

PVLIP Annual Implementation Progress Report

FY1 2020-2021: PEMBINA VALLEY LOCAL IMMIGRATION PARTNERSHIP

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PVLIP | COORDINATOR

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Introduction

2020-2021 will be forever remembered as the year of the Covid19 Pandemic. Along with all others, PVLIP had to shift and adapt its planned activities to adhere to virtual experiences vs in person. During the first quarter, a 'wait and see' approach was adapted assuming that the public health restrictions would be over by the second quarter. However, that did not happen. Anticipating continued precautions were imminent, PVLIP was able to accomplish more than originally anticipated, given the circumstances.

Shifting all quarterly meetings to a virtual format was a challenge at first, but as time went on and people became more accustomed to the use of online platforms, it was more

effective as we were able to overcome the transportation barriers in the region. It may now be a best practice to continue this format for the members of the Local Partnership Council, the Immigrant Advisory Table and the three Working Groups.

In addition to PVLIP member meetings, three major events were adapted to a virtual platform: Knowledge Sharing Fair, Intercultural & Diversity Training, and the Community Engagement Session. The virtual platform was able to host several communities at the same time and reduce barriers due to transportation and childcare needs. These too, may continue as online sessions in the next fiscal year.



60 guests attended the Virtual Community Engagement Session Feb 25, 2021

Guests received a 'Cultural Content' package to enjoy during the event

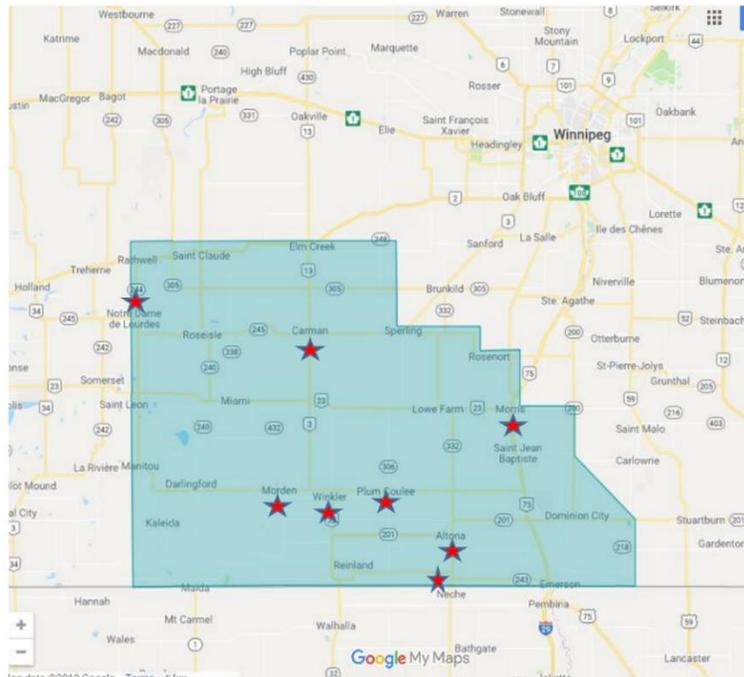


PVLIP Catchment Area:

PVLIP has 7/13 Municipal Leaders engaged on the Local Partnership Council.

Red Stars indicate current communities and Rural Municipalities Partnership Members represent.

PVLIP Catchment Area



South Central Region of Manitoba

13 Municipalities

Combination of cities, towns, & Rural Municipalities

9791 square miles

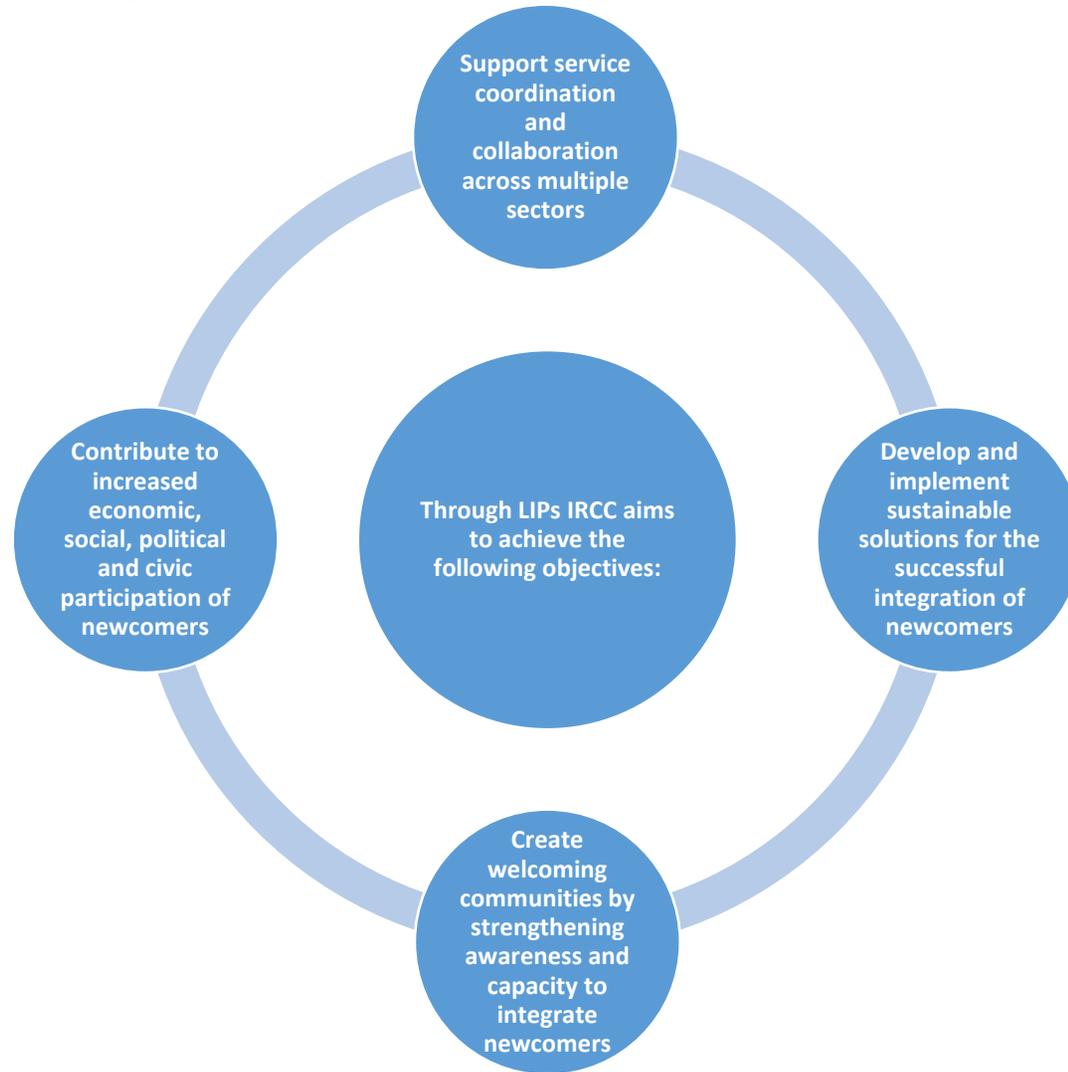
Population = over 62,000

Pembina Valley now receives the 2nd highest number of newcomers in Manitoba next to Winnipeg!

As PVLIP continues to grow and develop, we anticipate having additional communities and municipalities at our discussion tables.



Objectives of a Local Immigration Partnership:



PVLIP Annual Implementation Progress Report

FY1 2020-2021

Priority 1: Welcoming & Inclusive Communities

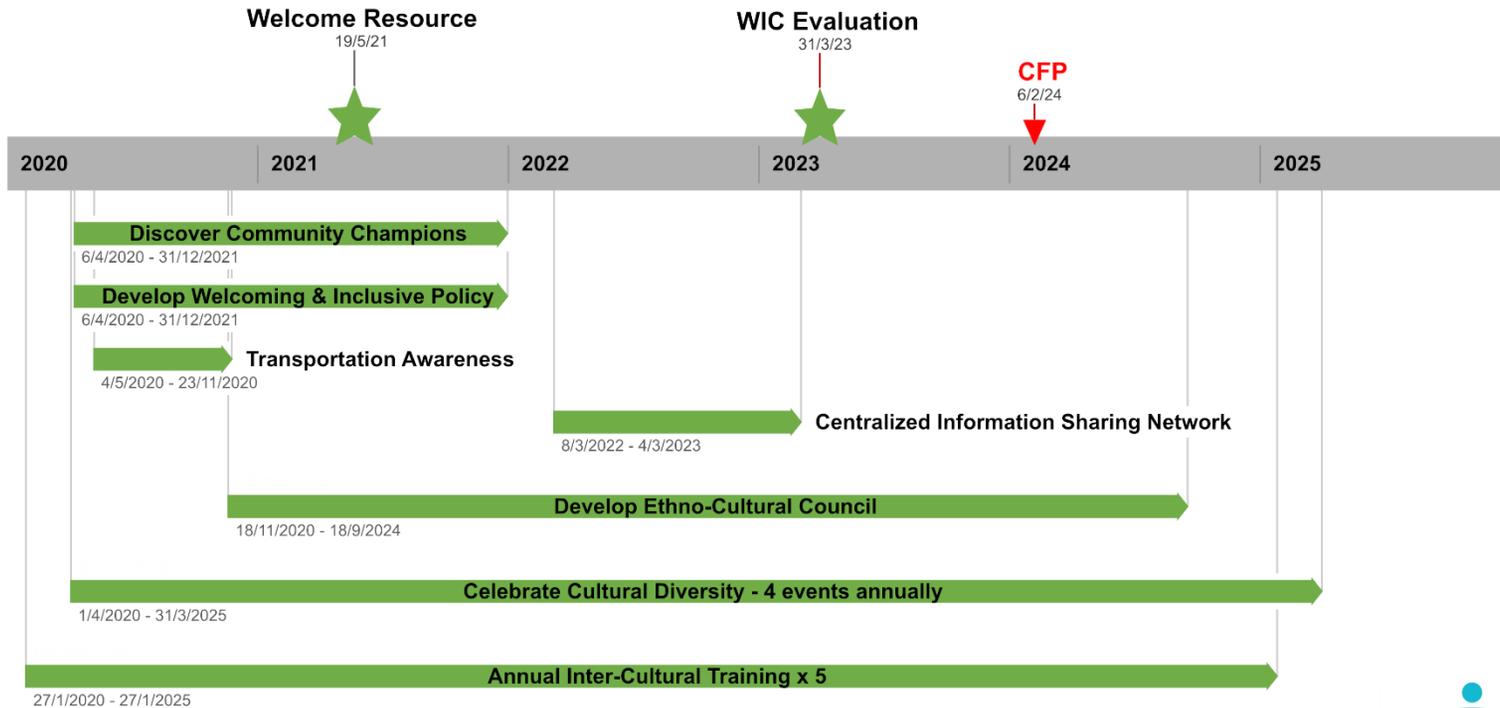
Project Objectives	Planned Activities	Expected Outcomes	Achievements
Develop a Welcoming & Inclusive Communities Policy	<p>Research other frameworks</p> <p>Engage LPC + IAT for input</p> <p>Engage Municipalities input</p> <p>Develop policy in line with NC voices in the Pembina Valley</p>	<p>Enhanced engagement of a diversity of members in settlement and integration of newcomers</p> <p>Increased capacity to support the integration of newcomers and to foster welcoming communities</p>	<p>Policy Framework developed with pillars of: Inclusion, Services, Social Connections, Newcomer Voice</p> <p>Adopted by LPC</p> <p>Plans to implement at municipalities, employers, community organizations serving newcomers.</p>
Develop community connections throughout the region for NC initial point of contact for support & resources	<p>Discover champions in communities throughout region with out a SPO</p> <p>Ensure all communities have info on SPO programs & services</p>	<p>Improved coordination of services at the community level and thereby enhanced accessibility and uptake</p> <p>Improved outcomes for newcomers</p>	<p>Pandemic interrupted this planned activity and will resume post-pandemic</p> <p>Virtual Knowledge Sharing Fair and Community Engagement Session increased knowledge of SPO services to communities geographically distant from current SPO office locations</p>
Raise awareness for improved access and transportation to resources	Partner with Go Manitoba to promote ride sharing programs with employers & chambers	Improved outcomes for newcomers	<p>Active ride sharing was not possible during the pandemic.</p> <p>Electronic awareness was done via social media, email, etc</p>
Promote cultures to raise awareness of our diversity and strength that each bring to the region through	Promote indigenous history and culture with blanket exercise	Enhanced engagement of a diversity of members in settlement and integration of newcomers	<p>All in person activities were cancelled due to the pandemic.</p> <p>Alternative approaches included:</p>



<p>education, festivals, and media</p>	<p>Promote francophone/metis history and culture Create mobile newcomer story collection</p> <p>Newcomer ‘myth-busting’ panels to address racism and discrimination</p>	<p>Increased capacity to support the integration of newcomers and to foster welcoming communities including welcoming and receptive labour markets at the community level</p>	<p>Creation of 10 video newcomer stories, shared on social media Collection of newcomer stories in a book and 100 distributed to schools, libraries and partner organizations</p> <p>Creation of Diversity Calendar highlighting local newcomers, festivals, programs, celebrations. 1100 distributed throughout the region</p> <p>Weekly 800 word ‘Cultural Connections Column’ in the South Central Post reaches 7 communities and 13000 people weekly to promote diversity awareness</p>
<p>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>	<p>THESE ACTIVITIES WERE IN RESPONSE TO EMERGING NEEDS: Combine 3 IAT groups into 1 and meet virtually to discuss emerging needs on Covid 19 and the Black Lives Matter movement</p>	<p>Enhanced responsiveness of non-settlement services to the needs of newcomers</p>	<p>Discussion groups on the impact of Covid 19 on newcomers</p> <p>Discussion groups on the impact of Black Lives Matter following the death of George Floyd</p> <p>Mental Health Focus Group to provide support and resources for coping with added stressors during pandemic</p>
<p>Promote inter-cultural communication and diversity training</p>	<p>Promote inter-cultural training to foster understanding of respectful communication</p>	<p>Increased capacity to support the integration of newcomers and to foster welcoming communities including welcoming and receptive labour markets at the community level</p> <p>Improved outcomes for newcomers</p>	<p>Hosted ‘Managing a Multicultural Workplace’ for employers and HR managers in the region</p>



PVLIP WIC 2020-2025



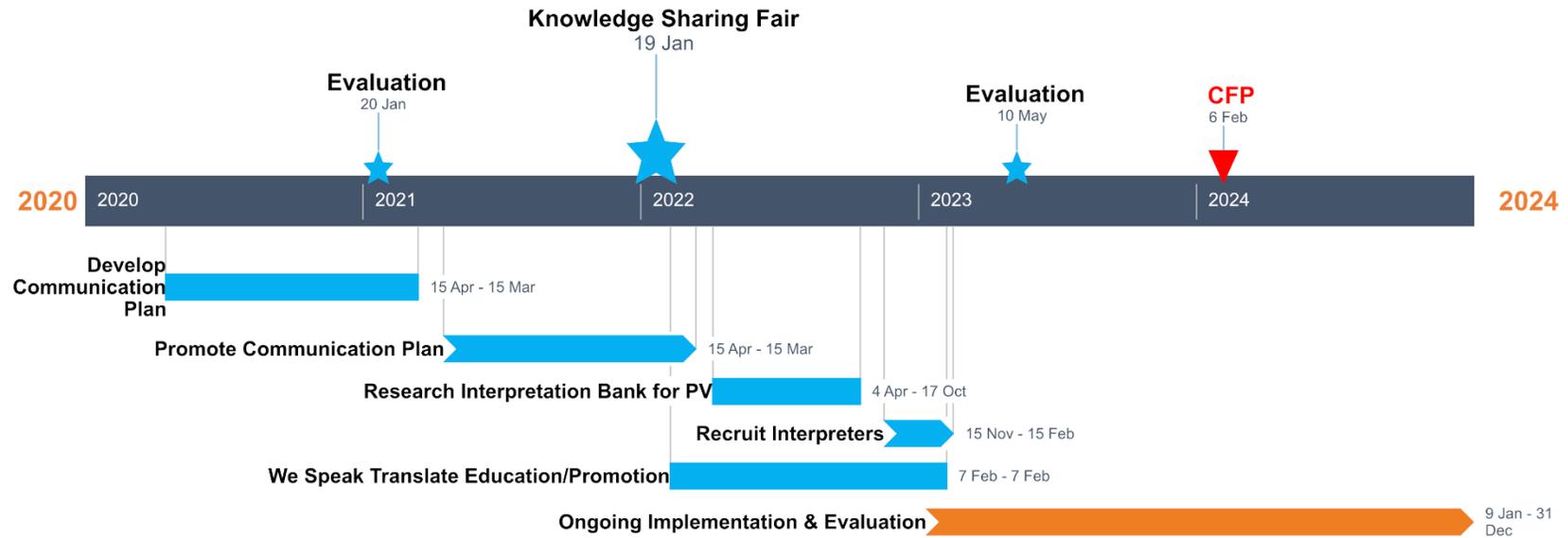
PVLIP Action Plan - WIC Timeline



Priority 2: Communication

Project Objectives	Planned Activities	Expected Outcomes	Achievements
Promote best methods for communicating information	Explore podcasts Conduct interviews Post to platform	Enhanced engagement of a diversity of members in settlement and integration of newcomers Increased capacity to support the integration of newcomers and to foster welcoming communities	Working Group determined that due to the pandemic, people needed connections and information in a way that was familiar. Decision was made to develop a podcast series to promote info on the SPO, LIP, and discuss other topics relevant to current issues.
Educate community leaders, service providers, stakeholders, and businesses on the value of adding translation options to their websites	Discuss at Interagency Team meetings throughout the region Promote to LPC and municipal leaders	Enhanced responsiveness of non-settlement services to the needs of newcomers and communities Improved coordination of services at the community level and thereby enhanced accessibility and uptake Sustaining partnerships at the community level	Continued education on the value of adding google translate to websites is ongoing. Met with 10 inter-agency groups throughout the year covering multiple communities and service providers to promote this concept.
Increase awareness of settlement services	Promote connections between SPO, newcomers, employers, businesses, and industry organizations	Enhanced responsiveness of non-settlement services to the needs of newcomers and communities Improved coordination of services at the community level and thereby enhanced accessibility and uptake Sustaining partnerships at the community level	Conducted a virtual Knowledge Sharing Fair and hosted the “Power of Referral Networks” presentation. Held a virtual Community Engagement Session with presentations from SPO and LIP group leaders. Engaged multiple community organizations; increased knowledge of settlement services

PVLIP Communication 2020-2025



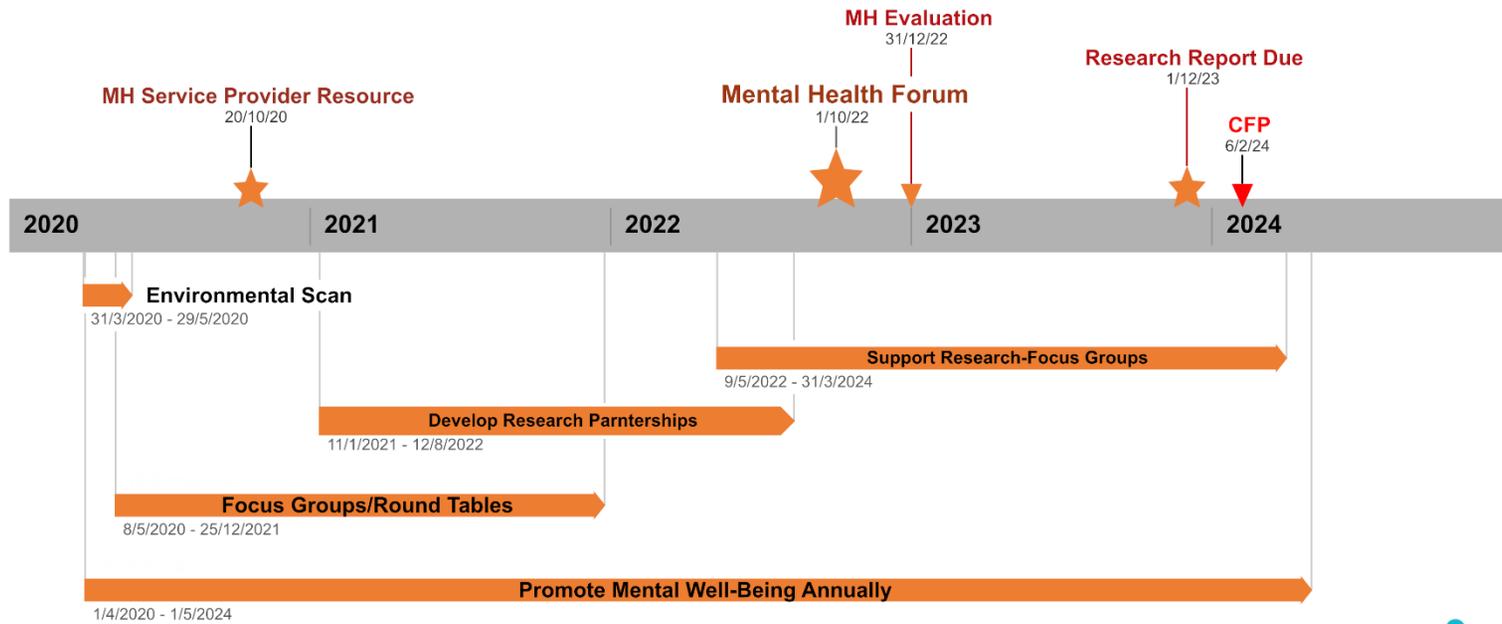
PVLIP Action Plan - Communication Timeline



Priority 3: Mental Health

Project Objectives	Planned Activities	Expected Outcomes	Achievements
Promote awareness on mental well-being to newcomers to reduce stigma of accessing mental health supports	IAT meetings Focus Group	Increased capacity to support the integration of newcomers and to foster welcoming communities Improved outcomes for newcomers	Hosted a Focus Group for IAT members to help bring this awareness to the greater ethno-cultural communities
Increase local capacity to address mental well-being in culturally appropriate ways	Establish partnership with the Canadian Mental Health Association – Central Region	Partners deliver responsive and coordinated settlement and community services Sustaining partnerships at the community level Improved outcomes for newcomers	Coordinator joined board of directors for CMHA to advocate for the needs of newcomer mental well-being as identified through the Mental Health Focus group, IAT and SPO SPO developed group activity to address needs of newcomers identified through the mental health focus group.
Identify affordable & clearer pathways to guide newcomers to mental health service providers, regardless of status	Collaborate to provide a resource on how to navigate mental health system in the Pembina Valley	Partners deliver responsive and coordinated settlement and community services Sustaining partnerships at the community level Improved outcomes for newcomers	Created and distributed basic list of local and regional mental health services and contact information for easy access. In-depth resource from the CMHA was used as a guiding sample and updated with local contact information Shared with SPO, IAT, LPC, Chambers of commerce, and other service organizations
Develop and support partnerships to research a newcomer specific community mental health assessment	Develop partnerships with researchers on mental health/newcomer health studies	Enhanced responsiveness of non-settlement services to the needs of newcomers and communities	Connected with Lori Wilkinson and ACS to determine if any content would apply to the Pembina Valley. Connected with Ray Silvius and his network to determine if any researchers would be available to assist.

PVLIP Mental Health 2020-2025



PVLIP Action Plan - Mental Health



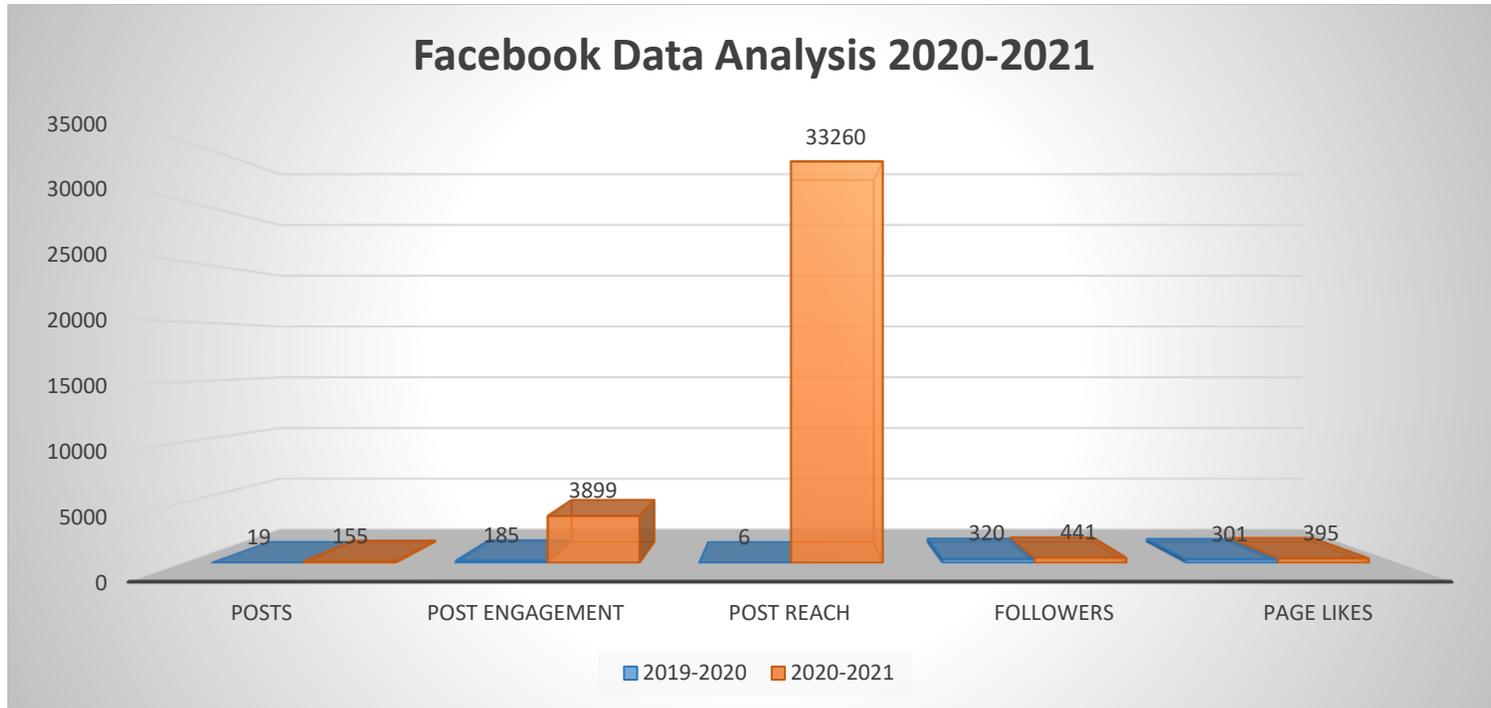
Social Media and Website Engagement

Facebook:

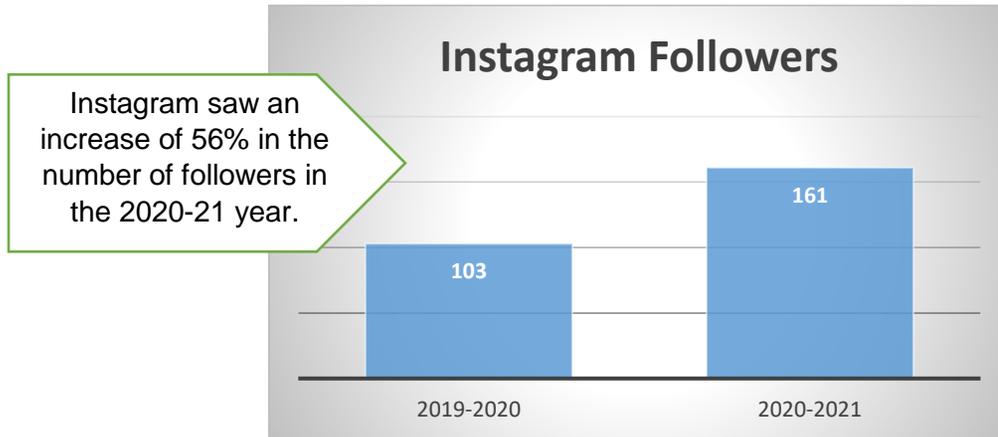
PVLIP was able to increase its social media presence due to gaining additional staff support in 2020. This platform was used to promote our “Hear My Story” book and videos, the Knowledge Sharing session, the Diversity Calendar, community engagement session, along with promoting various aspects of culture and diversity, SPO related activities, and promotion of the Cultural Connections Column articles printed

in the South Central Post, written mostly by local newcomers throughout the region.

Most notably, PVLIP’s Facebook reach was 33,260 in 2020-21 over the previous year of 6. Followers increased by 38% and post engagement was up over 2000%.



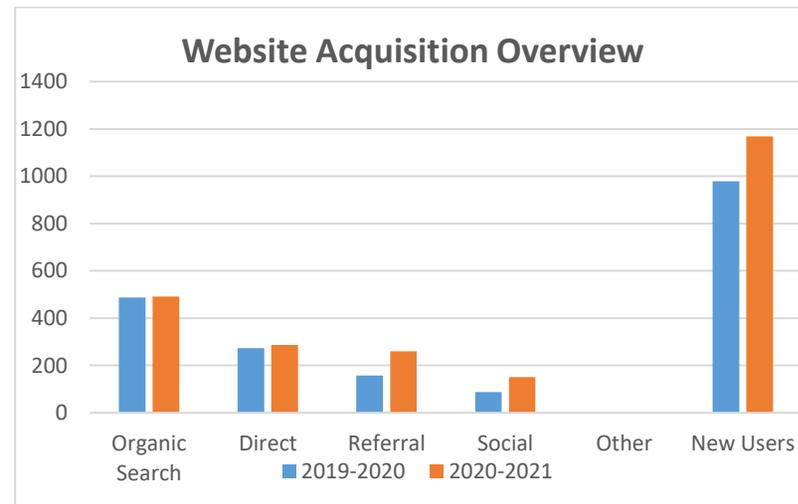
Instagram:



Website:

PVLIP.ca saw a 19% increase in new users in 2020-21. Referrals from other websites increased by 65% and the biggest improvement came from website traffic through social networks with a 74% increase over the previous year.

Data Analysis	2019-2020	2020-2021	% Increase
Page views	2465	3141	27%
Home page views	789	1237	57%



PVLIP Local Partnership Council Members:

2020-2021

Members: Name	Title	Organization	Sector
Renee Barnabe	Supervisor, Small Centers	IRCC Settlement	Federal Government
*Steve Reynolds (Co-Chair)	Executive Director	Regional Connections Immigrant Services	Settlement Service Provider
*Zahid Zehri (Co-Chair)	Multi-Faith and IAT Representative	Shoppers Drug Mart Owner/Operator	Ethnocultural / Religious Organizations
*Rhoda Keck	Language Program Director	Regional Connections Immigrant Services	Language Services
*Trevor Siemens	Human Resources	Grandeur Housing	Employer Bodies
*Chris Kalansky	Deputy Chief	Winkler Police Service	Justice/Police
*Don Wiebe	Reeve	Rhineland Municipality	Municipal Government
Karina Bueckert	Councillor	City of Winkler	Municipal Government
Kym Kaufmann	CEO	Eden Health Care Services	Hospitals / Health
Joanne Riel	Information Specialist	Centre de services bilingues Bilingual Service Centre	Provincial Government / Francophone Organization
*Ann Vermette	Career Development Consultant	Industry Training & Employment Services	Provincial Government
*Tina Barkman	VP of HR	Friesen's/Altona Immigration Committee	Employer Bodies
Shelly Voth	Immigration Coordinator	Morden Immigration Program	Immigration
Rajesh Parekh	Settlement Worker	Regional Connections Immigrant Services	Newcomers
Jordan Siemens	Deputy Mayor	Town of Altona	Municipal Government
Richard Dyck	Councillor	Carman & RM of Dufferin	Municipal Government
Cathy Ching	Executive Director	South Central Regional Libraries	Regional Libraries
Bob Giesbrecht	Councillor	RM of Stanley	Municipal Government
Laurie Wiebe	Administration Coordinator	Pembina Hills Art Gallery	Arts & Culture
Jim Hunt	Councilor	City of Morden	Municipal Government
*Elaine Burton Saindon	Coordinator	PVLIP Staff	

***PVLIP Council Members who have been with the partnership since the first meeting in 2018.**



Annual Survey Highlights:

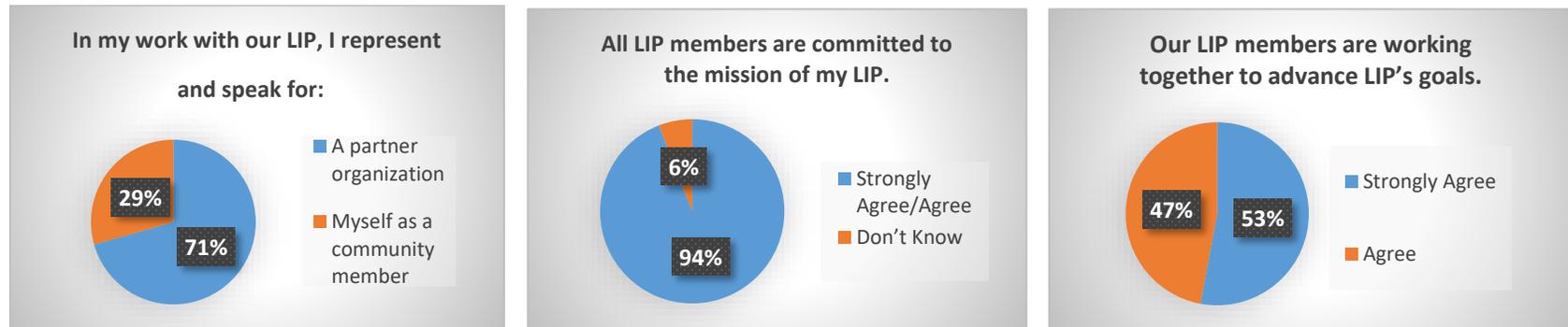
PVLIP participates in the Prairies and Northern Territories (PNT) Region annual collective impact survey. Results help determine a LIP's overall impact and effectiveness in the community and among its members.

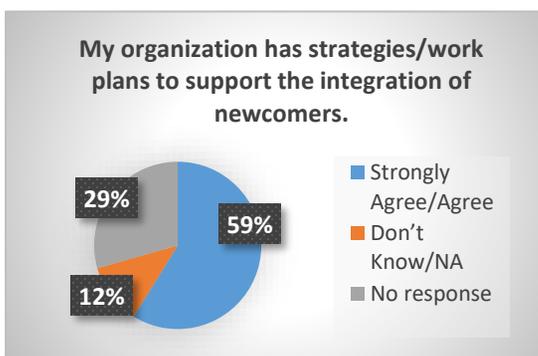
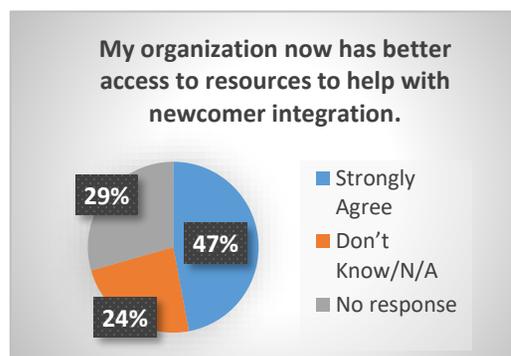
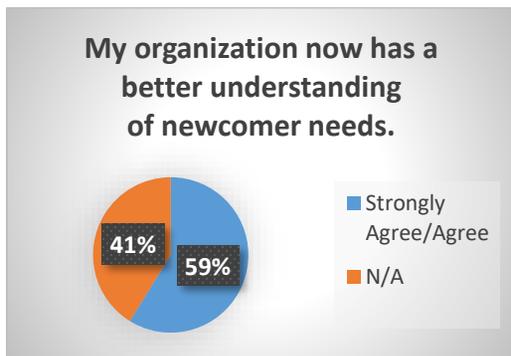
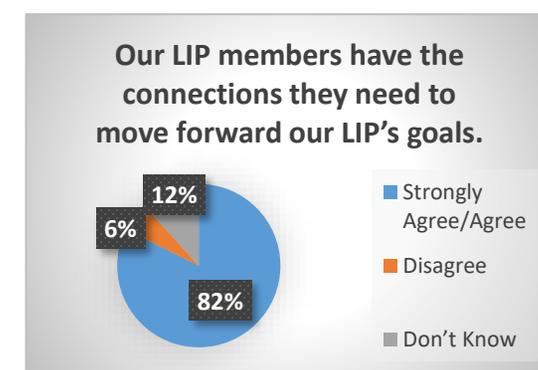
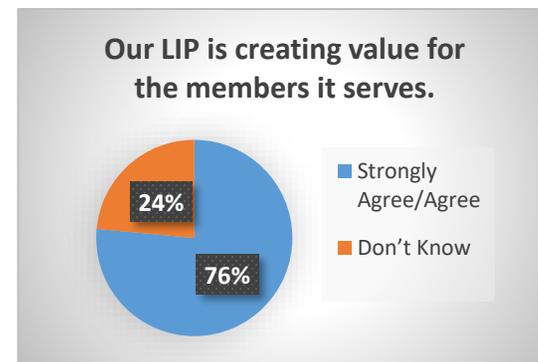
The first PVLIP survey in 2020 was conducted by PVLIP and an initial report was drafted to measure against the final fiscal year in 2025. This year, the survey was conducted by CLIP (Calgary Local Immigration Partnership) to better facilitate the region's data.

This year's survey was shortened to increase participation as well as include data on the impact of Covid19 on the partnerships. This year, only 17 responses were usable for comparison analysis due to several responses not having completed the survey in entirety.

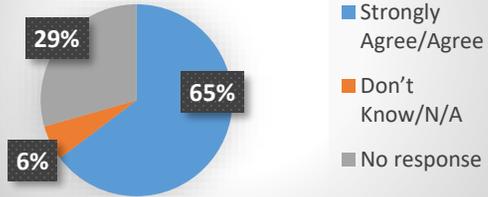
Future surveys will be conducted by PVLIP to be able to more accurately capture the data needed for internal analysis and provide feedback for improving outcomes.

The following survey highlights provide insight from PVLIP Members:

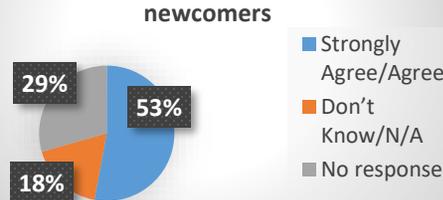




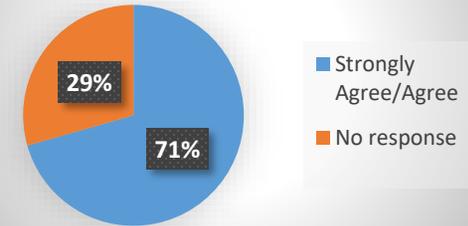
My organization now has better connections with other organizations working with newcomers.



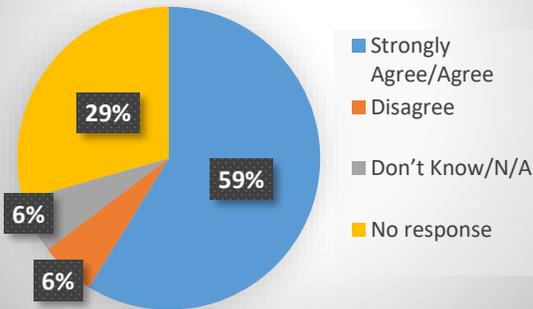
My organization now collaborates/works together with other organizations working with newcomers



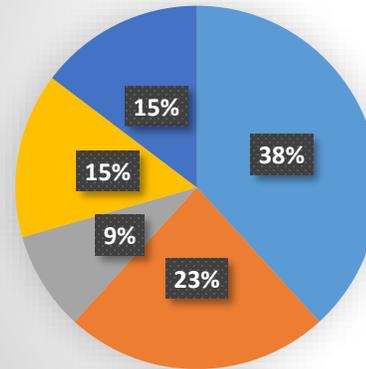
My organization is committed to the vision and mission of our LIP.



My organization now has a better understanding of strategies and practices that support newcomer integration.



Please select all statements that apply to your LIP about the impact of COVID-19



- Shifting to virtual engagement with stakeholders resulted in more participation/attendance.
- Shifting to virtual engagements with newcomers resulted in more participation/attendance.
- We encountered a lot of difficulty in general with shifting to an online platform.
- It prevented our LIP from meeting its goals and objectives in its strategic plan.
- It prevented LIP members from giving as much time and resources to our LIP.



Quotes from PVLIP Members:

“My involvement in PVLIP has benefited the organization I represent as well as me personally. It has broadened my understanding and my views which has translated into my workplace.”

“LIP doing very good. In our small community like Morden, Winkler this type of program really wonderful and Appreciated.”

“Our partner organization is not as invested in LIP but values the connection.”

“Involving different cultures and communities is key to ensuring that all voices are heard.”

“PVLIP is doing a wonderful job in pinpointing and assessing the needs of newcomers.”

“Funding our LIP would be very beneficial to the continuous growth of the Pembina Valley Area.”

“The biggest challenge so far has been the scheduling aspect of it in order to participate and get things done, since most members (including myself) have busy schedules, but in the end I do believe that PVLIP is doing a wonderful job in pinpointing and assessing the needs of newcomers. There are certain aspects of the organisation that I am not aware of due to the fact that I recently became a member, but in the long run I do believe that things are getting done for the benefit of newcomers to Canada.”



Conclusion

This report provides an overview of the work and activities PVLIP has accomplished in 2020-21 through the support, commitment, vision and guidance of its members.

The overall impact of the 2020-21 fiscal year has been satisfactory despite navigating new technology, a change in delivery methods, and responding to emerging needs due to Covid19.

FY2 will continue with implementing PVLIP's Strategic Action Plan second phase, along with maintaining several of the initiatives established in FY1.

As the partnership continues to expand to new sectors and communities throughout the region, we look forward to expanding awareness on settlement and integration needs of newcomers, as well as implement strategies in locations lacking the variety of services needed to support immigration.

It is the hope the new Welcoming & Inclusive Communities Policy will be the foundation to increasing a sense of belonging for newcomers in the Pembina Valley.

- *Respectfully submitted, Elaine Burton Saindon*

Funded by:



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada

Grant Agreement Holder:



Appendix A

PVLIP Welcoming & Inclusive Communities Policy Framework

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.

Principles

Human Rights

We uphold the Manitoba Human Rights Code.

Strength-based

We embrace all Newcomers' and cultures' and welcome their unique talents, abilities and resilience.

Holistic

We understand that personal and community wellness is made up of many parts. Collective.

Local growth

We invest in each other, helping all residents grow deep roots in our communities and flourish.

Policy Areas

Inclusion

We address racism and do not stigmatize others. We embrace the rich diversity of our communities, challenge stereotypes, celebrate each other's contributions, and engage systems to educate and promote mutual understanding.

Services

The path to settlement and integration is different for everyone. This journey is supported by responsive, accessible and coordinated services that address need and support potential. Identifying barriers, increasing awareness of services and enhancing service connections is critical to newcomer retention and long-term community wellbeing.

Social connections

Across our many cultures and communities, we seek opportunities and spaces to share stories and experiences, combat social isolation and foster mental health. We nurture formal and informal community supports, and promote appreciation for what makes us different.

Newcomer voice

Newcomer voices are vital to community building. We incorporate diverse perspectives in our community building, ensuring all voices are engaged as leaders, decision makers and creators. Newcomer needs are considered.

TIMELINE:

Created and developed: Dec 5, 2020

Facilitated by: Health In Common

Approved by Advisors on: Jan 16, 2021

Presented to LPC: Feb 18, 2021

BACKGROUND:

Supporting Research:

PVLIP Strategic Action Plan (2019)

PVLIP Communication Study (2019)

Welcoming & Inclusive Community Survey (2018)

Immigrant Advisors Focus Group (2018)

Advised by: 20 Members from PVLIP:

Local Partnership
Immigrant Advisory Table
WIC Working Group

Sectors Represented:

Human Resources	Education
Municipal Leadership	Immigration
Bilingual Services	Justice
Education	Settlement Services
Employment	Newcomers

Countries & Cultures Represented:

Philippine	German	Russian	Metis/Francophone
African	Indian	Mennonite	Nigeria
Zimbabwe	Portuguese	Ukrainian	Kenya
Bangladesh	Bolivian	Brazil	

