

## Manifesto

We believe that experiences are information, which are collected as data, and translated into knowledge that can save lives during a pandemic.

Join us in holding our elected officials accountable by painting a clear picture of the most vulnerable and voiceless members of our society.



# WHO ARE WE?

WE PARTNER WITH PEOPLE WHO BELIEVE IN CREATING AN EQUITABLE FUTURE FOR ALL CANADIANS

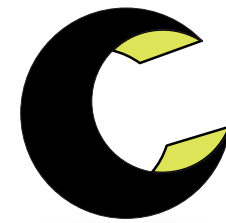
**Alicia Boatswain-Kyte, PhD**  
Assistant Professor at McGill University

**Tiffany Callender**  
Executive Director CDNBCA.org



**Thierry Lindor**  
Founder  
Influence Orbis

**Dahabo Ahmed Omer**  
Chair  
Federation of Black Canadians



ASSOCIATION DE LA  
COMMUNAUTÉ NOIRE DE  
CÔTE-DES-NEIGES INC.  
CÔTE-DES-NEIGES  
BLACK COMMUNITY  
ASSOCIATION INC.

The Cote des Neiges Black Community Association (CDNBCA) in operation for 48 years has served the English-speaking black community by offering programs and services primarily for youth, families, and seniors. For the last fifteen years, the organization has offered a UNESCO recognized best-practice prevention program adapted for black families, the Strengthening Black Families Program. This program has served over 650 families in Montreal and is currently funded to offer twelve sessions annually in different boroughs to high-risk families. Currently, CDNBCA serves predominately English-speaking, visible minority and newly arrived families which is reflective of the diversity of Cote des Neiges-Notre Dame de Grace and surrounding areas.



FEDERATION OF  
BLACK CANADIANS  
FÉDÉRATION DES  
CANADIENS NOIRS

The Federation of Black Canadians is a national, non-profit organization, driven by organizations across the country that advances the social, economic, political and cultural interests of Canadians of African descent.

**As a Pan-Canadian body, the FBC seeks to discuss the opportunities, contributions and challenges that exist for people of African descent nationally.**



Influence  
Orb

**Influence Orbis** is a Creative Modern Media company building innovative digital & physical platforms with partners that believe in diversity inclusion. These brands & movements are focused on Inspiring, Informing and Influencing the current and next generation of diverse changemakers while fulfilling the missions of our clients & partners.

We have produced and collaborated with Nobel prize laureates such as **Malala & Vice President Al Gore** to name a few.



**McGill**  
UNIVERSITY

Dr. Alicia Boatswain-Kyte is a social worker with over ten years of clinical experience working with marginalized individuals, families and groups. The majority of this experience has been in the area of child protection. Her research interests center around the systemic oppression of racialized individuals and how this contributes to their unequal representation within systems of social control. Alicia advocates for transformative social change within our institutions and social policies to ensure that all individuals and groups are able to participate as full and equal peers within society. Her work seeks to identify innovative solutions to facilitating service accessibility to marginalized populations.







## WHAT'S HAPPENING?

### REALITIES OF BLACK CANADIANS AND OTHER MARGINALIZED COMMUNITIES AROUND COVID-19

The COVID-19 pandemic has only heightened the challenges already faced by marginalized and racialized communities across Canada. The Black community has been affected more than most, with systemic anti-Black racism profoundly impacting equitable access to food, education, healthcare services, housing, and economic resources.

As was expected, recent surveys and government data have shown that Black people in various Canadian cities are disproportionately infected with, and impacted by COVID-19. And yet, not everyone sees the importance of collecting race based data.

Many other racialized and marginalized communities across Canada are also disproportionately affected by COVID-19. The lack of community relevant raced-based data in Canada is upholding systemic inequities within our society, and needs to change.



# WHY IT'S NEEDED

## National data collection platform

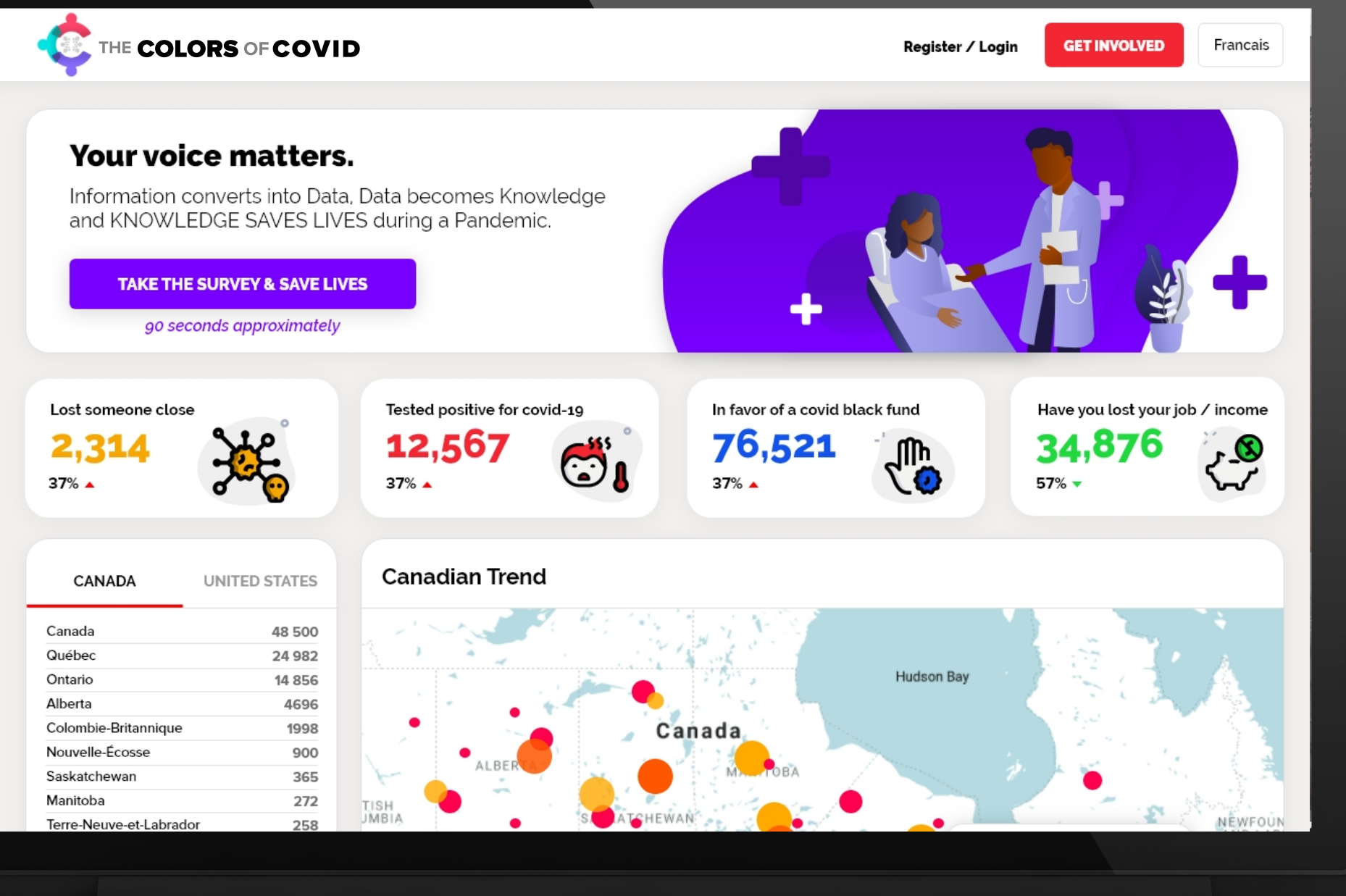
The collection and reporting of race-based data during this pandemic is a critical component in understanding and addressing anti-black racism in Canada and the impacts of inequality on all racialized groups in Canada. We cannot address what is not being measured, and it is past time for Canadians to have an honest look at the state of race in our nation and to relinquish the notion of colorblindness. We recognize the importance of collecting race-based data and immediately implementing a mechanism to address the inefficiencies and inequities heightened by COVID-19.

The purpose of this platform is to use race-based data collection, analysis and public reporting to:

- Give a voice to racialized and marginalized communities.
- Identify, monitor and eliminate potential systemic racism and racial bias.
- Advance the delivery of services/ programs that ensure the fair treatment of every person by supporting the development of equitable policies, procedures, services and initiatives.
- Preserve the dignity of individuals and communities.

In developing these procedure(s), we will use the following racial categories:

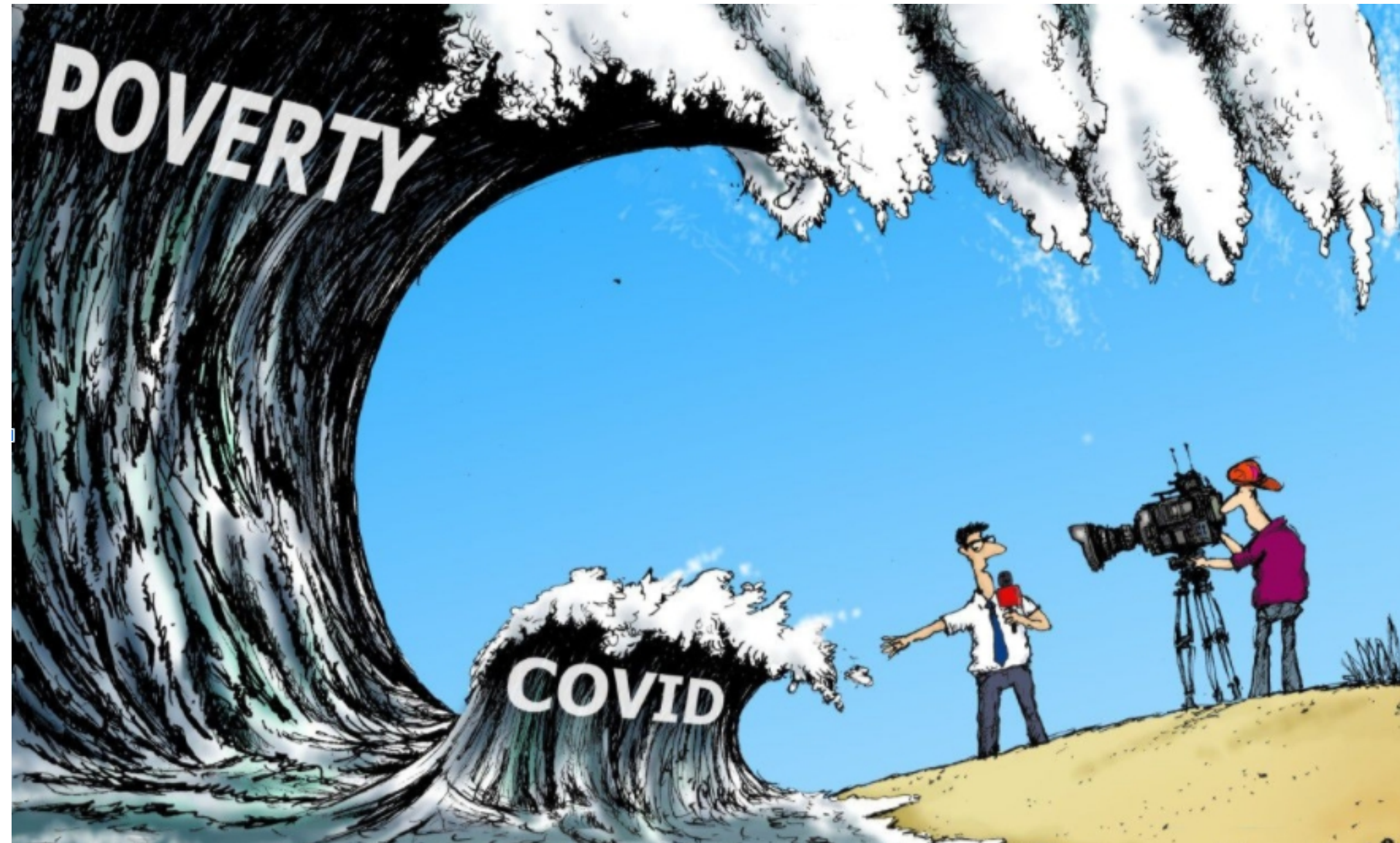
- a. Black Canadian or African/Caribbean Descent
- b. Indigenous
- c. East/Southeast Asian
- d. Latino
- e. Middle Eastern
- f. South Asian
- g. Caucasian
- i. Other





# COVID: The other Canada

SOCIO-ECONOMIC PANDEMIC POSING AS A HEALTH PANDEMIC

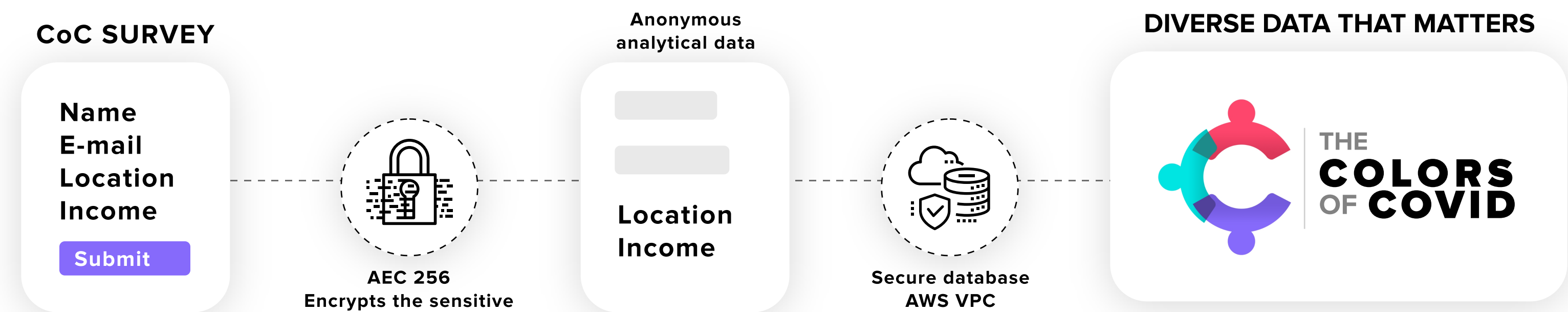




# PRIVACY & SECURITY

All our user information are encrypted using OpenSSL and the AES-256-CBC cipher.

AES 256 is virtually impenetrable using brute-force methods. While a 56-bit DES key can be cracked in less than a day, AES would take billions of years to break using current computing technology.

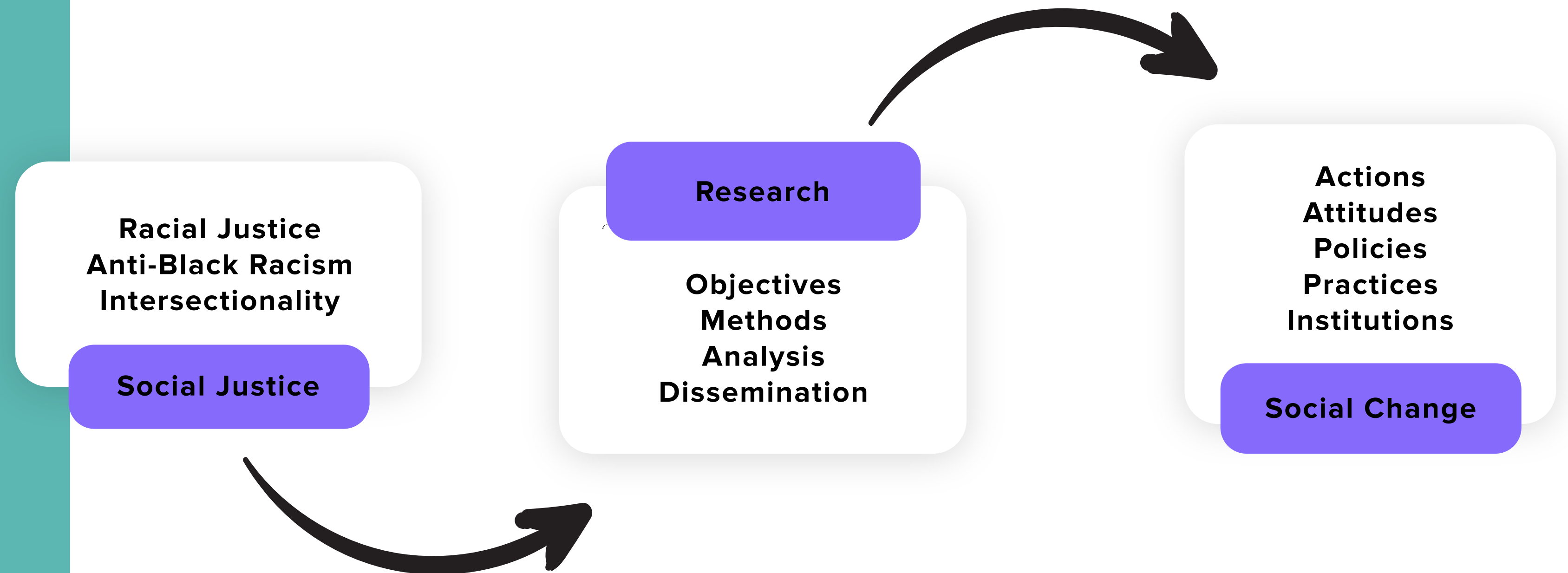


# ENGAGING THE PROBLEM OF RACIAL INJUSTICE THROUGH RESEARCH

**Efficient Social Justice: How Critical Race Theory Research can Inform Social Movement Strategy Development (Johnson-Ahorlu, 2017)**

Data that CRT research generates can be very useful to activists and organization as they move forward in making the best decisions and building strong defense or offense in achieving social justice;

Recognizes structural inequities and must not utilize political or social constructs that marginalize people of colour.





## **PROJECT METHODOLOGY**

This partnership seeks to empower BIPOC & Marginalized community organizations to obtain their own sources of data necessary to support policy development in a race equity response to COVID-19.

This response needs to be rooted in a meaningful analysis guided by input and direction from the Marginalized community in order to prevent further exacerbation of oppression and systemic inequality.

The findings from this needs assessment will allow for the development of a strategic plan for building the capacity and resiliency for both organizations to respond to the short, medium and long-term needs of their community.

Thus, this partnership builds community capacity by improving the ability for CDNBCA to address the Socio-Economic determinants of health of the Marginalized populations in Canada.

## **PROJECT METHODOLOGY**

**Collect race  
and other  
demographic  
data in relation  
to COVID-19  
through remote  
surveys**

**Conduct key  
information  
interviews with  
Black community  
organizers**

**Dissemination  
and  
engagement;**



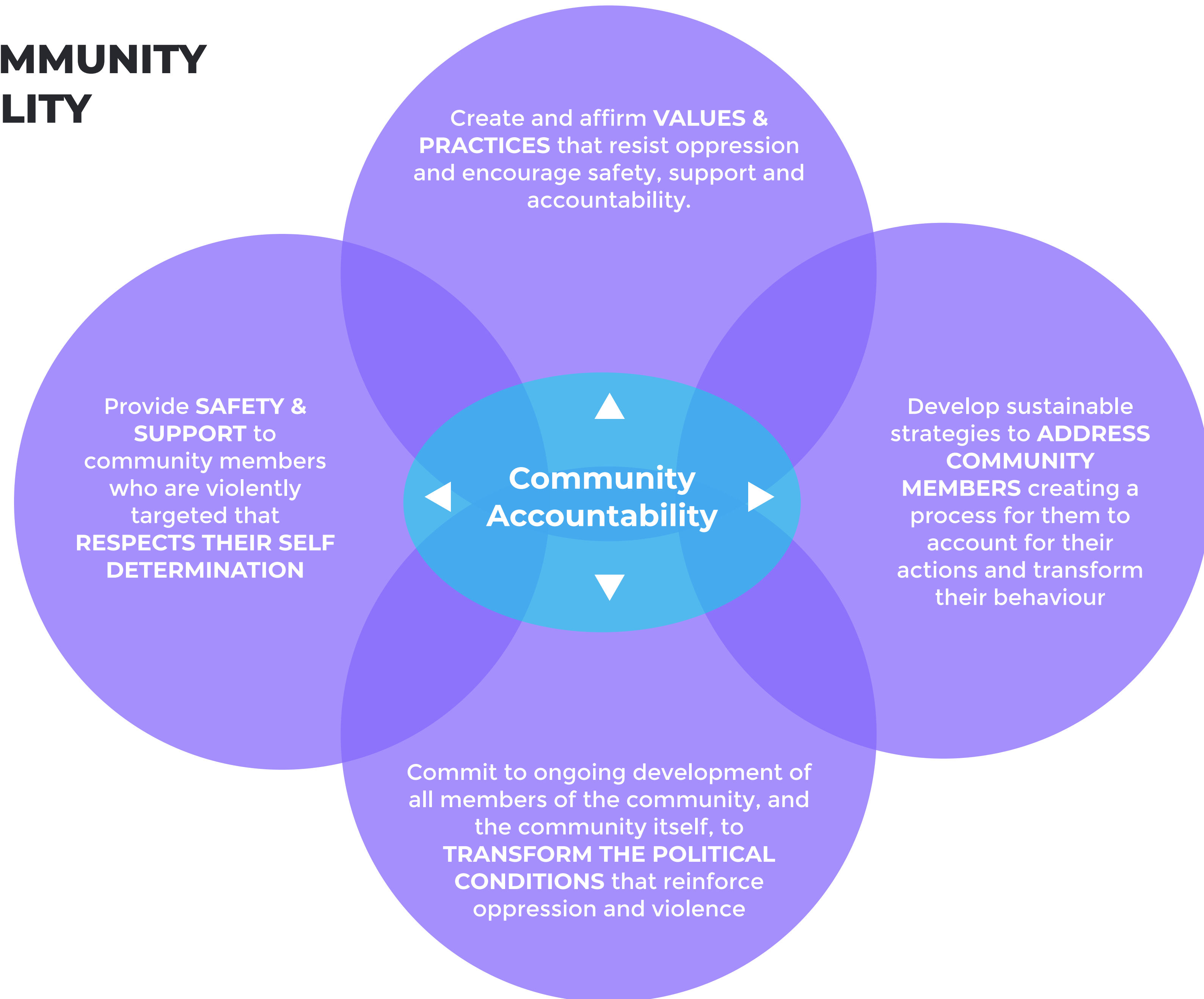
## STAGES OF STRATEGY DEVELOPMENT

**DEMANDS:** Use research findings to inform an understanding of what contributes to the problem at-hand, what is needed to eradicate it, and create goals accordingly;

**ARENA:** Use research findings to support development of a communications plan to relay experiences of the Black community and to inform the development of a response to the issue

**TACTICS:** Use the recommendation, informed by the research to develop actions or intervention to address the issue. Mobilize knowledge.

# **BUILDING COMMUNITY ACCOUNTABILITY**



## THE “VULNERABLES” OF COVID



“Sensitive” to whom? To our elected officials or to our communities?

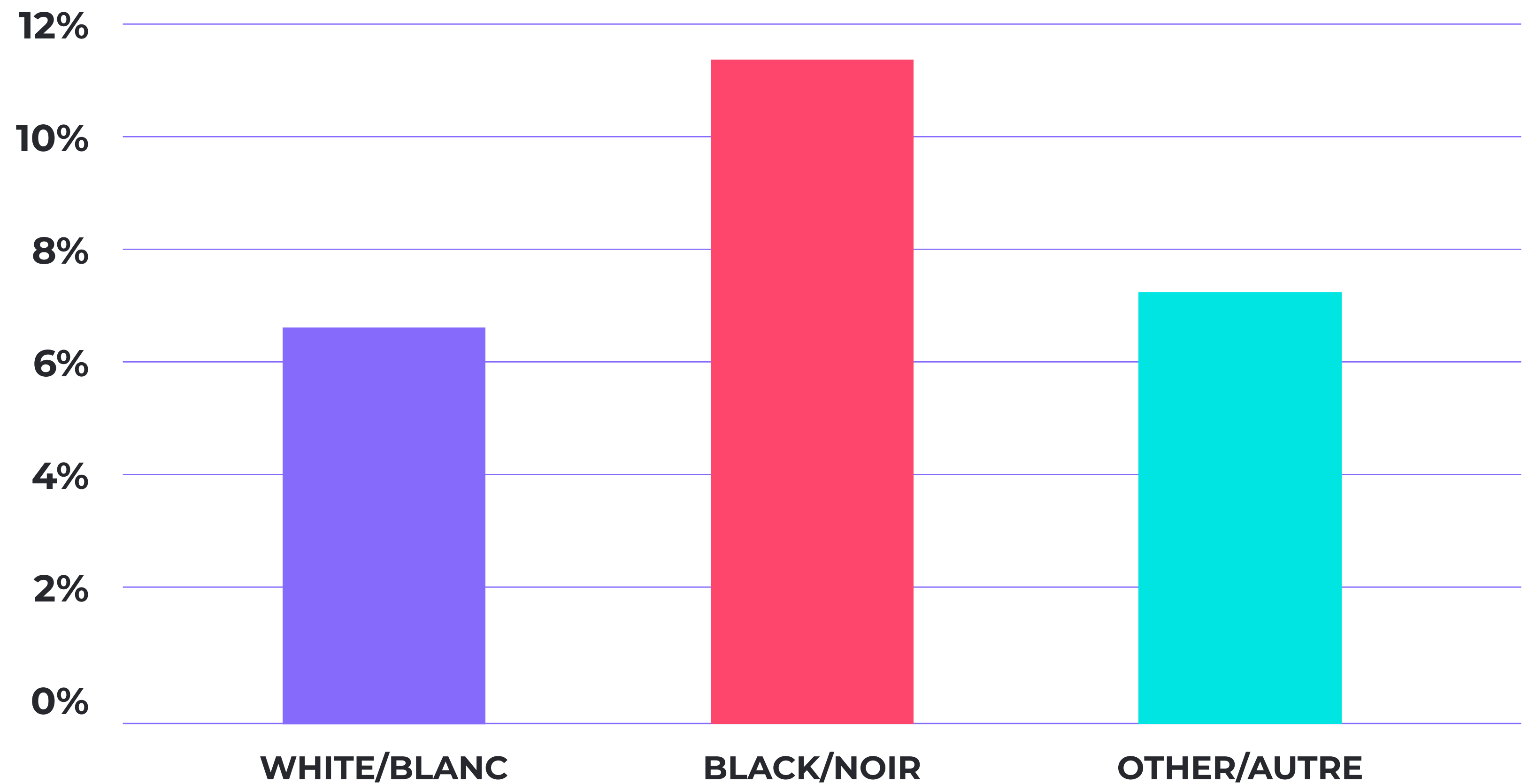
COVID Doesn't see colors but it clearly sees Poverty

COVID Clearly exposed the socio-economic disparities in our society



# DO YOU HAVE A FAMILY MEMBER OR LOVED ONE THAT HAS PASSED AWAY FROM COVID-19

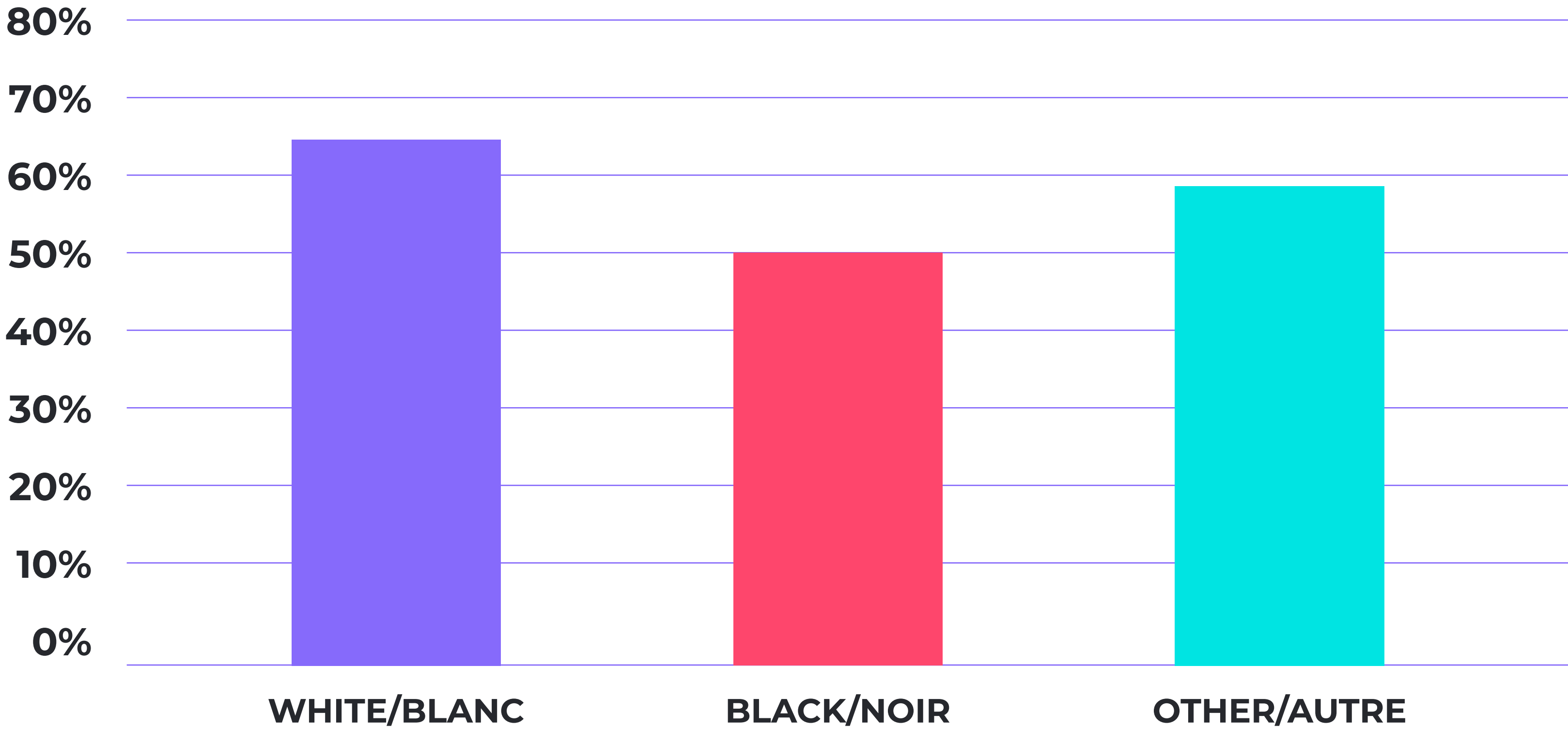
EST-CE QU'UNE MEMBER DE TA FAMILLE EST DECEDÉ À CAUSE DE COVID-19?



# HAVE THE CONDITIONS CREATED BY THE PANDEMIC (E.A. SOCIAL ISOLATION, ECONOMIC UNCERTAINTY, ETC.) NEGATIVELY IMPACTED YOUR MENTAL HEALTH?

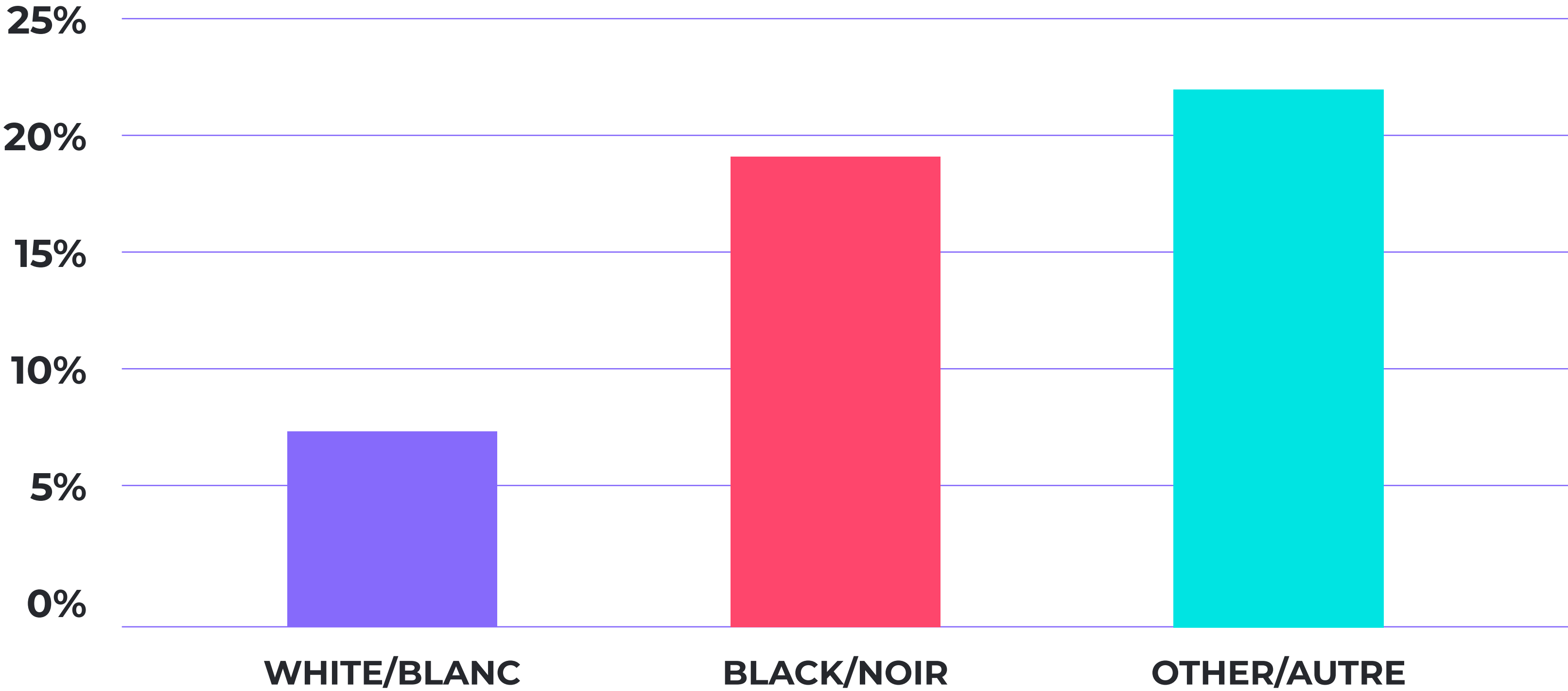
Est-ce que les conditions créées par la pandémie (isolement social, incertitude économique) ont eu un effet négatif sur votre santé mentale?

\*When looking at the Disaggregated Data for the Black community. Only 18% of 55+ Black VS 72% of 18-30 yrs Blacks say their mental health was negatively impacted during the pandemic.



# HAVE YOU EXPERIENCED DISCRIMINATION DURING COVID-19 PANDEMIC?

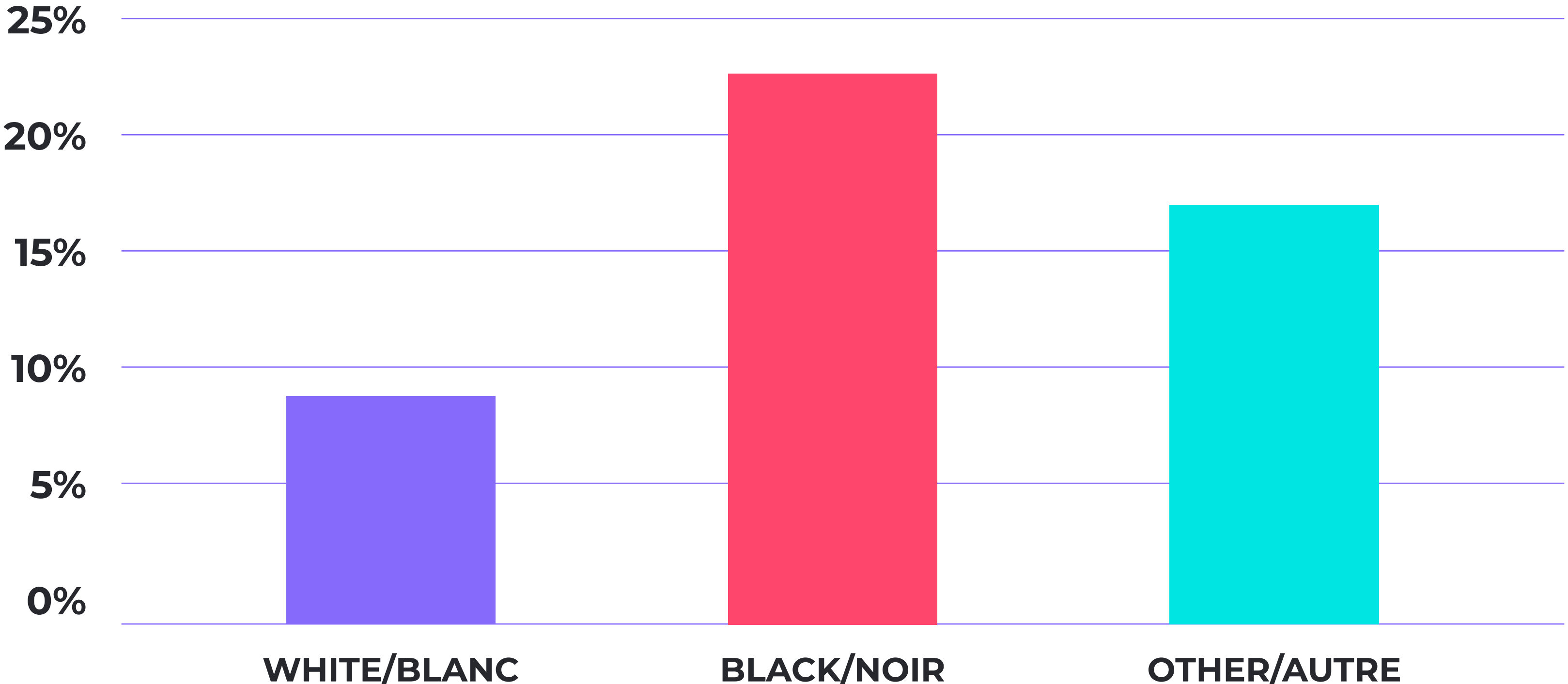
AVEZ-VOUS ÉTÉ VICTIME DE DISCRIMINATION PENDANT LA PANDÉMIE COVID-19?





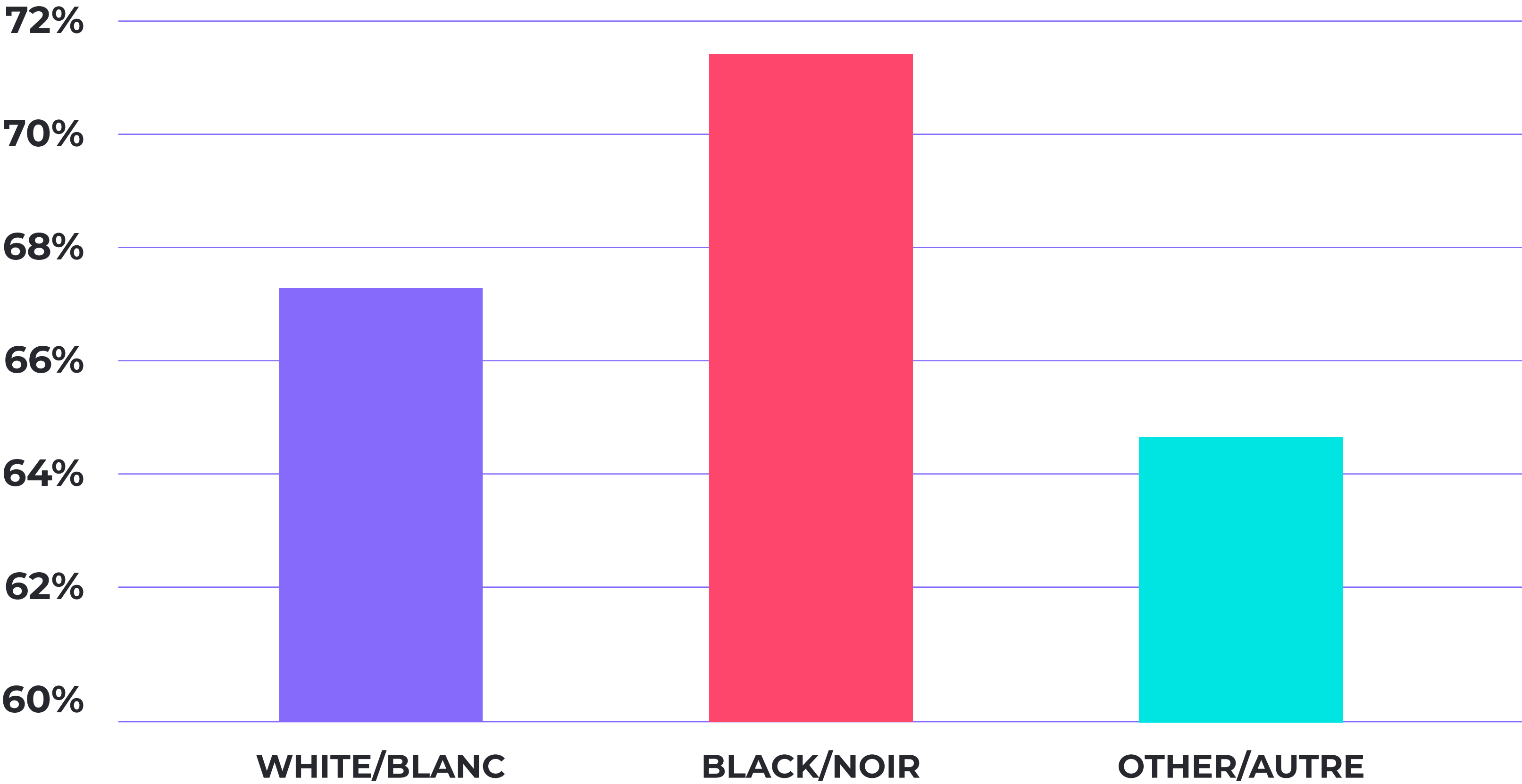
# HAVE YOU OR ANYONE YOU LOVED EXPERIENCED OVER-POLICING DURING THE COVID-19 PANDEMIC?

EST-CE QUE VOUS OU QUELQU'UN PROCHE A EU L'EXPERIENCE D'UNE AUGMENTATION DE LA PRESENCE POLICIERE PENDANT LA PANDÉMIE COVID-19?



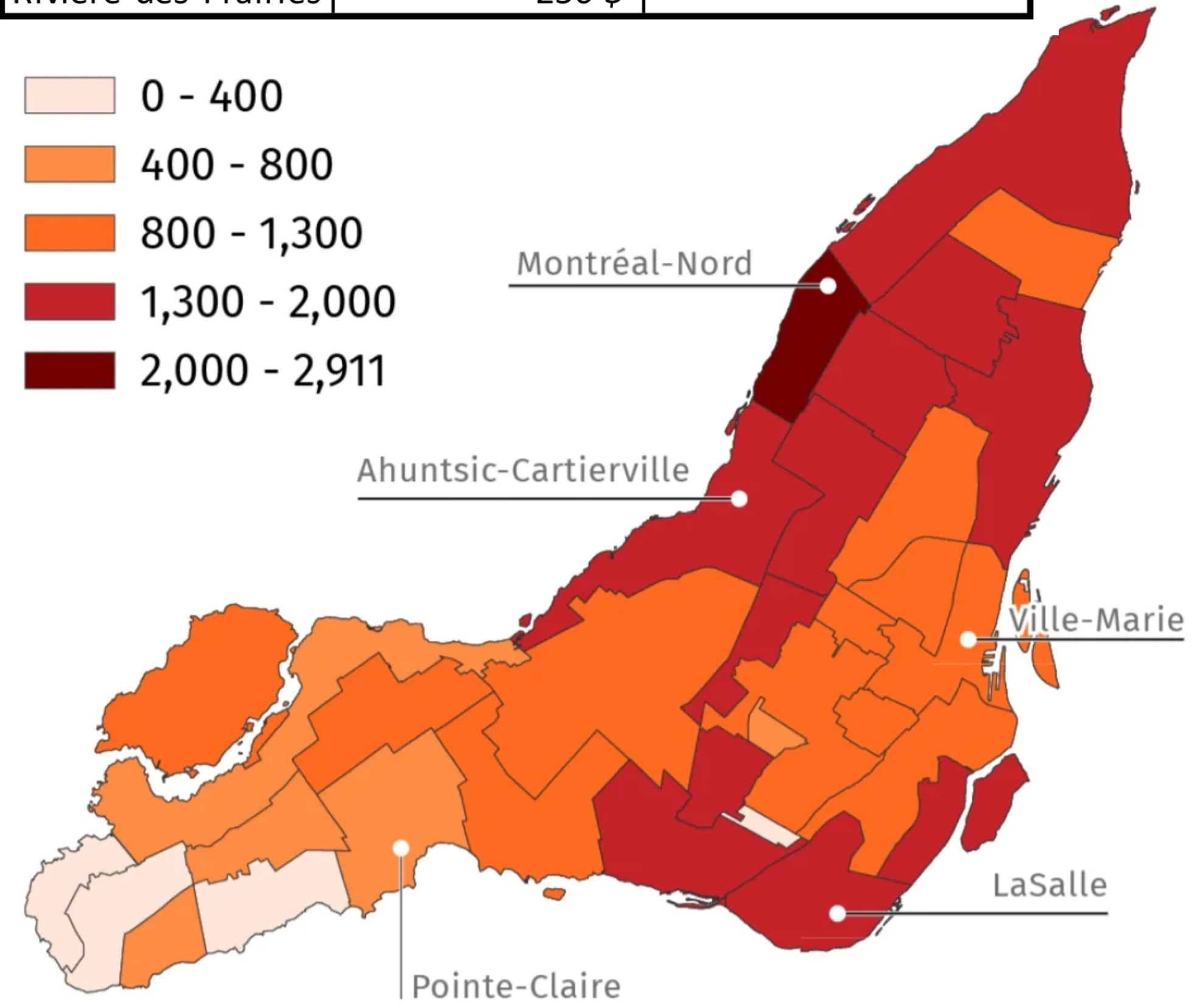
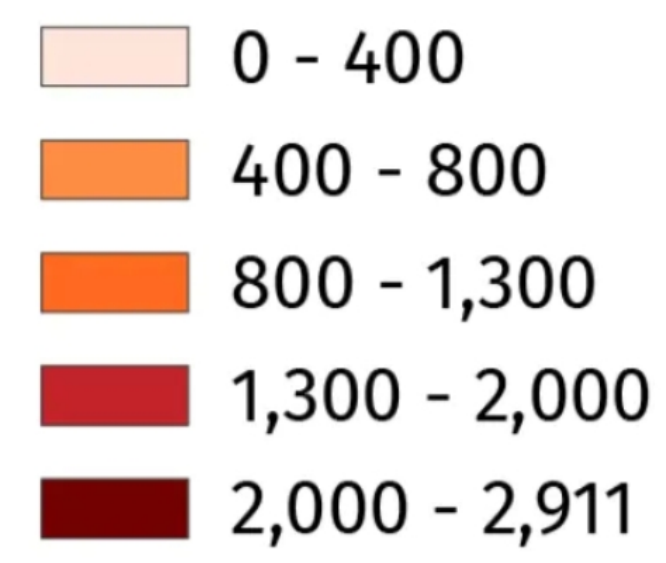
# HAVE YOU LOST ACCESS TO COMMUNITY SPACES (SCHOOLS, CLUBS, AND OTHER SAFE SPACES) DURING THE COVID-19 PANDEMIC?

AVEZ-VOUS PERDU ACCÈS AUX ESPACES COMMUNAUTAIRES DURANT LA PANDÉMIE DE COVID-19?



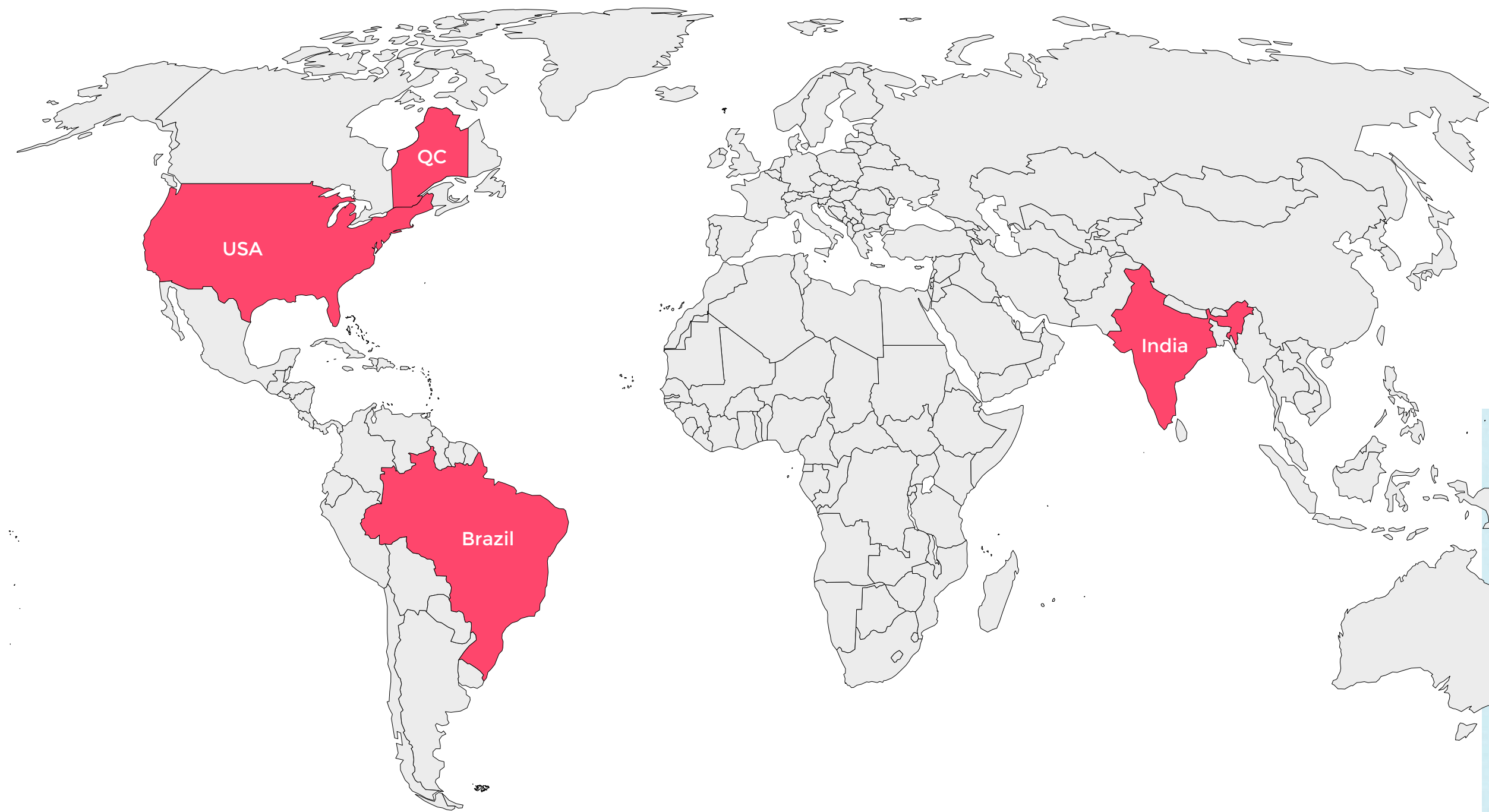


Prix au pied carré de propriété par Municipalités		
Municipalité	Prix par pied carré	Commentaires
TMR	1 061 \$	
Griffintown	1 005 \$	
Westmount	669 \$	
Côte-des-Neiges	496 \$	
Parc-Ex	444 \$	
Hochelaga	440 \$	
St-Michel	347 \$	
Kirkland	296 \$	
Montreal-Nord	291 \$	
Rivière-des-Prairies	256 \$	

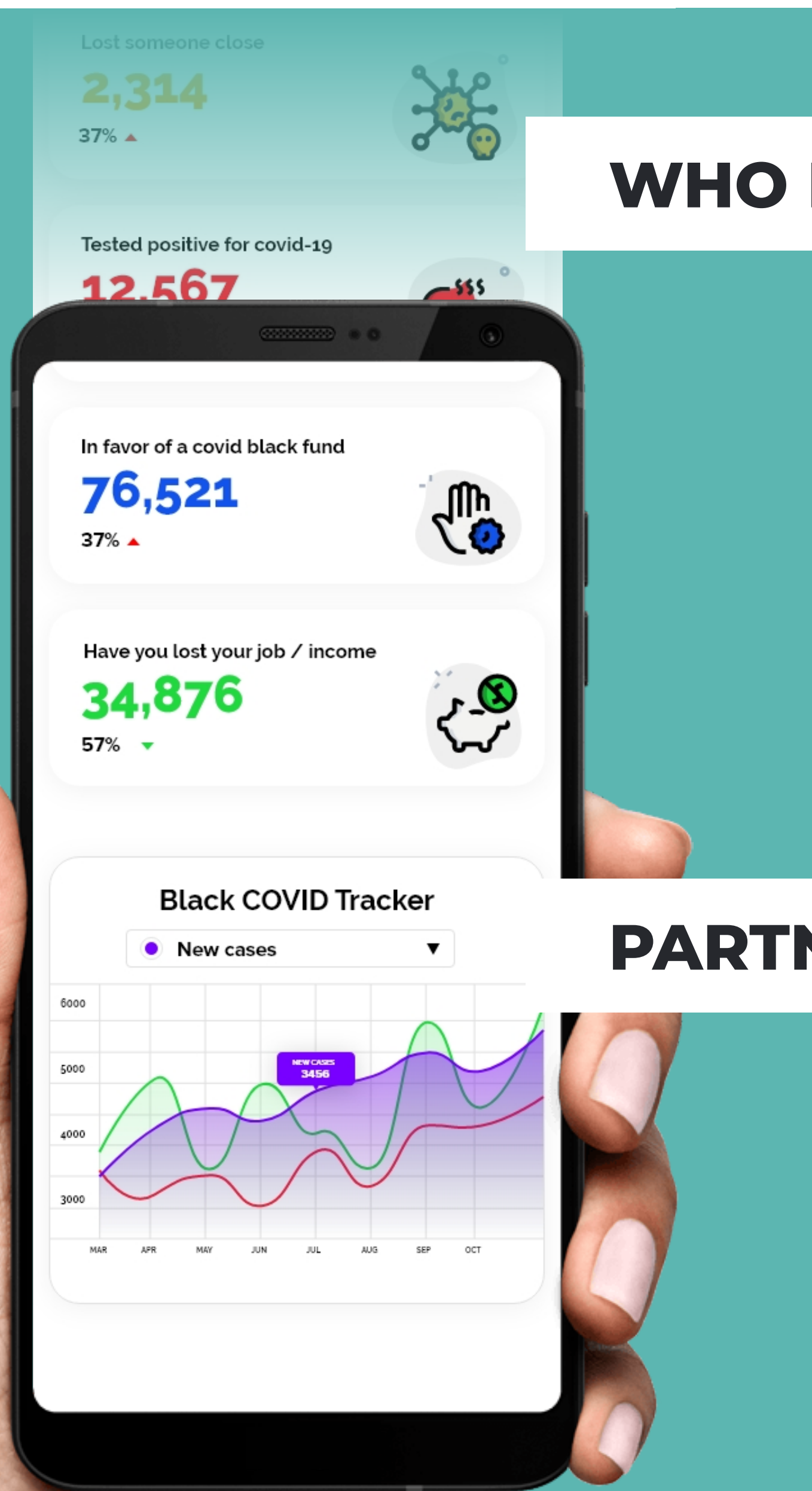




# SYSTEMIC RACISM







## WHO IS INVOLVED?

### OUTREACH / COMMUNITY BUY-IN

#### Grassroots and community driven approach

- Youth led organizations
- National organizations
- Program and service delivery organizations
- Black, Indigenous, Jewish, Sikh, Muslim, LGBTQ+, gender-based violence, homelessness and organizations

Private Sector

Healthcare sector

Local/Municipal law enforcement

All levels of government

## PARTNERSHIP





## HOW WILL THE DATA HELP?

**Fast analytics:** Connect and visualize data in minutes.

**Update automatically:** Latest data with a live connection to data or automatic updates on a defined schedule.

**Decision making:** Added information about your community in order to provide improved services.

**Leverage for change:** Information that can be used to lobby for equity in access to various services including healthcare, education, food security, housing, and economic aid.

## CONTACTS

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