

Engaging newcomer parents in organizational programs



A presentation by
Pluri-elles (Manitoba) inc.
November 2015

Introduction

- Bonjour!
- Présentation des facilitatrices
- Debout: Tour de table !
- Introduction:
 - L'intégration des parents nouveaux-arrivants dans leurs communautés canadiennes et les programmes disponibles
 - Les initiatives de Pluri-elles:
 - Les bons coups, les défis, le processus

How did you feel?

- Debrief on experience



- Language barrier ► limited access to services, lack of trust, disengagement

Debrief on experience



Agenda

o Introduction: What is Pluri-elles? Who are we?

- o Facilitator
- o Topic of the day

x General facts about cultural integration and languages

x What are we doing to engage newcomer parents?

- x Successful programs: Literacy, Counselling, Employment services
- x Approaches and outreach efforts at Pluri-elles (Manitoba) inc.

x What could we do better?

- x Challenges

x Conversation / questions

x Conclusion



☺ Please note: this session is bilingual

Who are we?

- Pluri-elles (Manitoba) inc. –since 1982
 - Francophone non-profit organization
 - Present in every francophone community of Manitoba
 - Works with Francophones and newcomers across there three sectors :
 - Employment services,
 - French Literacy,
 - Counselling.

● Emmanuelle Beauregard & Brigitte Dorge



- ◇ Counselor and facilitator at Pluri-elles
- ◇ Community Development and Intercultural Relations Studies
- ◇ Studying and volunteering abroad



- ◇ Counselor and facilitator at Pluri-elles
- ◇ International Development Studies and Conflict Resolution Studies
- ◇ Working and studying abroad

Engaging newcomers parents: Why are we talking about this?

- According to Statistics Canada :
 - In 2011, Canada had a foreign-born population of about 6,775,800 people / 20.6% of the total population, the highest proportion among the G8 countries.
 - In 2014, Canada became home for 260,000 new Canadians
 - In 2011, approximately 7.3 million people reported French as their mother tongue and 7.9 million spoke French at home at least on a regular basis.
 - **« International immigration has a strong effect on the evolution of French in Canada. »**
 - On average, over the last 20 years, **roughly 235,000 new immigrants have come to Canada each year, more than 80% of whom have neither French nor English as their mother tongue.**
 - Of the 1,133,515 inhabitants, a bit more than 280,000 do not have English as a mother tongue. There are 47,110 Manitobans with French as their mother tongue.

WHAT'S THE IMPACT ON OUR PROGRAMMING?

- How to create a safe environment in a second/third/fourth language?
- What to be mindful of?
- How to engage newcomer parents?



Successful programs at Pluri-elles

✘ Roots of Empathy

- ✘ Welcoming diverse families into the program



✘ *Accueillons l'hiver* (welcoming winter in Manitoba)

✘ *D'une culture à l'autre*

- La gestion du stress post migratoire / Immigration and stress
- Mon intégration sociale / Social integration
- Mes droits au Canada / Rights
- L'alphabétisation familiale / Family literacy
- Moi comme parent / Being a parent
- Mon nouveau système de santé / The Canadian Health system
- Mœurs canadiennes versus mon pays / Values & customs: Canada vs home



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✘ *Alphamanie*

- Mes nouveaux droits / My new rights as a Canadian
- L'impact de l'immigration sur la dynamique familiale / Impact of immigration on the family dynamic
- L'alphabétisation familiale / Family literacy
- Mon rôle parental / My role as a parent
- Faciliter mon intégration / For a successful intergration
- Une famille en santé / A healthy family

- Over 200 workshops and programs in 2014-2015
- See for yourself : *Alphamanie, D'une culture à l'autre* material

Approaches and outreach efforts

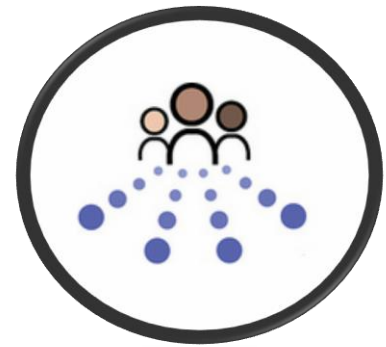
- **Work in partnerships:**
 - *Division scolaire franco manitobaine (DSFM),*
 - *Centres de la petite enfance et de la famille (CPEF),*
 - *Accueil francophone,*
 - *English as a second language (EASL),*
 - *Winnipeg one*

- **Flexible location for workshops and services**
 - Churches, cultural centers, schools...
 - Transportation aid (bus tickets etc.)

- **Liaison agent**

- **Different delivery setting**
 - Children group vs adult group (▼ *intimidating + no need for child care!*)

- **Diverse cultural team within Pluri-elles**
 - Lead by example ; informal outreach within our friends and cultural groups



Approaches and outreach efforts (II)

- Evaluation process
 - Give participants what they want and what they need!
 - Research made by the Literacy sector of Pluri-elles
- Light lunch / snacks (diverse food and drinks)
 - Mix Canadian and international food items: create an experience!
- Be flexible : participant centered programs
 - The programs are always changing!
- Work in multidisciplinary teams
 - Teachers working with therapists working with employment counsellors etc.
- Building trust
 - One on one client – plant an idea – offer group sessions

Creating a safe environment

Why?

- Want people to share? Need to feel safe.
- Engage people in their learning process.
- Celebrate multiculturalism / diversity
- Respect
- Take into consideration:
 - Country of origin
 - Customs and values
 - How was their arrival / immigration process (+, -?)
 - Current situation (work, housing, support system)

Creating a safe environment

How?

- Transform judgment into curiosity
 - Use THEIR experiences/what they know as a start:
 - How is the educational system in your country? Here, ...
 - Explore the differences, compare in a respectful, open way
 - Open ended questions
 - Active listening

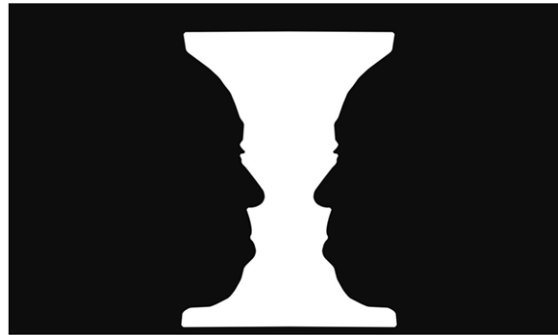
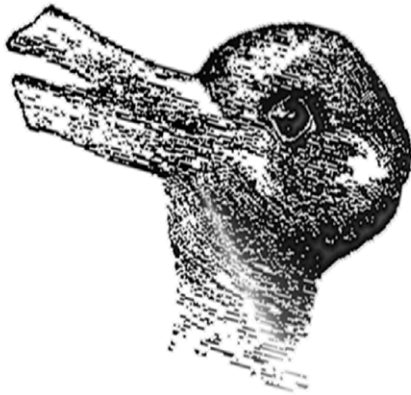
**-NOT ALL NEW COMERS HAVE THE SAME NEEDS,
NOT ALL PARENTS HAVE THE SAME NEEDS-**

Put yourself in their shoes



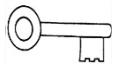
Different = wrong?

- Cultural worldview
 - Perceptions



Steps of integration

- *(Lune de miel)*
- Loss / culture shock
- Transition
- Adaptation



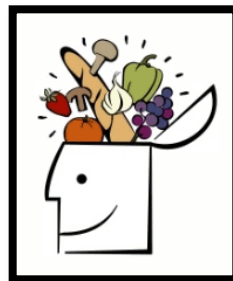
Key: adapting program according to the stage

Challenges

- Lack of budget :
 - transportation, child care etc.
- Competition between organizations
- Language barriers
- Stigmas (conscious and unconscious)
 - Services providers and parents ; both have preconceived ideas about the other party

Food for thoughts

- Should we focus on the children of immigrants or the parents ? Use all avenues
- Number of immigrants/refugees: same access?
- Government change and policy: how does it affect our abilities?



What about your organization?

What are the common stigmas / challenges you identified about new comers parents in your organization?

Is there another way of approaching the subject/demystify the stigmas?



What are the best practices of your organization?

Conclusion

- Experience of being served in a language different than your mother tongue
- Be aware, be curious
- Best practices, strategies and process to reach out to new comers parents
- Brainstorm new ideas for better integration

Let's be partners!

- Next time you have a Francophone family knocking at your door: Think of Pluri-elles!



Ideas? Questions? Comments?



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