

Hamilton Urban Core Fact Sheet 4

Neighbours, Friends and Families Diverse Immigrant and Refugee Communities Hamilton Campaign

Engagement Activities

	Information sessions, focus groups, etc	Contacted through direct outreach	Indirectly reached through flyers, word of mouth, etc
Project Intended Audience / Communities (Sudanese, Roma)	58	126	380
Other communities (Albanian, Nigerian, Chinese, Karen, Iraqi, Egyptian, Somali, Trinidadian, Guyanese, Jamaican, Syrian, Moroccan, Chinese, Latin American Countries, Kazistani, Eritrean, Grenadian, Iranian)	641		805

Media Articles and Releases

Hamilton Spectator (article)	The Women's Press (article)	Community Information Services (release)
260,000 readership	5,000 readership	250 contacts

Brochure and Flyer Distribution

NFF Brochure and DVD sets Distributed	NFF Brochures Other than English Distributed	Safety Cards Distributed	NFF Hamilton Project Flyers Distributed
481	78 Arabic; 138 Chinese; 30 Spanish; 6 French; 60 Somali; 15 Farsi	100	1,007 including English, Arabic, Kurdish, Albanian, Somali, Hungarian, Czech, Slovak

"The social costs, including health care for victims, criminal justice, social services and lost productivity, are estimated in the billions of dollars; the psychological impacts for victims, their family and friends cannot be measured by dollars."
(Statistics Canada 2006)

More information, including awareness raising and promotional materials, can be found on the Neighbours, Friends and Families website at www.neighboursfriendsandfamilies.on.ca.