

“Not Just Dragons”: **A model for inclusive engagement with communities of colour**

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Overview

1. **Introduction:** who we are
2. **Project:** what we did
3. **Model:** what we heard
4. **Lessons:** what we can do
5. **Discussion:** let's discuss



Hi, I'm Miranda.

I am a Senior Consultant at Context: An Argyle Company, one of the largest independent communication and engagement firms in Canada.

I am a Co-chair and board member of the hua foundation, a non-profit organization in Vancouver's Chinatown working to advance civic decision-making, engagement and representation through an inclusive, anti-racism lens.

Who we are.

Context: An Argyle Company
(Context) is a full-service
strategic consulting firm in
Canada with over 30 years of
experience drawing people into
conversations about their
communities and lives.

**We set a place for them to
sit at the table when
important decisions are
being made.**



Who we are.

Context: An Argyle Company (Context) is a full-service strategic consulting firm in Canada with over 30 years of experience drawing people into conversations about their communities and lives.

We set a place for them to sit at the table when important decisions are being made.

“We must ask ourselves:

- Who are we not often hearing from?***
- Who is at the table?***
- Who is not at the table?***
- Is the table in the right place?”***

- from hua foundation and focus group participant

POLL: What about you?

QUESTION 1

Where do you live?

- a) Canada
- b) United States
- c) Australia and NZ
- d) Other

QUESTION 2

Do you identify as a person of colour?

- a) Yes
- b) No
- c) Prefer not to say

QUESTION 3

What do you want out of this presentation?

- a) I want to better understand some of the experiences cultural communities face
- b) I want to be more culturally competent
- c) I want to learn practical tactics to apply for inclusive engagement
- d) I want to feel seen and supported
- e) All of the above
- f) Other

Vancouver's Chinatown



105 Keefer | Vancouver's Chinatown



NO MORE
CONDO

People
Before
Profit

SOCIAL
HOUSING
NOW


HOUSING
IS NOT
COMMODITY

100%
SOCIAL
HOUSING

100%
SOCIAL
HOUSING

STOP SELLING
THE HEART
OF CHINATOWN

Let's
Keep
it
Chinese



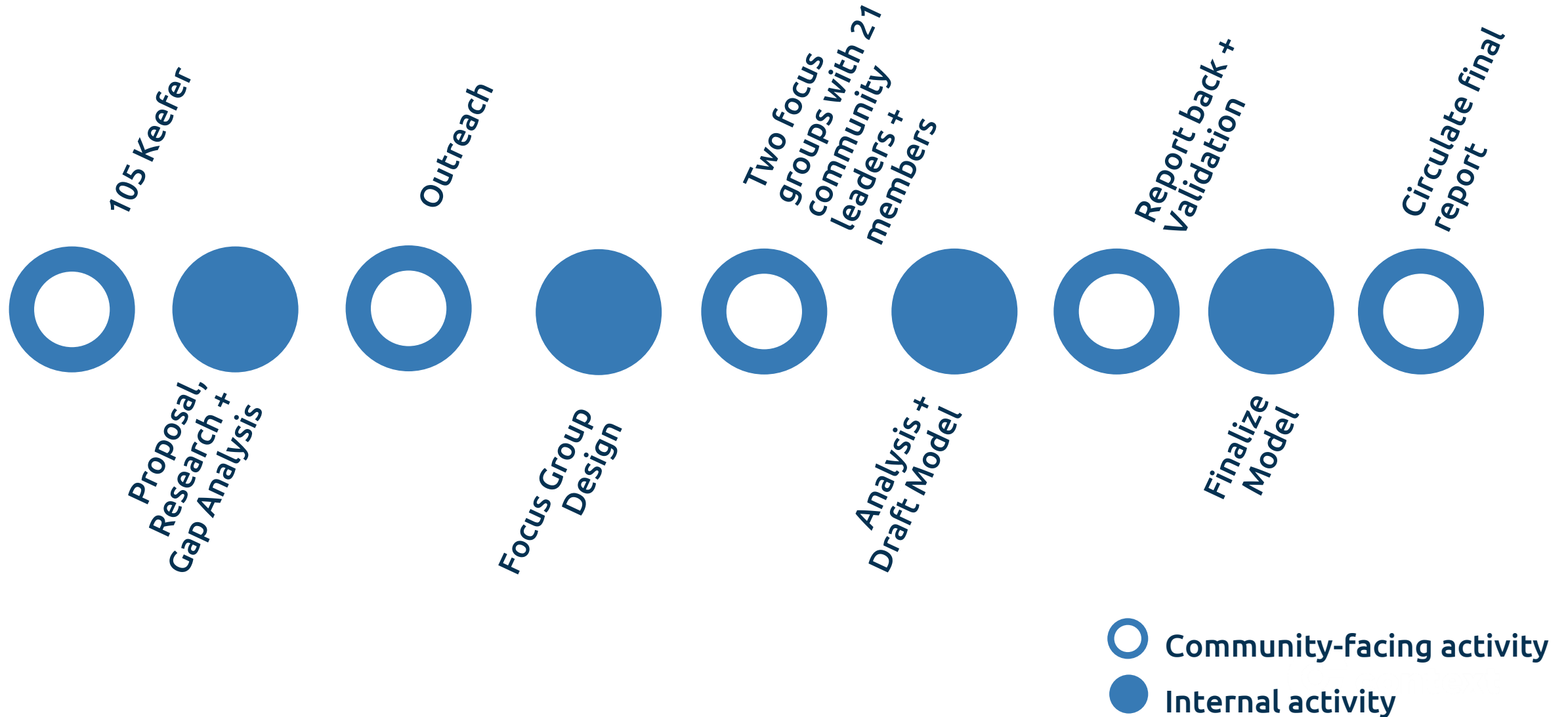
“For so long we were excluded from mattering. Makes it hard to be part of the process unless you insist.”

- from Chinatown member and focus group participant

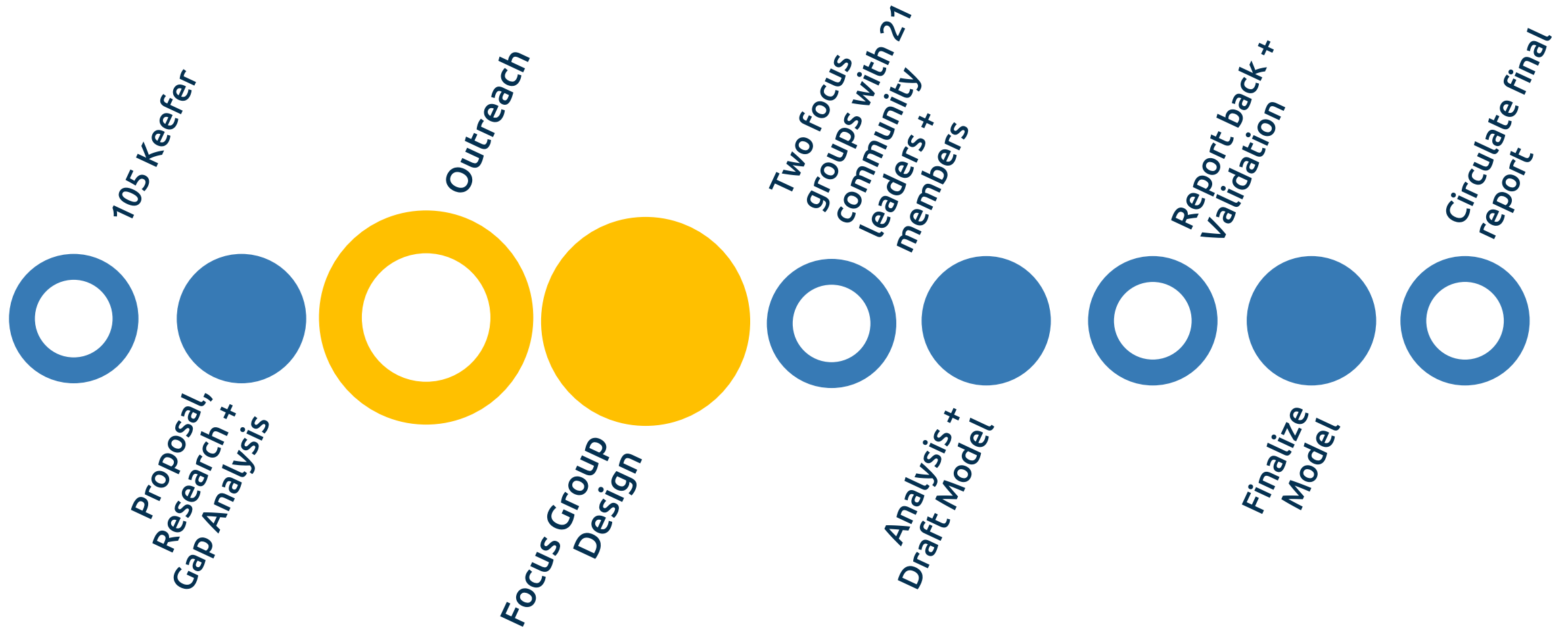


How might we make
public participation
more inclusive?

What we did | About the process



What we did | About earning trust



Focus group program

Building best practices

Trust building

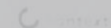
Work on earning trust over time through open communication and honesty.

Cultural respect

Recognize and respect the cultural differences of the community. Be open to learning from the community and adapt the program to their needs.

Community engagement

Engage the community in the program from the start. Involve them in decision-making and implementation. Build relationships and trust.



- accessibility - is translation allowing people with different interpretations of an issue to come to the table
- type of language used
- type of setting / space
- how individuals fit the mission
- individualized/personalized
- if you are asked for your thoughts / advice - able to communicate feedback in a # of different ways
- social / economic class
- resources / knowledge
- agreement about how we will come to a resolution
- recognizing your power can be used to influence people
- clearly defined vision / purpose
- people can choose whether they want to be involved
- know your role
- education about process
- leads to be open to the community / team
- capacity to participate

Focus group program

Part I

Introduction: Getting to know one another

- Who is Context, what do we do and who is our team?
- What are our intentions?

Part II

Plenary: Defining inclusive

- Why does inclusion matter to you and your community?
- What makes you feel included and invited?
- What makes you feel excluded?

Part III

Break-out: Discussing promising practices

In looking at industry practices for inclusive engagement:

- What works? What doesn't work?
- What is missing? How could these practices be used?

Grounding principles

POWER

Recognize our worldview can inadvertently exclude communities from public processes.

CULTURAL SAFETY

Learning and understanding how a community's history can make members feel disrespected and unsafe in a public process.

INVESTMENT

Allocate more time and resources to earn community trust and build understanding of the project to avoid a transactional, in-and-out public process.

Introduction -
Principles

Introduction -
Limitations

Model
Pillar #1

Model
Pillar #2

Model
Pillar #3

Model
Pillar #4

Model
Pillar #5

Limitations and considerations

In process

In completeness

In representation

In prioritization

In language

In use across communities

GOAL

PILLAR

As the engagement team, what are we aiming for when designing the process?

OUTCOME

If we achieved our goal, how would this look and feel for community members?

To help us achieve our goal and outcome, what are some guiding strategies, tactics and considerations for designing the process?

GUIDING STRATEGIES

PILLAR

EQUITY

GOAL

To design an engagement process that reaches and amplifies marginalized voices

OUTCOME

Community members feel that they are being heard and treated fairly

Design a process to balance power dynamics.

Ensure that you hear from those who aren't often heard.

Give greater weight to input heard from those more marginalized.

GUIDING STRATEGIES

"You might think you may be hearing or interpreting answers, but it may mean something different. Your power may influence/limit what you hear and understand. Recognize that there's another worldview that you have to understand, and recognize that it is equal to yours."

PILLAR

CULTURAL RESPECT

GOAL

To honour and respect
the community's
cultural values, history
and diversity

OUTCOME

Community members
feel respected,
included and
understood

Learn about the
community's
history of
exclusion.

Learn about the
community.

Recognize the
community's
complexity.

GUIDING STRATEGIES

*"Participants are likely
to be intent on ensuring
the preservation of their
community particularly
if it has a history of
adversity and proposals
attempting to chip away
at the cultural identity
and the long-term
viability of the
community."*

PILLAR

COMMUNITY INVOLVEMENT

GOAL

To provide the community with a meaningful way to shape the process and outcome

OUTCOME

Community members feel that their input is valued, helping to shape the outcome of the process

Seek diverse community input.

Build community capacity to engage.

GUIDING STRATEGIES

“Racial licensing is dangerous, such as ‘this person of colour says it’s fine’”

“One of the biggest problems with the engagement process is building capacity within the community”.

Introduction -
Principles

Introduction -
Limitations

Model
Pillar #1

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Model
Pillar #5

PILLAR

ACCESSIBILITY

GOAL

To eliminate the barriers to participation and offer different ways to seek and hear input

OUTCOME

Community members feel informed and enabled to participate in the engagement process

Invest in accessibility.

Minimize the burden to participate.

Use simple and appropriate ways to gather input.

GUIDING STRATEGIES

“Money on the wrong things, i.e. refreshments instead of giving staff a translator that would be more meaningful for equitable access”

PILLAR

**TRUST +
ACCOUNTABILITY**

GOAL

To demonstrate
transparency,
legitimacy and
credibility

OUTCOME

Community members
feel that the
engagement team is
authentic and that the
process is accountable

Invest time to
build relationship
with community
members.

Invest time to
earn trust with
community
members.

Be open and
authentic.

GUIDING STRATEGIES

*“Important to see someone
leading the process who is
representative or who
comes from the
community, who already
has an affiliation with
Chinatown or proven
already within the
community”*

Our model for inclusive public participation

GUIDING STRATEGIES	OUTCOME	GOAL	PILLAR	EQUITY	CULTURAL RESPECT	COMMUNITY INVOLVEMENT	ACCESSIBILITY	TRUST + ACCOUNTABILITY
				To design an engagement process that reaches and hears from marginalized voices	To honour and respect the community's cultural values, history and diversity	To provide the community with a meaningful way to shape the process and outcome	To eliminate the barriers to participation and offer different ways to seek and hear input	To demonstrate transparency, legitimacy and credibility
				Community members feel that they are being heard and treated fairly	Community members feel respected, included and understood	Community members feel that their input is valued, helping to shape the outcome of the process	Community members feel informed and enabled to participate in the engagement process	Community members feel that the engagement team is authentic and that the process is accountable
				Design a process to balance power dynamics. Ensure that you hear from those who aren't often heard. Give greater weight to input heard from those more marginalized.	Learn about the community's history of exclusion. Learn about the community. Recognize the complexity.	Seek diverse community input. Build community capacity to engage.	Invest in accessibility. Minimize the burden to participate. Use simple and appropriate ways to gather input.	Invest time to build relationship with community members. Invest time to earn trust with community members. Be open and authentic.

Community feedback

Grounding principles are very helpful. Particularly the examination of power, of the call for cultural safety, and acknowledging the model's own limitations. All of this helps build a foundation for engaging with humility.

Positive starting point for a new model of engagement.

This is a model which may be tested in other communities with some input/adjustments for suitability.

GENERAL THOUGHTS ON THE INTRODUCTION?

GENERAL THOUGHTS ON THE MODEL?

✓ Grounding principles are very helpful. Particularly the examination of power, of the call for cultural safety, and acknowledging the model's own limitations. All of this helps build a foundation for engaging with humility.

😊 This model looks very promising and I am super excited about seeing it tested in the real world.

😊 Positive starting point for a new model of engagement.

Model is good. Hard to put it all into words but you did a great job.

What if the pillar headings were all in the same colour to represent they are all equal?

I think this will really push boundaries and can create growth in productive ways. May need to identify resources that can support engagement professionals in learning more + putting these principles into practice, so it's not too daunting?

This is a model which may be tested in other communities with some input/adjustments for suitability.

★ Kudos on the Model!

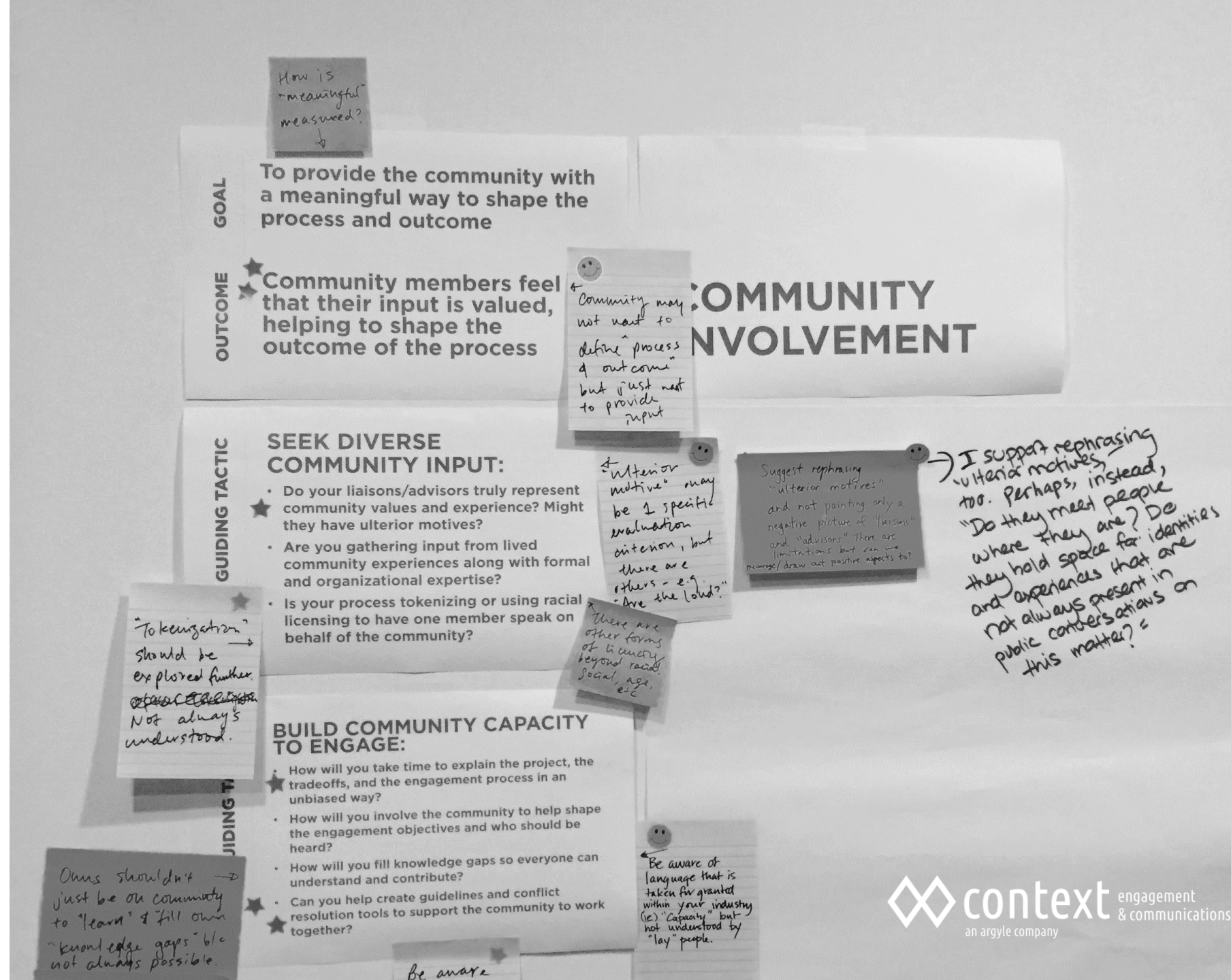
I really like the idea of having questions as guiding tactics.

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What we can do.



Reflecting on our resourcing priorities

[illegible]

Reflecting on our resourcing priorities

Pillar	Where do you think engagement teams <u>are now</u> putting their resources?	Where do you think engagement teams <u>should be</u> putting their resources?
Trust and Accountability	●● ●	●●●●●●●●●●●●●● ●●●●●●●●
Cultural respect	●●●	●●●●●●●●●●●●●●●● ●●●●●●●●●●
Community involvement	●●●●●●●●●●●●●●●● ●●●●●●●●●●●●	●●●●● ●●●●●●●●●●
Accessibility	●●●●●●●●●●●●●● ●●●●●●●●●●	●●●● ●●●●
Equity		●●●●●●

1

We can make P2 more inclusive
when we recognize and balance the power we
have as engagement professionals.

2

We can make P2 more inclusive
when we learn about the community's history, and
use this understanding to engage with cultural
respect.

3

We can make P2 more inclusive
when we take the time to build relationship, earn
trust, and be accountable to communities.

4

We can make P2 more inclusive
when we advocate for dedicated resources and
programs to reach those who aren't often heard.

5

We can make P2 more inclusive
when our industry is more representative of the
lived experiences and cultural identities of the
communities we engage.



With power comes responsibility.

It's on us to make public
participation **more inclusive and
equitable.**



Thank you for your time.

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