



Hamilton Immigration  
Partnership Council



# #HamiltonForAll

## Phase 1 Campaign - Overview

[HAMILTONFORALL.CA](http://HAMILTONFORALL.CA)

# Thank You

***We couldn't do it without our Local Immigration Partnership (LIP)  
Communications & Community Engagement Committee***

- All of the **invaluable feedback and advisement** shaping the campaign
- Sharing, supporting, and championing the campaign through community networks
- The precious time and energy spent in building momentum for this campaign and commitment to carry it through until the end of the campaign - May 2018



# Community driven – Planning Leads 1<sup>st</sup> Phase



*The Hamilton Centre for Civic Inclusion (HCCI) is a community based organization with a **mandate to create a welcoming and inclusive city.***



**Hamilton Immigration  
Partnership Council**

*The Hamilton Immigration Partnership Council (HIPC) is a multi-sector local immigration partnership (LIP) funded by Immigration, Refugees and Citizenship Canada (IRCC) and supported by the city of Hamilton.*

*Our 2017-2020 vision is a Hamilton that **“welcomes newcomers, celebrates diversity and is a place for everyone to call home”***

# What is #HamiltonforAll?

The 1<sup>st</sup> phase of the **#HamiltonForAll** campaign will focus on celebrating diversity and inspiring Hamilton residents to connect with and welcome newcomers. The results of this campaign will support 2017-2020 Hamilton Immigration Partnership vision of a Hamilton that ***welcomes newcomers, celebrates diversity, and is a place for everyone to call home.***

The **#HamiltonforAll** campaign builds on the Ontario Council of Agencies Serving Immigrants (OCASI) and the city of Toronto **#TorontoForAll** campaigns and the town of Ajax **#AjaxForAll** campaigns that have addressed racism, xenophobia, islamophobia and other issues.

The campaign will engage Hamiltonians in welcoming newcomers, conversations, learning and inspire actions throughout the city over a period of 6 months.

Welcoming actions inspired by the campaign will be submitted by the community members and organizations through the [hamiltonforall.ca](http://hamiltonforall.ca) website to be included on a map of Hamilton to be presented at Hamilton's 1<sup>st</sup> ever "Newcomer Day" in May 2018

# Why #HamiltonforAll?

September 21, 2016

**Arson at Hamilton mosque was planned as a hate crime say police**

<http://www.cbc.ca/news/canada/hamilton/arson-at-hamilton-mosque-was-planned-as-a-hate-crime-say-police-1.3772262>

November 14, 2016

**Hamilton woman faces checkout line racism fueled by Trump win**

*Local woman says man told her, 'You all shouldn't even be here, you're murderers and killers:'*

<http://www.cbc.ca/news/canada/hamilton/trump-1.3849738>

December 4, 2016

**City pushes back against violence at vigil for beaten teen**

<http://www.cbc.ca/news/canada/hamilton/noah-rabbani-vigil-1.3881238>

October 25, 2017

**Hamilton-Burlington immigration not keeping pace with Ontario: StatsCan**

<http://www.cbc.ca/news/canada/hamilton/hamilton-census-release-1.4371090>

November 15, 2017

**'I don't feel safe': What it's like for Sahra Soudi, 20, to ride the HSR**

<http://www.cbc.ca/news/canada/hamilton/transit-discrimination-1.4402622>

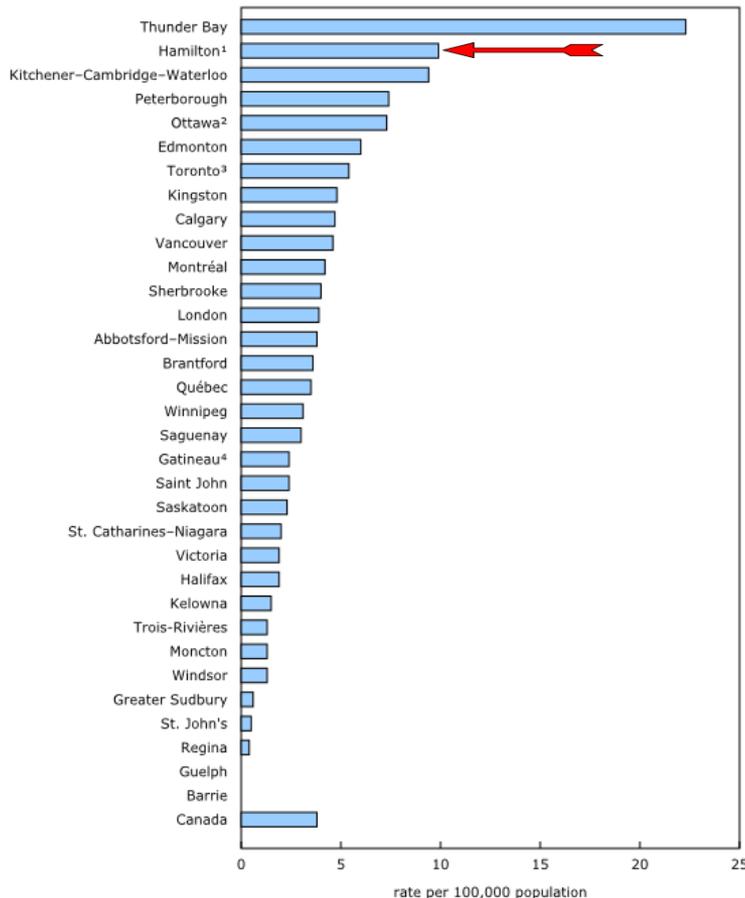
# Why #HamiltonforAll?

Released: June 13, 2017

<http://www.statcan.gc.ca/daily-quotidien/170613/dq170613b-eng.htm>

## Police reported hate crimes – 2015

Hate crimes rose by 5% in Canada in 2015, largely due to an increase in incidents targeting certain religious and ethno-cultural groups, specifically the Muslim population and Arabs or West Asians.



June 14, 2017

<https://www.thespec.com/news-story/7372310-hamilton-ranks-second-highest-for-hate-crimes-in-canada-again/>

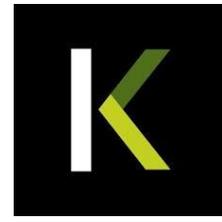
**Hamilton ranks second highest for hate crimes in Canada — again**

July 5, 2016

[http://www.torontoforall.ca/wp-content/uploads/2017/04/OCASI\\_Survey\\_Summary\\_July-5\\_2016.pdf](http://www.torontoforall.ca/wp-content/uploads/2017/04/OCASI_Survey_Summary_July-5_2016.pdf)

**Ontario Council of Agencies Serving Immigrants (OCASI) – Ontario wide survey**

# #HamOnt community support growing...



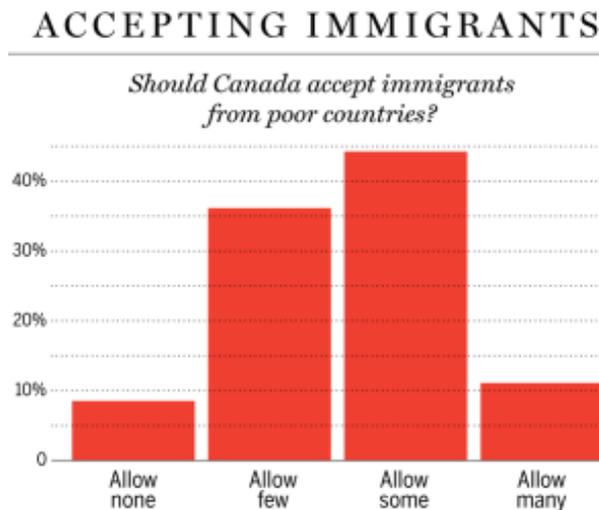
# #HamiltonforAll – Plan Phase 1

- **Research, Best Practices, Community Consultations**
- **Selection of Ambassadors**
  - Hamilton immigrants and refugees nominated by community to be campaign Ambassadors
  - Ambassadors will share their stories as part of campaign (digital, print, community events)
- **Community campaign sponsorships and In-kind support development**
- **Development and Updating of Website**
  - Centre of all information and updates about the campaign
  - Myth-busting information, actions toolkit, newcomer stories, videos, campaign posters to download (available on launch date November 28)
- **Design of Campaign Posters**
  - Variety of newcomers profiled with statement “You Are Hamilton”, call to action and pull to check out website <http://www.hamiltonforall.ca>
  - Brilliant in kind support from Kitestring Creative Branding studio
- **Advertisement**
  - Facebook, Twitter, Community Partner Networks
  - Local news media (print, television, online, radio)
- **Official launch event** – November 28<sup>th</sup> 530 to 7pm
- **Results** shared with Community – Hamilton Newcomer Day – May 2018

# Target audience for #HamiltonforAll

ALL Hamiltonians with a focus on:

- Immigrants and refugees
- Community leaders
- “The indifferent”\*



\*February 2017

<http://nationalpost.com/news/politics/canadians-not-so-exceptional-when-it-comes-to-immigration-and-refugee-views-new-study-finds>

Canadians not so exceptional when it comes to immigration and refugee views, new study finds

# #HamiltonForAll - Key Focus Areas



Connection



Education



Action



Results



\*Campaign is inspired by and builds upon Toronto/OCASI #TorontoForAll and the town of Ajax #AjaxforAll campaigns



# #HamiltonForAll - Key Focus Areas



## Connection

- Invite Hamiltonians to send welcome messages through website (we will share best ones through social media and on website)
- Invite Hamiltonians to connect with newcomers by sharing an activity suggestion (e.g. Gage Park)
- Short videos of Hamiltonians welcoming newcomers and sharing the activities/things they love about Hamilton – shared on website

YOU DON'T JUST BELONG IN HAMILTON  
**YOU ARE HAMILTON**

---

Harmful stereotypes divide us. Our mutual love of our city has the power to unite us all.

**In Hamilton, common ground is easy to find and easy to share**

Leave a welcome message and activity suggestion for our city's newest Hamiltonians with the hashtag **#HamiltonForAll**

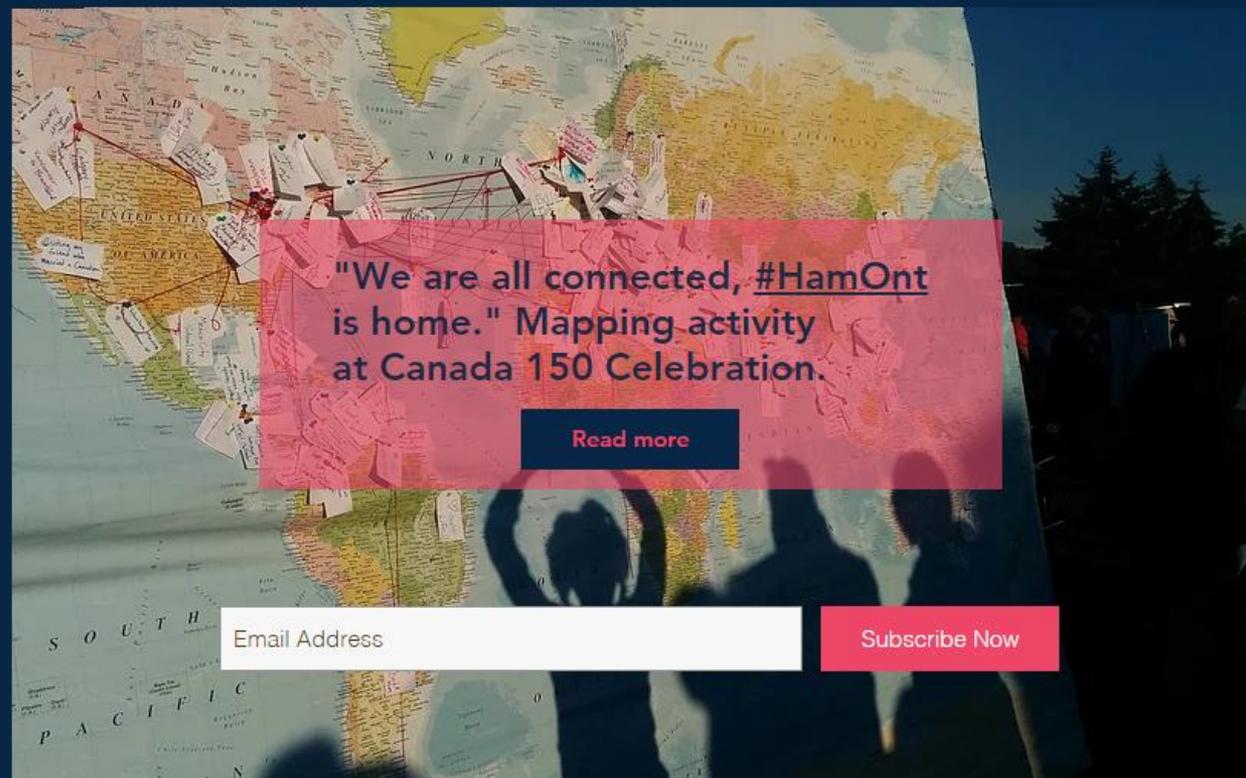
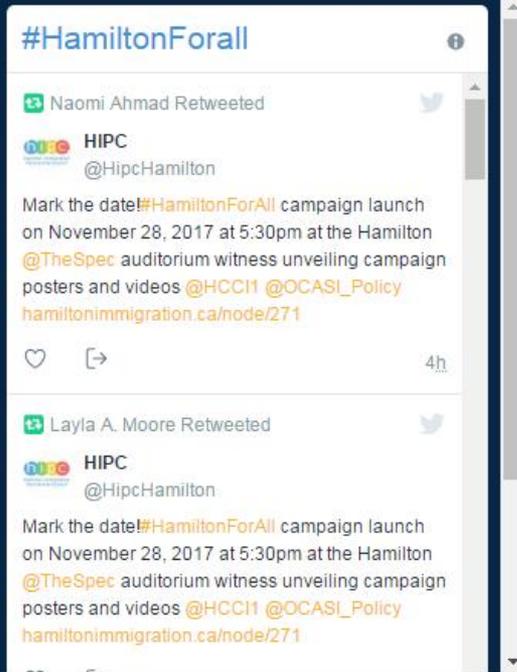
---

**HamiltonForAll.ca**

# Twitter #HamiltonForAll

#HAMILTONFORALL

HOME ABOUT BACKGROUND PHASE 1 EVENT PARTNERS More



## Pre-launch press:

- July 6 <http://www.cbc.ca/news/canada/hamilton/where-in-the-world-hamiltonians-pin-down-their-heritage-1.4192981>
- August 17 <http://www.cbc.ca/news/canada/hamilton/hamiltonforall-1.4250655>

# #HamiltonForAll - Key Focus Areas



## Education

- **Information available on site for community use and share:**
  - Myth-busting
  - Infographics, Statistics



# #HamiltonForAll - Key Focus Areas



## Action

- **Information available on site for community use and share:**
  - Top 10 things you can do (track submission of actions through website)
  - Share actions taken throughout community



# #HamiltonForAll - Key Focus Areas



## Results

- **Information available on site for community use and share:**
  - Tracking actions taken in Hamilton neighbourhoods
  - Community partnerships, reach of campaign
  - Twitter/social media analytics
  - Community response



# #HamiltonforAll – Tracking Results

- Campaign inspired community led events and initiatives will be submitted through [hamiltonforall.ca](http://hamiltonforall.ca) website
- Project team will map initiatives across Hamilton onto Hamilton map
- Final map of all initiatives and outcomes to be shared with the community on Hamilton Newcomer Day – end of May 2018



# Twitter #HamiltonForAll

#HAMILTONFORALL

HOME

ABOUT

BACKGROUND

PHASE 1

EVENT

PARTNERS

More

## LAUNCH

The first phase of #HamiltonForAll aims at addressing misconceptions and stereotypes against immigrants and refugees. The initiative builds on OCASI's #TorontoForAll and #AjaxForAll campaigns.

It focuses on education by following a myth-busting approach. It will showcase stories of immigrant and refugee Hamiltonians who will be profiled as 'ambassadors'. Through digital posters and social media campaigns, Hamiltonians will be encouraged to be part of the conversation and take actions to showcase their vision for a more inclusive Hamilton.

Join us for the launch on November 28, 2017.

[Learn More](#)

<https://www.hamiltonforall.ca/home>

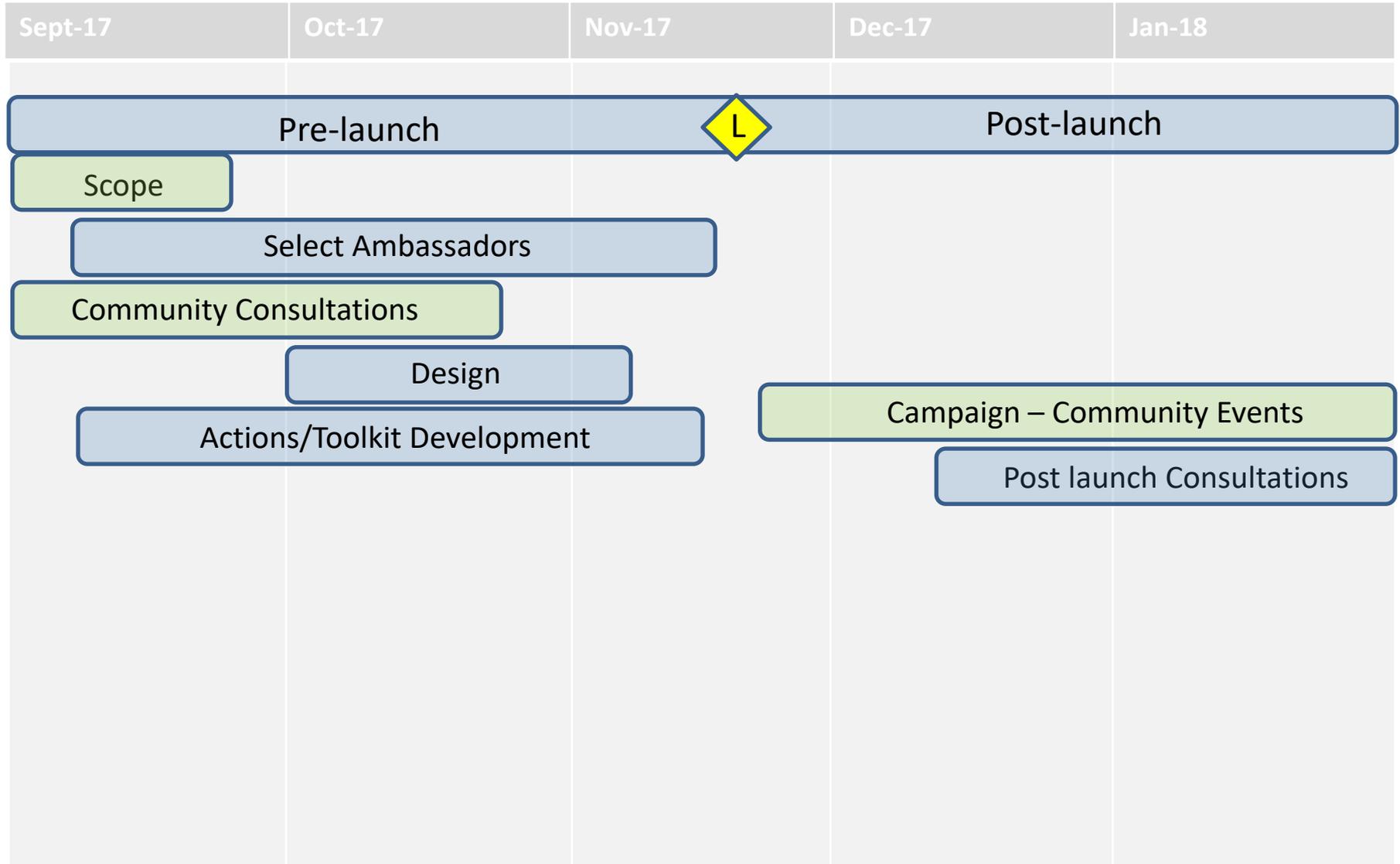
Campaign poster preview attached here:



Adobe Acrobat  
Document



# #HamiltonforAll – Phase 1 Plan



# Timeline – Next Steps

- November 28<sup>th</sup> official launch of the 1<sup>st</sup> phase of #HamiltonForAll campaign
  - The Hamilton Spectator, 44 Frid Street
  - 530 – 7pm
- Campaign roadshow – Neighbourhoods
  - Ambassadors interaction
  - Myth-busting; community engagement activities
- Tracking outcomes
  - Community actions inspired by the campaign
  - Mapped for Hamilton Newcomer Day  
*(Tentative: Saturday May 26, 2018)*