



How to Engage Multicultural Canadians in Outdoor Nature Activities?

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Changing Demographics - Our Dilemma

A majority of Torontonians now identify themselves as visible minorities

And in five of the suburban cities around Toronto — Ajax, Mississauga, Richmond Hill, Brampton and Markham — a majority of people identify as visible minorities.

Majority of Toronto residents now visible minorities: Census report



Environmental Stewards



Environmental Stewards



Diversity and Nature - Our Dilemma



Diversity and Nature - Our Dilemma

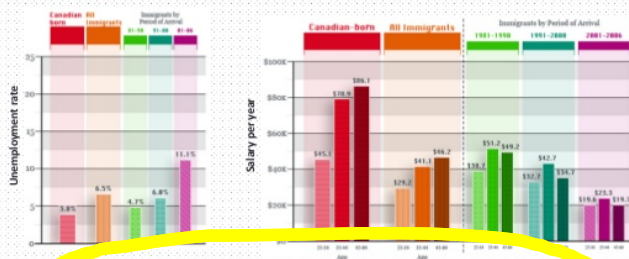


Common Barriers for Accessing Nature for Newcomers - Language



Common Barriers for Accessing Nature for Newcomers - Employment and Income

% of Employment and salaries of university educated newcomers



New immigrants: have higher unemployment rates, are under-employed, or earn less than Canadian born workers

Source: "Labour market outcomes of immigrants by educational attainment, gender and age" York University - TIEDI Analytical Report #16 - <http://www.yorku.ca/tiedi/pubreports.html>



Common Barriers for Accessing Nature for Newcomers - Lack of Awareness

- Minimal or no connection with local natural areas.



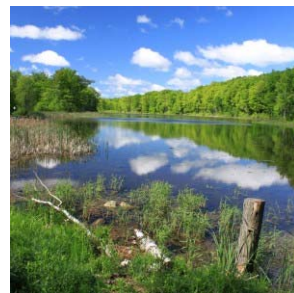
"I think that the big opportunities that we have in North America are really for people to understand their connection to nature."

Mark Burget
Executive VP and Regional Managing
Director, North America



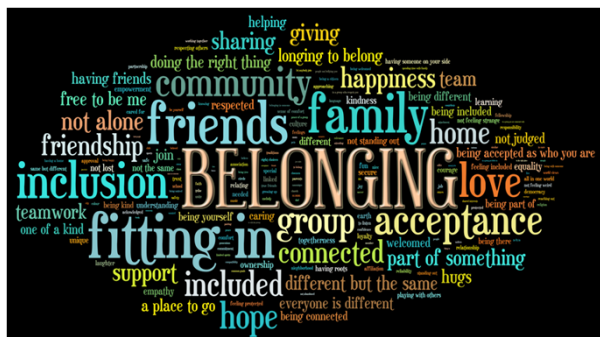
Common Barriers for Accessing Nature for Newcomers - Transportation

- Transportation to conservation areas.



Common Barriers for Accessing Nature for Newcomers - Social Environment

- Lack of sense of community belonging



Common Barriers for Accessing Nature for Newcomers - Fear for Natural Outdoors

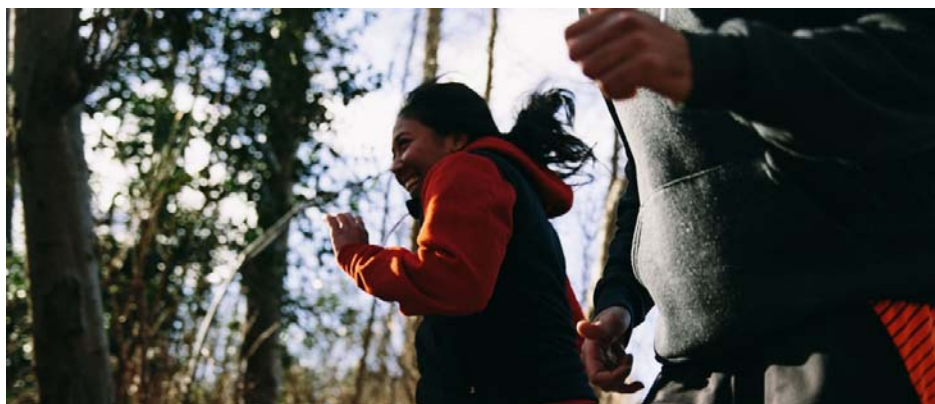
- People have inherent fears about being alone in outdoor natural space.



Common Barriers for Accessing Nature for Newcomers - Physical Activity



Common Barriers for Accessing Nature for Newcomers - Physical Activity



Common Barriers for Accessing Nature for Newcomers - Social and Cultural Norms



Know Your Audiences

- Make connections with your audience



New Rules of Engagement

- Generating interest
- Location Location Location!
- Flexible and innovative programming
- Community relevant programs
- Engage community members/leaders in planning



Communication is the Key!

- Communication and Messaging



Caring for the Credit River



Communication is the Key!

- Keeping Language Simple

Native Invasive species Invertebrates Predator

- Avoid Using TLA's

*"I work for CVC as their MC and we are here to talk
about our program CYC"*



Communication is the Key!

- Be open to learn from other cultures and traditions.
- Different experiences around the globe.
- Sustainability practices differ.
- Be aware of verbal and non-verbal cross-cultural signs for communication.



What Programs to Offer?

- Language appropriate
- Fit into the cultural norms
- Sensitive to religious/cultural needs
- Seniors inclusive programming
- Transportation Costs
- Gate Fee/Park Fee
- Creating Social Environment



CVC's Main Program Areas

ESL
(2010)



- Settlement Agencies
- Ethnic Community Organizations
- Language Instruction for Newcomers Schools
- Libraries
- Ethnic Social Clubs



CVC's Main Program Areas

Health and Wellness (2014)

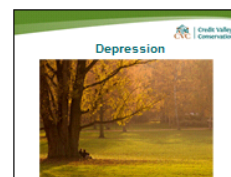
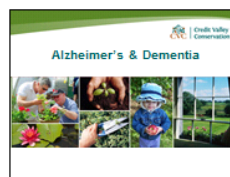
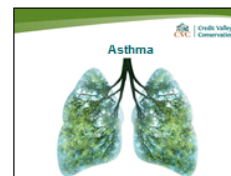
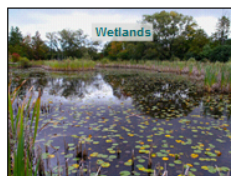


- Community health centers
- Long term care homes
- Community support groups
- Hospitals
- Senior clubs/groups



Program Structure

- Presentation



Program Structure

- Trip to Terra Cotta Conservation Area



Program Structure

- Easy Trails and Interpretive Hike



Program Structure

- Lunch options and social networking



Program Outcomes

- Over 25,000 participants since 2009.
- Ever increasing demand for the programs.
- New and non-traditional partnerships.
- Immense sense of gratitude in participants.
- Greater appreciation for natural areas.
- Commitment to spend time in nature.



Program Outcomes

- Overcoming fear for natural spaces in the company of your known social networks.
- Desire to return back to conservation areas with friends and family.
- Appreciation and request from teachers and coordinators for the continuation of these program offerings.



And the fun continues...



Questions

