

Toronto For All Campaign

Pathways to Prosperity Conference
Thursday, November 16, 2017



Nicole Watson

Community Development Officer



Toronto Newcomer Office

City of Toronto, Social Development, Finance &
Administration

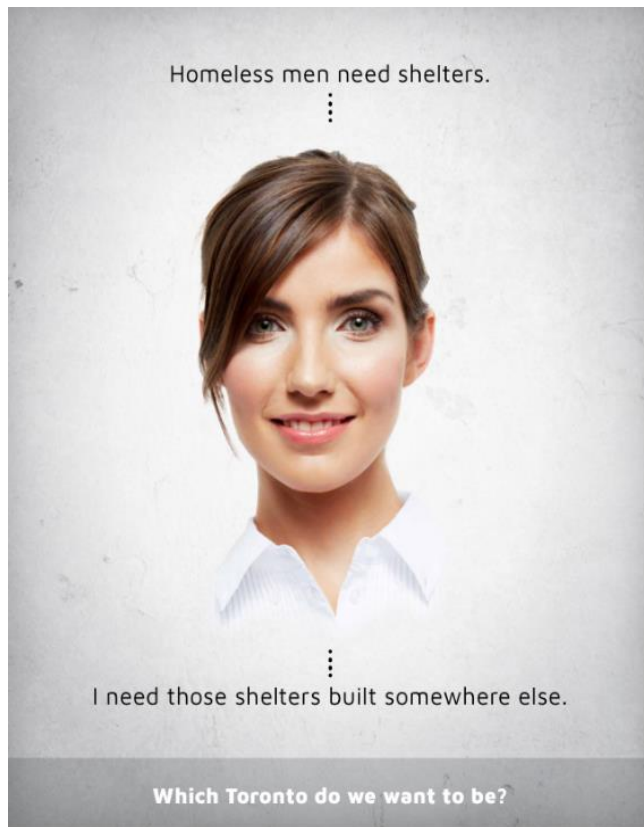
TORONTO FOR ALL

GO BACK
TO WHERE YOU
CAME FROM.

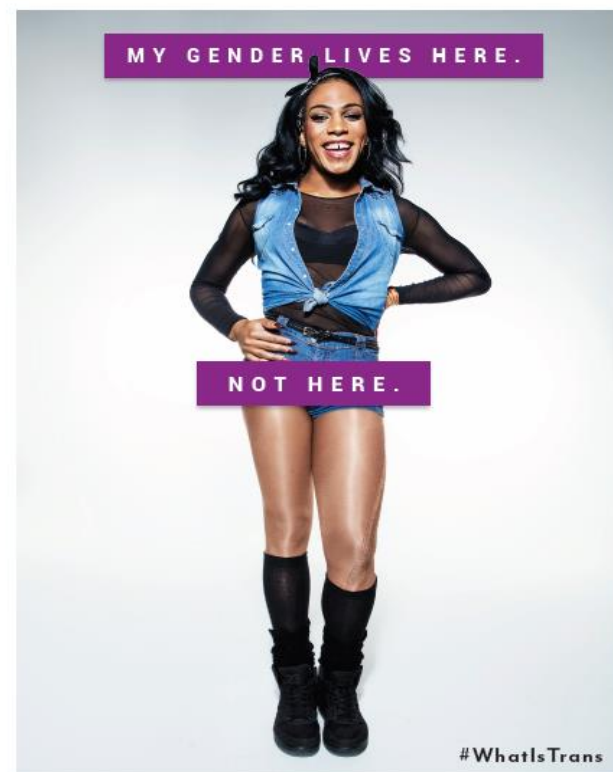
WHERE,
NORTH YORK?



TORONTO FOR ALL



TorontoForAll.ca #TorontoForAll



Trans youth of colour are part of Toronto.
Transphobia is not.



torontoforall.ca



APPROACH

- Identify the issue
- Identify a community partner and subject matter experts
- Establish buy-in from necessary players
- Disperse messaging through various channels

GOAL: Generating dialogue amongst Torontonians



GO BACK TO WHERE YOU CAME FROM.

WHERE, NORTH YORK?

MUSLIMS ARE PART OF TORONTO.

OCASI
Ontario Council of Agencies Serving Immigrants

Toronto

#TORONTOFORALL TORONTOFORALLCA

GO BACK TO WHERE YOU CAME FROM.

WHERE, THE JUNCTION?

MUSLIMS ARE PART OF TORONTO.

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Toronto

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GO BACK TO WHERE YOU CAME FROM.

WHERE, CHURCH AND WELLESLEY?

MUSLIMS ARE PART OF TORONTO.

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GO BACK TO WHERE YOU CAME FROM.

WHERE, ETOBICOKE?

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GO BACK TO WHERE YOU CAME FROM.

WHERE, ST. CLAIR WEST?

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SOCIAL MEDIA RESPONSE



Dinah Shi
@dinahshi

Follow

How cool is this campaign against racism, Islamophobia, and xenophobia? I love this city. #TorontoForAll 🇨🇦



7:16 PM - 15 Jun 2016



Ahmed Taher
@ak_taher

Follow

Thank you @OCASI_Policy @JohnTory for combating #Islamophobia & #Xenophobia #TorontoForAll @NCCM #trendsetting



Toronto For All

Toronto for All has the tools you need to be part of a Toronto that is more welcoming, more inclusive and better for all of us. Everyone should thrive in our city.

torontoforall.ca



Samantha Viaruel
@samantha_via

Follow

SO down for these ads! huff.to/1XqhDZ5
#torontoforall #unlearnracism
#antioppression #humanfamily



Aya Salah
@halaSAya

Follow

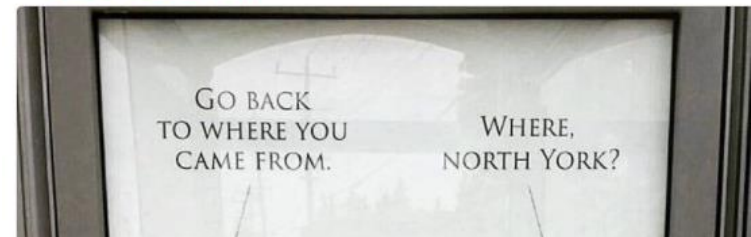
Great campaign by OCASI, @nccm & #CityofToronto to highlight issues of Islamophobia & xenophobia. #TorontoForAll



jessarosemarie
@jessarosemarie

Following

@TONewcomer: Good job 🙌 #cdnimm
#TorontoForAll



SOCIAL MEDIA RESPONSE



Shelley Zuckerman

@shellzuckerman

Following



Anti-discrimination campaign makes people uncomfortable — as it should | Toronto Star
[#TorontoForAll](#)



Opinion | Anti-discrimination campaign makes people uncomfortable — as it ...

Critique of the "Toronto for All" campaign as racist is baseless. What it really represents is anti-Muslim animus, which is real.

[thestar.com](#)



Joe Cressy

@joe_cressy

Following



Confronting prejudice and tackling privilege should be difficult. It's also necessary:
[thestar.com/news/gta/2016/ ...](#)
[@OCASI_Policy](#) [@TONewcomer](#)



Anti-Islamophobia ad campaign draws heated debate online | Toronto Star

A bus-shelter ad campaign asking viewers to rethink prejudice has Torontonians talking.

[thestar.com](#)

CELEBRATING DIVERSITY



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