

Fraser Salmon & Watersheds Program



Fraser Basin Council



2009/10 FINAL REPORT

FSWP File Number*	FSWP LR 32
-------------------	------------

* Please use the FSWP File Number provided in previous FSWP project correspondence.

1. Project Information

1.1. Project Title

Culturally Inclusive Watershed Education and Engagement Pilot Project

1.2. Proponent's Legal Name

Fraser Basin Council Society

1.3. Project Location

Greater Vancouver

1.4. Contact for this report

Name: Marion Town

Phone: 604 488 5365

Email: mtown@fraserbasin.bc.ca

1.5 Funding Amount

Original Amount
Granted: \$62,840

Final invoice
Amount: \$12,568

Final Non-FSWP leveraging, including cash
and inkind:

2. Project Summary

Please provide a single paragraph describing your project, its objectives, and the results. As this summary may be used in program communications, clearly state the issue(s) that were addressed and avoid overly technical descriptions. Maximum 300 words.

The project was designed to build capacity of people from culturally diverse backgrounds to be watershed champions and to enable behavior change to benefit salmon and watersheds. The project provided in-depth training and learning opportunities for 25 participants from Chinese and Punjabi backgrounds. These participants then designed and implemented targeted engagement activities for their communities, which focused on actions individuals could take to reduce their impact on salmon and watersheds. A total of 27 people from Chinese and Punjabi backgrounds were engaged in this outreach process, 25 of whom participated throughout the entire process.

OPTIONAL Please give a short statement (up to 100 words) of the most compelling activity or outcome from your project, such as you might get from a newspaper or radio announcement

Engaging people in local activities can be challenging due to so many competing requests for their time and issues related to facilitating deeper understanding of the issues. Creating engagement opportunities for those from culturally diverse backgrounds even more so. Gaining understanding of the cultural barriers to deeper shifts in behaviour requires trust, time and perhaps issue-specific scoping for personal resonance.

2. Final Project Results

2.1. Copy ORIGINAL OUTCOMES from proposal and insert into this section. Add additional rows as needed.

Original Outcome 1. 30 active and engaged watershed champions from culturally diverse backgrounds (15 Chinese; 15 Punjabi) deliver 90 in-language community workshops to facilitate learning about impacts to watersheds and promote salmon & watershed friendly behaviours.

Original Outcome 2. Education materials developed in three languages (Punjabi, Chinese and English) to broaden awareness of the connection between communities, watersheds and the marine environment and actions to enhance watershed health.

Original Outcome 3. Qualitative and quantitative baseline information on the barriers to, and opportunities for, behavioural change amongst two CALD communities to enhance watershed sustainability gathered and communicated to stewardship groups, local governments and agencies.

Original Outcome 4. Two local governments and two First Nation communities engaged in, and supportive of, the project and its objectives.

Original Outcome 5. Add value to the existing community of practice through a transferable framework for successfully implementing culturally inclusive watershed education projects in other communities, language groups or jurisdictions.

2.2. Describe the FINAL OUTCOMES of the project.

In your description, please include how this project or portions of it have or have not been SUCCESSFUL and EFFECTIVE, and identify any key CHALLENGES encountered.

If FINAL OUTCOMES differ from ORIGINAL OUTCOMES (section 2.1) please describe why, and the implications for the project.

Final Outcome 1. *25 active and engaged watershed champions from culturally diverse backgrounds (12 Chinese; 13 Punjabi) engaged their communities through culturally appropriate methods as defined by participants (original: deliver 90 in-language community workshops) to facilitate learning about impacts to watersheds and promote salmon & watershed friendly behaviours.* Outcome achieved through in-depth training of 30 participants from Punjabi and Chinese communities – including 20 hours of training and dialogue on watershed health, salmon sustainability and ToxicSmart approaches to household cleaning, a ½ day field trip to Lower Seymour Conservation Reserve hosted by Metro Vancouver and 110 hours of community engagement and outreach planning per language group. Broad community engagement approach included 39 outreach sessions with key target audiences and organizations, participation at 39 community events which consisted of workshops to various social and religious groups and organizations. An estimated total of 450 people from Chinese and Punjabi communities were engaged in the outreach process. The original engagement approach of hosting 90 community workshops (45 per language group) was not seen as the most effective approach to community outreach by the Chinese participants. As a result, the group collectively decided to engage a broader audience through participation in local community events and small workshops. Participants engaged community by hosting 36 workshops and by participating in 3 community events.

Final Outcome 2. *Education materials developed in three languages (Punjabi, Chinese and English) to broaden awareness of the connection between communities, watersheds and the marine environment and actions to enhance watershed health.* Outcome achieved through design and publication of a variety of outreach materials in Punjabi, Chinese and English. This includes: a short brochure on the connections between people, watersheds and the marine environment and toxicsmart recipes for household cleaning; a series of three postcards which include ToxicSmart recipes for household cleaners translated into three languages; a ToxicSmart fridge magnet to remind people to be toxicsmart when cleaning and to visit the Georgia Strait Alliance website to learn more. See attached examples.

Final Outcome 3. *Qualitative and quantitative baseline information on the barriers to, and opportunities for, behavioural change amongst two CALD communities to enhance watershed sustainability gathered and communicated to stewardship groups, local governments and agencies.* Outcome achieved through attitudes and behaviour survey conducted at start of participant training to baseline participant environmental actions and understanding. This was followed by a more in-depth survey at end of project to track changes in understanding and actions. This information has been collated and incorporated into the Framework document, which has been disseminated to all organizations involved with the project.

Final Outcome 4. Two local governments engaged in, and supportive of, the project and its objectives. Metro Vancouver was involved in focus group dialogue and hosted two field trips at the Lower Seymour Conservation Reserve for participants.

Original outcome to engage two First Nation communities in addition to two local governments was not achieved. A clear link with FN communities was not established for this project and it is recommended that future projects of this nature identify ways to engage FN communities that are meaningful and mutually acceptable. It was originally envisioned that First Nation representatives would help design and deliver the participant training sessions, although this was not feasible given time and resource constraints. More planning is required to effectively engage and learn from First Nation communities.

Final Outcome 5. *Add value to the existing community of practice through a transferable framework for successfully implementing culturally inclusive watershed education projects in other communities, language groups or jurisdictions.* Outcome achieved.

2.3. Please attach all supporting documentation for FINAL OUTCOMES, and list attachments here. These may include technical reports, maps, photos, evidence of communications, lists of meeting participants, etc. List attachments below.

1. Publications (English, Chinese and Punjabi versions sent under separate cover)

2. Framework document

3. Focus group summary notes, and participant lists

2.4. Please describe how the benefits of this project will be sustained and/or be built upon into the future. What planned next steps, or recommendations for further work, if applicable?

The benefits of the project will be sustained through a continued effort by GSA to connect with the trainees to continue to support them in their outreach efforts. The ToxicSmart program will continue to offer outreach in Punjabi, Mandarin and English. GSA is currently looking for funds to sustain the program by partnering with settlement groups to continue to connect with non-english speaking members of our community.

2.5. What are the top three lessons learned from this project that could be useful to communicate to others doing similar work in the Basin?

1- Engaging and building the capacity of environmental groups to better understand the barriers to participation to the movement is essential and can be achieved through anti-oppression training.

2- Effectively engaging culturally diverse audiences requires that we adopt an environmental justice perspective and are willing to discuss issues of racism.

3- There is a need to use a participatory model of engagement so that we can capture the voice and issues that matter to all members of our community.