



COVID Response
Community Meeting
Calgary East Zone Newcomers' Collaborative (CENC)

March 4, 2021, 4:30-6:00 PM

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Executive Director

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Updates from ActionDignity

- Overview of ActionDignity
- ActionDignity in the CENC Response to COVID 19
- Multilingual Hotline +1833 217 6614
- Community Outreach

Overview of ActionDignity

About us:

- Province-wide Alberta society
- Registered charitable organization
- 111 ethnocultural organizational members
- 100+ individual members

Mission:

Facilitate the collective voice of ethno-cultural communities towards full civic participation and integration through collaborative work.





Northeast & Calgary Community



COVID 19 + or
in isolation



**COVID 19
Hotline**



+1 833 217 6614



**Cultural
Brokers**



**Gateway Database
and Triage**



- *Culturally Appropriate Food Hampers*
- *Financial Support*



- *Stress/Mental Health Counseling*
- *Assistance in navigating government benefits*
- *Assistance in finding employment*

CENC Service Providers

Multilingual Emergency Response Call Centre

- **1-833-217-6614**
- **19 Cultural Brokers**
- **22 Language Groups:**
 - Punjabi
 - Urdu
 - Hindi
 - Gujarati
 - Sindhi
 - Swahili
 - Vietnamese
 - Filipino
 - Spanish
 - Arabic
 - Amharic
 - Tigrinya
 - Farsi
 - Pashtu
 - French/Francophone
 - Cantonese
 - Mandarin
 - Somali
 - Dinka
 - Dari
 - Nepali
 - English

Community Outreach & Engagement (2months)

Outreach

Leaders of Organizations, Faith, Business

- 180 Leaders
- 175 Organizations, Businesses, Faith Groups

Media and Social Media:

- 2 CBC Radio & TV interviews
- 15 Ethnic Media Radio, OMNI, TV, FB Livestream in 9 Languages

Focus Group Leader Engagement

- Black – 10 (3 meetings)
- South Asian – 22 (3 meetings)
- Chinese – 7 (1 meeting)
- Vietnamese – 25 (2 meetings)

“We are not all in the same boat. We are all in the same storm.”

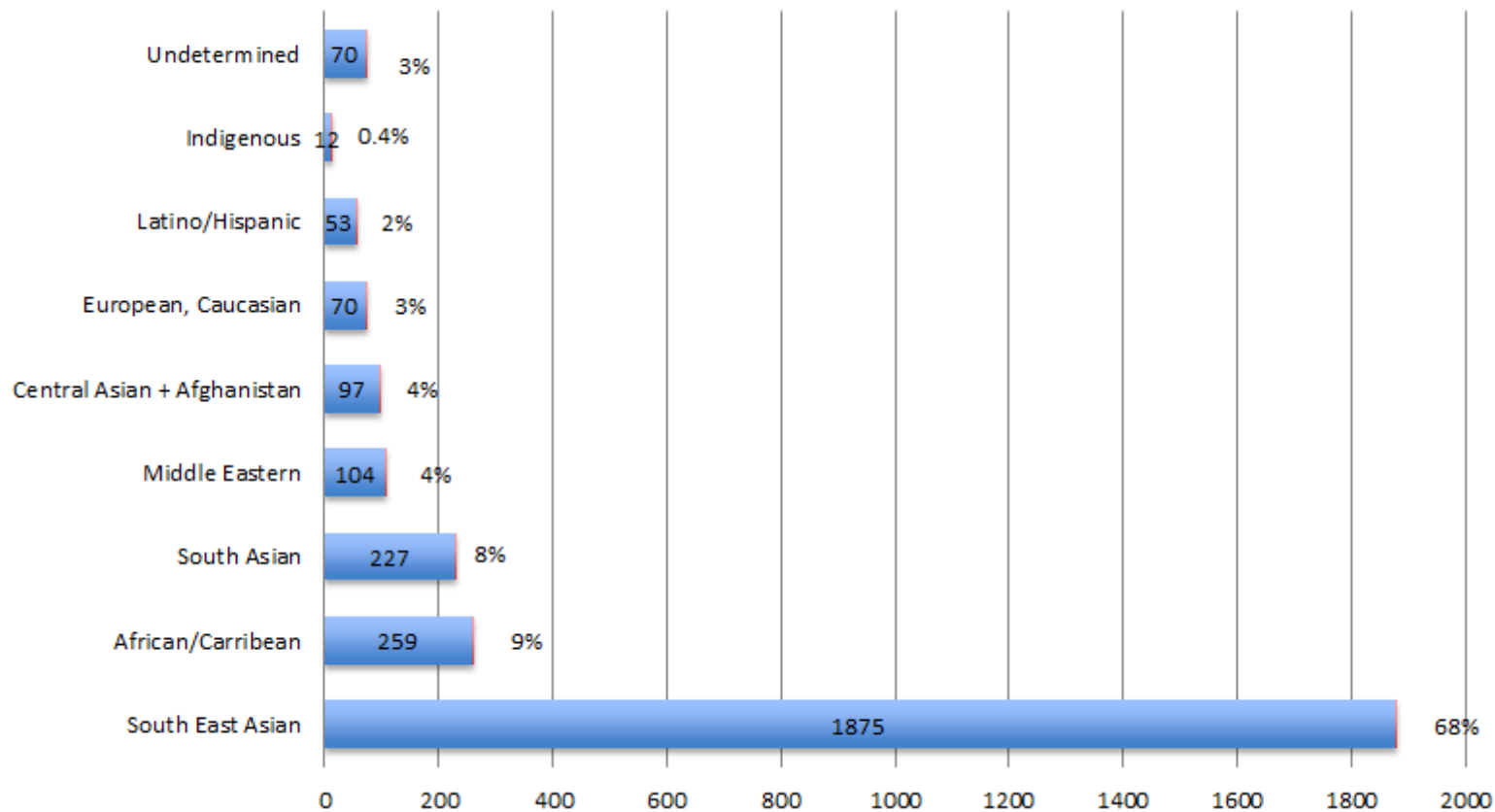
Damian Barr

Newcomers are greatly impacted.

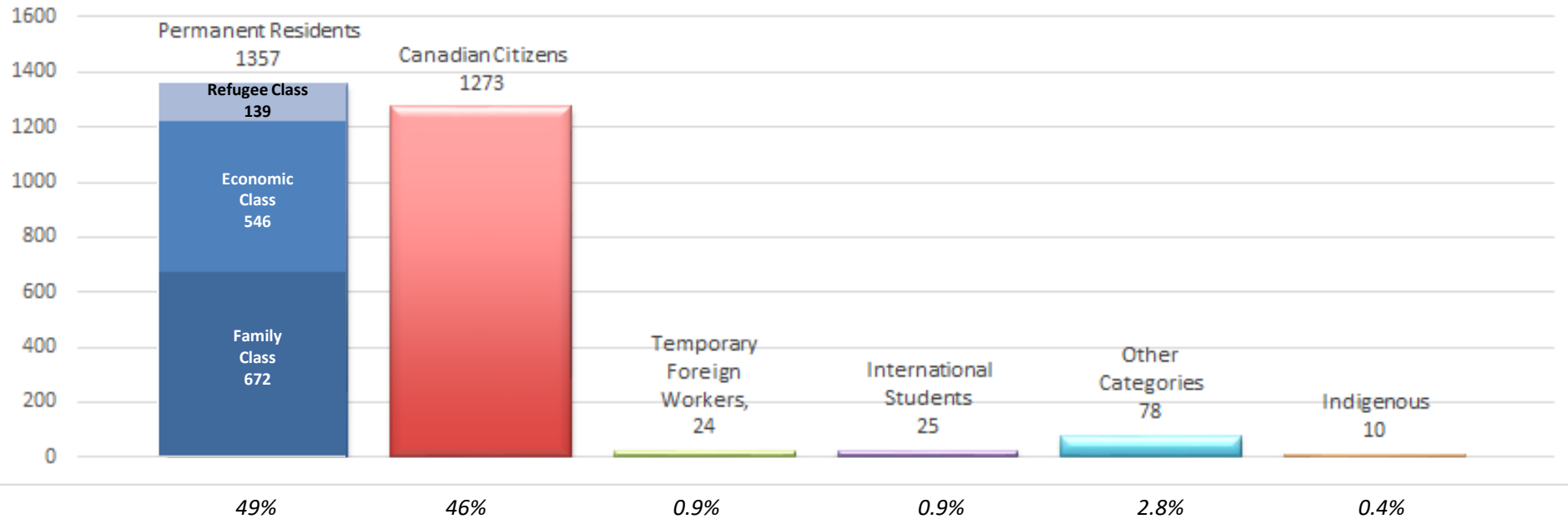


Number of Callers as to Ethnicity (n=2767)

Dec. 17, 2020 - Feb. 27, 2021



Individual Callers as to Status (n=2,767) Dec. 17, 2020 - Feb. 27, 2021



**Other categories - visitor visa, open work permit, expired work permit*

Demographic Profile

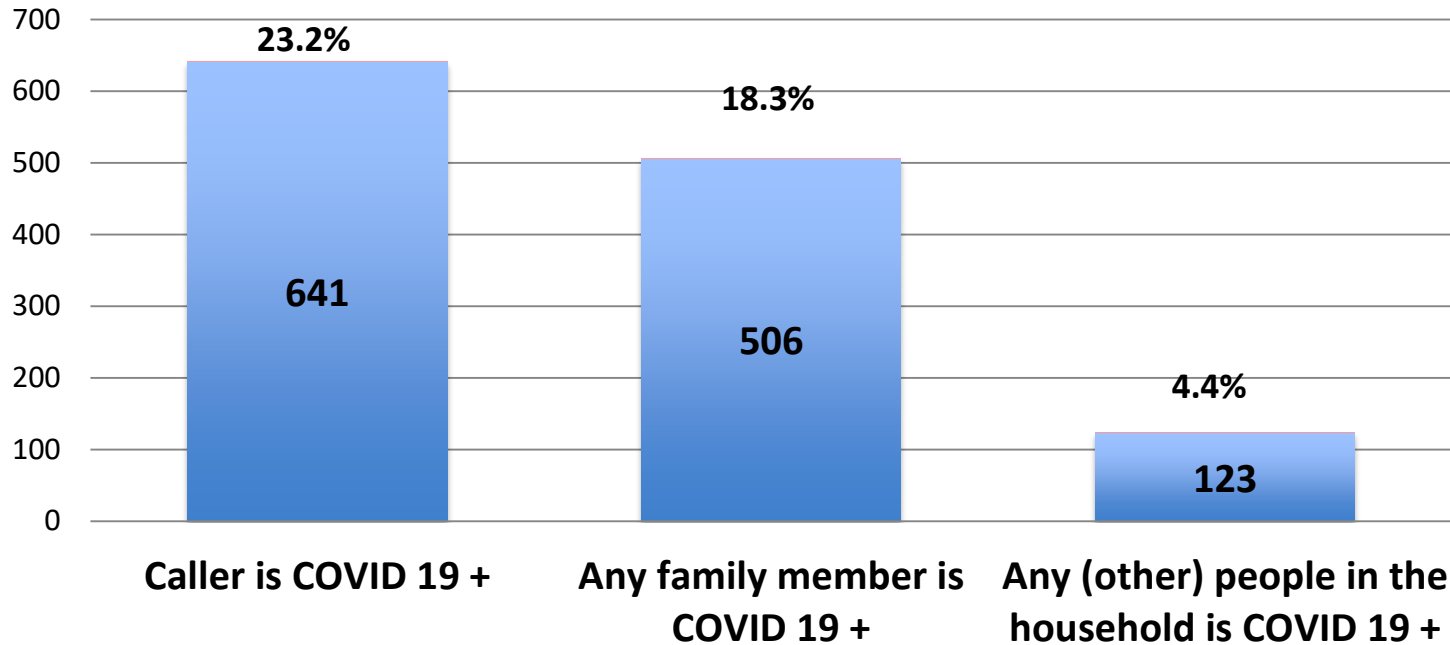
Gender Identify
Female : (73.7%)
Male : (26.1%)
Gender Diverse :
(0.03%)

Callers from
Northwest and
Southwest :*
833 (30%)

30% of Callers
have children under
six years old.

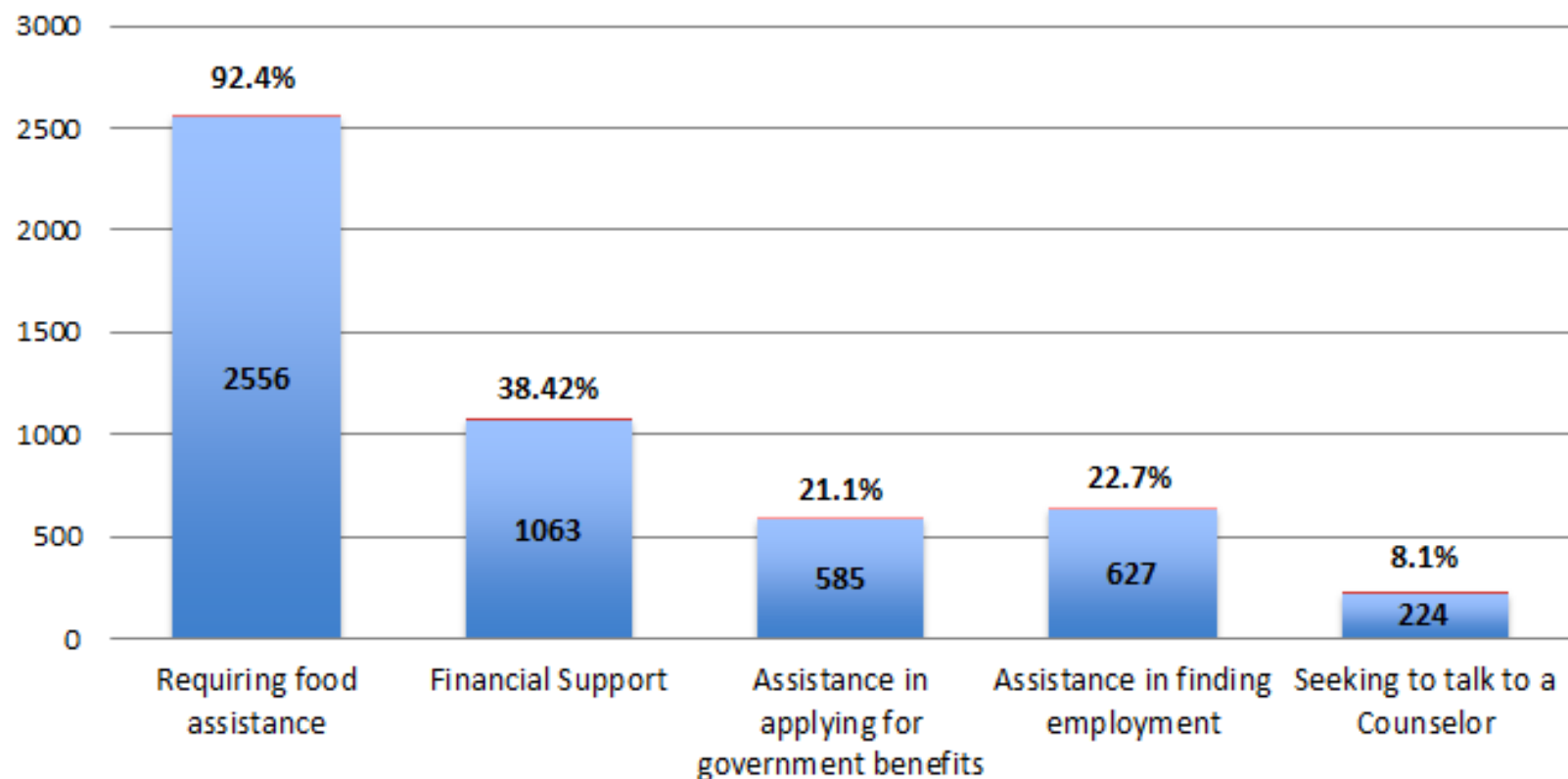
Age
Average : **44**

COVID 19 Status of Callers, Family and Household Members: Dec. 17, 2020 - Feb. 27, 2021



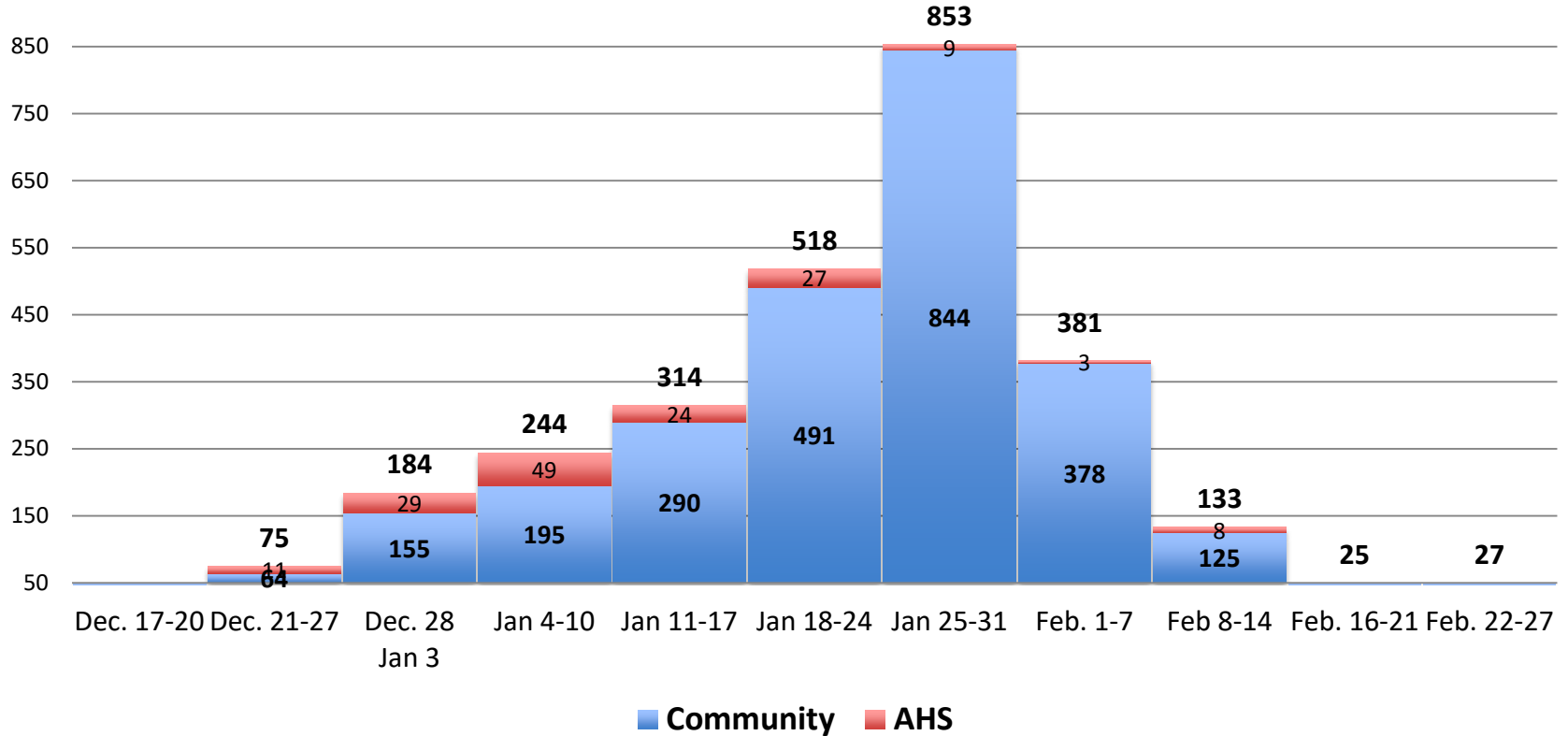
***Reached and served a total of 1,270 (46%) COVID Positive Individuals (conservative estimate)*

Urgent Needs of Callers, Dec. 17, 2020 - Feb. 27, 2021



Individual Callers by Week, (n=2,767)

Dec. 17, 2020 - Feb. 27, 2021



94% Community and 6% Referral from AHS

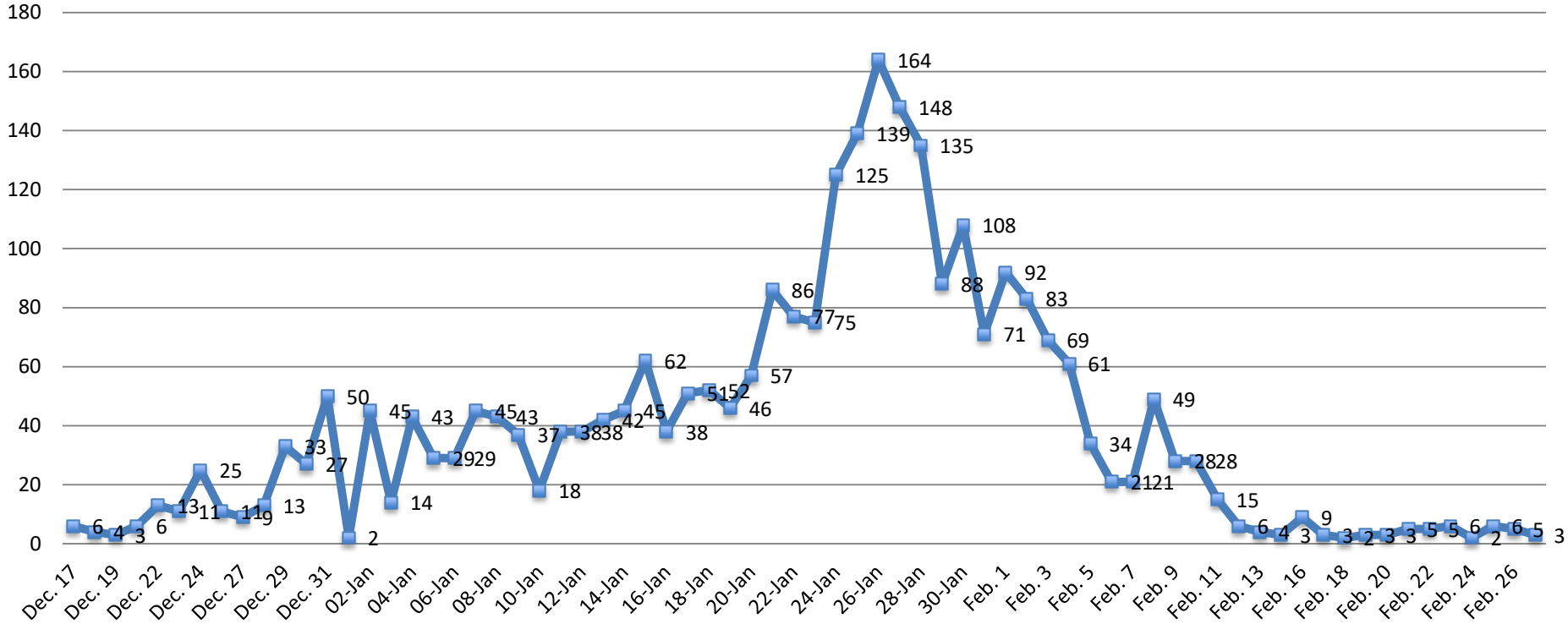


Thank You



Slides for Reference Only in Q & A

Daily Individual Callers, (n=2,767) Dec. 17, 2020 - Feb 27, 2021



With an average of 4 family members: reached an estimated **11,068** people

List of Media Appearances (16)

- Interviews with the CBC TV and Radio
- OMNI National TV (2 interviews)
- Pinoy TV (2 times)
- Canadian South Asian Network
- Vision Live Studio (Pakistani)
- Calgary Vietnamese Television (2 times)
- Facebook live with the Pakistani community (the Urdu and Sindh speaking community)
- CCECA radio: 2 times (in Cantonese and Mandarin)
- Filipino Multicultural Channel (FCM)
- RedFM South Asian radio
- 106.7 FM "acelerando el beat latino en la ciudad"
- Fairchild radio 94.7 FM "Soy Latinoamericano"
- Latin Community in Calgary, 90.9FM "Conectate con Nash"

Engagement List by community

- List Community organizations, leaders, ethnic businesses, faith organization MERC brokers have engaged with:
 - Black Community: 104 connections
 - South Asian Community: 70
 - Chinese Community: 29
 - Vietnamese Community: 34
 - Latino Community: 41
 - Filipino Community: 77
 - **Total: 355**