CMARD
COALITION OF MUNICIPALITIES AGAINST RACISM & DISCRIMINATION
2013-2014 PROGRESS REPORT

A WELCOMING AND INCLUSIVE LETHBRIDGE

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FOSTERING OPEN DOORS, OPEN MINDS, & OPEN HEARTS
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From the Chair of CMARD

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THE CHAIR OF CMARD

A lot has happened since September of 2007 when Lethbridge City Council passed a motion agreeing to join the Canadian Coalition of Municipalities against Racism and Discrimination. A Framework for Action was developed after broad community consultation. This action plan was approved by City Council and was the map for moving forward in the community. An Inclusion Consultant was hired by the City and CCMARD became a broad community focused committee that oversees and gives direction to a wide range of activities and initiatives designed to make Lethbridge a more “Welcoming and Inclusive” community.

Much in Lethbridge has changed since CCMARD began its work. The diversity found among Lethbridge citizens is awesome. The influx of groups such as the Bhutanese refugees, foreign workers and a steady stream of students from many countries to study at our college and university continue to make Lethbridge a diverse city. Add to that mix the rich heritage of our First Nations citizens who continue to move into our city and it’s easy to see why Lethbridge is becoming known for the rich, diversity and vitality of its citizens.

The work of CCMARD over the past year can be seen from the variety of the activities in which it was involved. Everything from The UNITAS Inclusion series highlighting and engaging cultures from many countries as well as groups such as the disabled and the LGBTQ community to name a few. Our third CCMARD Conference was a great success as was the launch of the “Tools for Action” Moving beyond Discussion. Our committee was recognized on the tenth anniversary of CCMARD in Canada as one of the most active and effective in the country. We are very proud of that. We continue to be very proactive in the community as we build partnerships with numerous groups and agencies throughout the city to move this important work forward.

We still have a lot of work to do. Workplaces, government agencies and community groups can do much more to move our community forward in becoming more welcoming and inclusive. Some groups, such as our Aboriginal citizens, still face disproportionate challenges in fully participating. We are, however, moving forward confidently to meet these challenges.

Bob Campbell,
Chair of CMARD

THE CHAIR OF THE COMMUNITY & SOCIAL DEVELOPMENT GROUP

With the goal of building a Welcoming and Inclusive Community, CMARD has accomplished great things in 2014. In keeping with the 2011-2021 Community Action Plan, CMARD continues to promote inclusion and equity while actively reducing racism, discrimination and marginalization in our communities.

There is much to celebrate from this year. The collaborative, community driven, engaging and prolific activities of this committee have highlighted and raised the profile of our diverse and culturally rich community. These activities have also served to increase vigilance and intolerance to systemic and individual racism and discrimination.

By actively and intentionally engaging and working with the whole community through cultural events, neighbourhood community building and educational awareness materials, CMARD promotes respect, understanding and appreciation of cultural diversity and the inclusion of Aboriginal and racialized communities into the cultural fabric of Lethbridge.

On behalf of the CSD Committee I would like to extend a deeply felt appreciation for the work and dedication of everyone involved to create a safe, inclusive and welcoming city.

Renae Barlow
Chair, CSD
1.1 OUR VISION
A Welcoming and Inclusive Lethbridge

1.2 OUR MISSION
Supporting further development of Lethbridge in becoming a more welcoming and inclusive community for all people who choose to visit, work, live, play and do business in Lethbridge.

1.3 THE 10 CMARD COMMITMENTS & OUR COMMUNITY ACTION PLAN

We have adopted the 10 CMARD Commitments based on UNESCO’s CMARD initiative, and have created our Community Action Plan 2011 – 2012 (approved by City Council on January 24, 2011) in keeping with these commitments:

THE MUNICIPALITY AS A GUARDIAN OF THE PUBLIC INTEREST:

COMMITMENT 1: Increase vigilance against systemic and individual racism and discrimination.
COMMITMENT 2: Monitor racism and discrimination in the community more broadly as well as municipal actions taken to address racism and discrimination.
COMMITMENT 3: Inform and support individuals who experience racism and discrimination.
COMMITMENT 4: Support policing services in their efforts to be exemplary institutions in the fight against racism and discrimination.

THE MUNICIPALITY AS AN ORGANIZATION:

COMMITMENT 5: Provide equal opportunity as a municipal employer, service provider and contractor.
COMMITMENT 6: Support measures to promote equity in the labour market.
COMMITMENT 7: Support measures to challenge racism and discrimination in housing and implement measures to promote diversity and equal opportunity.

THE MUNICIPALITY AS A COMMUNITY:

COMMITMENT 8: Inform and involve all residents in anti-racism initiatives and decision-making.
COMMITMENT 9: Support measures to challenge racism and discrimination in the education sector, as well as in other forms of learning and promote diversity and equal opportunity.
COMMITMENT 10: Promote respect, understanding and appreciation of cultural diversity and the inclusion of Aboriginal and racialized and marginalized communities into the cultural fabric of Lethbridge.

For further information on Our Community Action Plan, please go to: http://www.lethbridge.ca/living-here/Our-Community/Pages/Social-Development.aspx
2 OUR ACTIVITIES

2.1 INCLUSION CONSULTANT
In July 2013 Roy Pogorzelski was hired as the Inclusion Consultant for the City of Lethbridge. Prior to working for the City of Lethbridge, Roy was the Aboriginal Diversity Support Coordinator from 2009-2011 for the Aboriginal Council of Lethbridge and Urban Aboriginal CMARD rep. Roy left the community to pursue an opportunity as an Instructor for the First Nations University of Canada in Regina, Saskatchewan and moved to Leuven Belgium for Human Rights volunteer work. Roy has vast experience and knowledge in Inclusion, Diversity and Equitable practices as he has worked in this field academically, with government, non-profit, volunteer and through facilitating opportunities both internationally and locally. Roy’s skills are enhanced with an MSC in Cultures and Development Studies from K.U. Leuven in Belgium as well as two undergraduate degrees in Indigenous Studies and Human Justice from the University of Regina.

2.2 CAWI INITIATIVE
The City of Lethbridge is proud to join the national Cities for All Women initiative (CAWI) in Ottawa. Along with the cities of Vancouver, Ottawa, Toronto, Region of Peel and town of Strathmore P.E.I; the City of Lethbridge is collaborating on a “Cities for Everyone” – A National Guide for Municipalities. This document is focused on diversity, equity and inclusion within Municipalities.

In March 2014, in preparation for the 3rd CMARD Conference, senior management and city council attended a equity and inclusion information sessions facilitated by CAWI Executive Director Suzanne Doerge. In May 2014, a national meeting was held in Ottawa to discuss preparations for creating a national guide for municipalities. Work is ongoing, but amazing for CMARD Lethbridge to be a national partner on this initiative.

2.3 NATIONAL AND PROVINCIAL ATTENTION
Aside from partnering with the CAWI initiative, CMARD Lethbridge has also been a contributor to the Canadian Institute for Diversity Initiatives (CIDI) national toolkit on equity and inclusion. CMARD Lethbridge has also participated in provincial events and offered consult.

In 2015, UNESCO Canada (2005) will be celebrating the 10th anniversary of the CMARD commitments. CCMARD Canada will publish a 10th anniversary publication and Lethbridge has been mentioned as one of the most active CMARD’s throughout the nation and will be featured in the publication.

On a provincial level and through our partnership with the Alberta Urban Municipalities Association (AUMA) and their Welcoming & Inclusive community’s initiative (WIC), CMARD has been modeled provincially as a best practice. CMARD Lethbridge has assisted with consulting to other municipalities, such as: Medicine Hat, Grande Prairie and Cochrane.

2.4 PANGEA CAFÉ
In 2010, the PANGAEA Café concept was created by CMARD. The café is an opportunity for citizens from different backgrounds, cultures and ways of life a chance to meet in an informal environment.

The PANGAEA Café’s have had well over 3,000 citizens since its inception and is excited to extend to rural areas. In September 2014, two diversity café’s were hosted with one being held in Coaldale at the Gem of the West Museum, it was a great opportunity to take PANGAEA Café on the road.

The PANGAEA Café’s have met with positive outcomes, community partnerships and have been a large success.
2.5 UNITAS

In 2014, a collaboration of agencies came together under the support of CMARD to engage ethno-cultural communities and groups within Lethbridge. The goal is to provide education and to celebrate the contributions and vibrancy of Lethbridge’s diversity. The goal is to host a community event every month throughout the year:

- January (Filipino) Partnered with Filipino Association
- February (Black History Month) Partnered with Afro Canadian Association
- March (CMARD Conference)
- April (Hungarian) Partnered with Hungarian Cultural Society
- May (Nicaraguan) Partnered with Grupo Latino
- June (Aboriginal) Partnered with Aboriginal Council of Lethbridge
- July (LGBTQQ2) Partnered with OutReach Southern Alberta & Pride
- August (Bhutanese) Partnered with Bhutanese Canadian Cultural Assoc.
- September (PDD & Physical disability) Partnered with SAIPA, SARSAN, Canadian Paraplegic Assoc of Canada & Ability Resource Centre
- October (Nigerian) Partnered with the Nigerian Association
- November (Ukrainian) Partnered with Troyanda Cultural Dance Group
- December (PANGAEA CAFÉ DEC 10)

2.6 GLOBAL NIGHT

CMARD in partnership with the University of Lethbridge and the Lethbridge College hosted 2 Global nights to welcome international students to the City of Lethbridge.

In November 2013, 120 students from very diverse backgrounds were welcomed to the city by Blackfoot Elder Francis First Charger, the Mayor of Lethbridge Chris Spearman and representatives from the U of L, Lethbridge College and CMARD.

The second event took place September 2014 and hosted 180 international students. These events were well received and a larger space will be required for next year.

2.7 BEYOND YOUR FRONT DOOR (BYFD)

What would it be like if we all connected to our neighbours a bit more than we already do?

From research and experience we know that connected communities thrive. In the early months of 2014 a community initiative focused on citizen engagement and building welcoming and inclusive neighbourhoods was being created. By mid February, an initiative known as Beyond Your Front Door (BYFD) began a demonstration process of supporting the neighbourhoods of Lethbridge to be engaged in a continuous process of discovering “all” the people and places around them, and committing to action toward a welcoming and inclusive community.
another six interested.

Possibilities remain endless with the energy and excitement of community members and the commitment being made in our neighbourhoods. When people are engaged and connected to their community we can build communities that are welcoming and inclusive for all people, starting in our neighbourhoods.

Jerry Firth, BYFD Project Coordinator

2.8 INTERCULTURAL EXCHANGE

The intercultural exchange was a pilot project between CMARD, Flexibility Learning Centre and Aboriginal Council of Lethbridge. This collaboration offered an opportunity for New Canadians learning English and Aboriginal folks to engage in dialogue and to learn from one another.

The Aboriginal participants came from a diverse background: Metis, Anishnabe, Cree, Blackfoot and the new Canadians came from a diverse range of countries. The new Canadian participants got to learn Métis and First Nations dancing, view some art and prepare Indigenous food. The groups also broke out into focus groups and the Aboriginal participants learned about the cultures of the ESL students and allowed them to practice applied English skills.

2.9 RELEASING OUR SPIRIT

Releasing Our Spirit is a collaboration between CMARD, S.H.I.A, R Space (Peak Services), University of Lethbridge, Lethbridge Regional Police Service, Brassard House and a committee of the residents that occupy the Lethbridge Hotel.

Releasing Our Spirit took place on November 15, 2014. It was a cold day outside, but many citizens showed up to march from the Galt Museum to Galt Gardens to remember, celebrate and commemorate the over 300 names on a banner of people that have lost their lives to street culture in Lethbridge over the years.

Often times our vulnerable citizens find themselves “invisible” in our community. They are often excluded and looked down upon. It is important that we realize, understand and show empathy for our citizens that find themselves in difficult situations. CMARD has been working closely with R Space to include folks in volunteerism, planning and providing opportunities to get involved.

The idea of remembering and celebrating the lives’ of people that have passed on from street culture was a concept that has been discussed for many years. The planning committee was chaired by Mark Braverock who was determined to carry out an event of this nature, so that members of our community could heal, remember and so that awareness could be raised about the issue of homelessness. In partnership with R Space, CMARD and a number of other agencies, the planning committee supported this vision.

The event in Galt gardens began with some Métis dancing accompanied by musicians that braved the cold weather to provide the attendees with music. There was a giveaway ceremony, where people were provided with little gifts from the planning committee. As well, there was a round dance and food and drink were served throughout the day. The day ended with the reading out of the over 300 names on the banner, which was followed by a ceremonially burning of the banner as people remembered friends, relatives, acquaintances and people in our community.

2.10 #SAYNOTORACISMYQL (SOCIAL MARKETING CAMPAIGN)

In June 2014, the FIFA World Cup soccer event took place in Brazil. FIFA International hosted a social media campaign to combat racism as #SayNoToRacism. This was an opportunity for CMARD through social marketing and media to localize this campaign as #SayNoToRacismYQL.

In partnership with the Southern Alberta Ethnic Association, Downtown BRZ, Heart of Our City and the Telegraph Tap House, all world cup games were shown on television, including the large screen from feature productions in the elimination rounds.

The World Cup brought a large diversity of citizens together as spectators and volunteers to celebrate our vibrant diversity and to bring citizens to Festival Square to participate in world cup celebrations in a safe, welcoming and inclusive atmosphere.

Many people participated in the #SayNoToRacismYQL campaign and a few individuals names were drawn to win a Fair Trade soccer ball from 10,000 Villages. The final match between Germany and Argentina attracted over 500 citizens to Festival Square to gather around the big screen and cheer on the last two remaining teams. The inclusive messaging assisted in creating an atmosphere that celebrated our diversity as citizens from all cultures, backgrounds and ways of life cheered on their favorite team.
2.11 OKTOBERFEST 2014 FESTIVAL: INCLUSIVE MESSAGING, PLANNING AND SUPPORT

CMARD Lethbridge was excited to partner with the Southern Alberta Ethnic Association (SAEA), German Canadian Cultural Club, Downtown BRZ and Heart of Our City Committee to plan the SAEA fundraiser on festival square.

Oktoberfest is a German festival that originated in 1810 as a wedding celebration. Today it is a multi-cultural event taking place in Munich and visited by millions of people from around the world. Oktoberfest festivals take place in many regions around the world.

It was important for CMARD to provide inclusive messaging to the event as it attracted over 1,000 citizens from different backgrounds, cultures, ways of life and abilities to celebrate together on Festival Square.

The festival brought together many citizens to enjoy the entertainment, community atmosphere and opportunity to enjoy the downtown space. Everyone celebrated in a festive, safe and inclusive manner, which allowed CMARD Lethbridge to engage more citizens.

The volunteers that came out to make this event a success ensured that both the family section and the adult section of the festival were operating in a safe manner for all to have a great time.

2.12 INTERNATIONAL HUMAN RIGHTS DAY

International Human Rights Day was celebrated at the City Hall Foyer on December 10th, 2014 from 5:00-7:30pm. This event was an amalgamation of the PANGAEA and UNITAS planning committees.

A community human rights video was created and featured at the event. The video contained many Lethbridge community members dancing for Human Rights video http://youtu.be/LszjR1oGHik.

The song to the video was created by local artist Jim Lacey, entitled "beautiful community". Dance choreography was created by Callista Chasse and was taught to 25-30 volunteers by Roy & John Pogorzelski. These steps were taught to community members in the hopes of portraying the dance through video by the community members.

A CMARD Living Logo was also created by members of the planning committee that acted as a photo booth. On December 10th, the video was played for the community and immediately after a live flash mob was performed for the community, which will also be edited together and placed on You Tube. Approximately 60 people participated in the community flash mob, as the community was dancing for Human Rights.

The complimentary music was provided by Don Robb and Randy Epp, who provided wonderful atmosphere for the evening. Gifts and door prizes were also sponsored by: Café Verde Mexican Grill, Ten Thousand Villages, CMARD, City of Lethbridge, Geomatic Attic, Minuteman Press, Montana’s Cookhouse, Alberta Human Rights Commission and YWCA.

There were also a number of booths and exhibits for participants to gain information and interact with, these included:

- Aboriginal Housing Society
- Lethbridge Family Services Immigrant Services
- Volunteer Lethbridge (Children Craft Table)
- Muslim Association
- Amnesty Lethbridge
- Outreach Southern Alberta
- Bhutanese Seniors Advisory Committee
- Southern Alberta Individualized Planning Association
- Southern Alberta Ethnic Association
- Claudia Malarida (From Eugenics to New Genics exhibit)
- Artist Brandon Hearty
- Artist Sandy and Kevin Layton

Thank you to all the participants, volunteers, planning committee members and the CMARD team for such a wonderful International Human Rights Day. It was a very diverse crowd of over 250 people that showed up to the event to celebrate and raise awareness about Human Rights.

2.13 FURTHER ACTIVITIES

- Provide updates to the Community & Social Development Committee of Council
- Attend trainings to further their understanding of what will specifically work in Lethbridge
- Support community agencies with their initiatives and activities
- Present at conferences and events locally, provincially and nationally
- Attend and support community events
- Represent Lethbridge at provincial and national initiatives
- Participate in and support the initiatives of Vibrant Lethbridge
- Participate in and support the Youth Advisory Council
- Supervise University of Lethbridge practicum students
- Organize community volunteers
- Set up displays and information sharing tables at events such as Aboriginal Job Fair
- Assist with member group events: Sister’s in Spirit, International Dinner & Dance, Citizen’s Walk, Truth & Reconciliation Commission, Immigrant Achievement Awards, National Refugee Day, etc
- Receive complaints of discrimination and refer to immediate bodies or mediate concerns
- Have a meaningful presence in media
- Create “best practices” tools that is being highlighted and used nationally/provincially
- Create a more positive image of Lethbridge

"How do you convince someone who doesn’t feel diversity is an issue at all? How do you work with their biases and your own?"

PARTICIPANT, AN INCLUSIVE LETHBRIDGE, MOVING BEYOND DISCUSSION CONFERENCE 2014
AN INCLUSIVE LETHBRIDGE CONFERENCE

“MOVING BEYOND DISCUSSION” - CREATING TOOLS FOR ACTION (MARCH 20TH AND 21ST, 2014)

CMARD Lethbridge has hosted three conferences on diversity and inclusion for the community. In October 2010, the first conference focused on Celebrating Diversity: “Building a Welcoming & Inclusive Community”. This was an opportunity for the community to learn, become aware and discuss strategies for building a welcoming and inclusive community.

The community response assisted in the creation of the Building Bridges Community Action Plan (2011-2021). This action plan encompasses the ten commitments of the national CCMARD, but through a community dialogue was written to encompass the unique qualities of Lethbridge.

The engagement and excitement from the community was so strong that it provided an opportunity for a second conference in February 2012. The 2012 conference took the awareness to another level by Discovering Diversity through Education, Celebration and Responding to discrimination.

In 2014, CMARD hosted its third conference with the theme: An Inclusive Lethbridge “Moving Beyond Discussion”. The goal was to provide community with tools for creating a more welcoming and inclusive community.

CMARD partnered with the University of Lethbridge (U of L) and the Alberta Urban Municipalities Association (AUMA) to provide an interactive, engaging and action focused conference.

The concurrent sessions were all local community members that worked closely with a diversity of groups in an inclusive manner and provided tools that could be utilized by other community members and agencies. Accessible Media Incorporate (AMI) provided coverage on the CMARD Conference and social media was used through a twitter hashtag to gain participants thoughts throughout the conference: #cmard14yql.

Our keynote speakers were Suzanne Doerge, Executive Director at the Cities for All Women Initiative (CAWI) in Ottawa and Cathy Louisy-Gallagher from the Canadian Institute for Diversity Initiatives (CIDI) in Toronto.

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3.1 CONFERENCE OBJECTIVE

As a member Municipality of CMARD, Lethbridge’s third Conference focused on the concept of “Moving Beyond Discussion” and providing the community with tools for Action.

3.2 CONFERENCE LEARNINGS/SUMMARY

The CMARD Conference created a space for two passionate keynote speakers to provide information on inclusion, diversity and equity, but it also provided local speakers to engage audiences and provide them with tools to take inclusive action in their own community. Volunteer note takers were able to capture the main themes from each session and our theme weaver Trevor Brown was able to bring all the key learning’s together.

The keynote at the banquet in the evening was Suzanne Doerge. During an evening that was accompanied by Maria Livingston (Cree Hoop Dancer), the Bhutanese Dancers, Taiko drummers and a tribute to Police Chief Tom Mackenzie (who has been a strong activist and member of CMARD since its inception); Suzanne discussed making language around inclusion plain and simple, being creative in getting the message to the community and ensure that you are consistent and continuously visible.

The banquet was followed by a morning keynote discussion from Cathy Louisy-Gallagher. The presentation included making a business case for diversity by understanding that the bottom line for including diversity is increased revenue, reduced costs and increased productivity.

Following the presentation at lunch, the UPSTART group of Persons with Developmental Disabilities did a drama production and there was a Tai Chi demonstration for participants from the Lethbridge Senior Citizens Organization (LSCO).
OTHER “TAKE AWAY TOOLS” AND LEARNINGS:

“Food Sovereignty – Creating Inclusive Spaces”: Get involved with organizations/projects that are currently happening in the city. Utilize and learn from successful models from across Canada and globally that increase social equity.

“Thinking Outside the Box” (Youth): Utilizing community resources to their full potential. Boys and Girls club and drop’ n beats are free services for youth to get involved.

“Volunteering & Inclusion”: Create volunteer opportunities that align with your organization’s mission. Create a welcoming and inclusive volunteer program that is managed by someone. Educate, Equip, Empower and Energize people to get involved with volunteering.

“Gay Straight Alliances”: Create safe spaces and inclusive gatherings for all students. Ensure an active group that is action focused. Continue to create opportunities for awareness on the importance and role of GSA’s in schools as supports for students.

“Social Marketing to Promote Inclusion”: When social marketing be real and expect gradual change. Ensure you engage partners and stake-holders. Be ready to start with those ready for action and promote single-doable behaviours. Create a legacy to allow for sustainability, continued motivation and change to institutionalized policies.

“Accommodated Supports in Post-Secondary Studies”: “Learning for Life” allows students to gain support to help build ways to self advocate on behalf of their own needs. Embrace individuals weaknesses and continue to build on their strengths. Self-determination and accountability are extremely important.

“Social Inclusion/Exclusion – Supporting and Engaging Low-Income and Aboriginal Parents in Rural Alberta”: Social Inclusion/Exclusion is very important because it is a social determinant of health, a matter of social justice and allows for opportunities that means equal citizenship. Create a chart for your organization to audit own practices.

“Temporary Foreign Worker’s”: Understand that the policies change often and keep up to date on changes. TFW is an umbrella term, understand that all TFW’s have different needs, skills and desires that can contribute in different ways.

“Pathways to Change Community Model: Creating Inclusive Communities from an Aboriginal Perspective”: Create your own medicine wheel for change that balances the individual, organization, community and pollicy/system. This model creates inclusion by making individuals feel like part of the community.

“Housing First – An Inclusionary Philosophy”: Housing is a human right, it is about getting a person into housing with “no strings attached”. The housing first project works with individuals who are chronically homeless to provide their human right and offer supports for their other needs.

“Engaging Immigrant Seniors in Community Development”: All seniors in the project had previously lived in refugee camps. The Bhutanese seniors have an advisory committee that works through a project coordinator. A Learning Café is a safe place for Bhutanese Seniors and Canadian Seniors to come together to learn and integrate with each other.

“How Does the Experience of Discrimination Impact Health”: Indigenous cultural competency training changes health outcomes and can reduce racism & discrimination.
TWITTER RESPONSES:

“More can be found by searching the hashtag #cmard14yql”

Participant – Recognizing equitable differences and the unique abilities of individual citizens creates opportunity.

Participant – Waiting for Day 2 to begin. Great lineup of sessions/speakers to engage the attendees on topic of inclusion.

Participant – I will not tolerate the word tolerance. We are about acceptance!

Participant – Equality = giving everyone a shoe. Equity = giving everyone a shoe that fits.

Participant – How do you convince someone who doesn’t feel diversity is an issue at all? How do you work with their biases and your own?

Participant – Speak against homo/ transphobia even if you’re scared of doing it wrong. Silence isn’t neutral. It’s consent of oppression.

Participant – Interesting thought. “We know more about what excludes people than what enables inclusion” – we need to refocus the question.

Participant – Inclusion is not just a buzz word, it is a way of being, which starts with SELF.

Participant – Really enjoyed the conference and now I am equipped with tools for action.

3.3 CONFERENCE PROCESS

1. THEME/CONFERENCE PLANNING COMMITTEE

A CMARD Conference planning committee was put together of community members and members of the CMARD Committee. As well, volunteers from the University of Lethbridge were instrumental in the planning and organizing of the Conference. It was important that the theme captured were our community was at. Everyone felt that we had “Moved Beyond the Discussion” and were ready to be proactive and take action. The CMARD Committee had ensured since 2007 we started having challenging discussions about Racism & discrimination, but in 2014, it was important to take all the dialogues, discussions, conversations and turn it into action.

2. ADVERTISED THE CONFERENCE

The CMARD Conference was advertised through social media with the creation of a CMARD facebook page https://www.facebook.com/CMARDLeth and through a twitter account @CMARDLeth.

As well, a media campaign was created and the conference was promoted through radio, TV and in newspapers. The usage of media was important in conveying the message around welcoming, secure and inclusive communities and about the role of CMARD in the community.

Invitations were sent through a Community & Social Development email network and were placed in the Connector newsletter. Word of mouth about the event was also a very important form of communication.

Members of the media were invited to attend the Conference and Accessible Media Incorporate (AMI) was there to ensure the media reached a broader audience.

3. INNOVATIVE SESSIONS

The guest speakers and concurrent sessions were all chosen based on their local participation with inclusion. Many sessions covered a wide range of diversity and shared on the success of their programs. The session facilitators were to discuss their topic and provide three key themes and one tool for action. This allowed for our theme weaver to present the findings from each session to all the participants.

The sessions had a moderator and a scribe to capture key information. This was done from volunteers and members of the planning committee.

4. TECHNOLOGY

A Conference App was created through Event Mobi. This allowed for online engagement with the speaker’s sessions and allowed for commentary and a chance to interact with other guests. There were also paper options available.

A twitter handle for the conference was created #cmard14yql for participants to tweet feedback. This allowed for an online platform for participants to engage with the information. As well, if you wanted to know what was happening in another session, the twitter feed provided an opportunity to read key themes being presented.

“Equality = giving everyone a shoe. Equity = giving everyone a shoe that fits.”

PARTICIPANT, AN INCLUSIVE LETHBRIDGE, MOVING BEYOND DISCUSSION CONFERENCE 2014
On September 5th, 2014 members of the CMARD Team in Lethbridge held a strategic planning session for the purpose of determining future direction of CMARD for the years (2015-2018). The meeting discussed the following:

- Strengths & Accomplishments
- Weaknesses & Gaps
- Opportunities for change and direction
- Next Steps

**FUTURE ACTIVITIES:**

- To continue current activities i.e) PANGAEA Diversity Café
- To determine the social return on investment through evaluation
- Continued Provincial & National representation
- A CMARD Lethbridge equity and diversity toolkit
- Continued social marketing & social innovation to enhance citizen engagement
- Safe Harbour Project
- Continue developing Myths & Fact sheets

**FACTS AT A GLANCE**

- Immigration now accounts for about 70% of total population growth in Canada
- In 2031, nearly one in two Canadians (46%) aged 15 and over was foreign, or had at least one foreign born parent (compared to 39% in 2006)
- The number of persons having a non-Christian religion will more than double by 2031 (between 5.3-6.8 million)
- Aboriginal peoples, new immigrants, persons with differing abilities, women, youth and senior citizens are the majority of the workforce today
- Lethbridge has over 4,000 Aboriginal citizens
- Lethbridge is a neighbor to the Blood reserve (Kainai), the largest First Nation reserve in Canada
- Approximately 800 temporary foreign workers live in Lethbridge
- After Calgary, Edmonton and Red Deer, Lethbridge is a designated destination of choice for new comers to Canada by Citizenship & Immigration Canada.
- Lethbridge has the largest community of Bhutanese Refugees than any other settlement place in Canada
- Lethbridge CMARD offers a pro-active vision of creating practical, sustainable and harmonious approaches to creating a welcoming & inclusive community
- CMARD Lethbridge is one of the most active CMARD throughout the country
- Alberta has the largest number of municipalities that have joined the CMARD national charter

**CMARD TEAM**

Dr. Surya Acharya, Southern Alberta Ethnic Association
Sarah Amies, Lethbridge Family Services Immigrant Services
Leigh Bremner, Persons with Developmental Disabilities, Government of Alberta
Trevor Brown, Youth Advisory Council and LFS (Youth rep)
Bob Campbell (Chair), CMARD Team Lethbridge
Chief Tom Mckenzie, Lethbridge Regional Police Service
Cst. Les Vonkeman, Lethbridge Regional Police Service
Roy Pogorzelski, City of Lethbridge
Connie Johnstone, Aboriginal Council of Lethbridge
Diane Randell, City of Lethbridge
Ted Stilson, Downtown BRZ
Ryan Mallard, Outreach Southern Alberta
Diana Sim, Volunteer Lethbridge
Dominika Czarnecki, City of Lethbridge
Peter Imhof, Family Center
Dr. Cheryl Currie, University of Lethbridge
Kristine Cassie, YWCA
Natasha Fairweather, Canadian Red Cross
Seppy Masoodi, Lethbridge College
Jerry Firth, City of Lethbridge
Jodi Findlay, Human Resources, City of Lethbridge

**VOLUNTEERS**

Thank you to everyone that has assisted with the action of CMARD throughout this past year. Without your volunteerism, passion and energy towards welcoming and inclusive communities, it would not be possible. It is through volunteerism, participation and citizen engagement that we will truly create positive change in our community.