



**City of Kingston
Information Report to Council
Report Number 19-075**

To:	Mayor and Members of Council
From:	Peter Huigenbos, Acting Commissioner, Community Services
Resource Staff:	Cheryl Hitchen, Social Policy & Strategic Community Development Manager
Date of Meeting:	March 5, 2019
Subject:	Change the Conversation Project Final Report - #SayHello

Executive Summary:

In the spring of 2017, the City of Kingston, in partnership with the Kingston Immigration Partnership (KIP), Kingston Community Health Centres (KCHC), Kingston Economic Development Corporation, KEYS Job Centre and the Réseau de soutien à l'immigration de l'Est de l'Ontario, received funding from the former provincial Ministry of Citizenship and Immigration to develop and implement a public awareness and education project called "Change the Conversation". The public awareness campaign was called #SayHello and invited Kingstonians to learn and reflect on what they can do to make our city a place where everyone feels welcome, respected, accepted and valued. The goal of the Change the Conversation project was to build awareness of the diverse cultural values, beliefs and perceptions across our community, to build a culture of inclusion and to build cross-cultural understanding and support for diversity.

This project has now been completed and a summary of the accomplishments of the project is attached as Exhibit A. It is important to note that the partners involved in this project (including the City of Kingston) are continuing their work and efforts toward the campaign's goal and have applied for funding to expand and extend the #SayHello campaign. The partners' ability and success in making the City of Kingston a more welcoming community for individuals of all ethnic backgrounds will have a significant impact in the attraction and retention of the future workforce to fill skilled job gaps in the community.

Recommendation:

This report is for information purposes only.

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Authorizing Signatures:

**Peter Huigenbos, Acting Commissioner,
Community Services**

**Lanie Hurdle, Acting Chief
Administrative Officer**

Consultation with the following Members of the Corporate Management Team:

Jim Keech, President & CEO, Utilities Kingston	Not required
Desirée Kennedy, Chief Financial Officer & City Treasurer	Not required
Deanne Roberge, Acting Commissioner, Corporate & Emergency Services	Not required

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Options/Discussion:**Change the Conversation Project**

In the spring of 2017, the City of Kingston, in partnership with KIP, Kingston Community Health Centres (KCHC), Kingston Economic Development Corporation, KEYS Job Centre and the Réseau de soutien à l'immigration de l'Est de l'Ontario, received funding from the former provincial Ministry of Citizenship and Immigration to develop and implement a public awareness and education project called "Change the Conversation". This funding was through the "Municipal Fund – Innovative Immigration Initiatives" stream so the submission had to come from the municipality on behalf of the partners. The funding was for two years and this has now come to an end as of February 28, 2019.

The goal of the Change the Conversation project was to build awareness of the diverse cultural values, beliefs and perceptions across our community, to build a culture of inclusion and to build cross-cultural understanding and support for diversity.

Specifically, the funding was used for:

- Research into best practices in other communities;
- Establishment of benchmarks based on 2015 Newcomer Survey and results of an online survey;
- Media campaign (digital, print and video);
- Educational events – library and schools;
- Workplace training; and
- Follow up survey to identify improvements as a result of the campaign.

As indicated in the Change the Conversation summary report, there were a number of activities and initiatives in the community that went beyond the original plans for the project and the positive response to the #SayHello campaign stretched well beyond the Kingston community. As an example, it was showcased in a European Union journal article entitled "Challenging the Hatred". Many other communities have expressed interest in #SayHello for their communities.

Next Steps

While the Change the Conversation has concluded, the work of KIP continues. In partnership with more than thirty (30) organizations, KIP aims to strengthen Kingston's capacity to welcome immigrants and improve integration through enhanced economic, social, political and civic participation.

Recent events in the news have strengthened the resolve of the KIP partners to take every opportunity to educate youth and continue to deliver a pro-diversity message. KIP intends to show through the extension of the #SayHello campaign the value of diversity in workforce and ideology.

It will feature newcomers and immigrants as role models to youth and the community at large. It will feature entrepreneurs, teachers, coaches and students who have overcome their challenges and become outstanding leaders. It will invite local residents to understand where others are coming from by educating the community and open the lines of communication to combat

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stereotypes and misconceptions. KIP wants to continue to spark the conversation around racism and discrimination in the community and have local residents reflect on what they can do to make the city a place where everyone feels welcome, respected, accepted and valued.

KIP has applied for grant funding to continue delivering the #SayHello campaign. The overall goal of the project remains the same and will be done through:

- Sharing success stories of immigrants and newcomers who have made a positive contribution to our community;
- Having a one day retreat with youth leaders and community partners to engage youth in intercultural/inclusion activities to educate them as advocates in their respective schools to help propagate the message; and
- Develop a Diversity and Inclusion resource utilizing local expertise to be shared with the community.

Existing Policy/By-Law:

Not applicable

Notice Provisions:

Not applicable

Accessibility Considerations:

All events relating to this project are carried out in accessible venues and all project materials are available in alternate formats upon request.

Financial Considerations:

The City of Kingston received a grant from the Province of Ontario of \$80,010 for the Change the Conversation project. The project was administered by the KCHC on behalf of the City. KIP is applying for grant funding to continue the #SayHello activities into a second phase. No municipal contribution is being requested at this time.

Contacts:

Cheryl Hitchen, Social Policy and Strategic Community Development Manager 613-546-4291 extension 4806

Other City of Kingston Staff Consulted:

Not applicable

Exhibits Attached:

Exhibit A Change the Conversation Project, April 2017 - March 2019

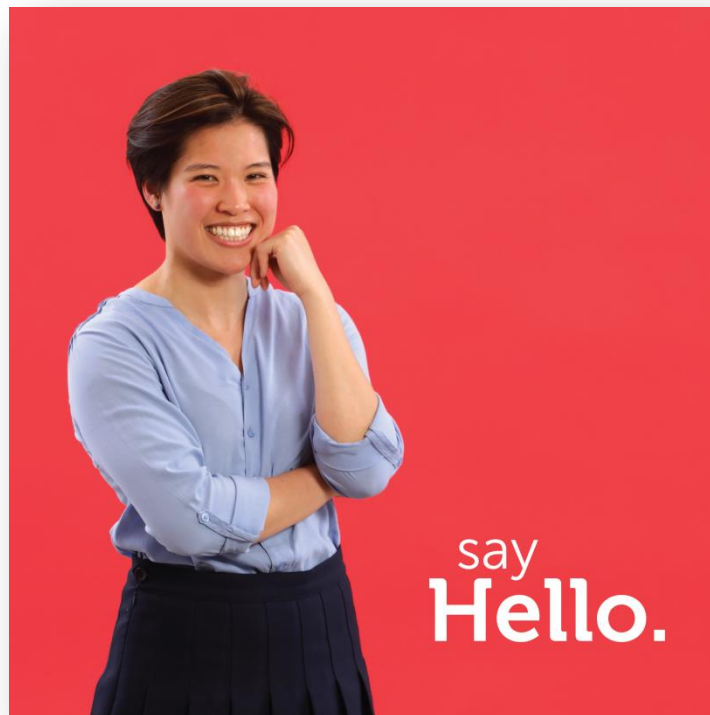


Change the Conversation project
April 2017 – March 2019



Introduction

Due to the fact that racism and xenophobia are on the rise, municipalities across Canada have been developing and delivering anti-racism / anti-discrimination campaigns. The City of Kingston, in partnership with the Kingston Immigration Partnership, Kingston Community Health Centres, Kingston Economic Development Corporation, KEYS Job Centre and the Réseau de soutien à l'immigration de l'Est de l'Ontario, with funding from the former provincial Ministry of Citizenship and Immigration, developed and implemented the #SayHello campaign, a campaign to invite Kingstonians to learn and reflect on what they can do to make our city a place where everyone feels welcome, respected, accepted and valued. The goal of the Change the Conversation project was to build awareness of the diverse cultural values, beliefs and perceptions across our community, to build a culture of inclusion and to build cross-cultural understanding and support for diversity.



Research

Secondary research was done to learn about best practices from a variety of anti-racism / anti-discrimination campaigns carried out by different municipalities across Canada and abroad. Campaigns researched included Toronto for All (ON), Hamilton for All (ON), Ajax for All (ON), We Are Surrey (BC), #MakeItAwkward (AB), Take the Pledge (Sault St. Marie, ON), I, too, am McGill (McGill University, QC), Racism. It Stops With Me (Government of Australia), All Together Now – Working with Diversity (Australia), and Racism – Get Up – Speak Out (City of Greater Dandenong, Australia). Research also included the United Nations – Let’s Fight Racism campaign and the UNESCO’s Canadian Municipalities Coalition against Racism and Discrimination. Likewise, the Change the Conversation Project Coordinator attended the Pathways to Prosperity Conference in Toronto in November 2017 to gather more information about the effectiveness of anti-racism / anti-discrimination campaigns.

Primary research was also done to gain context specific to Kingston. The Project Coordinator met with community leaders, organizations, businesses, and groups within the Kingston community to better understand common misconceptions, gaps in knowledge, and previous attempts to address similar focus areas. These meetings were held with Peace Quest, Sisters of Providence, Pathways to Education, Youth to Kingston Strategy, YMCA, Kingston Police, Kingston Frontenac Public Library, Innovate Kingston, Queen’s University, local high schools, Human Rights and Inclusive Education Advisors, Boys and Girls Club, Ontario Centre for Workforce Innovation, Immigrant Employment Specialist at KEYS Job Centre, local MPP and a United Church’s minister.

This research was complemented by the community-wide Kingston Includes You survey, conducted in the 2017 summer, and a focus group with local residents. The main objectives of the Kingston Includes You survey and the focus group were to: 1. Understand how Kingston residents see and experience racism and discrimination; 2. Obtain input on what our community could do better to address racism and discrimination; and 3. Gather information to better design a campaign that responded to the specific needs of our community. You can find **survey questions in Appendix A**.

Through the survey, Kingstonians expressed that the community, as a whole, needed to send a clear message that racism and discrimination were unacceptable. Community leaders, educators, employers and politicians should lead by example to promote an inclusive community and condemn racism. Likewise, it was identified the need to educate the community on how racism and discrimination are seen and experienced and their impact in our community. There was also a clear need to provide individuals with opportunities to meet new people, socialize, establish new relationships and learn from each other to fight misconceptions and stereotypes. People are more likely to discriminate against, or subconsciously hold prejudice against, those they have little contact with.

Through key informant interviews, community leaders and residents emphasized the importance of taking a positive approach to create a shift from tolerance to acceptance, to recognize the positive aspects of a diverse community, the positive contributions of different minority groups and the skills immigrants bring to our community. To deliver a positive message rather than focusing on the downfalls of discrimination was a constant request.

Initiatives

#MeetYourNeighbour

While secondary and primary research were being conducted, KIP launched the #MeetYourNeighbour initiative as a first step to bring residents together and to make sure all immigrants, with a focus on the new Syrian community, felt welcome and supported by the community. #MeetYourNeighbour, which was inspired by the work carried out by other municipalities in Canada, had two streams: 1. Invite residents to participate in community events to meet their neighbours, and 2. showcase the positive contributions of immigrants in our community.

A total of four #MeetYourNeighbour events were done in Kingston. In all of them, long-time residents had the opportunity to come, meet other people, socialized, find common ground and welcome the newest members of our community. Everyone enjoyed music and food from all over the world; participants were encouraged to bring a dish to share.

At the same time, 16 portraits were broadcasted on social media and at different locations thanks to our partners. These portraits showcased 16 local residents from different backgrounds who had made a positive contribution in our community; each picture had a quote about their personal stories, telling where they were from and their work in their community. These portraits got the attention of the community, the City of Kingston printed them on a larger format and translated the quotes into both official languages. The portraits were showcased at Kingston's City hall for 6 months. You can find ***#MeetYourNeighbour portraits in Appendix B.***



Lawn signs

As a second step and in recognition of the International Day for the Elimination of Racial Discrimination on March 21st, 2018, 500 lawn signs with the message *No matter where you are from, we're happy you are our neighbour* were distributed. These welcome signs originated in Pennsylvania by a Mennonite church that run a campaign during a U.S. election. Then, the signs began popping up in Ontario, first in Kitchener-Waterloo. When a Kingston City Counsellor brought this initiative to our attention, we saw it as a perfect next step in our work to build a more welcoming community. The signs, translated into the five languages spoken the most in Kingston, were extremely well received by the community and became a visual recognition of the value of diversity.



The #MeetYourNeighbour initiative and the welcome signs prepared the community for a larger campaign.

#SayHello

After consulting the community through the Kingston Includes You survey, KIP launched the #SayHello campaign on May 31st, 2018 to spark an honest community-wide discussion about racism and discrimination. Survey results were clear: discrimination is a reality for many people in our community. Kingstonians expressed the need to provide residents with opportunities to meet new people, socialize and learn and from each other. KIP planned to get the city talking with the oldest conversation starter in the book: Hello. Everyone can say 'hello'. It is a simple way to start talking.



KIP strongly believes that having conversations to understand where others are coming from is the very first step in fighting misconceptions and stereotypes. Kingstonians needed opportunities to introduce themselves, meet new people and have conversations with the goal of helping build a more welcoming, inclusive and connected community.

The #SayHello campaign had two components: Public Awareness and Educational Opportunities and Safe Spaces.

Public awareness

The goal of the public awareness campaign was to tell the community that there was a problem that needed to be addressed, and to encourage local residents to “say hello” as a way to open the lines of communication to fight misconceptions and stereotypes. A total of five videos telling the stories of local residents about racism and discrimination in our community were shared on social media, seven standees with pictures and quotes from the stories were displayed at different locations, #SayHello imagery were displayed in all City of Kingston facilities and 200 posters, 5,000 postcards and 10,000 bookmarkers were available for the public at different locations across the city. Likewise, those materials and #SayHello t-shirts were also available at different community events where #SayHello was present. Nothing of this could have happened without our community partners. To all of them, Thank You. You can find ***#SayHello promotional material on Appendix C.***



The City of Kingston also launched the #SayHello Conversation Centre on Market Square, as a space where Kingstonians could sit and speak about themselves and their experiences with other residents with the goal of creating a more connected community. The City unveiled umbrellas with “Welcome” in 13 languages, including Ojibwa and Mohawk to honour our indigenous community and original inhabitants. While seemingly a small gesture, the visual of welcoming everyone was significant whether they were in Kingston for a few hours or living here permanently.



Educational Opportunities and Safe Spaces

We worked closely with different groups and organizations to deliver educational events across Kingston. To make sure we were addressing these issues at the earliest stages by educating children and youth, and following recommendations from community leaders and residents, we partnered with one of the local school boards and the Multicultural Youth Group to involve, educate and empower our future leaders on diversity, cultural awareness, inclusion, discrimination and racism.

The Immigrant Services Kingston and Area - Multicultural Youth Group and the Limestone District School Board offered a full-day conference to 120 students and 30 school staff from Kingston region. Participants benefited from a series of workshops and 2 plenaries, where they receive information and were empowered on anti-Islamophobia, anti-racism, gender equity and gender diversity, cross-cultural and inter-cultural awareness, consent and boundaries, self-identification, indigenous issues and LGBTQ+. Members of the Multicultural Youth Group also visited local schools to share their life experiences with local youth.



Similarly, in partnership with the Kingston Frontenac Public Library, KIP hosted a Human Library, in which local residents had the opportunity to learn from 12 human books about discriminatory and racist experiences and how they affect our community. The goal of the Human Library was to create empathy and increase our sense of community by providing those in attendance with the opportunity to meet someone whom they would otherwise not know; to challenge stigma, stereotypes and prejudices through a non-confrontational and friendly conversation. It was expressed throughout the survey that Kingstonians wanted to hear real stories as a way to educate the community and become more aware of the impact racism and discrimination have on local residents.

Human Library
#SayHello to
Abhishek Sharma

Abhishek arrived in Kingston almost two years ago and is currently working as a Construction Coordinator. He has worked to combat discriminatory practices by employers and hopes to increase awareness of the practice throughout Canada. Abhishek has also lived in India and Japan and hopes to create a future where equal credentials allow for equal opportunities in Canada.

kip Kingston Immigration Partnership | say Hello. | BRIDGING INTERCULTURAL AWARENESS YOUR PUBLIC LIBRARY

KEYS Job Centre incorporated #SayHello material in the Intercultural Competency trainings they had developed. These trainings were conducted with workplaces participating in KEYS’ Professional Internship for Newcomers (PIN) initiative, to volunteers in their mentoring programs and to job seekers participating in various training and job-readiness programs with the agency. The #SayHello material offered participants insightful local perspectives on diversity and inclusion in our community, as well as a simple approach for increasing one’s own intercultural competency – starting a conversation!

ACFOMI (Association canadienne-française de l’Ontario Conseil régional des Mille-Îles) also offered a series of Bridging Intercultural Awareness workshops to anyone in our community interested in learning about multicultural competency. The objectives of these workshops were to habilitate and reinforce the multicultural community, as well as to promote intercultural consciousness in Kingston.

We worked in partnership with these organizations to avoid duplication and share resources.

#SayHello beyond Kingston

The #SayHello campaign was **covered by the local media (See Appendix D)** and it was featured at the Pathways to Prosperity Conference 2018 in Montreal, where the Kingston Immigration Partnership’s Lead had the opportunity to present #SayHello to the conference plenary. Right after the conference, other municipalities and Local Immigration Partnerships expressed interest in developing similar campaigns, and Cities of Migration recognized #SayHello as a “brilliant campaign” against racism and discrimination. Likewise, #SayHello was also featured in the [European Union’s Progressive Post](#) (Issue #9 – pg. 44-45).



The Say Hello! campaign wants to raise awareness for each other to eliminate prejudice, hatred, and misunderstanding.

CHALLENGING THE HATRED

by Karl Flecker

Through the story of two immigrants to Canada, Karl Flecker highlights changing attitudes in Kingston, Ontario, Canada. An example of the impact of progressives in everyday life.

Jamal and Rufiada were boarding a city bus in their new home.

They are new to Canada and unfamiliar with the dynamics of anti-immigrant animus in Canadian communities.

Jamal remembers that day, standing next to

an older white man on the bus, who snarled at him, "why are you coming here? We are not paying taxes for you to take our jobs - go back to your country!"

"I'm a stranger here," thought Jamal, but almost immediately others on the bus intervened and firmly but politely asked the older white man to stop talking to the young couple.

Without hesitation, strangers had put themselves between the newcomer family and the xenophobe.

This simple action stopped the tirade and at that moment Jamal thought, "Perhaps this is a good place to call home - not just for us, but for all people."

44 The Progressive Post #9 - Autumn 2018

Promising Practices

KIP believes that #SayHello was a successful campaign because:

- Secondary research was conducted to learn about best practices from a variety of anti-racism / anti-discrimination campaigns carried out by different municipalities across Canada and abroad
- Primary research was conducted to gain context specific to Kingston (key informant interviews with community leaders and focus groups with different community organizations)
- The Kingston Includes You survey, a community-wide survey, was well received and well responded by the community
- Other initiatives (#MeetYourNeighbour and welcome lawn signs) helped prepare the community for a much larger campaign
- Promotional material showed local residents who had experience racism / discrimination
- All of our partners helped us spread the word through social media and displayed #SayHello posters, postcards, bookmarks and standees in their organizations. To all of them: Thank You!
- The City of Kingston was our the main partner, which helped have a much bigger audience
- Free access to the City's media (social media, DIN screens) to promote the campaign
- We worked in partnership with other organizations to find synergies, avoid duplication and share resources. Example of this are the Bridging Intercultural Awareness and Intercultural Competency trainings, the Human Library and the workshops delivered to the local student
- Had promotional material in French, which helped include and get the support of the Francophone community
- The simplicity of the message (Say Hello) made everyone in the community felt part of the campaign



Final Message

KIP is sure that the different initiatives and activities carried out in the community helped spark the conversation and bring people together. Basic, simple steps are the foundations in the construction of more accepting, caring, welcoming, inclusive and diverse communities. We all need to take these steps in order to build communities where everyone feels not only welcome, but also accepted and valued. If we do this, we will be then in a better position to fight racism and discrimination at a higher level to have lasting change.



Appendix A

Kingston Includes You survey

1. What is your age?
 - a. 15-18
 - b. 19-25
 - c. 26-35
 - d. 36-45
 - e. 46-55
 - f. 56-65
 - g. 66+
 - h. Prefer not to answer

2. What is your gender?
 - a. Male
 - b. Female
 - c. Another gender identity
 - d. Prefer not to answer

3. Were you born in Canada?
 - a. Yes (please go to question 5)
 - b. No

4. If not, how long have you been in Canada?
 - a. Less than a year
 - b. 1-4 years
 - c. 5-10 years
 - d. 10-20 years
 - e. 20+ years
 - f. Prefer not to answer

5. Do you identify yourself as: (select all that apply)
 - a. Indigenous
 - b. Visible minority
 - c. Racialized person
 - d. White (e.g. European-Canadian)
 - e. Immigrant
 - f. Member of the LGBTQ+ community
 - g. Mixed heritage
 - h. Person with disabilities
 - i. Other (please specify)

6. Do you feel our community is / will be more enriched by having a diverse and inclusive population?

- a. Yes
 - b. No
 - c. Unsure
- Comments

7. How present are racism and discrimination in our community?

- a. Very present
- b. Somewhat present
- c. Not very present
- d. Not present at all
- e. Don't know

8. How do you know racism and discrimination exist in our community? (select all that apply)

- a. Have witnessed
- b. Have experienced
- c. Through family / friends
- d. Through media
- e. Other (please specify)

9. Where do people experience racism and discrimination? Please rank the following places, 1 being the most prevalent place.

- a. Workplaces
- b. Educational institutions
- c. Sports and recreational spaces
- d. Social and community services
- e. Health care facilities
- f. Public spaces (e.g. parks, on the street, restaurants)
- g. Retail
- h. Public transit / taxis
- i. Local media
- j. Social media

10. Have you witnessed racism and / or discrimination in Kingston?

- a. No
- b. Yes
- i. Optional: If you feel comfortable, could you share examples?

11. Have you experienced racism or felt discriminated against in Kingston?

- a. No
- b. Yes
- i. Optional: If you feel comfortable, could you share examples?

12. What are/can be some of the impacts of racism and discrimination in our community?

13. What tools do you think people need in order for them to act when they experience / witness racism and discrimination?

14. What can our community do better to address racism and discrimination?
15. Would you like to be involved in an anti-discrimination / anti-racism campaign to talk, stand up and act against racism and discrimination in our community?
- a. Yes
 - i. If you are willing, please provide your email address so we can share details on how you can be involved in our campaign. Your email address will be kept confidential.
 - b. No
16. If an anti-discrimination / anti-racism camping is successful in the City of Kingston, what changes would you expect to see our community in 3 years?



Appendix B

#MeetYourNeighbour portraits



I am a radio and club DJ from Cuba. I use music to connect people with the universal language: love.

Je suis animateur de radio et DJ, originaire de Cuba. J'utilise la musique pour connecter les gens au langage universel : l'amour.

Freddy Monasterio Barsó

I am an artist from mainland China. I now volunteer with several local multicultural and settlement agencies to help Chinese newcomers. I use the arts to bring Chinese traditional culture to public school students.

Je suis artiste, originaire de Chine. Je suis désormais bénévole auprès de plusieurs organismes multiculturels d'aide à l'établissement des nouveaux arrivants chinois. J'utilise l'art pour faire connaître la culture traditionnelle chinoise dans les écoles publiques.

Pengyuan Wang



Unlike his own upbringing, my father encouraged me to be proud of my mixed Mohawk - European identity. My parents instilled that my identity brings with it unique beautiful gifts, and Kingston is a space that welcomes these gifts.

Prenant le contre-pied de sa propre éducation, mon père m'a encouragée à être fière de mes origines métissées mohawks et européennes. Mes parents m'ont fait comprendre que mon identité était une richesse unique, et Kingston sait accueillir cette richesse.

Terri-Lynn Brennan



I was born and raised in Harare, Zimbabwe. I am now an employer and entrepreneur in Kingston. I have two businesses, BmDodo Strategic Design, full service brand design company and MAPP Africa, a social platform that connects Africans at home and abroad.

Je suis né et j'ai grandi à Harare, au Zimbabwe. Je suis désormais chef d'entreprise à Kingston, propriétaire de deux entreprises, BmDodo Strategic Design, une société de design qui offre une vaste gamme de services, et MAPP Africa, une plateforme sociale qui met en relation les Africains d'ici et d'ailleurs.

Brian Dodo

I am from South Korea. I attend high school and hope to enjoy a future career in photo and video editing. I enjoy multicultural activities that promote Korean culture.

Je suis originaire de Corée du Sud. Je suis à l'école secondaire et j'espère faire carrière dans le montage photo et vidéo. J'aime les activités multiculturelles qui mettent en avant la culture coréenne.

Park Sang Woo



I am from Muscat, Oman. Here in Canada I studied psychology and human resources management. As an employment advisor, I help job seekers to find successful employment – I listen to people's stories when they need to be heard.

Je suis originaire de Mascate, au Sultanat d'Oman. J'ai fait des études en psychologie et en gestion des ressources humaines ici au Canada. En tant que conseillère en emploi, j'aide les chercheurs d'emploi à trouver un poste. J'écoute les gens quand ils ont besoin d'une oreille attentive.

Maiya Al-Ismaïli



Appendix C

Promotional Materials - DIN Screens

I was shoved and taunted at the mall because of my skin colour. I don't want to feel afraid in my hometown. I want to live in a community where people...

say
Hello.

www.kipcouncil.ca

kip Kingston immigration Partnership



Every time I meet someone new, they ask me where I'm from. I was born and raised here. Why can't people just...

say
Hello.

www.kipcouncil.ca

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I'm making myself visible as a young, professional woman of colour so others can see themselves as part of our community. Introduce yourself...

say
Hello.



www.kipcouncil.ca



When my wife and I were on the bus, and a man told us "Go back to your country!" the other passengers came to our aid. We thought he'd...

say
Hello.



www.kipcouncil.ca



When I tried to calm an angry
classmate, he said "shut up n****!"
I was shocked someone my age
would use that word. Kids shouldn't
learn to hate, they should learn to...

say
Hello.



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YouTube videos

Clare: <https://youtu.be/COPcoBohgnU>

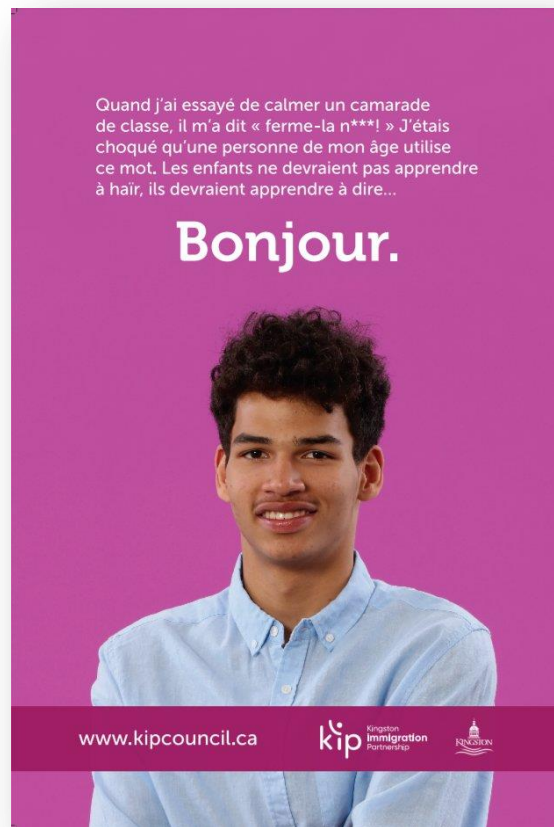
Omar: <https://youtu.be/ROyiOumDmWM>

Jamal: <https://youtu.be/eaAFExlBrVk>

Tianna: https://youtu.be/00_7IJHhRgM

Ezekiel: <https://youtu.be/74CjdQHe1kc>

Posters



PostCards



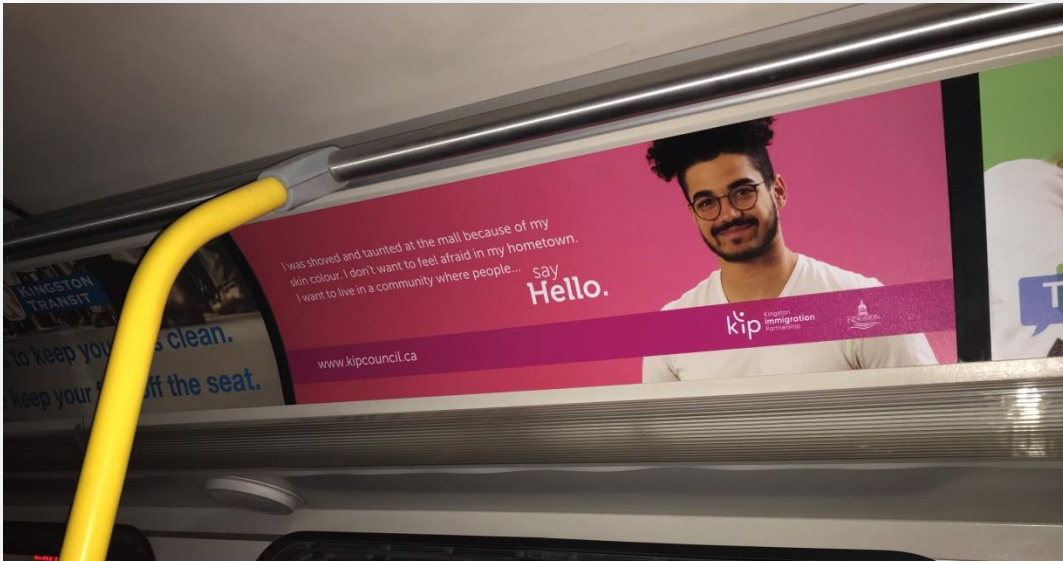
Whether you grew up here or you're just joining us, you should feel welcome – so, it's time for an honest discussion about discrimination in Kingston. We invite you to start the conversation. Introduce yourself, share your stories, find common ground, and build a community where we all say hello.

Say hello. It's that easy to start a conversation.

www.kipcouncil.ca



Bus ads



Road signs



Standees



T-shirts



Appendix D

Media Coverage

CKWS: Lawn signs welcome newcomers and aim to fight racial discrimination <https://goo.gl/eTL8ea>

CKWS: 'Say Hello' campaign aims to reduce racism, discrimination in Kingston <https://goo.gl/E9Azdj>

The WhigStandard: Signs a welcome sight <https://bit.ly/2TxR71b>

The WhigStandard: Conversation starts with 'hello' <https://bit.ly/2T7xJYB>

The WhigStandard: Kingston campaign asks residents to 'Say Hello' <https://bit.ly/2AZbFbP>

The WhigStandard: 'Human books' tell their stories at Isabel Turner library <https://bit.ly/2r99QU4>

The Progressive Post (EU) - Challenging the Hatred (pg 44-45)
(<https://progressivepost.eu/publications/issue-09>)

York 24/7: Christian Medina & Tianna Edwards Interviews: Say Hello Campaign
https://youtu.be/4nb1_MyJLZs

