



Hamilton Urban Core  
Community Health Centre

Neighbours, Friends and Families  
Immigrant & Refugee Communities Campaign  
Hamilton Model Report



Hamilton Urban Core Community Health Centre  
Neighbours, Friends and Families  
Immigrant and Refugee Communities Campaign

---

## Table of Contents

Acknowledgements .....	Page 2
Executive Summary .....	Page 3
Overview of Hamilton Urban Core Community Health Centre.....	Page 4
Project Background.....	Page 4
Objectives of Project.....	Page 5
Barriers and Challenges for Immigrant and Refugee Communities.....	Page 5
The Hamilton Urban Core Community Model .....	Page 6-7
The Hamilton Model in Action.....	Page 8-12
Roma Minority from Hungary and the Czech Republic.....	Page 13
The Sudanese Community .....	Page 13
Project Activities.....	Page 14-18
Evaluation Framework.....	Page 18-19
Evaluation Summary Chart.....	Page 20-22
Logic Model.....	Page 23
Lessons Learned.....	Page 24
Conclusion.....	Page 25-27

## Acknowledgements

The Neighbours, Friends and Families (NFF) Immigrant and Refugee Communities Campaign project provided an excellent opportunity for community members, leaders and other stakeholders to come together and have important discussion about woman abuse. The project helped to give voice to communities who are not often invited to the conversation about ending domestic violence. These fruitful meetings and discussion led to the identification of best practices that may serve as a useful contribution to end domestic violence in Canada.

Hamilton Urban Core would like to acknowledge the project team, volunteers and committee members and thank those who contributed to the project's activities.

### **Project Team:**

Nadine Favics, NFF Project Coordinator

Omselama Abdul Sied, NFF Cultural Facilitator

Zuzan Bahaa Aldin, NFF Cultural Facilitator

The project team would like to thank the members of the Roma Community who participated in this project. We understand that the Roma Community met with a number of barriers and challenges especially given the political climate within Canada and abroad and we deeply appreciate you sharing your time, knowledge and experiences with us.

The project team would like to thank the Sudanese Community and The Sudanese League for the ongoing support and numerous contributions to the NFF Project.

In addition we also thank the Ontario Council of Agencies Serving Immigrants for their leadership and the development of the NFF Immigrant and Refugee Communities website which has provided an excellent tool that will allow the continuation of the work and the community of practice. Thank you also to the Provincial NFF campaign in particular Alfredo Marroquin whose leadership and support provided inspiration to see this campaign expanded in immigrant and refugee communities in Ontario.

Funding for this project was received from Ontario Women's Directorate's Neighbours, Friends and Families Immigrant and Refugee Communities Campaign Fund.

## Executive Summary

*Woman abuse is a serious social problem in our community and we believe that everyone can play a role in preventing it."*

*- Nadine Favics, NFF Immigrant and Refugee Communities Hamilton Project Coordinator*

Without a doubt woman abuse is a serious social problem that crosses all socio- demographic factors. The facts about woman abuse are alarming. Reports tell us that in Ontario 7% of women living in common-law or marital relationship reported experiencing physical and/or sexual assault by a spousal partner at least once during a five year period.

Neighbours, Friends and Families is a public education and awareness campaign that was officially launched in 2006. This initiative is a part of the Ontario government's Action Plan on Domestic Violence and an initiative of the Ontario Women's Directorate, through the Centre for Research and Education on Violence against Women and Children. The purpose of the campaign is to raise the awareness of the warning signs and risk factors of woman abuse so that people close to the woman being abused or the abuser can be educated to make referrals to community resources which could help.

The NFF Campaign has been running well over many years in mainstream and Aboriginal communities in the province; however, it did not reach immigrant, racialized, culturally diverse or faith-based communities. With the support of the Ontario Council of Agencies Serving Immigrants (OCASI) and the outstanding dedication of Alfredo Marroquin, NFF embarked on a new journey of inclusiveness giving birth to the NFF Diverse Communities Project.

Hamilton Urban Core believes woman abuse is a determinant of health, that it is a preventable health risk and that it is an issue where everyone in the community should and can play a role in preventing. As such, Hamilton Urban Core became involved in the NFF Diverse Communities Project with an interest in developing a campaign suitable to Hamilton's local needs. In 2009 Hamilton Urban Core took a leadership role in implementing the NFF Immigrant and Refugee Communities Hamilton Campaign with specific focus on reaching out to immigrant and refugee communities in culturally appropriate ways. A Committee consisting of local community agencies such as the Sexual Assault Centre Hamilton, the Women's Centre Interval House, Catholic Children's Aid Society, Immigrant Women's Centre, Good Shepherd Women's Services and various Community Leaders representing immigrant and refugee communities in Hamilton. All stakeholders came together to determine how the NFF campaign could work in Hamilton.

To promote the NFF campaign effectively, NFF staff worked collaboratively with community leaders who best understand their community's needs. Each community has different experiences with woman abuse, and has its own unique features, risk factors and safety issues to be considered. Therefore the project approach was implemented with the understanding that women and their children face multiple barriers, in relation to their gender, culture, language, geographic location, class, ability, faith/spirituality, and immigration status when dealing with violence and accessing supports. The Campaign focused on the needs and assets of each community.

Some of the highlights of the NFF Immigrant and Refugee Communities Hamilton Campaign include:

- The project staff was able to reach out to and connect with 1,715 community members throughout the project
- Community members engaged in group activities felt that the discussions were open and safe and that the message of Neighbours Friends and Families was very valuable to their community
- Sudanese community members identified The Sudanese Family Tea as groundbreaking, seeing it as an excellent opportunity for open discussion about tackling this issue of abuse in their community
- There was active participation of men from both the Sudanese and Roma communities who saw the value of the campaign and wanted to be involved and engaged.

## Overview of Hamilton Urban Core Community Health Centre

Hamilton Urban Core is a thriving inner city health centre and a leader in Canada in the provision of high-quality primary health services and programs in more than 15 languages. The Centre's mission is to provide the highest level of primary health care, education and advocacy, especially with those individuals in the community who face barriers to improving their health and well-being.

As a trusted provider to thousands of registered clients and over 16 years of service, Hamilton Urban Core has worked with individuals, families and communities across a broad range of issues and needs. The Centre's client populations include immigrants and refugees, people who are homeless or at risk of being homeless, individuals and families living in poverty, individuals with mental health issues or mental illness, isolated seniors and street involved youth. Hamilton Urban Core is unique in that the Centre balances needs and issues across populations and does not segment groups. In other words, the strength of the service delivery approach is in adjusting the way in which services are delivered to meet the needs of diverse populations while offering the same high quality of services to all populations.

## Project Background

Intended to foster community organizing, the goal of the NFF Campaign is to provide culturally appropriate information and strategies for immigrant and refugee communities to know the warning signs of abuse, to support women who are impacted by abuse and to make the community a safe place for women.

The NFF Diverse (Immigrant and Refugee) Communities Hamilton is a community-based Project that involves the collaboration of community members, leaders and representatives from diverse communities and agencies serving women and their families in Hamilton. The approach is based on the knowledge that comprehensive, coordinated and culturally appropriate strategies are needed to reach out to and engage immigrant and refugee women, neighbours, friends and families, who are abused by their husbands or partners. The intended audience of the NFF Immigrant and Refugee Communities is primarily the Minority Roma Czech and Hungarian, the Sudanese Communities and other immigrant and refugee community groups.

Together with the Project Coordinator, the Cultural Facilitators representing these communities work to expand the NFF Campaign to raise awareness of the warning signs of woman abuse.

To raise awareness of the warning signs of woman abuse the NFF Project Staff engaged communities in culturally specific events, knowledge exchanges and information sessions, and provided anti-racism and cultural competence education to strengthen the supports in the mainstream services that provide services to abused immigrant and refugee women and their families.

## Objectives of the Project

The objectives of the NFF Diverse (Immigrant and Refugee) Communities Project were to collaborate with community members, leaders and representatives from diverse immigrant and refugee communities in Hamilton and agencies serving women and their families to implement coordinated and culturally appropriate strategies to reach out to and engage immigrant and refugee women, neighbours, friends and families, who are abuse by their husbands or partners.

NFF Hamilton project activities include:

- Outreaching to community members
- Engaging Communities in Forums, Focus Groups, and Information Sessions
- Participating in the work driven by the Ontario Council of Agencies Serving Immigrants
- Providing Anti-Racism and Cultural Competence education for NFF Committee members
- Reviewing NFF material such as brochures and videos to strengthen the effectiveness of the material in increasing the awareness of the warning signs of woman abuse
- Evaluation and documentation of best practices

In 2011 the NFF Immigrant and Refugee Communities Campaign at Hamilton Urban Core was funded as a project by the Ontario Women's Directorate.

## Barriers and Challenges for Immigrant & Refugee Communities

Numerous studies have highlighted the many barriers and challenges faced by marginalized racialized immigrant and refugee communities finding supports around woman abuse.

*“Language is an obvious barrier for some however more important is the lack of culturally appropriate approaches to raising the awareness about woman abuse and responding. Most approaches are aimed at mainstream audiences and are successful in those communities however immigrant and refugee communities are not often affected or engaged by these approaches. Most of the research in this area points to the lack of language skills and or literacy, different cultural norms and beliefs, differences in communication styles, stigmatizing attitudes, and racism and discrimination often prevent members of ethno-cultural communities from getting involved in health promotion activities.”<sup>1</sup>*

---

1

Reports have also pointed to a number of factors that prevent individuals from immigrant and refugee communities from seeking assistance with woman abuse. These factors make immigrant/refugee women uniquely vulnerable when faced by woman abuse as they are more than often isolated and without language (unable to communicate in English or French) or knowledge of services and supports available to them. Some of those factors include but are not limited to fear of jeopardizing Canadian status; lack of information about Canadian laws and their rights as women; fear of being ostracized from their community; fear of retaliation against family members left back home; fear and distrust of police; experiences of prejudice, discrimination, or racism when they have interacted with various institutions etc.

Women also report experiencing some difficulties living within a shelter environment. For example:

- Experiences of racism and discrimination
- Food issues
- Differences about what is socially accepted behaviour
- Child care/parenting issues
- Feels like another prison or refugee camp and therefore reliving trauma

One of the assumptions of the NFF Project team was that these barriers and challenges may also prevent members from racialized and marginalized communities from becoming involved in the activities of the Neighbours, Friends and Families Project. It is with this understanding that the team sought to develop and implement strategies that were cultural competent and sensitive to the experiences of participants to ensure access to the services and supports needed to support women experiencing abuse and their families. These strategies were also dependent upon engaging in best practices and adapting generic best practices to be responsive to the needs of the communities served.

### The Hamilton Urban Core Community Model

In developing a model of service that would be responsive to the specific needs of immigrant and refugee communities in Hamilton a few assumptions or factors were considered including the following:

- A significant majority of current initiatives and campaigns are based on the values and belief systems of mainstream Canadian culture and therefore do not reach out to or resonate with a wide range of diverse communities
- There may be less understanding in some communities of the law and the fact that woman abuse is a crime
- There may be less knowledge and understanding in some communities about the various forms of woman abuse and the effects of domestic violence on the victim of violence and their children / family
- There may be belief systems in some communities which dictate that woman abuse is a private matter and should be managed within the family without outside interference

- The Hamilton Model is based on asset based community development guidelines which recognize that the strength in any change effort is in the community.

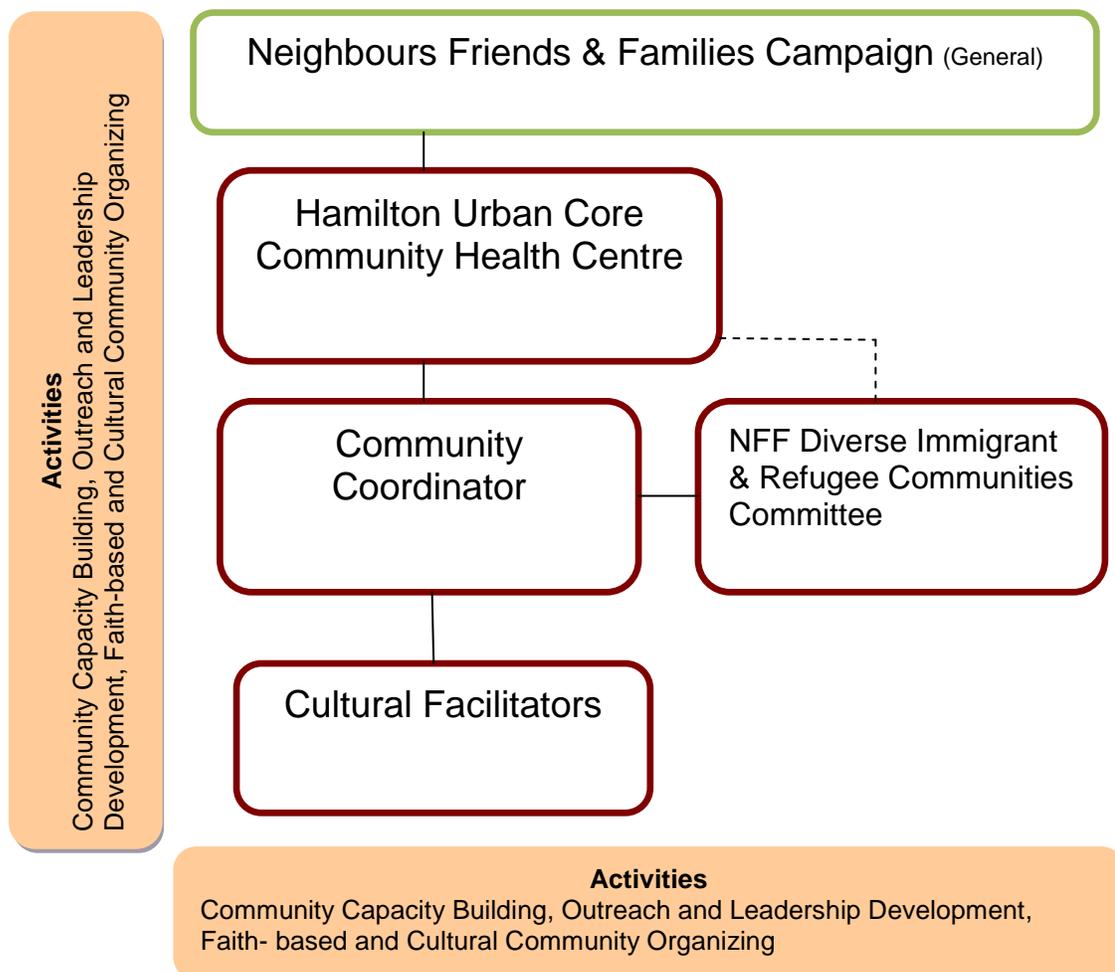
In expanding the NFF campaign to diverse communities, we recognized that diverse communities must be at the center of the campaign. Using established community development approaches the goal of bringing awareness of the signs of woman abuse to all community members was very attainable.

### The Hamilton Urban Core Community Model Neighbours Friends & Families Immigrant and Refugee Communities

The chart representing this model is intended to serve as a road map. There are a number of component parts that must work together in the process of reaching diverse communities in Hamilton.

In expanding the NFF campaign to diverse communities, we recognize that diverse communities must be at the center of the campaign. Using established community development approaches we believe that the goal of bringing awareness of the signs of woman abuse to all community members is very attainable.

Central to this mapping are the diverse communities themselves as they are the key to a successful campaign in their respective communities and an effective NFF Diverse Immigrant and Refugee Communities Coordinating Committee.



## **The Hamilton Model in Action**

### **Expanding the NFF Campaign to Reach Diverse Immigrant and Refugee Communities in Hamilton**

In 2011 with funding from OWD 9 projects launched by agencies across the province of Ontario set out to pilot the Neighbours, Friends and Families Campaign in Immigrant and Refugee Communities. Hamilton Urban Core was one of the 9 agencies. The project team implemented a community development-based model developed by Hamilton Urban Core's Community Developer for the specific purposes of NFF and outreaching to immigrant, refugee and racialized groups and communities.

#### **Key Elements**

##### **a) NFF Diverse Communities Coordinating Committee & Community Leaders**

The Coordinating Committee included representatives from local agencies such as the Catholic Children's Aid Society, the Sexual Assault Centre of Hamilton, Good Sheppard Women's Services and Interval House as well as representatives and Community Leaders from immigrant and refugee communities such as the Sudanese Community and the Roma Czech and Hungarian Communities.

The Coordinating Committee served as a resource and source of support in implementing the campaign. In general, it was important to have diverse "community" representation such as faith leaders, community-based organizations, business leaders, health practitioners, culturally specific organizations and cultural facilitators. It was also important to ensure that leaders representing the immigrant and refugee communities were included on the Committee to provide cultural perspective, add credibility to the project's efforts, and provide expertise in working with the priority groups.

##### **b) The Community Coordinator**

The Community Coordinator was responsible for oversight, implementation, orientation and evaluation of the project, and organizing activities related to the expansion of the NFF campaign. The Coordinator worked with the Coordinating Committee and the Cultural Facilitators to outreach or respond to various immigrant and refugee communities in the area. The Coordinator focused on finding appropriate and respectful ways in which to share information and knowledge while building capacity within the community.

##### **c) The Cultural Facilitators**

The Cultural Facilitators played important role in building awareness and understanding of the cultural factors related to immigrant and refugee communities and the impact or influence in raising awareness about woman abuse. The Cultural Facilitators focused on building trust relationships, gathering information related to the beliefs and health practices of cultural groups and outreaching to various networks within diverse communities.

#### **d) Faith-Based and Cultural Community Organizing**

Many communities have both informal and formal supports and places where information can be exchanged. Two such places are faith-based organizations and culture-based organizations. It was well understood in this project that both community networks must understand and be involved in the campaign if there was to be true success. Some of these organizations were not prepared to be involved with an anti-woman abuse campaign, but they were prepared to be engaged about healthy relationships, bullying, self-esteem and self-care. The project team was responsible for using culturally competent approaches and best practices to respond to the needs of community.

#### **e) Outreach and Leadership Development**

The coordinating committee members, community leaders, the community coordinator and the cultural facilitators within the community outreach to diverse communities and in an effort to identify, develop and/or enhance leadership within the various communities. With the combined expertise, experience and knowledge of the coordinating committee, activities were organized to motivate people to be involved or to seek more information about woman abuse.

#### **f) Community Capacity Building**

Community capacity building was focused on developing or enhancing capacity within and among community members through training and education in areas such as woman abuse, anti-racism and cultural competence. Activities related to capacity building were largely identified as resource and information sharing, and knowledge exchange.

#### ***Example of Some Key Messages Used in the Project:***

- Strong family unit, strong community
- Positive family values of love and respect stand in contradiction to violence within the family
- Domestic violence is a community responsibility, the community must support the victim
- Children are important; the damaging effect violence has on their formative growth and their future as productive adults

### **Implementing the Model**

#### **Phase One**

- **Getting the community ready:**  
Established initial Coordinating Committee, prepared for new members to join the Committee throughout the life of the project

## **Phase Two**

- **Readiness and Preparation:**  
Conducted research, focus groups and information sessions to gain a better understanding of the needs of the project participants; selection, translation and distribution of materials; provided workshops about healthy relationships/woman abuse, cultural competence and anti-racism education and training

## **Phase Three**

- **Implementation:**  
Engaged community in specific project activities designed to outreach to diverse communities

## **Phase Four\***

- **Diffusion:**  
Processes, tools and activities in widespread use across communities with communities as drivers of the campaign

\*Please note that the Project did not reach this phase due to limited time and resources.

## **The Outreach Plan**

As part of the community engagement and organizing The NFF project staff developed and implemented a communication and outreach plan.

### **Purpose of the Outreach Plan**

- Provided a blueprint for comprehensive outreach and communications plan to support for the success of the Neighbours, Friends and Families Immigrant and Refugee Communities Hamilton Project
- Articulated outreach objectives for the Project
- Identified appropriate outreach opportunities and plan strategic content for effective promotional materials

### **Outreach Plan Outreach Objectives:**

- Promote and increase public awareness of the Neighbours, Friends and Families Immigrant and Refugee Communities Hamilton Project
- Provide staff with the information and tools they need to successfully support and promote the NFF Project
- Provide communities with an opportunity to engage and share their strategies to addressing their communities needs
- Facilitate the development of community leaders by identifying “Community Champions”

- Formalize linkages and partnerships between communities that will benefit from involvement with the project and identifying 2 new Communities to be engaged
- Organize a series of Community Information Session, meetings, focus groups and forums as a platform for information exchange to close the knowledge and experience gaps between marginalized refugee/immigrant communities in Hamilton

### **The Desired Situation:**

- Participants from all communities will take an active interest in the NFF Project and attend the information sessions and symposiums
- Creation of language and culturally appropriate materials
- Effective and appropriate outreach to communities who are often excluded
- Community Champions from each community to join the project
- Documented best practices and documentation of feedback, related to raising the awareness of the warning signs of woman abuse and promoting healthy families and communities in marginalized immigrant and refugee communities

### **Outreach Vital Factors:**

To be successful the Neighbours, Friends and Families Immigrant and Refugee Communities Hamilton Project requires:

- Positive attitude and a feeling of ownership by all staff and community members
- Respectful and culturally appropriate outreach to communities who are often marginalized and excluded in Hamilton
- Emphasis on involvement from all communities, with particular focus on attracting communities who are not connected
- Effective outreach and advertising to make information about the project available in language and culturally appropriate ways throughout Hamilton and area
- Increased internal communication about the reasons for this project so that staff members can use common language when speaking of the project
- Communities not accustomed to any engagement or without community linkages in Hamilton having this opportunity to meet and engage. The outreach style is vital in encouraging participation and interest

### **Key Strategic Issues:**

#### **Internal**

- enlist staff support and build enthusiasm by making the project easy to understand and simple to administer

- Creating language and culturally appropriate outreach material that is inviting and interesting to several different communities
- Selecting appropriate dates, times and locations for meetings, focus groups, information sessions and forums

### **External**

- Encouraging community participation and enthusiasm for the project
- To create appealing, timely, effective outreach tools
- Emphasize the value of establishing cross community connections assessing collective skills and knowledge to build community capacity
- Develop an effective culturally and language appropriate method of sharing the best practices and feedback of the project

### **Communities:**

- Northern and Southern Sudanese Community
- Roma minority from Czech and Hungary and Slovakia
- Other new immigrants and refugees communities in Hamilton

### **Tools:**

Ethnic newspapers, newsletters, bulletins, Flyers at schools, community organizations, religious institutes, ESL classes, radio and television, news announcements, public service announcements, cable television announcements, meetings and information sessions with community members, health promotion information sessions for men and women, focus groups, community and association websites

### **Project Priority Communities**

A significant number of immigrants and refugees select Hamilton as their choice destination for primary or secondary migration. Many newcomers to Hamilton reside in the downtown area for some time or frequent the downtown area for the services they need. Hamilton Urban Core has a long history of working with individuals, families and communities who identify as immigrants or refugees. The Project focused two communities in Hamilton, one being the Roma Minority from Hungary and the Czech Republic, and the other being the Sudanese Community both of whom were marginalized, excluded and lacked access to information, services and resources.

## **Roma Minority from Hungary and the Czech Republic**

In 1997 approximately 1,500 Roma Minority Refugees fled to Canada and were settled in Hamilton. They were escaping the persecution they faced in the Czech Republic. In the year 2000 approximately 5,000 more Roma Minority came to Hamilton from Hungary. The Roma Communities are very diverse with unique languages and experiences. One commonality they unfortunately face together however is racism and discrimination. Hamilton Urban Core has had the opportunity and honour to work with the Roma Community over the years and members are always eager to be involved and contribute to events and programs at Hamilton Urban Core.

Roma Community leaders from the United Roma Coalition were amongst the community leaders who attended the initial consultation about NFF in 2009 and have been committee members since Urban Core began the work. And when the opportunity to launch the NFF Immigrant and Refugee Communities Campaign Model came along the Roma community eagerly agreed to be involved, sharing their experiences and knowledge as volunteers, community champions and participants in sessions.

*"A healthy community puts people and processes in place to ensure that a blend of strategic activities and community involvement will have a significant impact on people's lives. It is a community that does more than it desires. It is a community that has created the capacity to address domestic violence and women abuse and challenges in a thoughtful and practical way. A designated safe community is one which believes that a safe life is a basic need."*

*Omselama Abdul Sied, Cultural Facilitator Hamilton Urban Core*

## **The Sudanese Community**

Sudan, once the largest and one of the most geographically diverse states in Africa, split into two countries in July 2011 after the people of the south voted for independence. Sudan's population is one of the most diverse on the African continent. Within two distinct major cultures--Arab and sub-Saharan African--there are hundreds of ethnic and tribal subdivisions and language groups, which make effective collaboration among them a major political challenge. According to post-secession figures based on census results released in early 2009, Sudan's population has reached an estimated 33.4 million.

The Sudanese Community is one of the largest, organized and well connected communities in Hamilton. They have their own league which was formed back in 1996. The Sudanese League of Hamilton (SLOH) and the surrounding area is a non-profit, community-based, social organization which facilitates social activities and provides emotional support to all Sudanese and Sudanese/Canadians living in Hamilton, regardless of their religion, political beliefs, tribe or gender. The league encourages all of its members to integrate fully and participate in the social, political and economic life of Canada's multicultural society.

The Sudanese Community became involved in the NFF Campaign from the initial consultation in 2009 where OCASI conducted an environmental scan to gather feedback on the campaign from immigrant and refugee communities across the province. Community members played active roles in the project including as cultural facilitator, committee members, assisted with translation and interpretation, as community champions and participants in workshops and training and also posted events on The Sudanese League of Hamilton website.

## **Healthy Promotion Approach**

The project staff used health promotion and healthy relationships as a general approach in engaging communities in activities and discussions related to woman abuse. The subject of healthy relationships provided a safe avenue for community members to share and receive information. The approach was based on the knowledge that immigrant and refugee communities are very diverse and that there are many, sometimes conflicting, factors influencing the lives of immigrant and refugee families in Canada. Participants were presented with information about the components of a healthy relationship, identifying the warning signs of abuse and resources that are available in the community. Most important participants were engaged in discussions as experts of their own lives and lived experiences. The goal of each of the activities was to raise awareness of the warning signs of woman abuse and to reduce the risk of abuse for participants through building skills and knowledge related to developing and maintaining healthy relationships. The activity format also provided community groups with the “space” needed to determine their needs in terms of supports, further skill development, commitment to further discussion and involvement with the NFF Project.

Several health promotion and/or Healthy Relationships sessions were held over the life of the project.

## **PROJECT ACTIVITIES**

Throughout the life of the project there were many activities developed to share healthy messages and to engage community members in conversations about NFF. The Project Team utilized culturally-sensitive approaches in carrying out these activities. The following are highlights of those activities.

### **Healthy Relationship Workshop**

#### **The 9<sup>th</sup> Annual Mind, Body, Spirit Women’s Health and Wellness Conference 2012**

Over 60 women participated in a workshop facilitated by the NFF Project Cultural Facilitators as part of this health and wellness conference women. The Facilitators shared information about the NFF Campaign and information related to identifying a healthy relationship. Discussion points included:

- The impacts of unhealthy relationships on overall wellbeing
- Warning signs of violence and woman abuse
- Forms of violence
- Impact of violence and woman abuse on children and other family members
- Barriers and challenges faced by immigrant and refugee women
- Resources for help and support

## Evaluation Summary

- ✓ 98 % of participants attending the **Healthy Relationships** workshop agreed that this was something they could use in their own lives
- ✓ 94% of participants agreed that the information was easy to understand.
- ✓ 92% of participants agreed that they were able to participate in the workshop; for example to ask questions and to get the answers they needed
- ✓ 86% of participants agreed that they have a better understanding about Healthy Relationships than they did before this workshop.
- ✓ 84% of participants agreed that the facilitator was good – they knew all about the topic and made the presentation interesting
- ✓ 61% of participants would like to learn more about **Healthy Relationships**

## Healthy Relationships Workshop with Chinese Seniors

After participating and in an ESL Fair at Hamilton Urban Core and visiting the information display table of NFF, a group of seniors from the Chinese Community requested a Healthy Relationship Session for their group. The Cultural Facilitator provided the group with information about the characteristics of healthy and unhealthy relationships, and the warning signs of woman abuse. Participants shared the barriers experienced as immigrants in Canada which they identified may increase and aggravate the risk of domestic violence. The participants also suggested that another session be presented to young couples and family members in their community. The group also shared ideas about the values and experiences that they believe has maintained their relationships as senior couples.

## Evaluation Summary

- ✓ 67% of participants heard about the Healthy Relationships Workshop by word of mouth
- ✓ 56% went to the Healthy Relationships Workshop because they were curious about healthy relationships
- ✓ 44% went to the workshop with a friend
- ✓ 99% of participants agreed that the information was easy to understand
- ✓ 100% agreed that the facilitators were interested, approachable and sincere
- ✓ 100% agreed that the timing of the workshop and the room and location were suitable
- ✓ 100% agreed that the handouts they received were useful and easy to understand
- ✓ 89% of participants said that they plan to make changes in things they normally do as a result of something they learned or talked about in the session

- ✓ 100% have participated in other programs and activities at Hamilton Urban Core
- ✓ 78% of participants would like to learn more about Healthy families and Healthy Relationships
- ✓ 100% of participants said that they would like to participate in some way in the Neighbours, Friends and Families Campaign
- ✓ 100% of participants said that they thought Neighbours, Friends and Families campaign is important to their community
- ✓ 100% of participants would like to be contacted for future workshops about healthy relationships.

### **Mental Health and Well-being Activities**

The World Health Organization describes mental health as a state of well-being in which the individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his own community. Hamilton Urban Core recognizes that there are many factors that influence individuals' ability to achieve the best possible mental health and wellbeing. These may include but are not limited to social, economic, psychological and or biological factors.

For immigrant and refugee community members factors that may impact mental health include but are not limited to migration, racial discrimination, the immigration process trauma, no official language skill, social isolation or exclusion etc. Health promotion strategies that seek to reduce social isolation and exclusion and strengthen the mental health and wellbeing of community members.

EID AWAY from home, Healthy Ramadan and Feeling Good Inside and Out strategies were developed to outreach to people in the community during a time when many face a great deal of isolation and stress. The project team also felt that this was a great trust building opportunity and engaged people at a time that is very important to them

### **EID Away From Home**

This session was developed as a fun but informative way to engage community members at a time when many are socially isolated and stressed. The Facilitators created an atmosphere of trust and safety and engaged women in lively discussions about the stress of being away from their former countries during EID. Outreach was conducted in both English and Arabic, utilizing flyers, word of mouth and other community agencies to get the word out. The participants represented many different communities such as Sudanese, Iraqi, Chadian, Bangladeshi, Syrian, and Eritrean and Kosovor. The Facilitators conducted the session in both English and Arabic. Child minding was also provided to ensure that there were no barriers to women attending the session.

The Facilitators incorporated the following techniques to ensure a culturally appropriate setting for the participants:

- Establishing ground rules for safety and confidentiality
- Sharing a culture-specific meal
- Supporting participant engagement with each other
- Identifying the barriers and challenges of celebrating EID away from home
- Strategies for reducing stress and social isolation during this and other holidays
- Ideas for building healthier family and community relationships

### **Feeling Good Inside & Out for Women of Colour and for Roma Women**

The Project Team selected this workshop to specifically engage women from racialized immigrant and refugee communities including Sudanese, Chadian, Jamaican, Egyptian, Chinese, Moroccan, Roma Czech and Hungarian and Yemen communities.

The Facilitators shared information related to making healthy lifestyle choices, managing stress and overall physical, mental and spiritual health and well-being. This was a trust building activity that served to lay the foundation for further discussions.

### **Evaluation Summary**

- ✓ 99% agreed that the facilitators were interesting, approachable and sincere
- ✓ 99% agreed that the timing of the workshop and the room and location were suitable
- ✓ 99% agreed that the handouts they received were useful and easy to understand
- ✓ 81% of participants said that they plan to make changes in things they normally do as a result of something they learned or talked about in the session
- ✓ 81% of participants agreed that the information was easy to understand
- ✓ 18% have participated in other programs and activities at Hamilton Urban Core
- ✓ 18% of participants would like to learn more about Healthy families
- ✓ 36% wanted to learn about Healthy Relationships
- ✓ 90% of participants said that they would like to participate in some way in the Neighbours, Friends and Families Campaign
- ✓ 90% of participants said that they thought Neighbours, Friends and Families campaign is important to their community

## Healthy Ramadan

Culturally Ramadan is an important holiday for many followers of the Muslim faith and the project staff viewed this as an opportunity to reduce social isolation and encourage good mental health and well-being. They discussed the physical and psychological effects of fasting for Ramadan, provided healthy ways to fast and other general health information. Women also shared food and traditions from their countries. This activity gave the project team the opportunity to hear about and respond to the needs of the participants who identified that they would be interested in meeting again.

## Sudanese Family Tea

The Sudanese Community was invited by the Project Team to have a tea. The objective of this activity was to outreach to members of the community and to continue to share the messages of NFF. Community members discussed domestic violence and the impacts on the health of the family. Community members felt that this session was groundbreaking for their community. Together the community committed to further discussion about woman abuse and other important issues such as parenting, lack of services to support men, culturally specific sessions on anger and stress.

## Evaluation Summary

- ✓ 100% of participants agreed they felt better prepared to identify warning signs and risk factors of women abuse/domestic violence
- ✓ 100% of participants agreed they felt better prepared to respond to a friend or family member that they know or suspect is experiencing women abuse/domestic violence
- ✓ 100% of participants felt better prepared to provide referrals and support to a friend or family member experiencing women abuse/domestic violence
- ✓ 93% of participants agreed they see the value in having the NFF information provided to their community

## Evaluation Framework

An evaluation framework was developed for the evaluation of the Neighbours, Friends and Families Immigrant and Refugee Communities Project. The framework provided a structure for the appraisal of the project.

The success of the project was monitored and evaluated from two perspectives. The implementation of the project itself as well as the achievement of the project milestones were measured against specific project milestones and timelines that were developed during the first stages of the project. Project milestones were directly connected to the evaluation framework of the project.

The difference/change that the project created was evaluated by gathering quantitative and qualitative information throughout the project. Baseline, measuring the level of knowledge and

skills as reported by project participants was captured in the initial stages of the project. Individual sessions of the project were evaluated using pre and post evaluation approaches. Final project evaluation and its analysis was conducted in the last stages of the project. All evaluative information gathered throughout the life of the project was collated and is included in this report including a highlight of lessons learned and recommendations. Participants of the project were included in all stages of project planning implementation and evaluation, they will also be the first recipients to receive and provide feedback to the final project report.

Some key points about the Evaluation Framework are as follows:

- The framework was based on the goals and objectives of the project
- The framework used a qualitative approach that allows for plurality and diversity to better enable assessing and measuring what is important rather than what is easy to measure
- The framework identified examples of measures, indicators and methods that signal whether elements and activities that were successfully achieved
- Measuring impacts of public engagement was complex as there are multi-layers and hard to assess
- The framework developed potential indicators to provide proxies for impact - these indicators were evolving

Monitoring and evaluation processes collected evidence and informed an understanding of how these dimensions were met. In order to do this a number of proxies for culture change were developed in the form of potential indicators. These combined quantitative and qualitative measures to understand and capture the processes, outputs, outcomes and impacts of the project. It is important to note that these criteria should be seen as an emergent, ever-evolving, open ended list.

## Evaluation Tools and Methods

### Quantitative Information:

#### Project participation levels

- # of individuals who participated in the project
- # of participants who participated in individual sessions
- # of participants who reported changes in the levels of knowledge, skills or action readiness (as it relates to the project)
- # of different training/education/sessions/meetings that took place during the project

### Quantitative Information:

#### Client / participant satisfaction surveys

- informal discussion and participant's comments/feedback
- project coordinator, cultural facilitator and participants observations
- feedback from community partner agencies
- pre and post evaluation to measure the level of change in knowledge, skills, attitude

## Evaluation Summary Chart

Evaluation Questions	Indicators	Methodology	Outputs	Outcomes / Impacts	
Did the NFF project build on existing strengths to increase capacity to raise the awareness of the warning signs of woman abuse?	Resources available at the time in the community  Linkages established between NFF and these resources	Content analysis  Meetings/ focus group/ training and information session results	Outreach plan  Developed a Faith Leaders information package  2 Antiracism and Cultural competence trainings delivered to local agencies and community leaders	<p><b>Short-term</b></p> <p>Children's Aid Society joined the Committee</p> <p>Linkages with community agencies</p> <p>Cultural Facilitators did a shelters tour</p> <p>Feedback from participants of antiracism and cultural competence training indicates that they received information that they can apply right now. Participants also requested further information</p> <p>Feedback from participants of the sessions indicates that they are better aware to identify the warning signs of woman abuse</p>	<p><b>Long-term</b></p> <p>Feedback from participants indicates that by taking the information they received from session there will be change in the way they approach their work or their communities*</p>
Were communities engaged in discussing the barriers and challenges of a successful woman abuse strategy and identification of available resources?	Description of how communities were engaged in the process	Content Analysis Output reports (focus groups, Information sessions etc. ) and Best Practices Report Tracking chart results	84 Community Information Sessions  7 Training sessions  Over 1715 community members contacted	<p><b>Short-term</b></p> <p>Feedback from participants indicates that they received information and education that will help to reduce woman abuse</p>	<p><b>Long-term</b></p> <p>Feedback from participants indicates that they received enough information to champion the NFF Campaign in their own communities*</p>
Did the process result in practical and achievable goals?	Description of rationale for project goals	Content analysis Goals statements Project outreach plan Tracking chart results Project Work plan	Work plan Outreach plan	<p><b>Short-term</b></p> <p>All Work plan goals for the project achieved and in some cases surpassed</p> <p>Project outreach plan implemented and successful</p>	

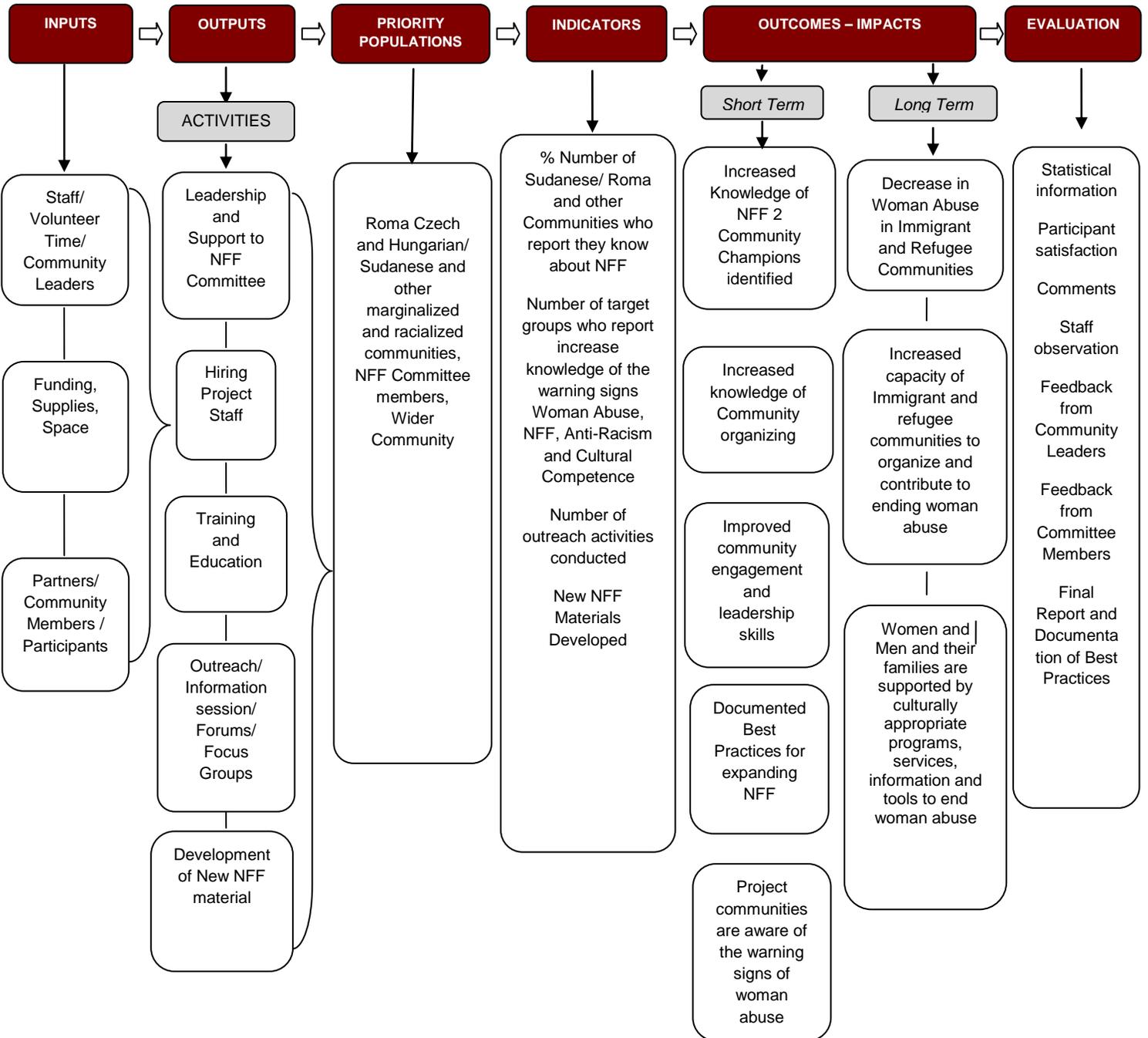
Evaluation Questions	Indicators	Methodology	Outputs	Outcomes / Impacts
Was there an increased level of awareness and understanding at the community level about the warning signs of woman abuse?	<p>Scope of participation (who came)</p> <p>Continuation of contact by community leaders and agencies in committee</p> <p>Community members surveyed indicate they have an increased awareness of the warning signs of woman abuse</p>	<p>Content analysis</p> <p>Focus groups and session evaluations</p>		<p><b>Short-term</b></p> <p>Surveys indicate increased awareness of the warning signs of woman abuse</p> <p>Committee members engaged representing immigrant and refugee communities and local community agencies</p>
Was a common definition and vision from stakeholder groups on woman abuse developed?	<p>Defined elements around the definition/ vision and commitment to NFF evident</p>	<p>Content Analysis</p>	<p>Terms of reference</p>	<p><b>Short-term</b></p> <p>Draft terms of reference developed and accepted by committee members</p>
How did the community have input into the NFF Project?	<p># of agencies contacted</p> <p># of Community members contacted</p> <p># of participants in workshops, information sessions etc.</p> <p>Recommendations derived from community consultation activities</p>	<p>Content analysis</p> <p>Workshop reports</p> <p>Committee Minutes</p> <p>Tracking form</p> <p>Best Practices Report</p>	<p>Over 1715 people contacted throughout the life of the project including, community member, agencies, and media</p> <p>Recommendation section of the best practices report</p>	<p><b>Short-term</b></p> <p>The Project team responded to the needs of the community members as identified by community members in the most culturally appropriate methods</p>
How were the NFF materials used?	<p>Degree of use</p> <p>Revisions and adaptations</p>	<p>Content analysis</p> <p>PowerPoint's</p> <p>Session handouts</p> <p>Tracking form</p>	<p>PowerPoint's developed</p> <p>576 English, 40 Spanish, 10 French, 60 Somali, 15 Farsi, 159 Arabic, 158 Chinese pamphlets distributed</p> <p>Over 1531 NFF Hamilton Flyers distributed in English, Arabic, Albanian, Kurdish, Czech, Hungarian, Somali</p> <p>5 DVDs distributed</p> <p>Over 15 of safety cards distributed</p>	<p><b>Short-term</b></p> <p>Campaign materials were utilized in various methods including display, information giving and to garner feedback from community members</p>

Evaluation Questions	Indicators	Methodology	Outputs	Outcomes / Impacts	
<p>Were pamphlets and other materials distributed?</p> <p>Was the pamphlet content appropriate for target audience</p>	<p># of pamphlets distributed</p> <p># of DVDs distributed</p> <p># of NFF flyers distributed</p> <p># of safety cards distributed</p> <p>Pamphlets analyzed for cultural appropriateness</p> <p>Consistent message delivered to target audience</p>	<p>Content analysis</p> <p>Focus group on Arabic materials</p> <p>Tracking chart</p>	<p>576 English, 40 Spanish, 10 French, 60 Somali, 15 Farsi, 159 Arabic, 158 Chinese pamphlets distributed</p> <p>Over 1531 NFF Hamilton Flyers distributed in English, Arabic, Albanian, Kurdish, Czech, Hungarian, Somali</p> <p>5 DVDs distributed</p> <p>Over 15 of safety cards distributed</p> <p>Feedback on Arabic Materials</p>	<p><b>Short-term</b></p> <p>Participants gave feedback on the appropriateness of the campaign materials</p>	<p><b>Long-term</b></p> <p>Participants have tools to be able to refer and guide neighbours, friends and families impacted by woman abuse to the appropriate resources to support *</p> <p>Resources and the supports in the community have a better understanding of the changes that they need to be able to respond and support immigrant and refugee community members experiencing woman abuse*</p>

\*Please note due to the short length of the project the long-term outcomes could not be fully implemented or achieved

# Logic Model

## NFF Immigrant and Refugee Communities Project Logic Model



## Lessons Learned

### Retaining Volunteers

There has been a significant shift over the years in the level of volunteerism leading to a decrease in the number of volunteers in some instances but also a decrease in the hours of commitment. Many reports attribute this to the down economy, the changing importance of time and the increase in the job skill motivation among volunteers who are unemployed.

Given the limited funded hours of the project it was difficult to keep the volunteers engaged as most were actively job searching as well. In fact three (3) volunteers over the life span of the project left for paid positions. This had significant impact because of the number of hours invested in training and orienting volunteers to NFF and to understanding the culturally appropriate approaches utilized within the project.

Specific to this project volunteers were recruited from immigrant and refugee communities; communities who are already marginalized and face significant challenges and competition for their time i.e. ESL school, employment search, and immigration matters to name a few.

The expectations of volunteers in a full NFF campaign are quite high. It is expected that volunteers would be recruited as Community Champions for the NFF campaign and they are also expected to spend a significant amount of time giving presentations and inspiring new and emerging NFF Campaigns. The reality for volunteers from marginalized immigrant and refugee communities is that, unlike their counterparts from mainstream groups, they have lower average income which impacts the time commitment volunteers are able to provide.

### Engaging Men

Most would agree that men are naturally violent or that men are bad; however they would agree that men have roles and responsibilities in ending violence against women. The majority of men are not physically violent. Researchers tell us many past cultures had little or no violence.

At the same time, some men have learned to express their anger or insecurity through violence. Far too many men have come to believe that violence against a woman, child or another man is an acceptable way to control another person, especially an intimate partner. Remaining silent about these things, allows other men to negative influence workplaces, schools and homes.

A lesson learned from this project is that there is some good news. There are men and boys who want to make a difference.

Caring men from the Sudanese, Roma communities participated in this project. They were and are concerned about the women around them. They were also concerned about the impact of this violence on the lives of all community members.

The NFF Hamilton Project made small but significant steps in reaching out to men who wanted to hear and learn about the campaign and resources available to help end woman abuse.

## Overcoming Silence

The idea of speaking openly about deep, personal matters is not easy for many people, and in particular for individuals from racialized and marginalized communities. Open discussion of sensitive matters is thought by many to be reckless behaviour that may lead to further stereotyping and discriminatory assumptions.

However, many of the same communities are steeped in rich traditions that support community sharing and responsibility. This Project Team learned that by engaging respectful and culturally sensitive approaches some community members felt safe to participate in the discussion and did in fact want to be a part of ending woman abuse. The team also found that the NFF concept was one with which everyone could agree.

## Conclusion

Clearly, there is no simple solution to ending domestic violence but it is the silence surrounding this violence that further marginalizes and isolates women and their families. The NFF Hamilton project gave voice to people from communities who are often not invited to the discussion about violence and abuse but who are also concerned about this issue and want to be a part of the solution. Without a doubt woman abuse is a determinant of health; one which impacts the entire family, neighbourhood and community. Talking about it and sharing information, knowledge and tools amongst neighbours, friends, family, service providers, faith leaders and community members can make a difference.

## Recommendations:

Throughout the life of the project the team heard feedback and recommendations about how to ensure the success of NFF in immigrant and refugee communities. They are as follows:

### **Recommendations Related to Resources**

- Expanding the NFF campaign to marginalized, racialized and excluded communities must be properly financially resourced

### **Recommendations Related Community**

- There are many important factors in ensuring the sustainability of the campaign; however, involvement of diverse communities is the key to success. They must be the leaders and driving force of the campaign; without them there can be no result
- Relationships with the communities must be established and maintained. Information and resources should be shared
- There must be mutual respect and recognition of the expertise and knowledge found in communities. There must be recognition and respect of cultural differences in expressing opinions and in decision making processes

## **Recommendations Related Activities**

- Meetings must be flexible and recognize the realities of the Community Leaders and participants
- Community members participating in focus groups or any research must be compensated. Results of any research, projects or activities must be shared back with the communities
- Meetings with communities should be held in the community
- Meetings must be culturally sensitive even in the level of formality, refreshments served and the provision of childminding
- Translation and interpretation are key and essential to truly involving and outreaching to diverse communities
- Woman abuse, cultural competence, and anti-racism training must be undertaken

## **A Few Positive Messages from Participants**

- It's an opportunity to connect with people who are living the same experiences as you!
- It's a great learning opportunity!
- Healthy Relationships lead to Healthier Communities!
- Everyone has a responsibility to end woman abuse
- The opportunity to get involved is right in your neighbourhood! It gives you new ideas for great things to do!
- It's for everyone
- Know the warning signs of woman abuse! It everyone's responsibility
- It's interesting and informative
- It's valuable, and relevant to your life!
- Let's talk about being healthy and having healthy families, communities
- To help enrich your life, build new skills, meet new friends, learn new things, meet your neighbours, learn about Canada
- Beneficial to the whole community!