



January 2022

Hashtag to Change Hamilton

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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.

Our main offices:

- Thunder Bay on Robinson-Superior Treaty territory and the land is the traditional territory of the Anishnaabeg and Fort William First Nation.
- Sudbury is on the Robinson-Huron Treaty territory and the land is the traditional territory of the Atikameksheng Anishnaabeg as well as Wahnapiitae First Nation.
- Kirkland Lake is on the Robinson-Huron Treaty territory and the land is the traditional territory of Cree, Ojibway, and Algonquin Peoples.
- Each community is home to many diverse First Nations, Inuit, and Métis Peoples.

We recognize and appreciate the historic connection that Indigenous people 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.



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

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About the Northern Analyst Collective

The Northern Analyst Collective, a project of Northern Policy Institute, will allow members to “time share” a professional policy analyst. By merging our collective resources we can ensure that the smallest municipality or local charity can access high-end skills at an affordable price.

About Northern Policy Institute

Northern Policy Institute is Northern Ontario's independent think tank. We perform research, collect and disseminate evidence, and identify policy opportunities to support the growth of sustainable Northern communities. Our operations are located in Thunder Bay, Sudbury, and Kirkland Lake. We seek to enhance Northern Ontario's capacity to take the lead position on socio-economic policy that impacts Northern Ontario, Ontario, and Canada as a whole.

NAC Partner



Sudbury Local Immigration Partnership

The Sudbury Local Immigration Partnership (SLIP) focuses on the development of different initiatives to ensure that Greater Sudbury continues to be a welcoming community for newcomers of all walks of life. The SLIP fosters an inclusive, engaging and collaborative environment with local stakeholders to identify issues, share solutions, build capacity and preserve collective memory for the purpose of ensuring the attraction, settlement, inclusion and retention of newcomers in the City of Greater Sudbury.

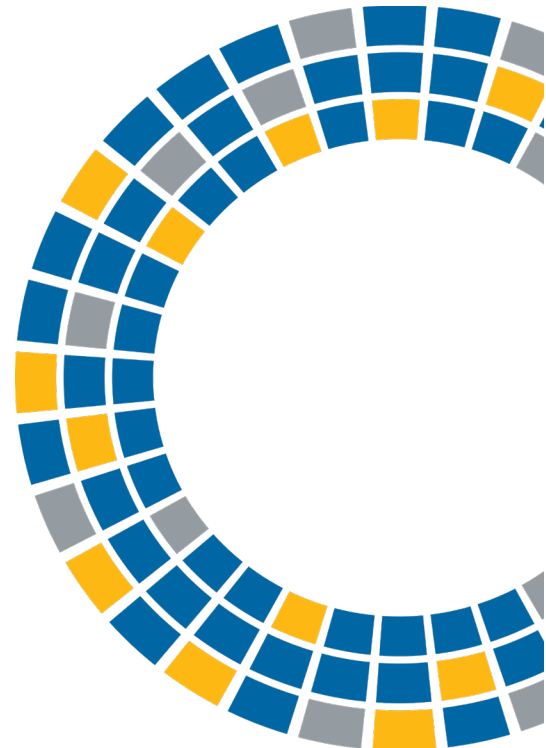


About the Author

Larissa Yantha



Larissa Yantha is a prior former analyst/NOHFC intern at Northern Policy Institute. During her BA in Global Studies and MA in Religion, Culture and Global Justice, she became interested in Indigenous capacity and innovation, immigration, and community-driven approaches to anti-racism. Larissa currently acts as the Special Projects Coordinator at the Municipality of West Nipissing where she applies her interdisciplinary knowledge and intersectional research approaches. When not buried in research, Larissa can be found in her hometown of Englehart, volunteering with local initiatives, and roaming Northern Ontario.



Notes

This case study is a part of a larger series of initiatives that analyze anti-racism and discrimination initiatives across Canada. Borne out of a partnership with Northern Policy Institute, this anti-discrimination and racism work is but one of several efforts the Sudbury Local Immigration Partnership is undertaking.

Please refer to the full report for other case studies and lessons that not only the City of Greater Sudbury can employ, but other communities across Ontario's northern regions as well.



Hashtag to Change Hamilton

Hamilton, Ontario

The Hamilton Centre for Civic Inclusion (HCCI) is an organization that was created as a response to the burning of a Hindu temple in Hamilton, Ontario, on September 14, 2001. The goal of the HCCI is to give Hamilton residents access to knowledge and resources that are required to build a racially diverse and welcoming community. It has produced several programs and services, including initiatives targeting youth, conversation groups, and training programs. Although each of their programs are unique and successful, one in particular stands out for operating primarily through social media—the #HamiltonForAll campaign (Ontario Human Rights Commission 2010).



The Initiative

The #HamiltonForAll campaign was started by the HCCI in partnership with the Hamilton Immigration Partnership Council (HIPC) and the Ontario Council of Agencies Serving Immigrants (OCASI) (#HamiltonForAll 2017). It is a public awareness campaign to promote and help reach Hamilton's goal of being a socially inclusive city. The idea for this initiative arose after Hamilton's mayor, Fred Eisenberger, heard about the Greater Toronto Area's #TorontoForAll campaign and the #AjaxForAll campaign and wanted to replicate it in his city. At the time, Hamilton was facing serious problems with racially motivated violence and hate crimes. In 2016, Hamilton had the second-highest number of police-reported hate crimes in Canada, with over 115 being reported (#HamiltonForAll 2017).

#HamiltonForAll was formally launched on November 28, 2017. The core message is 'you don't just belong in Hamilton, you are Hamilton' (#HamiltonForAll 2017). Using a myth-busting approach to educating the community, the hashtag was used on positive social media posts about newcomers in Hamilton. Both digital posters and social media campaigns were used, which enlisted the hashtag (#HamiltonForAll 2017). The initiative aimed to address misconceptions and stereotypes, drawing attention to similarities while still celebrating differences. The campaign hoped to encourage the people of Hamilton to connect with newcomers, paving the way to creating long-lasting friendships, becoming a truly welcoming city to newcomers, and address racism in the broader community (#HamiltonForAll 2017).

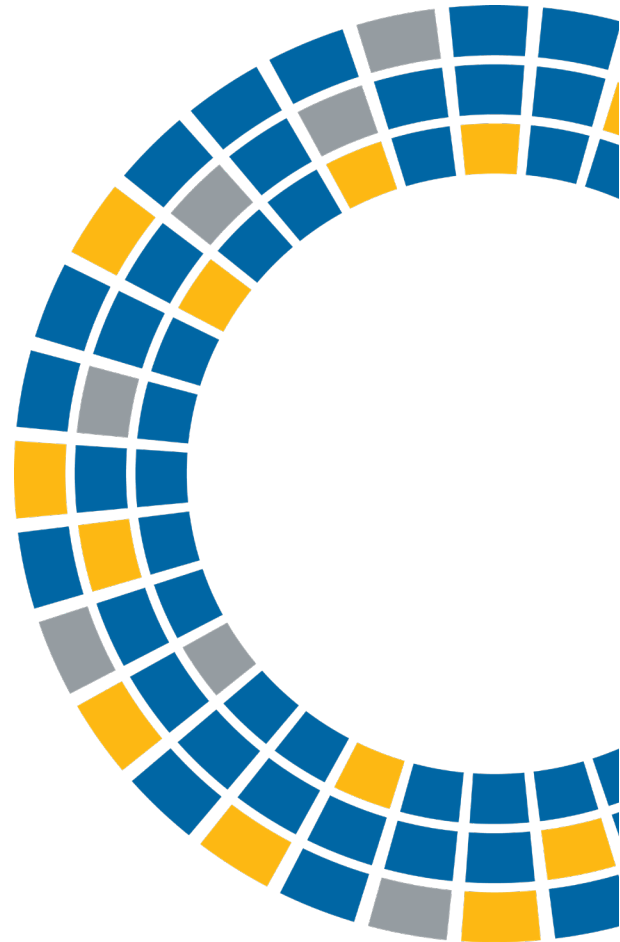
Successes & Achievements

Although the #HamiltonForAll campaign has officially ended, it resulted in several new programs and services inspired by the dialogue that occurred about racism and community exclusion (Cities of Migration 2020). The HCCI subsequently ran a human library project, campaigns that further promote and share the stories of newcomers, a monthly scheduled 'Communi-TEA' event, and more. Each program built off the core themes and lessons of #HamiltonForAll—that dialogue and knowledge are key to overcoming social barriers (Cities of Migration 2020). The program itself was rather successful. It was praised for providing a valuable opportunity for people to become knowledgeable about their growing newcomer community and to confront problematic assumptions (Cities of Migration 2020). Although hate crimes are still an issue in this city, they have reportedly decreased. In 2019, there were 84 police-reported hate crimes (Craggs 2020). But Mayor Eisenberger and the executive director of the HCCI say it is likely that these crimes are still going underreported, and they call for continued work in lowering the numbers even further (Craggs 2020). "One hate crime in any community is one too many" (qtd in Craggs 2020).



Key Lessons

The #HamiltonForAll campaign cleverly used social media to encourage dialogue among the different demographics that make up the City of Hamilton. Hamilton is one of many Canadian cities that have experienced a recent surge in immigration. Twenty-five per cent of people living in Hamilton are newcomers, ten per cent of whom arrived in Hamilton within the last five years (#HamiltonForAll 2017). The city, and the HCCI specifically, have several unique programs and services that recognize the value of immigration, seek to support newcomers, and attempt to bridge relationships between individuals of all backgrounds. Providing people with a space to ask frank questions and engage in respectful, curious conversation is necessary for them to gain a better understanding of their similarities, differences, and needs. Conversation, whether it is one-on-one and face-to-face like that of the HCCI's other programs, or social media like that of #HamiltonForAll, humanizes newcomers and groups that people may not have previously interacted with (Cities of Migration 2020). This is more important now in the time of a pandemic, when social media is what people rely on to interact socially



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Larissa Yantha

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