

MAP INFORMATION WORKING GROUP MEETING

MINUTES - Friday October 19th, 1pm at MOUNT PLEASANT NEIGHBORHOOD HOUSE

Present: Bahar Taheri – BC Refugee Hub

Thanh Lam – Mount Pleasant Neighbourhood House

Carlo Campodonico – Qmunity

Sara Lopez – VAST

Azadeh Tamjeedi - UNHCR

Katherine Griffin – MOSAIC

Azadeh Tamjeedi – UNHCR

Richard Belcham – inasmuch

Farah Kotadia - AMSSA

Jenny Moss – MAP

Regrets: Gulalai Habib, Iris Solorzano, Nasra Mire

Chair: Sara Lopez (VAST)

- Welcome and Introductions from all members

New member **Farah Kotadia** (AMSSA) introduced herself and the work of AMSSA throughout BC.

- The **Agenda** was approved
- The **Minutes** from October 5 meeting were approved

Updates from last meeting – roundtable

Jenny has forwarded the results from our color/word branding exercises to Katie Lapi who says she will have a draft logo to us by October 26

Richard provided an overview of his proposed tagline that has been forwarded to logo designer Katie Lapi. (See attached) He explained the use of each word.

Richard also submitted a design and there was discussion as to whether the logo should say MAP BC since there may be more MAP committees coming online.

The committee approved the tagline with the condition we see what Katie comes up with first.

Bahar shared results from BC Refugee Hub's survey of RC service providers concerning the need for public education. There followed discussion on what themes were most needed for public education:

Thanh - employment

- 'strain on government resources'

Azadeh – explain who is a RC, – different kinds of refugees

Katherine was concerned we differentiate too much and cause division within this population. Everyone agreed that we wanted to see refugees as people first, and people in need. However, there is logic in explaining to the public the different ways refugees come

to Canada. And Sara underlined how services to GARS are very different to services to RC's

It was agreed that we need to present refugees' individual stories in a humane and equal way.

Farah - Canadian Council for Refugees had explicitly mentioned AMSSA as a potential member to work on a public education campaign. Farah – will investigate as will Azadeh as UNHCR is also a Public Education member

Goals, plans, teams

- What will our public education campaign be?
- What format will it take?
- Timeline
- Teams for public education and website development

There was much discussion around the following questions specifically:

1. Who is our audience? *Young/old? Center right? The curious or unaware public?*

Agreed we should focus on the *curious* and turn them into *advocates* by winning 'hearts and minds' They can go on to convince others.

However, we do need to educate people first about RC's

2. What is the hypothesis we want to test?

3. What are our objectives in running a social media campaign?

4. Education campaign or legitimate discussion? (like Vancouver Foundation's 'On the Table' project see: <https://onthetablebc.com>)

5. We need to answer questions head on – Bahar sent list of 21 myths (attached) to be used.

Carlo: maybe we can come up with a hypothesis based on the myths/answers and see how to convince people differently.

Teams: 1) Website 2) Public Education

It was agreed we would not form teams but we would work on all aspects together

However: there will be point people to speed things along:

Website: Richard agreed to work on this when needed and teleconference with Jenny this week

Canadian Heritage Funding opportunity

See : <https://www.canada.ca/en/canadian-heritage/services/funding/community-multiculturalism-anti-racism.html>

Jenny provided a background on the fund and how MAP has been encouraged to apply

Farah mentioned that AMSSA successfully applied for this fund for 2 projects:

- Focus on Indigenous populations

- Newcomer Guide – worked with Baldwin Wong, City of Vancouver Social Planning.

Farah will investigate AMSSA's application experience and report back.

AGREED: Sara, Jenny, Thanh and Farah will conference call Tuesday 23 at 1:30 to discuss the opportunity further.

There was some discussion on some suggested themes:

Storytelling – possibly matching RC speakers with Canadian experience

- program could be offered at different libraries in order to include more of the LMR

Thanh suggested we need a solid workplan – **Azadeh** agreed and offered to create one:-

ACTION ITEM:

EVERYONE: Please send your ideas to Azadeh at tamjeedi@unhcr.org by Wednesday 24th.

Your ideas should relate to the following sections:

- hypothesis - what idea do we want to test out by running an education campaign for RC's?

- objectives: what are our public education goals?

- audience: who are we trying to reach?

- themes: what themes for public education would you like considered?

Azadeh will then put together a **Concept Document and Action Plan** that we can use to steer our activities and assist with funding searches etc.

Closing – the meeting adjourned at 3pm

Next meeting November 2nd with presentation by DISCOURSE.

Carlo offered to host at Qmunity office: 1170 Bute Street in the west end. We will meet in the training room.

Thanks to **Thanh** for hosting and giving us a tour of Mount Pleasant Neighborhood House after!