<p>WG, LIP Staff, IAT, LPC</p>	<p>Y1 Y2 Y3 Y4 Y5</p>

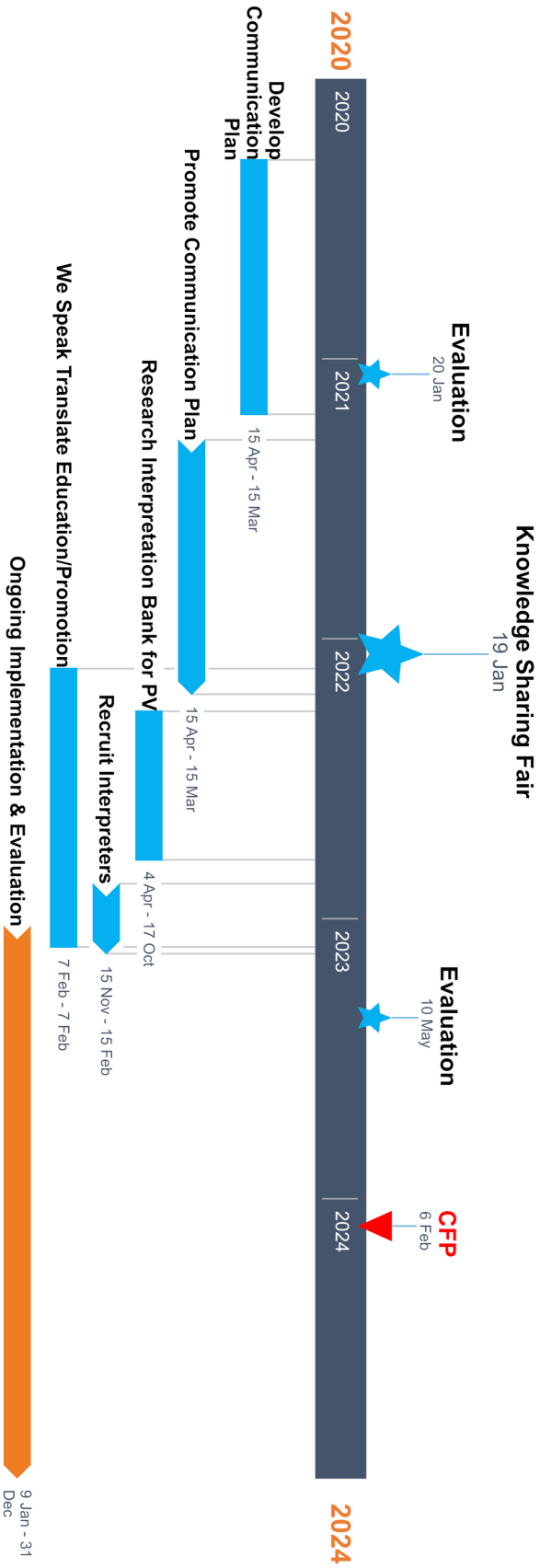
### GOAL 5: Barrier Free Services

<p><b>5.1</b> Explore the development of an 'Interpretation Bank' to be accessible throughout the Pembina Valley.</p> <ul style="list-style-type: none"> <li>◦ Conduct Community Scan on needs</li> <li>◦ Engage Stakeholders/community support for development of Interpretation Bank</li> <li>◦ Determine Costs</li> <li>◦ Recruit interested immigrant interpreters</li> </ul>	<p>LIP Staff, IAT, LPC, SPO, Working Group</p> <p>Working Group, SPO, LIP Staff, Contracted Partner</p>	<p>Y3 Y4</p>
<p><b>5.2</b> Educate community leaders, service providers, stakeholders, and businesses on the value of adding translation options to their websites.</p> <ul style="list-style-type: none"> <li>◦ Educate communities about We Speak Translate</li> <li>◦ Evaluate success</li> </ul>	<p>WG, LIP staff, IAT, LPC, Chambers of Commerce</p>	<p>Y1 Y2 Y3 Y4 Y5</p>

### GOAL 6: Increase awareness of settlement services

<p><b>6.1</b> Enhance coordination and promote connections amongst SPO's, immigrants, employers, and businesses and industry organizations.</p> <ul style="list-style-type: none"> <li>◦ Conduct knowledge sharing fair to bring together all sectors, newcomers, and SPO's to gain information and network with each other.</li> </ul>	<p>LIP Staff, IAT, LPC, SPO, Working Group</p>	<p>Y2</p>
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# PVLIP Communication 2020-2025



PVLIP Action Plan - Communication Timeline



## PRIORITY 3: MENTAL HEALTH

### GOAL 7: Education

<p><b>7.1</b> Promote awareness on mental well-being to newcomers to reduce stigma of accessing mental health supports</p> <ul style="list-style-type: none"> <li>◦ Engage CMHA to conduct presentations to newcomer youth, young moms, families</li> <li>◦ Access promotional MH materials for distribution at SPO and through social media, website, and local agencies</li> <li>◦ Work with SPO to direct newcomers to programs and events in place to address awareness on mental well-being</li> <li>◦ Creation of a MH service provider “cheat sheet” for first responders, service providers, employers, etc.</li> </ul>	<p>LIP Staff</p> <p>LIP Staff, WG, IAT, SPO</p> <p>MH Service Providers, LIP Staff, WG, SPO</p>	<p>Y1</p> <p>Y2</p> <p>Y3</p> <p>Y4</p> <p>Y5</p>
<p><b>7.2</b> Host forum on cultural differences and mental well-being of newcomers to MH Service providers</p> <ul style="list-style-type: none"> <li>◦ Increase awareness of immigrant mental health and counselling needs to support healthcare practitioners and service agencies to recognize and appropriately address these needs</li> </ul>	<p>LIP Staff, IAT, LPC, WG</p>	<p>Y2</p>

### GOAL 8: Barrier Free & Culturally appropriate Mental Health Supports for All Newcomers

<p><b>8.1</b> Increase local capacity to address mental well-being in culturally appropriate ways</p> <ul style="list-style-type: none"> <li>◦ Conduct environmental scan on current services and methods for providing MH support to newcomers</li> <li>◦ Organize newcomer focus groups for input to MH service providers to understand newcomer needs in relation to MH</li> </ul>	<p>LIP Staff, SPO, Working Group</p> <p>Working Group, SPO, LIP Staff, Contracted Partner</p>	<p>Y1</p> <p>Y2</p>
<p><b>8.2</b> Identify affordable &amp; clearer pathways to guide newcomers to mental health service providers, regardless of status.</p> <ul style="list-style-type: none"> <li>◦ Identify barriers for newcomers accessing the system, including focus on youth</li> <li>◦ Collaborate to provide resource on how to navigate MH system in Pembina Valley.</li> </ul>	<p>SPO, LIP, WG</p> <p>Mental Health Service Providers</p>	<p>Y1</p>

 GOAL 9: Research

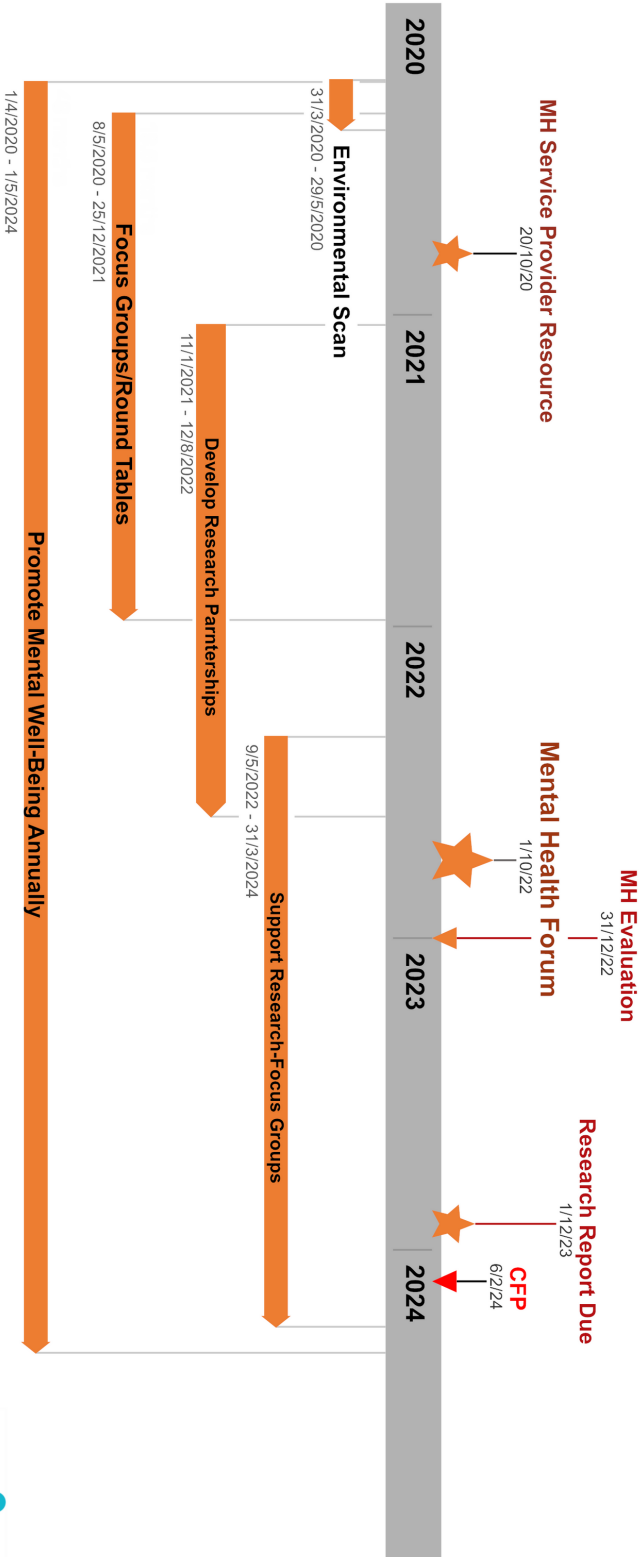
9.1 Develop and support partnerships to research a Newcomer Specific Community Mental Health Assessment

LIP Staff, IAT, LPC, SPO,  
Working Group

Y1  
Y2  
Y3  
Y4  
Y5

- Develop partnerships with researchers on mental health/newcomer health studies
- Collaborate with new partners to engage a newcomer specific Community Health Assessment
- Determine funding support to engage in research
- Support research by engaging in NC surveys, youth opinions, focus groups, forums, etc.

# PVLIP Mental Health 2020-2025



PVLIP Action Plan - Mental Health



# EXECUTIVE SUMMARY

# ACKNOWLEDGEMENTS