

Policy Note 53 | March 2023

Tangled Lines: Unraveling the Racism and Discrimination Divides in Greater Sudbury

What Makes a Welcoming Community? (Series)

By: Rachel Rizzuto



ENVIRONICS
RESEARCH

NORTHERN
POLICY INSTITUTE

INSTITUT DES POLITIQUES
DU NORD

Giwednong Aakomenjigewin Teg
ᑲ ᐃᑕᑦ-ᑲᑦ-ᑲᑦ ᑲ-ᑲᑦᑲᑦ ᑲᑦᑲᑦᑲᑦ
Institu dPolitik di Nor
Aen vawnd nor Lee lway La koonpayeen

NPI – Who We Are

President & CEO

Charles Cirtwill

Board of Directors

Florence MacLean
(Chair)

Kim Jo Bliss
(Vice Chair Northwest)

Dwayne Nashkawa
(Vice Chair Northeast)

Kevin Eshkawkogan
(Secretary)

Pierre Riopel (Treasurer)

Charles Cirtwill

(President & CEO)

Cheryl Brownlee

Dr. Harley d'Entremont

Ralph Falcioni

Christine Leduc

Dr. Michele Piercey-Normore

Eric Rutherford

Douglas Semple

Mariette Sutherland

Brian Vaillancourt

Wayne Zimmer

Land Acknowledgement

NPI would like to acknowledge the First Peoples on whose traditional territories we live and work. NPI is grateful for the opportunity to have our offices located on these lands and thank all the generations of people who have taken care of this land.

We recognize and appreciate the historic connection that Indigenous peoples have to these territories. We support their efforts to sustain and grow their nations. We also recognize the contributions that they have made in shaping and strengthening local communities, the province, and Canada.

Permission Statement

NPI encourages the re-use and redistribution of its published materials provided such reuse or redistribution is done at no cost to the end user. We also ask that the end use be consistent with NPI's mandate as a federally registered charity for educational purposes dedicated to supporting evidence-based investigation of policy options and impacts. We are especially pleased when our material is used by, or in support of, youth. Permission is hereby given for reuse of our published material on this basis provided that proper credit is given to NPI as the original source. We would also appreciate being advised of such re-use or redistribution wherever possible via email at communications@northernpolicy.ca

Advisory Council

Michael Atkins

Johanne Baril

Martin Bayer

Pierre Bélanger

Chief Patsy Corbiere

Katie Elliot

Neil Fox

Shane Fugere

George Graham

Gina Kennedy

Winter Dawn Lipscombe

Dr. George C. Macey

John Okonmah

Bill Spinney

Dr. Brian Tucker

Research Advisory Board

Dr. Heather Hall (Chair,
NPI Research Advisory Board)

Dr. Hugo Asselin

Dr. Clark Banack

Riley Burton

Dr. Ken Carter

Kim Falcigno

Dr. Katie Hartmann

Carolyn Hepburn

Dr. Peter Hollings

Brittany Paat

Dr. Barry Prentice

Dr. David Robinson

Dr. David Zarifa

This report was made possible through the support of our partner, Northern Ontario Heritage Fund Corporation. Northern Policy Institute expresses great appreciation for their generous support but emphasizes the following: The views expressed in this report are those of the author and do not necessarily reflect the opinions of the Institute, its Board of Directors or its supporters. Quotation with appropriate credit is permissible.

Author's calculations are based on data available at the time of publication and are therefore subject to change.

Editor: Gisele Regimbal

© 2023 Northern Policy Institute

Published by Northern Policy Institute

874 Tungsten St.

Thunder Bay, Ontario P7B 6T6

ISBN: 978-1-77868-019-9

About the Author

Rachel Rizzuto



Rachel Rizzuto is the former Research Manager for Northern Policy Institute. Originally from the United States, Rachel attended the University of Guelph and the University of Waterloo, earning her B.A. (Honours) and M.A. (co-op) in Political Science, respectively. Throughout her academic and professional careers, Rachel has pursued the study of community and economic development, an enthusiasm borne out of travel throughout rural and urban China. Rachel provides research expertise and passion for seeing northern and rural communities thrive.

About the Partner

Environics

ENVIRONICS
RESEARCH

Environics has been a leading supplier to the Government of Canada for nearly 40 years, and has undertaken significant projects for almost every federal government department, Crown Corporation and agency. Environics has held Standing Offer contracts with the federal government for public opinion research since their inception, and consistently receives top scores based on technical and value-for-money criteria. Finally, as one of the very few wholly Canadian-owned research firms, Environics commands an unparalleled reputation for accuracy, integrity and insight. This reputation substantively enhances the credibility of the research we conduct on behalf of our clients with respondents, internal and external stakeholders, and the general public.



NPI is pleased to have the support of FedNor for this important work to assess the impact of the Rural and Northern Immigration Pilot in Northern Ontario.

Table of Contents

Executive Summary 5

Introduction 6

Methodology 6

Snapshot of Anti-Racism and Anti-Discrimination Efforts in Sudbury 7

Findings 7

 Demographics 7

 Overall Welcoming 8

 Interactions, Experiences and Treatment 9

 Confidence in Local Systems and Institutions 12

 Setting up for Success 12

Conclusion 13

References 14



Executive Summary

Creating welcoming communities requires the participation of all community members. As such, Northern Policy Institute and Environics Research asked the question, what are the current racism and discrimination realities in Northern Ontario communities that might impact welcoming efforts?

Online and telephone surveys were conducted in February 2022 as part of a broader initiative to collect comparable, consistent data across the regions of Northern Ontario. The results of the Anti-Racism Survey indicated that, overall, Sudbury is a welcoming community and that relations are generally good between people of different backgrounds. However, respondents did note some areas of interest.

For example, respondents believed individual prejudice was a bigger issue for visible minorities and Indigenous peoples compared to discrimination built into laws and institutions. Finally, respondents tended to feel that things have improved over the past ten years, and will continue to improve over the next decade.

Based on the findings, there were several recommendations provided.

- Aim for a higher number of responses from visible minorities and Indigenous peoples.
- Continue measuring racism and discrimination in the community.
- Further investigation into media confidence.
- Continued public education in all spaces.
- Ask who is not around the table and why.
- Spotlight what works and implement where possible.



Introduction

Confronting racism and discrimination takes more than just words on a page. They are issues that require continued effort by everyone. The purpose of this paper is to help define a starting line, in order to measure racism and discrimination moving forward.

In February 2022, Northern Policy Institute (NPI), in partnership with organizations across the regions of Northern Ontario, carried out a survey initiative aimed at collecting consistent, comparable data about racism, discrimination, welcoming communities, and the like to inform decision-making at the local, regional, provincial, and national levels.

As many of Northern Ontario's regions are experiencing an aging workforce, out-migration among younger generations seeking education or employment, and declining birth rates, it is more important than ever that resources be focused on ways to attract and retain individuals and families. Ensuring northern communities are welcoming is a key part of this effort. Anti-racism, anti-discrimination and reconciliation are components of a welcoming community.

Naturally, a part of this work involves understanding and measuring racism and discrimination in communities. The Anti-Racism and Anti-Discrimination survey focused on not only what current interactions are like between peoples of different racial backgrounds, but how welcoming a community is, if all individuals are set up for success, confidence in local institutions, and how well one's community is expected to mitigate racism and discrimination going forward.

The focus of this paper will be on the community of Greater Sudbury in Northeastern Ontario. Similar papers are available for Thunder Bay, Sault Ste. Marie, Timmins, and North Bay.

Finally, some of the themes in this paper may evoke an emotionally upsetting response given the sensitive nature of this topic. If at any point you need support, please reference the list of supports provided by the Canadian Mental Health Association (ontario.cmha.ca/provincial-mental-health-supports).

Methodology

The Anti-Racism and Anti-Discrimination survey was distributed online via a survey link, and also administered via telephone. The survey was conducted in partnership with Environics Research.¹ The Anti-Racism and Anti-Discrimination survey is part of a six-year project that includes two surveys that will alternate each year. There is the survey that measures racism and discrimination and a second survey that measures attitudes towards immigrants.

The link to the online survey was made available on NPI's website and was also distributed via partner organizations, newsletters, and through targeted advertisements on social media and Google. Direct follow ups were also conducted. For the telephone survey, Environics Research targeted 250 responses in each of the communities of Timmins, Sault Ste. Marie,

Sudbury, and North Bay via landline. These communities are the five largest centres in Northern Ontario and act as hubs for surrounding communities. They are also the communities participating in the Rural and Northern Immigration Pilot program, which is an initiative focused on attracting and retaining newcomers to Canada to help address labour market gaps.

The Anti-Racism and Anti-Discrimination survey was open from February 1 to February 22, 2022, and anyone residing in Northern Ontario was eligible to complete it. The survey was made available in both English and French. Overall, from the City of Greater Sudbury, there were 250 unique responses collected via the telephone survey, and 26 unique responses to the online survey.

¹ For further information, please visit <https://environics.ca/about-us/>.

Snapshot of Anti-Racism and Anti-Discrimination Efforts in Sudbury

A Public Health Sudbury & Districts is working in partnership with Laurentian University and the Sudbury Local Immigration Partnership on an anti-Black racism and racial discrimination project focused on the mobilization and engagement of Black and racialized youth, community partners, and allies to address anti-Black racism and racial discrimination in Greater Sudbury. The work of Uluntu Lungisa Usawa, a grassroots group, was the source of inspiration for the start of this project (Public Health Sudbury & Districts 2021). Other initiatives include AFROFEST and the Youth Council at the Sudbury Multicultural and Folk Arts Association. These initiatives highlight a range of social issues through community discussions and contribute to awareness programs in Sudbury (Sudbury Multicultural and Folk Arts Association n.d.).

The Sudbury Local Immigration Partnership is also holding discussions with cultural communities in Sudbury to build meaningful relationships, and to inform the work of the Partnership. While these are but a few examples, they highlight some of the initiatives that the community is undertaking to make Greater Sudbury a welcoming community.

Findings

Demographics

Greater Sudbury is the largest community in Northern Ontario. In 2021, there were 170,605 residents. Since 2006, the community has experienced a gradual increase in total population (Statistics Canada, various censuses).

The majority of respondents to the online and telephone surveys were born in Canada and many identified as white. One difference between the two surveys was the greater number of young people that responded to the online survey.

Table 1: Demographics of Telephone vs Online Survey

Characteristic	Online	Telephone
Age	Primarily under the age of 35.	50 per cent of respondents were aged 55 and above, followed by those who were between the ages of 35-54 (29 per cent).
Language	Everyone was fluent or spoke advanced English. Seven indicated they could also speak French at a fluent or advanced level. Very few spoke other non-official languages.	29 per cent of English speakers indicated they could speak French at a fluent or advanced level. 32 per cent of people said they had no language proficiency in French.
Citizenship	Majority were born in Canada.	Majority were born in Canada.
Ethnic Background	Majority identified as white. ²	Majority identified as white.
Gender-Identity	More females than males participated in the survey (15 vs. nine).	Slightly more females than males participated in the survey (52 vs 48 per cent).
Income	10 out of 24 people said they had a household in-come of between \$35,000 and \$60,000 per year.	23 per cent of people said they earned over \$125,000 per year, followed by those who earned between \$35,000 and \$60,000 at 19 per cent. Other income categories hovered around 14-15 per cent each.

² Caucasian, European, Italian, Polish, Scottish Swedish.

Overall Welcoming

When asked about the overall ‘welcoming-ness’ of one’s community to visible minorities^{3,4} and Indigenous peoples, the majority of online respondents said the community was welcoming towards visible minorities. For Indigenous peoples, 14 out of 26 people said welcoming while 11 said *unwelcoming*. Ninety-one per cent of telephone respondents said the community was welcoming to visible minorities; 77 per cent said welcoming to Indigenous peoples.

A factor to note about the differences that sometimes can be found between the telephone and online survey respondents is mode effect. In short, someone may provide more civil answers over the phone when responding to a survey of sensitive nature given the personal interaction. Comparatively, online surveys have a greater sense of anonymity, thus producing more candid responses (Keeter 2015).

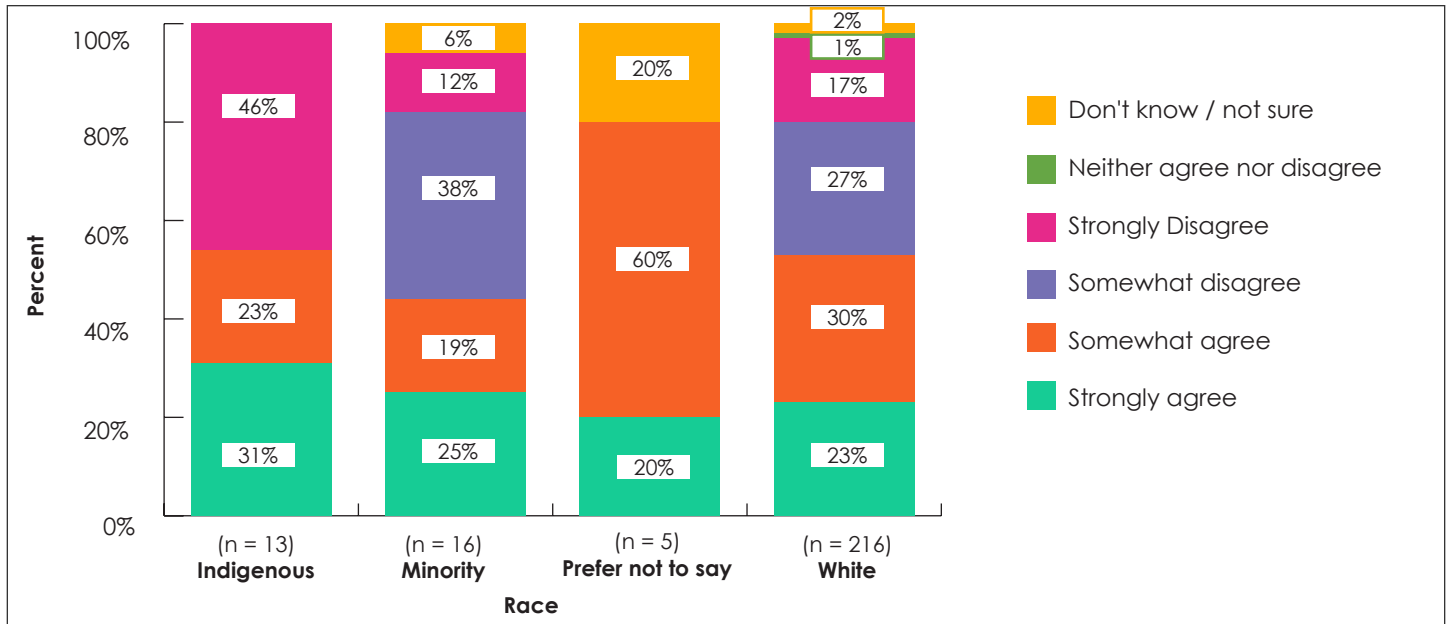
Diving into this a bit further, the online survey results showed that more people *disagreed that discrimination was no longer a problem for visible minorities*. A greater number of respondents also *disagreed that discrimination towards Indigenous peoples was no longer an issue* (17 out of 26). A little over half of telephone respondents agreed that *discrimination was no longer an issue for visible minorities*. Over half *disagreed that it was no longer an issue for Indigenous peoples*.

Figures 1 and 2 further break down the telephone responses by racial background. There were fewer Indigenous and other visible minority respondents than there were those who identified as white. A greater percentage of Indigenous respondents *strongly disagreed that discrimination was no longer an issue for visible minorities*. A higher percentage of white respondents *strongly disagreed that discrimination was no longer an issue for Indigenous peoples* compared to visible minorities (26 vs. 17 per cent).

Figure 1: Discrimination against Visible Minorities No Longer an Issue – categorized by Racial Background of Telephone Respondents

Sudbury

Discrimination against visible minorities is no longer a problem



Note: n=250

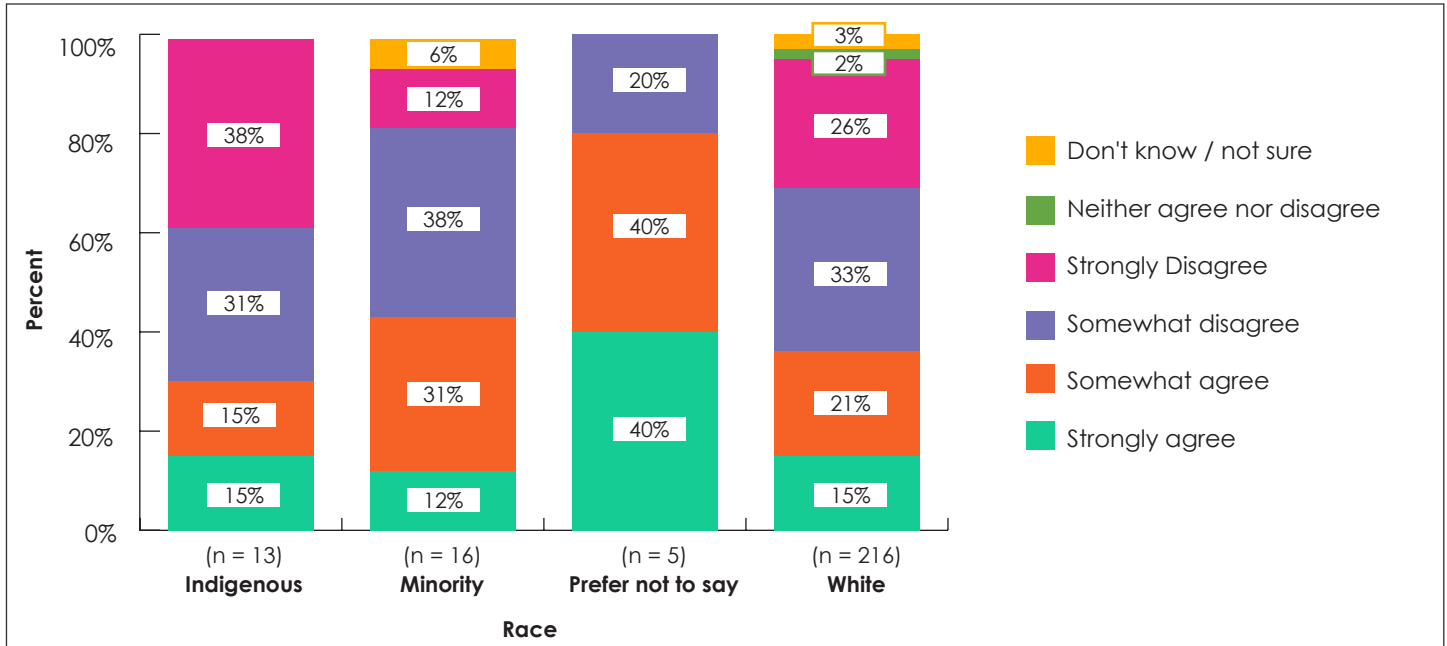
³ In the survey, whenever a question was asked about visible minorities, three races were specified: Black, Chinese, and South Asian. It is important to note that there may be visible minorities who identified with a particular community and/or group that completed the survey.

⁴ The author wishes to acknowledge that concerns have been expressed about the use of the term "visible minority". The term remains, however, the standard data label used by Statistics Canada and is used here for data comparability and consistency. Statistics Canada cites the Employment Equity Act for the definition of the term for research purposes.

Figure 2: Discrimination against Indigenous Peoples No Longer an Issue – categorized by Racial Background of Telephone Respondents

Sudbury

Discrimination against Indigenous peoples is no longer a problem



Note: n=250

Respondents were then asked to respond to what they felt was the bigger problem facing visible minorities and Indigenous peoples: individual prejudice or discrimination built into laws and institutions. More online respondents felt *individual prejudice was the bigger issue* facing visible minorities. For Indigenous peoples, nine out of 26 people felt individual prejudice was the bigger issue – the same as the number of respondents who said discrimination built into laws and institutions.

For telephone respondents, most people said individual prejudice was the bigger problem for visible minorities. The breakdown was *similar* for Indigenous peoples.

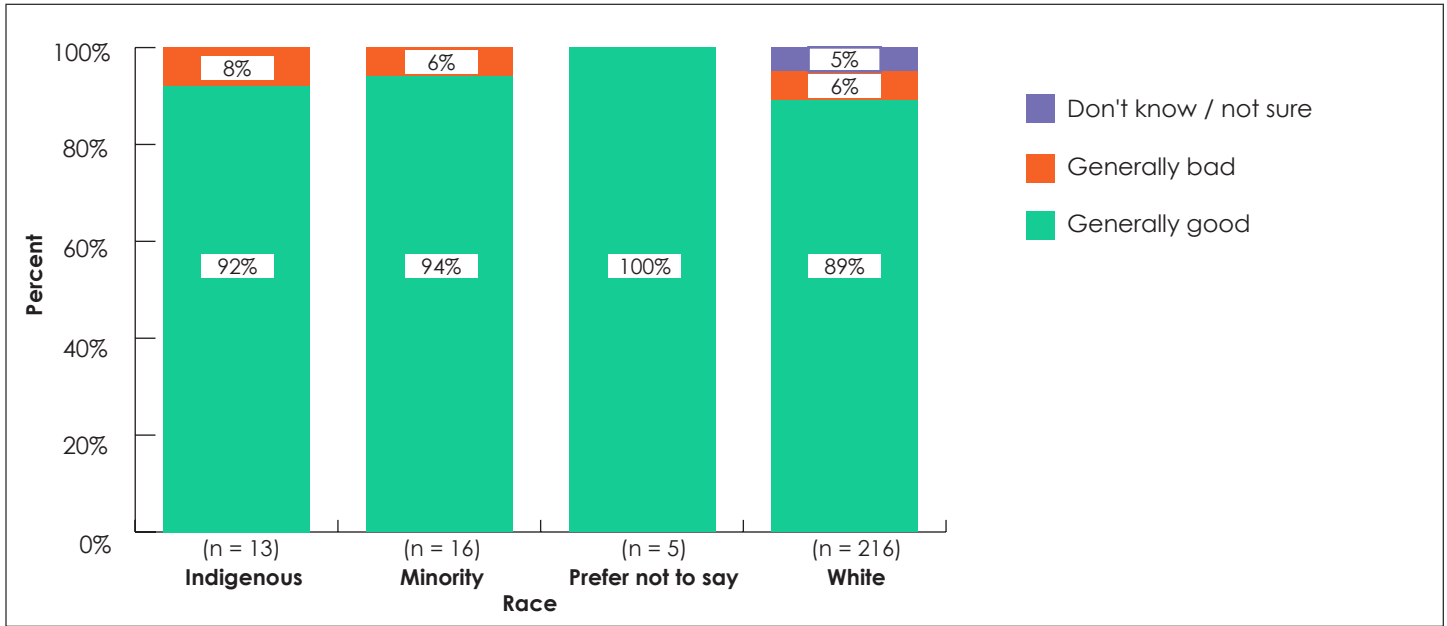
Interactions, Experiences and Treatment

When people were asked how well different racial backgrounds get along, the majority of online and telephone respondents agreed that relations were generally good (16 out of 24 for online respondents and 90 per cent for telephone). Figure 3 shows a percentage breakdown of telephone respondents by racial background. Relatedly, when asked how frequently they are in contact with people of different racial backgrounds, most people in both surveys said *often* or *occasionally*.

Figure 3: How Well People from Different Racial Backgrounds Get Along, Telephone Respondents

Sudbury

Race relations in terms of how well people from different races get along



Note: n=250

When asked if they had witnessed or experienced acts of racism, more online respondents indicated having seen racism on occasion (11), followed by those who stated rarely (nine). Very few said frequently or never. Respondents to the telephone survey, on the other hand, said that most people rarely or never witness acts of racism (37 and 31 per cent, respectively). Additionally, only a small handful said frequently (eight per cent). When asked if they had personally experienced racism, most online respondents said rarely or never happens to them – a similar result from the telephone survey.

Regarding whether visible minorities and Indigenous peoples were treated the same as white people, slightly more online respondents stated that visible minorities are treated the same versus treated less fairly when at work or school. As for public places, a significant number of online responses said visible minorities are treated less fairly. When asked about dealing with the police or the courts, more people said visible minorities were treated less fairly. With regard to Indigenous peoples, slightly more online respondents said treatment was less fair at work or school. In public places and when dealing with police or the courts, more individuals said Indigenous peoples were treated less fairly.

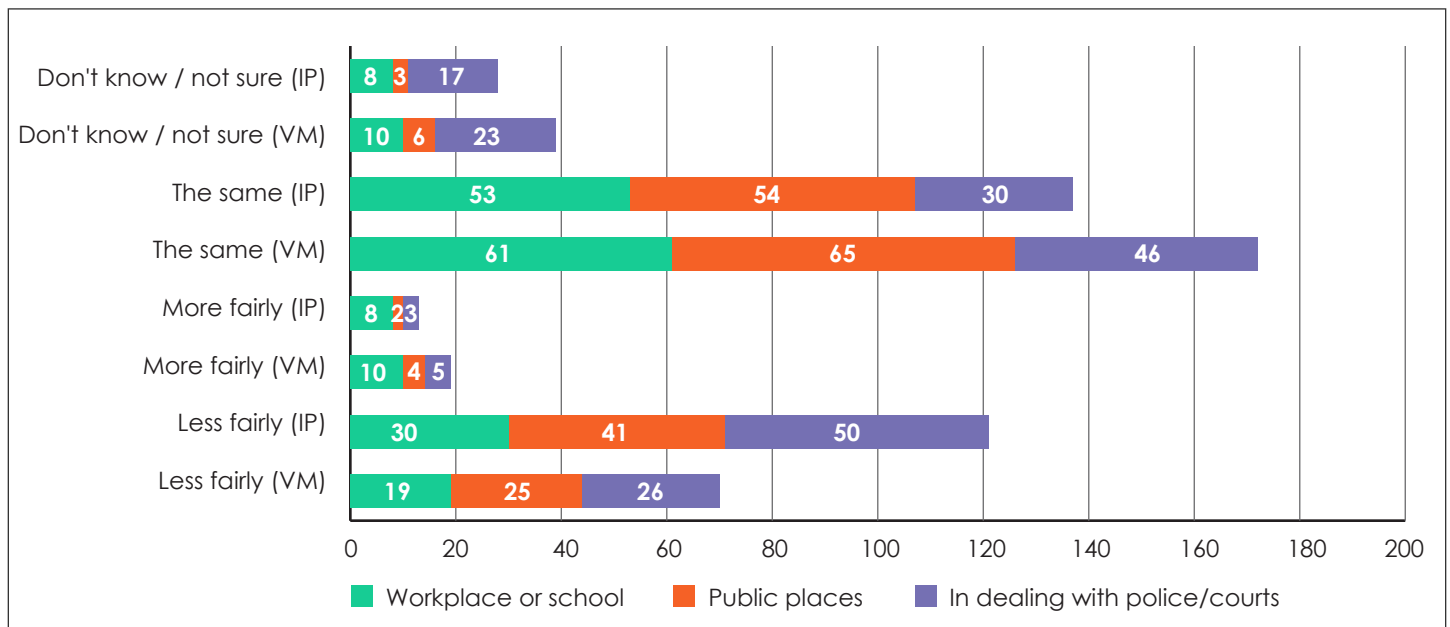
Table 2: Treatment of Visible Minorities and Indigenous Peoples compared to White Individuals (#), Online survey

	Less fairly (VM)	Less fairly (IP)	More fairly (VM)	More fairly (IP)	The same (VM)	The same (IP)	Don't know / not sure (VM)	Don't know / not sure (IP)
Workplace or school	8	11	-	-	10	9	-	-
Public places	16	12	-	6	-	6	-	-
In dealing with police/courts	11	13	-	-	-	-	8	-

Note: VM = Visible Minorities and IP = Indigenous Peoples. Visible minorities' n for work/school and police/courts was 26, while the n for public places was 25. N for Indigenous peoples was 26 in all three places. Any results 5 and under were suppressed and noted with “-”

As for the telephone survey, 61 per cent of people felt that visible minorities are treated *the same* at work or school. Similar results were found when asked about treatment in public places (65 per cent). When it comes to dealing with the police or the courts, the percentage dropped – 46 per cent said visible minorities were *treated the same* while 26 per cent of people said *treated less fairly*. For Indigenous peoples, a little more than half said Indigenous peoples were *treated the same* at work, school, and in public places. When dealing with police or the courts, 50 per cent of people said Indigenous peoples were *treated less fairly* followed by 30 per cent who said they were *treated the same*.

Figure 4: Treatment of Visible Minorities and Indigenous Peoples compared to White Individuals (%)



Note: VM = Visible minorities and IP = Indigenous peoples. N = 250



Confidence in Local Systems and Institutions

In general, people were asked about their confidence in the police, the justice system, and the media. Of the online respondents, when asked specifically about the police, the justice system, and the media, very few had a lot of confidence in any of the three. More people said *some confidence*, followed by a *little confidence*.

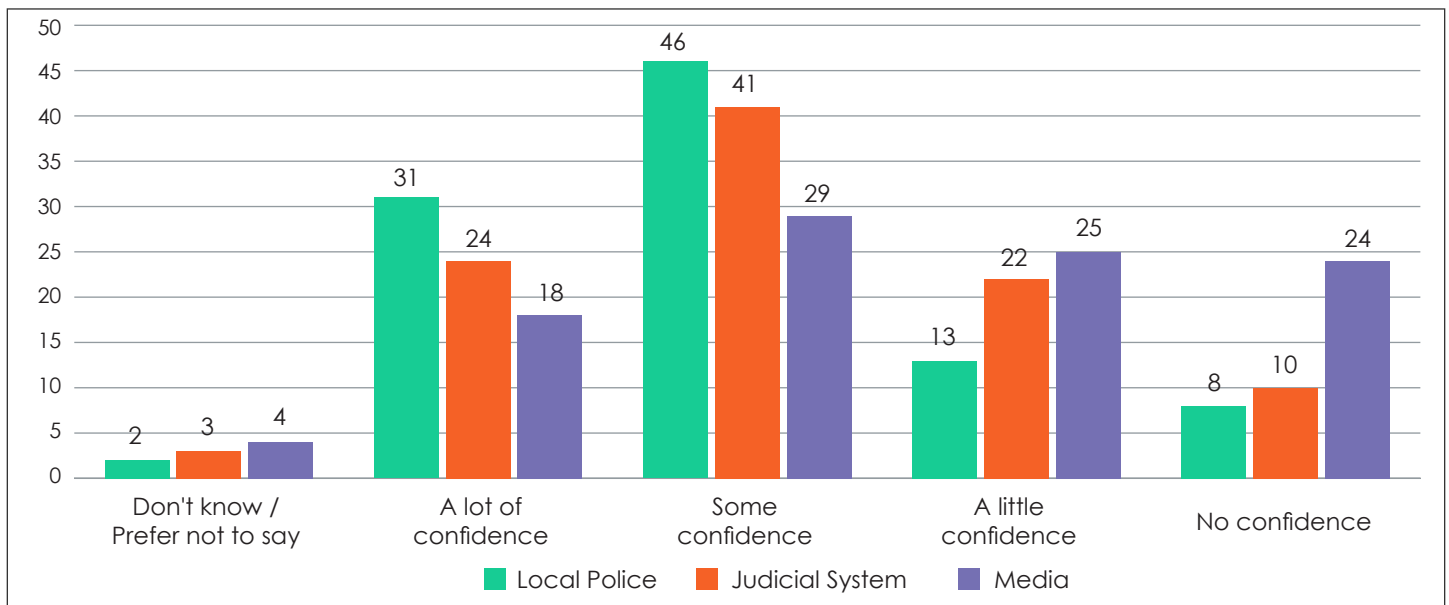
Table 4: Confidence in the Local Police, Judicial System, and Media (#), Online survey

	Local Police	Judicial System	Media
Don't know / Prefer not to say	-	-	-
A lot of confidence	-	-	-
Some confidence	15	13	12
A little confidence	-	7	6
No confidence	-	-	-

Note: N = 26. Any results 5 and under were suppressed and noted with "-".

In terms of confidence in the police, more telephone respondents were *confident*, however, much of this was *some confidence* – similarly for the justice system. It was somewhat different in the case of the media, for whom *no confidence* was greater compared to both the police and judicial system.

Figure 5: Confidence in the Local Police, Judicial System, and Media, Telephone Survey (%)



Note: n=250

Setting up for Success

Not everyone is at the same starting line as it relates to how well all citizens are set up for success. There are various socio-economic reasons why this line differs among people. In this same vein, the survey wanted to determine if relations between different races are generally good or generally bad when it comes to people of all racial backgrounds having an equal chance to succeed in life. Just half of the online respondents said *generally good* while a majority of telephone respondents (80 per cent) felt it was *generally good*.

On a related note, people were also asked if things have changed over the past 10 years. Ten of 26 online respondents said things have *improved*, followed closely by eight people who said things have *stayed the same*. For the telephone survey, slightly over half of the respondents said things have *improved*, while 38 per cent said things have *stayed the same*.

Finally, people were asked if the way Greater Sudbury addresses racism and discrimination will improve over the next 10 years. Just over half of the online respondents and 60 per cent of telephone respondents said things will likely improve.

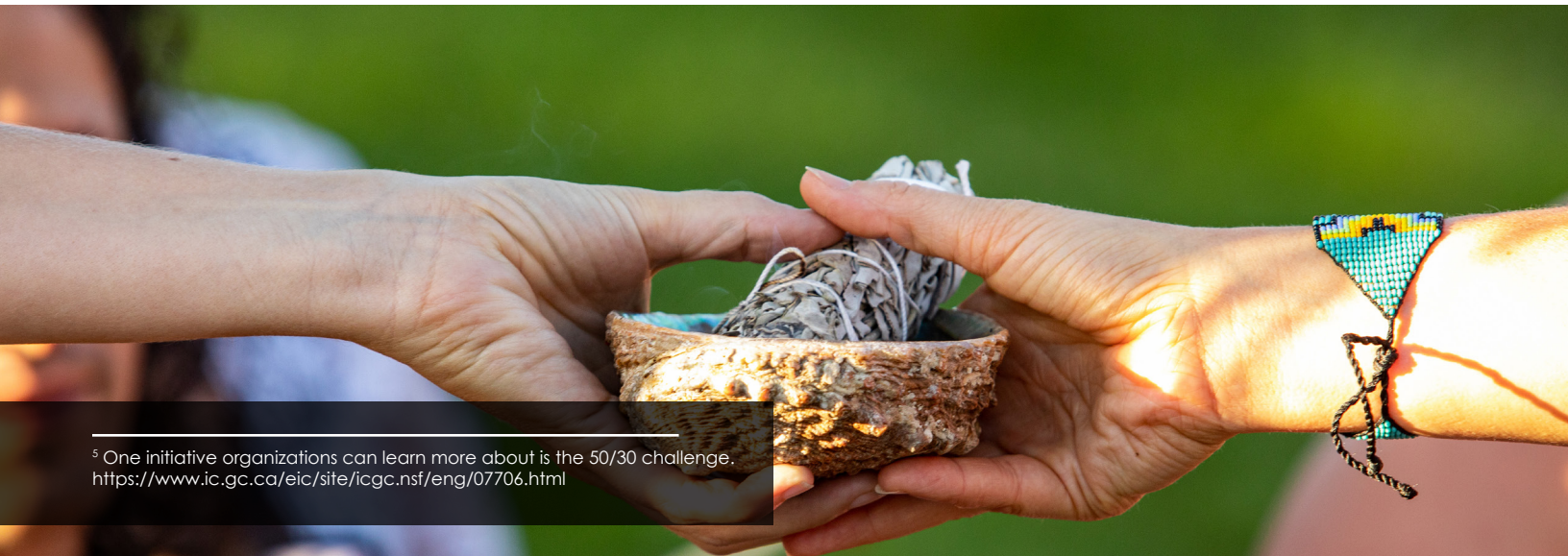
Conclusion

Overall, based on the online and telephone survey results, there are clearly areas of concern, particularly regarding Indigenous peoples. There are also concerns around confidence in the media and individual prejudice against visible minorities and Indigenous peoples in the community.

Based on these findings, to address racism and discrimination, there are several recommendations that ought to be carried out in tandem with concrete actions. By no means are these recommendations the be-all-end-all nor can they all be completed immediately. Addressing the issues of racism and discrimination, which can be generational, takes time.

- **Aim for higher responses from visible minorities and Indigenous peoples.** Of course, this is not so straightforward. There are many reasons why we may not have a greater number of responses from these groups. Individuals may not feel comfortable coming forward or may feel the survey is simply another checkbox exercise; or perhaps they did not receive the survey. Targeted and meaningful efforts are required on this front moving forward. As well, these results could help decision-makers and others build and strengthen meaningful relationships with Indigenous peoples in the community and address continuing areas of concern.
- **Continue measuring racism and discrimination in the community.** If we are to understand if the needle is moving on these issues, continued measurement is required. This information can inform local decision-making on ongoing and future initiatives.
- **Further investigation into media confidence.** Whether it be the influence of “fake news” dialogue, the feeling that media is only sharing one side of the story, or other reasons, the relationship between media and the people is not overly strong at the moment. Further research into why this is could be beneficial for both residents and media institutions.
- **Continued public education in all spaces.** Given the concerns around individual prejudice, continuing to educate all community residents about, among other things, cultural practices, beliefs, existing resources and initiatives is a must. However, it cannot just be passive messaging. Ensuring there are opportunities for residents to be together in safe and open spaces is a way to encourage learning opportunities.
- **Ask who is not around the table and why.** Whether it be your Board of Directors, a networking event, or a working group, it is important to ask who is not currently at the table and why.⁵ Diverse backgrounds and experiences can provide new insight as well as aid individuals to see others of similar culture, linguistic, ethnic, gender, and so on in various roles. However, a key point here is that these actions ought to be meaningful in order to build strong and sustainable relationships.
- **Spotlight what works and implement where possible.** If a local organization is undertaking a successful initiative focused on diverse youth leadership, highlight that success. If a town elsewhere in Canada has completed a successful pilot project on anti-racism practices that have proven to work, consider scaling it to the Sudbury community. Now, of note, spotlight and implementing initiatives should not be the responsibility of one. If funding is a concern, consider partnering with like-organizations or ones that have similar programming available.

⁵ One initiative organizations can learn more about is the 50/30 challenge. <https://www.ic.gc.ca/eic/site/icgc.nsf/eng/07706.html>



References

Keeter, Scott. "From Telephone to the Web: The Challenge of Mode of Interview Effects in Public Opinion Polls." PEW Research Centre, (2015).

"Partnering to Address Racism." Public Health Sudbury & Districts. Updated November 1, 2021. Accessed March 13, 2022. <https://www.phsd.ca/health-topics-programs/health-equity/racial-equity/partnering-to-address-racism/>.

"PROVINCIAL MENTAL HEALTH SUPPORTS." Canada Mental Health Association. Accessed March 12, 2022. Online at ontario.cmha.ca/provincial-mental-health-supports.

Statistics Canada, various censuses (2011, 2021). <https://www12.statcan.gc.ca/census-recensement/index-eng.cfm?MM=1>.

"Youth Council." Sudbury Multicultural and Folk Arts Association. Accessed March 13, 2022. Online at <https://www.sudburymulticultural.org/services/youth-council.aspx>.



About Northern Policy Institute

Northern Policy Institute is Northern Ontario's independent, evidence-driven think tank. We perform research, analyze data, and disseminate ideas. Our mission is to enhance Northern Ontario's capacity to take the lead position on socio-economic policy that impacts our communities, our province, our country, and our world.

We believe in partnership, collaboration, communication, and cooperation. Our team seeks to do inclusive research that involves broad engagement and delivers recommendations for specific, measurable action. Our success depends on our partnerships with other entities based in or passionate about Northern Ontario.

Our permanent offices are in Thunder Bay, Sudbury, and Kirkland Lake. During the summer months we have satellite offices in other regions of Northern Ontario staffed by teams of Experience North placements. These placements are university and college students working in your community on issues important to you and your neighbours.

Related Research

Northern Attraction Series
Christina Zefi

Addressing the Cuts Left Behind: Anti-Racism and Discrimination Initiatives for an Inclusive Northern Ontario
Larissa Yantha

Connecting the Dots: Lessons from the International & Community Matchmaker Northwest Pilot
Anthony Noga

To stay connected or get involved, please contact us at:

info@northernpolicy.ca www.northernpolicy.ca



NORTHERN
POLICY INSTITUTE

INSTITUT DES POLITIQUES
DU NORD

Giwednong Aakomenjigewin Teg
b ΔC2-4σ-4\ P-7N.σ\ <D^9:ΔbΓ^
Institi dPolitik di Nor
Aen vawnd nor Lee Iway La koonpayeen

northernpolicy.ca