

Chatham-Kent Welcome Week

September 9-18, 2022

Purpose: To connect newcomers to services in Chatham-Kent, to celebrate their contributions to the community through storytelling, and to promote diversity in our community. The week acts as a celebration, while efforts to support and welcome new residents to Chatham-Kent continue throughout the year.

Media Coverage:

CK Welcome Week was covered by local and regional media, including: **1** Chatham Daily News article, **1** Chatham Voice article, **1** Blackburn News article, **2** Sydenham Current articles, **1** CKXS FM article and **1** Yahoo Life article.

Promotion:

CK LIP developed the Chatham-Kent Welcome Week webpage to showcase events and programs that were hosted by CK LIP Council members and other community organizations. We increased our reach on the CK LIP Facebook page by **570%**; we increased CK LIP Facebook page visits by **244%** and CK LIP Facebook page likes were up by **800%**. During CK Welcome Week, six new subscribers were added to the newsletter.

CK LIP Theory of Change Focus: Social Belonging

Welcome Week Community Conversation about Racism and Discrimination

- 6 panelists answered questions around racism and discrimination in the community, within systems, and throughout history. They discussed their own lived experiences of racism and discrimination, and the work they do to address it.



"I appreciate the discussion and the education; great work to everyone involved!"

- Alysson Storey, Chatham-Kent Councillor, Ward 6

35

Attendees

Dance to Diversity Hosted by Collège Boréal

- Cultural dance lessons were led by the Latin Community, and Asian Community with participation from event attendees.



- 30+ attendees participated in the Dance to Diversity event

30+

Dancers

Social Belonging

International Student Welcome Event

25

Students

25 students attended, representing 23 countries

23

Countries



Lambton-Kent District School Board, in partnership with Community Attraction and Promotion, hosted the International Student Welcome Event. Mayor Darrin Canniff presented a welcome speech and Director of Education, John Howitt, welcomed students to Chatham-Kent.



Global Food Trail Challenge

45

Restaurants

45 culturally diverse restaurants were featured in the Global Food Trail Challenge



The Global Food Trail Challenge was completed in partnership with CK LIP and Community Attraction and Promotion.

This challenge promoted culturally diverse cuisine in Chatham-Kent.

www.chatham-kent.ca/visitck/doandsee/seeyouinck/daysinck/Pages/global-cuisine-day.aspx

5,270

Engagement

888

People

Social Belonging



Diverse Book List

- Community Conversation participants received an extensive list of books intended for various age groups, both fiction and non-fiction.
- The book list was sent to 29 people
- The subject matter of the books are black history, and/or diverse representation.



LivingCK Stories

- Community Attraction & Promotion shared 4 newcomer immigrant stories over LivingCK social media.
- Total reach of all 4 stories: **8,967**
- Total engagement of all 4 stories: **1,811**



CKPL Welcoming Storytime

- The Chatham-Kent Public Library hosted a Welcoming Storytime event.
- A book about being a newcomer to Canada was read aloud to those who attended.



The Latin Community of Chatham-Kent Welcomes Newcomers



My Journey! Hosted by Collège Boréal

- 3 immigrant clients of Collège Boréal, who have achieved success here in Chatham-Kent, shared their stories
- 15 residents of Chatham-Kent attended as guests of the presentation



Networking Fair Participants



CK LIP Theory of Change Focus: Employment

Chatham Connections 2022 by Collège Boréal and Goodwill Career Centre

- An opportunity for newcomers to network with professionals and connect with Chatham-Kent employers in one-on-one sessions
- Four Employers from Chatham-Kent attended
- Six newcomers/immigrants attended
- One event attendee received two job offers following the event



CK LIP Theory of Change Focus: Community Supports & Information

Canadian Trivia Kahoot - Chatham-Kent Public Library

- The Chatham-Kent Public Library hosted a Canadian trivia-themed Kahoot. Many of the questions were derived from the Discovery Canada book created by Immigration Refugee Citizenship Canada
- 120+ people participated



Free Tours of Buxton National Historic Site for the Duration of Welcome Week

- This provided a great opportunity to learn about a cultural landscape where liberated Underground Railroad Refugees made their home
- Facebook reach: 1,779
- Facebook engagement: 74



Chatham-Kent Welcome Week Networking Fair

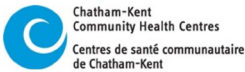
- Gave newcomers and immigrants in Chatham-Kent the opportunity to interact and get information from community services, promote settlement supports, and promote language services.



Organizations that Participated:



COLLÈGE BORÉAL



“We [Collège Boréal] would like to thank CK LIP for making the networking fair possible; we connected with CK Public Health who we collaborated with for the immigrant and newcomer mental health workshop.”

-Tristan Fehrenbach
Immigration (CH) Project, Programs and Services
Manager at Collège Boréal, CK LIP Co-Chair



Contact Us:



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