



*Developing Sustainable Solutions for the Attraction, Retention and Social Inclusion of Newcomers to Sarnia-Lambton*

# FROM PAPER TO PEOPLE:

## Moving from Planning to Implementation in Sarnia-Lambton

Pathways to Prosperity Workshop – With Stephanie Ferrera

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Led by:

**Social Planning & Children's Services Department**

150 N. Christina Street  
Sarnia, ON N7T 8H3  
Telephone: 519-344-2057  
Toll Free: 1-800-387-2882  
Fax: 519-344-2025  
[www.lambtononline.ca](http://www.lambtononline.ca)

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# Immigration in Sarnia-Lambton

**12 345**

immigrants currently live in Sarnia-Lambton



This accounts for **10%** of the County's population

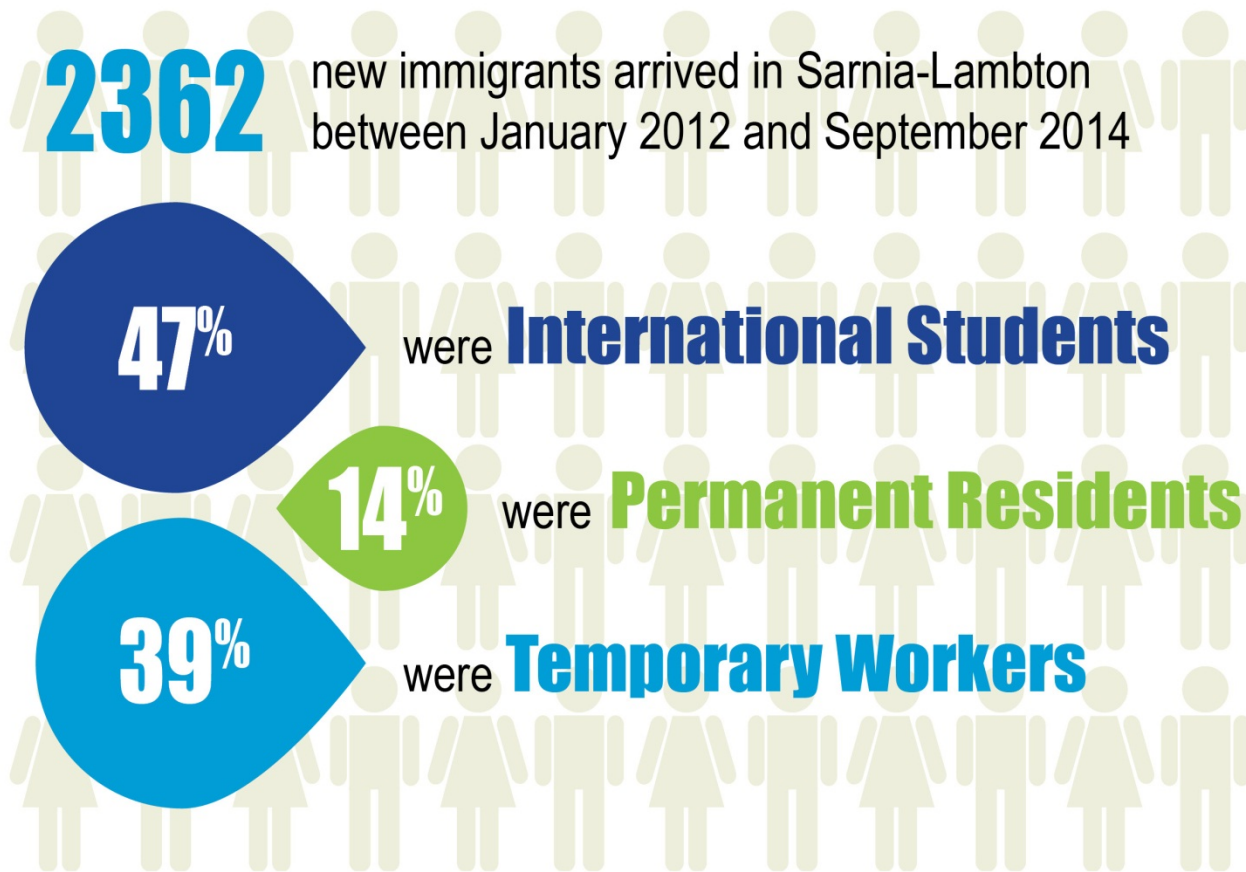
**70%** of immigrants live in the city of Sarnia

- Brooke-Alvinston
- Dawn-Euphemia
- Enniskillen
- Lambton Shores
- Petrolia

- Plympton-Wyoming
- Point Edward
- St. Clair
- Warwick

**Source:** Statistics Canada National Household Survey 2011

# Immigration in Sarnia-Lambton



Source: Citizenship & Immigration Canada, 2014



# Sarnia-Lambton Settlement Strategy

- ✓ Conducted community based-research
- ✓ Established a multi-sector council
- ✓ Developed a settlement strategy
- ✓ Corresponding work plan was created to direct implementation of strategy

SARNIA-LAMBTON LIP SETTLEMENT STRATEGY		
AREA OF FOCUS	STRATEGY	ACTION STEPS/ACTIVITIES
EMPLOYMENT Improving local labour market access for immigrants and newcomers	1. Increase networking opportunities between employers and newcomers and immigrants	<ul style="list-style-type: none"> <li>- Organize monthly networking meetings for immigrants and employers</li> <li>- Organize immigrant-specific job fairs</li> <li>- Organize networking support groups for employers</li> <li>- Establish a point of first contact where employers can direct questions related to hiring and retaining immigrants and newcomers</li> <li>- Hold events to celebrate employer 'champions'</li> </ul>
	2. Provide opportunities for gaining Canadian work experience relevant to profession and career aspirations	<ul style="list-style-type: none"> <li>- Develop and pilot a mentorship program for internationally-trained professionals</li> <li>- Investigate which professions could accommodate volunteer opportunities for newcomers</li> <li>- Investigate possibility of providing internships (and employer subsidies) for internationally-trained professionals</li> </ul>
	3. Provide enhanced immigrant and newcomer-specific job search assistance	<ul style="list-style-type: none"> <li>- Develop and pilot an adequate job search program designed specifically for immigrants and newcomers</li> <li>- Create job developer position specifically dedicated to assisting and advocating for immigrants, newcomers and employers</li> </ul>
SETTLEMENT Improving access to effective services and supports that facilitate immigrant settlement and integration	4. Increase and promote opportunities to engage immigrants and newcomers in the community	<ul style="list-style-type: none"> <li>- Continue to actively recruit and market current CIC-funded HOST Program</li> <li>- Develop and pilot a volunteer program specifically for immigrants and newcomers</li> <li>- Establish rural outreach program for newcomers outside of Sarnia</li> </ul>
	5. Increase and promote opportunities for immigrant and newcomer children and youth in the community	<ul style="list-style-type: none"> <li>- Increase funding for Settlement Workers in Schools (SWIS) program</li> <li>- Establish specific recreation programming for immigrant children and youth (especially during the summer months)</li> </ul>
LANGUAGE & COMMUNICATION Improving community capacity for language training and translation services	6. Create more diverse opportunities for language learning (ESL, ELL, Occupation-Specific)	<ul style="list-style-type: none"> <li>- Develop partnerships between local ESL providers to increase number of students</li> <li>- Investigate possibility of providing on-the-job language training for newcomers</li> <li>- Actively market Sarnia-Lambton as an ESL destination</li> <li>- Connect with regional ESL service providers to form potential partnerships</li> <li>- Investigate the use of new technologies (i.e. webinars, Skype) to expand local language programs</li> </ul>
	7. Increase community capacity for translation and interpretation services	<ul style="list-style-type: none"> <li>- Compile and update volunteer lists of interpreters already in existence</li> <li>- Formalize connections with cultural associations as potential pool of interpreters</li> <li>- Look into regional resources to create more timely and cost effective provision of interpretation services</li> </ul>
	8. Establish one 'point of contact' to advocate for and address concerns/questions regarding immigrant and newcomer issues	<ul style="list-style-type: none"> <li>- Develop and pilot an outreach program to meet with newcomers and immigrants in rural areas</li> <li>- Disseminate information about local services for immigrants and newcomers to entire community from a centralized point</li> <li>- Maintain virtual 'point of contact' through County of Lambton's immigration portal, <a href="http://liveinlambton.on.ca">liveinlambton.on.ca</a></li> </ul>
COORDINATION OF SERVICES Creating comprehensive and effective service provision for immigrants and newcomers	9. Create opportunities for local and regional partnerships to utilize current resources more effectively	<ul style="list-style-type: none"> <li>- Work towards developing creative partnerships with religious institutions, cultural associations, private sector and business, school boards, First Nations community, service club organizations etc.</li> <li>- Continue to work with current community initiatives as they pertain to immigration (such as economic development and new resident attraction)</li> <li>- Explore regional partnerships to enhance the capacity of local services</li> </ul>
	10. Facilitate effective governance and implementation of LIP strategies with County of Lambton as lead	<ul style="list-style-type: none"> <li>- Amalgamate community newcomer support groups, including Phase I LIP Council, to form one guiding body to oversee implementation of settlement strategy</li> <li>- Revise Terms of Reference to finalize structure of Council and responsibilities of its members</li> <li>- Fulfill appropriate human resource needs for Phase II implementation</li> </ul>
PUBLIC AWARENESS Ensuring that Sarnia-Lambton is a welcoming place for immigrants and newcomers	11. Promote public awareness of newcomer and immigrant issues through media campaigns and community events	<ul style="list-style-type: none"> <li>- Develop multi-media campaign to promote a welcoming and inclusive Sarnia-Lambton</li> <li>- Continue to encourage current (and organize more) multicultural events</li> <li>- Create better access to diversity training for businesses and non-profit organizations</li> <li>- Create opportunities for immigrants and newcomers to be more visible in the community, in the workplace, and in public office</li> </ul>
	12. Design comprehensive marketing strategy for current, enhanced, and upcoming services	<ul style="list-style-type: none"> <li>- Ensure marketing-specific programming has adequate funds for marketing of services</li> <li>- Share marketing resources among service organizations</li> <li>- Encourage stakeholders to utilize County of Lambton's immigration portal, <a href="http://liveinlambton.on.ca">liveinlambton.on.ca</a>, to advise and market services and events</li> </ul>





**How did the Sarnia-Lambton LIP go from Strategic Planning to Implementation?**

# **Working Groups**

LIP Working Groups come in all  
shapes and sizes...





# Working Group Examples

## **The Mentorship Program:**

- LIP facilitated adhoc working group of community organizations
  - Researched program model
  - Identified project lead
  - Assisted in securing funding for project from OTF

## **The Community Interpreter Access Program or CIAP:**

- An adhoc working group was struck to bring professional interpretation services to the community
  - Partnered with a regional organization that provides interpretation and translation services
  - Ensured qualified organizations have pool of funds to offset fees for service through local charity organization

# Working Group Examples

## Immigrant Youth Engagement Project:

- LIP (in partnership with Lambton Public Health) conducted focus group research with immigrant/newcomer youth to learn about their:
  - Sport and recreation interests
  - Participation experiences
  - Barriers to accessing opportunities locally
  - Recommendations to overcoming barriers
- County-led Immigrant Youth Engagement Project [IYEP]
- IYEP Project Leader hired with grant from provincial ministry of immigration (MCIIT)







## TD Multicultural Village

The TD Multicultural Village provides opportunities to celebrate and learn about the community's growing cultural diversity

### Multicultural Elementary Games

The Multicultural Elementary Games brought grade 5 & 6 students from Lambton County schools together to try out a series of sport stations including cricket, field hockey, bocce, rugby and lacrosse





# Regional Networking Groups

## Southwestern Ontario Local Immigration Partnerships

- Formed in 2010 after a meeting between the Sarnia-Lambton and Hamilton LIPs
- Created as a way for LIPs in Southwestern Ontario to share their successes and challenges.
- Meets quarterly and, along with Sarnia-Lambton & Hamilton, includes representatives from:
  - Brantford/Grand Erie
  - Chatham-Kent
  - Francophone Immigration Network
  - Guelph-Wellington
  - Huron County
  - London & Middlesex
  - Niagara Region
  - St. Thomas-Elgin
  - Waterloo Region
  - Windsor-Essex



# Outcomes Based Measures

**As important as the work we do in the community**

**is what *impact* the work is having**

[See reports at www.sarnialambtonlip.ca](http://www.sarnialambtonlip.ca)



# Contact Us

**Stephanie Ferrera**, *Project Coordinator*  
[stephanie.ferrera@county-lambton.on.ca](mailto:stephanie.ferrera@county-lambton.on.ca)

519-344-2062, ext. 2161

**Jeneane Fast**, *Social Researcher*  
[jeneane.fast@county-lambton.on.ca](mailto:jeneane.fast@county-lambton.on.ca)

519-344-2062, ext. 2309



[www.sarnialambtonlip.ca](http://www.sarnialambtonlip.ca)



@SarLamLIP