



# Immigration Matters and Inclusive Communities

Marketing and advertising campaign

Pathways to Prosperity, November 14,  
2022



Immigration, Refugees  
and Citizenship Canada

Immigration, Réfugiés  
et Citoyenneté Canada

Canada 

# #IMMIGRATION #MATTERS

Launched in November 2018 to support the Government of Canada's immigration plan.

## **Goals:**

- Demonstrate the benefits of immigration at the local level
- Dispel common myths about immigration
- Promote positive engagement between newcomers and Canadians

## **Target:**

- Canadians who are neither strongly in favour nor strongly against immigration – about 60% of the population

## **Strategy:**

- Storytelling complemented by facts
- Partnerships and community conversations to amplify content

# #IMMIGRATION #MATTERS



## Immigrant stories throughout Canada

How do immigrants enrich our communities?

[Discover inspiring stories about immigrants making a difference](#)



## Canada's immigration system

How are immigrants selected, screened and set up for success?

[Find out how our immigration system works](#)



## Canada's immigration track record

What does immigration do for our country?

[Learn about the benefits of immigration](#)



## Benefits of immigration to Canadian sectors

How do immigrants contribute to fields such as sports, business and health care?

[Learn about the contributions of immigrants](#)



## Welcoming communities

Want to make your neighbourhood a better place for everyone?

[Get involved in building welcoming communities](#)

# Accomplishments: Partnerships



# Challenges



- 2019 election
- 2020 pandemic
- Anti-Asian and anti-immigrant sentiment

Horgan 'deeply' troubled by 71.7% increase in anti-Asian hate crimes in Vancouver | Global News, Feb 2021

2 years into the pandemic, anti-Asian hate is still on the rise in Canada, report shows | CBC News, Apr 2022

Police-reported hate crimes up 21% in B.C. during 2nd year of pandemic | CBC News, Aug 2022

Canada's Chinese community faces racist abuse in wake of coronavirus | The Guardian, Jan 2020

A driver slams into a Muslim family, killing four people, in what Canadian PM calls 'a terrorist attack' | CNN, Jan 2021



# IRCC joins Welcoming International in March 2020

WELCOMING  
INTERNATIONAL

Newsletter | Member Login | Donate

ABOUT ▾ WHAT WE DO GET INVOLVED RESOURCES ▾ CONTACT 🔍

## Our Members

The Welcoming Network is made up of civil society and government leaders from all around the world.

What we do >

Our story >

## Members

Canada

Canada

Immigration, Refugees and  
Citizenship Canada

Government of Canada

# #IMMIGRATION #MATTERS

## Brandon, Manitoba



### [Brewing up excitement in Brandon](#)

Black Wheat Brewing in Brandon, Manitoba, is the city's first craft brewery, and residents have welcomed its newcomer brewmaster with open arms.

## Haida Gwaii, British Columbia



### [Healing from the heart](#)

Dr. Riaan van der Wart blends traditional and contemporary medicine to serve First Nations communities.

## Enfield, Nova Scotia



### [Tailoring solutions during the pandemic](#)

Khabat Alissa helps keep his community safe, one mask at a time.

## Vancouver, British Columbia



### [Improving emergency care for British Columbians during the pandemic](#)

Paramedics Tim Makrides and Leon Baranowski have worked with their teams to spearhead advancements in paramedical health care during the pandemic.

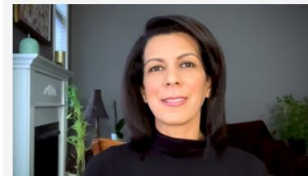
## Toronto, Ontario



### [Caring for the community in a global crisis](#)

Physician and philanthropist Dr. Joseph Yu Kai Wong raised funds for 700,000 medical masks to help keep the community safe during the pandemic.

## Toronto, Ontario



### [Getting personal protective equipment \(PPE\) to frontline health-care workers and vulnerable communities](#)

Khadija Cajee, originally from South Africa, co-founded a volunteer organization called Conquer COVID-19. They delivered more than 3 million pieces of personal protective

## Surrey, British Columbia



### [Racing to roll out vaccines](#)

Dr. Victoria Lee, President and CEO of Fraser Health in British Columbia, oversees and mobilizes the largest vaccine rollout in recent history.

## Whitehorse, Yukon



### [Equipping youth with life, language and wilderness skills](#)

When COVID-19 closed local schools, Raphaëlle Couratin came to the rescue with an outdoors French immersion program that teaches students wilderness skills.



# IMMIGRATION MATTERS

## to Canada's health-care sector

Visit: [Canada.ca/immigration-matters](http://Canada.ca/immigration-matters)  
Source: Statistics Canada, 2016 Census

**Immigrants make up 1 out of 4 health-care sector workers, including:**



**36%**  
of  
physicians

**23%**  
of registered  
nurses

**37%**  
of  
pharmacists

**Immigrants in Canada's health-care sector between 2011 and 2016:**

**>40%**

were employed in:



residential  
care facilities



nursing



home  
health-care services

**Projected shortages  
in the health-care sector:**

**Almost  
500,000**

workers are aged 55+ with many  
retiring in the next decade.



Immigrants can help fill these important jobs.

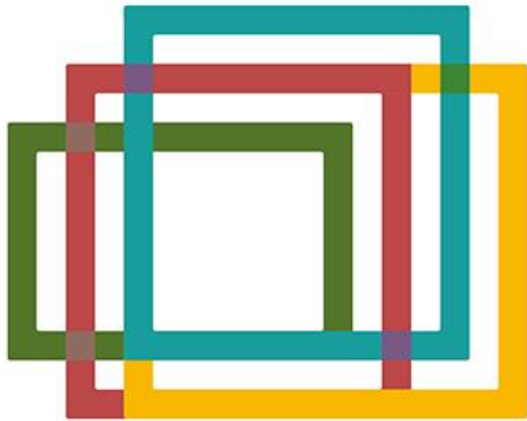


Immigration, Refugees  
and Citizenship Canada

Immigration, Réfugiés  
et Citoyenneté Canada

Canada

# Welcoming Week



WELCOMING  
WEEK

# Welcoming Week 2020

**CLIP**  
@Calgarylip

People from all over the world have made Calgary their home bringing their skills, their talents and their passions to the city. [#CreatingHomeTogether](#) means celebrating that diversity.

Learn about our [#CalgaryForAll](#) campaign here: [calgarylip.ca/calgaryforall](http://calgarylip.ca/calgaryforall)

@CitImmCanada



2:28 PM · Sep 17, 2020 · Twitter Web App

**Timmins EDC**  
@TimminsEDC

[#WelcomingWeek](#) is an annual celebration bringing people together in local communities to build a sense of belonging for new and long-time residents.

Start [#CreatingHomeTogether](#) and attend Welcome to Timmins LIVE this week!

[#WTTL2020](#)  
[buff.ly/3hCwo7l](http://buff.ly/3hCwo7l)

1:37 PM · Sep 16, 2020 · Buffer

2 Likes



**OLIP PLIO**  
@OLIP\_PLIO

In celebration of Welcoming International week, OLIP will be sharing stories of immigrants who are making Ottawa a more welcoming city by helping other immigrants to successfully integrate in the Canadian society. We invite you to do the same.  
[#WelcomingWeek](#) [#CreatingHomeTogether](#)



3:32 PM · Sep 16, 2020 · Hootsuite Inc.



**IRCC** @CitImmCanada · Sep 12, 2020

This year, Canada became a member of [@WelcomingIntl](#), a coalition of initiatives that fosters inclusion and diversity across and around the . Join us for [#WelcomingWeek](#) Sept. 12 to 20 by [#CreatingHomeTogether](#) virtually and making our communities inclusive and equal for all.



**Cities of Migration**  
@CitiesMigration

Cette année, [@CitImmCanFR](#) est devenu membre de [@WelcomingIntl](#), une coalition qui encourage l'inclusion & la [#diversité](#) autour du monde. Célébrons la [#SemaineDeLAccueil](#) du 12-20 sept en créant des communautés virtuelles inclusives et équitables pour tous. [#BâtirChezSoiEnsemble](#)

[Translate Tweet](#)

8:54 PM · Sep 11, 2020 · Twitter Web App

1 Retweet 1 Like





# Welcoming Week 2021



**newcomercentreofpeel** • Follow  
Mississauga, Ontario

**newcomercentreofpeel** Welcoming Week is an annual opportunity that brings together new and long-time residents to build strong connections. It affirms the importance of welcoming and inclusive places in achieving collective prosperity. Let's recognize actions that make Canada and NCP a welcoming space

"Being a peer leader, this summer was really important, having a chance to be seen as a leader in my community and advocating for newcomer youth programming is something I will always want to do!"  
#welcomingweek2021 @climcanada

Liked by **ncpmustafa** and 38 others  
SEPTEMBER 15

**Kat Im-Jenkins (she/her)** @katij

This morning I had the privilege to represent @WorldUniService at the student refugee program welcome event @sheridancollege. It was wonderful to meet the staff and students and welcome members of the @RefugeesOlympic to 🇨🇦 #welcomingweek2021

3:12 PM - Sep 16, 2021 - Twitter for iPhone

**PIA (Portail de l'Immigrant Association)**  
351 followers  
8mo

🔥 À l'occasion de la semaine nationale d'accueil des nouveaux arrivants ayant lieu du 10 au 19 septembre 2021, le Portail de l'Immigrant Association (PIA) donne l'espace aux familles, adultes, jeunes et professionnels pour qu'ils partagent leur expérience d'accueil et qu'ils prodiguent des conseils aux futurs nouveaux arrivants. Veuillez cliquer ici 👉👉 pour regarder les témoignages.

<https://lnkd.in/gDmhbXbA> Semaine de l'Accueil 2021 Jeunes  
<https://lnkd.in/gx6baThG> Semaine de l'Accueil 2021 Professionnels  
[https://lnkd.in/ggwJE\\_TZ](https://lnkd.in/ggwJE_TZ) Semaine de l'Accueil 2021 Adultes  
<https://lnkd.in/gGgbnkuu> Semaine de l'Accueil 2021 Familles

#semainedelaccueil2021 #nouveauxarrivants #newcomerstanada #family #jeunestalents #professionnels #adultes

**Semaine de l'Accueil 2021 Jeunes**  
<https://www.youtube.com/>

2

Like Comment Share

**UCDSB** @UCDSB

To showcase support for new Canadians, staff, students and children at @TRLegerSchool, Immigrant Services celebrated Welcoming Week! Read the full story here: [ow.ly/IDFJ50Gc8qx](http://ow.ly/IDFJ50Gc8qx)

#UCDSB #MyUCDSBFamily #WeAllBelong



4:26 PM - Sep 17, 2021 - Hootsuite Inc.

**Immigrant Employment Council of BC**  
7,378 followers  
1y

To celebrate #WelcomingWeek2021, we will be sharing how IEC-BC has worked with employers to make British Columbia more welcoming for #newcomers in Canada.

When Olga emigrated from Eastern Europe, she fully expected to find work as an engineer. It didn't take long for her to realize it would take more than a solid resume to land a dream job in a new country. Olga spent two years working in retail before participating in MentorConnect. Exactly two months from the day Olga first met her mentor, she started her new job.  
<https://bit.ly/2WX22Zb>. #MentoringWorks

**Each and every one of us has the power to welcome others in our community.**

#WelcomingWeek2021

Mentoring helps new Canadian land prime job  
<https://ieccbc.ca>

4

**Durham Region (The Regional Municipality of Du...)** + Follow  
22,533 followers  
3w

Join Regional Chair John Henry in celebrating #WelcomingWeek2021! To learn about immigration services in #DurhamRegion, visit [www.DurhamImmigration.ca](http://www.DurhamImmigration.ca). #DurhamImmigration

**Welcoming Week 2021 | Durham Immigration**

A message from Regional Chair

*John Henry*

and is home to many newcomers.

Welcoming Week 2021

# Welcoming Week 2022



La #SemaineDeLAccueil2022 se continue! Célébrons les personnes, les lieux et les valeurs qui aident chacun à se sentir bienvenu dans sa communauté.

Salon de l'emploi pour les nouveaux arrivants : [bit.ly/Sept\\_JobFair\\_S...](https://bit.ly/Sept_JobFair_S...)

Translate Tweet



8:00 AM · Sep 14, 2022 · Adobe Express



Today's act of welcome - "I helped a newcomer find a family doctor who speaks the same language " :) #WelcomingWeek2022



Réseau en Immigration Francophone Centre-Sud-... + Follow  
648 followers  
1mo ·

Les communautés accueillantes sont des communautés prospères!  
#SemaineDeLAccueil2022.  
Découvrez la Communauté francophone accueillante de Hamilton en cliquant ici  
<https://bit.ly/3wXrFYU> #HamiltonVilleAccueillante

See translation



Welcoming communities are successful communities! Immigrant-owned businesses and businesses who hire newcomer jobseekers enrich our economy and culture. Join us by celebrating #WelcomingWeek2022 this September 9-18, 2022.



Welcome to the Neighbourhood is disrupting the settlement process by bringing together newcomer artists, arts orgs, and settlement agencies. Check out shots by @ccvt\_toronto youth, taken during @MuseArtsTO's Visual Poetry workshops this summer! #WelcomingWeek2022 @CitImmCanada



Join us from September 9 to 18 to celebrate #WelcomingWeek2022. Let's come together and share how you're making your community a more inclusive and barrier-free place for newcomers.

#WelcomingWeek2022#surreylip







### Welcoming Week for the newest Canadians

Home > Local News

## Whistler Multicultural Society invites community to show its support for immigrants this Welcoming Week

Society joins Whistler Welcome Centre in showcasing how local businesses, residents and local service providers support immigrants and newcomers from Sept. 9 to 18

## Alice Munro Library hosts Huron County Welcome Night

Cory Bilyea, Local Journalism Initiative Reporter Wingham Advance Times Sep 23, 2022

## The City of Grande Prairie is getting ready to host International Welcome Week

Sep 2, 2022 | 10:24 AM

WATERLOO REGION

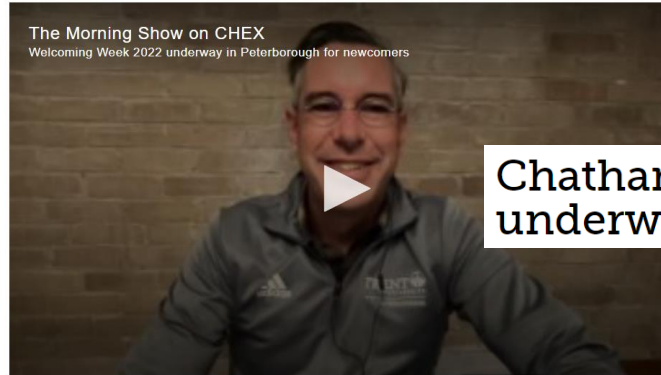
## Welcoming Week kicks off in Waterloo Region the first time

The global campaign, running from Sept. 9-18, celebrates diversity, inclusion and belonging for new immigrants

# Mayor Proclaims Welcoming Week in Humboldt

Posted: September 9, 2022

## Welcoming Week events happening in Guelph this weekend



THE MORNING SHOW ON CHEX

## Welcoming Week 2022 underway in Peterborough for newcomers

## Chatham-Kent Welcome Week underway

## WELCOMING WEEK 2022: CELEBRATING AN INCLUSIVE CALGARY

September 9, 2022

## Did you know it is Welcoming Week in Squamish?

Squamish Newcomer Services is celebrating those who make newcomers feel at home during Welcoming Week, which runs through to Sept. 18, across the Sea to Sky Corridor.



Jennifer Thuncher Sep 11, 2022 8:05 AM



## Events planned to celebrate Welcoming Week in Huron County

# Celebrate newcomers during Welcoming Week September 9 to 18

## Welcoming Week Returns

NEWS COMMUNITY NEWS September 6, 2022 | Updated: September 6, 2022

# What's ahead? Moving from informed to involved



## Welcoming communities

Everyone can get involved in building a welcoming community. Help make your neighbourhood a better place for everyone to live.

### Volunteer



- Contact a [settlement organization](#) to start welcoming newcomers, including refugees.
- [Match with a newcomer](#) and help them settle into their new community.

### Donate



- Donate to a [settlement organization](#) in your area.
- Donate items, such as clothing and furniture, to newcomers and their families to help them get settled.
- Connect with local charities to learn how you can help. Some examples:
  - [Canadian Red Cross](#)
  - [United Way](#)
  - [YMCA](#)

### Help Afghans



[Find out how you can support Afghans in Canada.](#)

### Help Ukrainians



[Find out how you can support Ukrainians in Canada.](#)

## How can you help?

# #IMMIGRATION #MATTERS

Share Immigration Matters Stories and facts using **#ImmigrationMatters**

Visit our website and subscribe for updates: [Canada.ca/immigration-matters](https://www.canada.ca/immigration-matters)

Visit our Toolkit: <https://www.cic.gc.ca/ftp/immigration-matters-toolkit.asp>

Contact us: [IRCC.ImmigrationMatters-ImmigrationCaCompte.IRCC@cic.gc.ca](mailto:IRCC.ImmigrationMatters-ImmigrationCaCompte.IRCC@cic.gc.ca)