



The Experience of a  
Community-based Initiative

# Latin American Civic Participation Campaign

# Who are we?

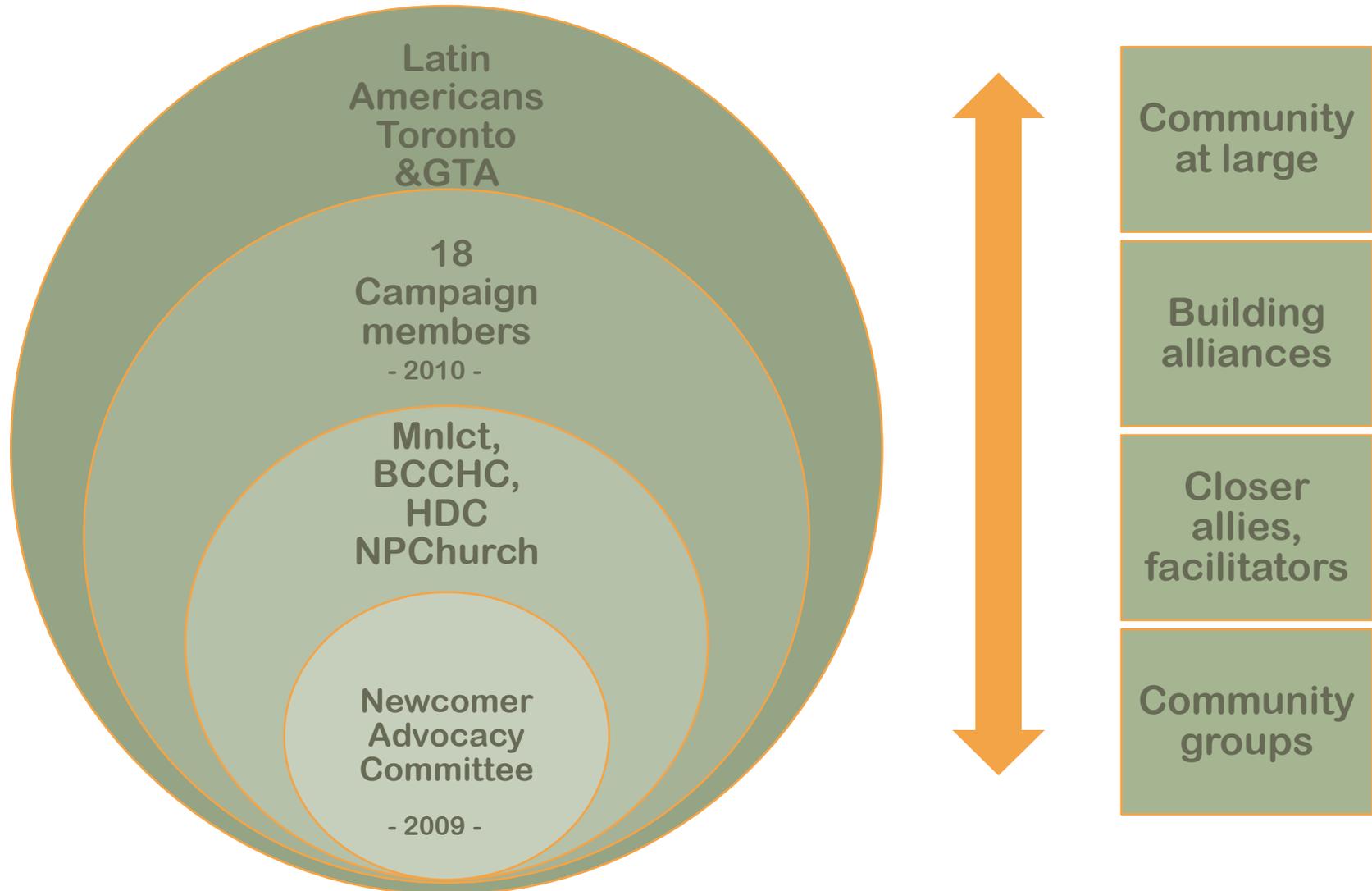


A community-based initiative of 18 settlement agencies, community groups and social organizations that work together to promote civic and political engagement of the Latin American community in Toronto through public education, community-based analysis and organizing.



- Association of Spanish Speaking Seniors of the GTA-ASHTOR
- Barrio Nuevo
- Black Creek Community Health Centre
- Canadian Hispanic Congress
- Casa Maiz
- Centre for Spanish Speaking Peoples
- CHHA 1610 AM ( Spanish-speaking community radio station)
- Hispanic Development Council
- I vote Toronto (2010)
- Jane and Finch Community and Family Centre
- Latin American Trade Unionists Coalition (LATUC)
- Mennonite New Life Centre Toronto
- MUJER
- Newcomer Advocacy Committee of the MNLCT
- North Park Presbyterian Church
- North York Community House
- Parkdale Community legal Services
- Thorncliffe Neighbourhood Office
- Working Women Community Centre

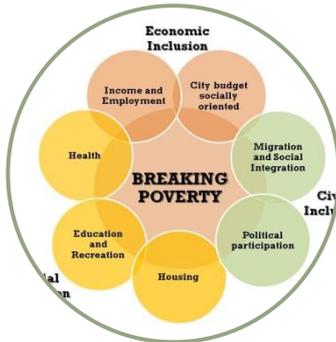
# The process



# Defining the actions



# 2010



**SNAPSHOT** on economic, social and civic inclusion of the LA in Toronto



**Two WORKSHOPS** in Spanish (40 each) on Canadian political system, civic participation in electoral processes.



**BROCHURE and WORKSHOP MATERIALS** in Spanish outlining how to vote in the municipal elections.



**MEDIA COVERAGE** of the campaign



**First time MAYORAL DEBATE** with Latin American community (questions created in community forums)



# 2011



**ANALYZE THE CONTEXT** of 2011 Federal elections (workshops, discussion groups, electoral process)



**COMMUNITY MAPPING** exercise to engage Latin American community in the Northwest area of Toronto about Income and Employment issues.



Outreach and Research **MATERIALS** to the community mapping



**PRE-ELECTION FORUM** with some MPP candidates  
The forum was broadcasted live on CHHA 1610 AM "Radio Voces Latinas".



# 2012



**UNLOCKING OUR CIVIC POWER:** learning-action process, to promote greater involvement of LA community in the civic life of On/TO.



**PHASE I: 3 series/ 3 workshops to 60 LA community members across the GTA (45 W/ 15M) on the Canadian Government: Structures, Systems and Decision Making.**



**COMMUNITY ROUNDTABLES:**  
1) Education and youth,  
2) Employment and income, 3) Health:  
4) Civic Participation:



**PHASE II: 8W and 4M developed an action-project to promote local change: Political education process to 20 LAWE > 18ywork or live in the North West area of Toronto.**



# Key insights from our experience



**From critical reflection**

**To action for change**

- Analyzing data, reading reports on immigration trends, or poverty issues. Also examining narratives and social perceptions on how our community is perceived (stereotypes, bias).
- Identifying structural barriers has moved us to a more systemic analysis instead of individualists approach.
- Understanding and explaining social inequality realities is not enough. Goal: changing it through civic actions: ex. proposing public recommendations, participating in public debates.
- Educational processes: Emphasis is placed on “learning by doing”.
- Actions: low cost to the community, accessible, relevant to their lives, teach something, and that are winnable!.

Lack of “knowledge”

To awareness

- Recognizing, valuing and making foundational the knowledge of community members. Eager to contribute and many have a clear political consciousness as well as specific concerns and proposals. However, they often struggle to assert their voice, lacking the necessary knowledge of Canadian laws and socio-political structures, or the necessary connections in the halls of power.
- Knowledge is not only information or data to memorize. It means to develop our ability to think critically, read, write and speak!
- Providing trainings and collective spaces in which we not only share a set of skills to build capacity among community members, but also trainings in which we analyze collectively the historical development of social or political structures, and. Ex. decision-making process

**From the individual**

**To the collective**

- Outreaching community members that share some situation or are more affected by some specific issue. Ex. Community mapping we reach general labour workers
- Creating ‘safe spaces’ were community members break the isolation / re-encounter with dreams and expectations / re-value assets
- Trough reflecting and acting collectively, we all (community members and organizations) have learned the political nature of some policies and that we are not **ALONE** facing social and systemic issues. “My” concerns, priorities and needs are shared by “others”, by “many others”
- For organizations: learning process of building trust, respect and tolerance and how to cooperate with one another.

# Challenges:

- There is not such as one, homogeneous, living in close proximity **LATIN-AMERICAN COMMUNITY**. It is formed by women and men from 18 different countries, cultures, classes and socio-political backgrounds vs. but we share, we come together around our immigration experience.
- Participation vs. pressing priorities of meeting the daily needs (lack of financial resources to make activities more accessible: offer daycare) Option: evening/ weekend trainings.
- Diverse experiences with social and political institutions in their own countries vs. Canadian political institutions and power relations. Meaningful political participation.
- Poverty-related issues in Canada vs. abject poverty or other social issues of many of the places from which immigrants arrive
- Reflecting and analyzing in Spanish vs. Providing English/ Spanish materials

# Thanks!



Centre for Spanish Speaking Peoples  
Centro para Gente de Habla Hispana



Latin American Trade Unionists Coalition  
*Unidad - Lucha - Resistencia*



North Park  
Presbyterian  
Church



Black Creek  
Community Health Centre





# Brochures, Flyers

## TU Voz...Tu Voto... Tu ciudad!

### PUEDES VOTAR Si...

- Eres ciudadano canadiense, eres mayor de 18 años, vives en la ciudad de Toronto o tu y tu pareja poseen una propiedad en la ciudad de Toronto
- Estas en la lista de votantes de la ciudad. En esta lista están los nombres y direcciones de las personas autorizadas a votar en las elecciones municipales.
- Recibes la "carta de información electoral" (Voter Information Card) que te dirá cuándo y dónde votar el día de las elecciones (o antes si así lo prefieres)



**NO OLVIDES!!!**

Cuando vayas a votar debes llevar la "carta de información electoral" y una identificación que tenga tu nombre, dirección y firma. Por ejemplo: licencia de conducción, CNIF, cheque cancelado, contrato de arrendamiento o hipoteca, etc. Si no tienes ninguna de estas puedes presentar "COC" (identificación con un nombre y firma) a la casa con tu nombre y su dirección (recibo de servicios)

**Si no has recibido la carta de información electoral o no estas en la lista ... AUN ASI PUEDES VOTAR!!**

### COMO VOTAR?

- 1) Cuando lleges al puesto de votación presenta tu identificación y la carta de información electoral. Tu nombre será verificado en la lista de votantes o se te pedirá llenar la forma si no estás en ella. Te entregarán la tarjeta de votación y un sobre. También te explicaran cómo marcar apropiadamente sus candidatos.
- 2) Te diriges al cubículo de votación y marcas un candidato a la alcaldía, un candidato para concejal y un candidato para la junta escolar. Frente a cada nombre habrá una fecha con un espacio vacío en la mitad. Debes unir esa fecha frente al candidato que quieres elegir.
- 3) Luego de marcar tu candidato, pon la tarjeta de votación en el sobre y entregalo al funcionario. Espera a que ellos ingresen tu voto en la maquina tabuladora.
- 4) Si tu voto no es procesado (porque hay algún error en tu cartón) podrás repetir tu votación.
- 5) Si cometiste un error o cambiaste de idea, puedes pedir que te den una nueva tarjeta. Recuerda que si votas por dos candidatos para el mismo cargo, tu voto será anulado.

*Puedes ir con un amigo al momento de ir a votar tu tarjeta o si requieres de asistencia. En ambos casos tú y la otra persona deberán hacer un juramento formal de que el otro registra sus decisiones.*

### No recibiste la carta de información electoral?

**NO te preocupes porque aún así PUEDES VOTAR!**

- Llama al (416) 338-1111 o visita la página: [www.toronto.ca/elections](http://www.toronto.ca/elections) y con tu dirección pregunta dónde tienes que votar.
- El día de la votación preséntate al puesto de votación asignado lleva una identificación con foto y prueba de tu ciudadanía.
- Te van a pedir llenar un formato donde te preguntan tu nombre, tu dirección y si tienes hijos dónde estudian.
- Por último te pedirán hacer un juramento certificando que la información que das es la correcta.
- Si todo está en orden... PUEDES DE INMEDIATO VOTAR!

#### Algunas Responsabilidades del Gobierno municipal:

- Salud social y comunitaria
- Planjeo de buses/RRTD
- Planjeo de basura
- Distribución pública
- Transporte
- Permisos de construcción
- Impuestos a la propiedad
- Servicio de Agua
- Planjeo de nueva legalidad (zonas)
- Sonideros

## Promoviendo la participación cívica de la Comunidad Latinoamericana en Toronto



### Guía del Participante

## TALLERES de participación cívica Latinoamericana

Septiembre 18, 2012

¿QUIERES PARTICIPAR EN LAS ELECCIONES MUNICIPALES EN TORONTO?

tema de **EMPLEO e INGRESOS** en la comunidad Latinoamericana?

En Español!!!

## Consulta Comunitaria

Si vives entre Dufferin y Weston Road y Steeles y Lawrence te invita a participar de este gran ejercicio de mapeo comunitario!!!

¡Eje una de estas fichas y regístrate ya!!!

**Sábado 30 de julio 2011**  
10:00 pm - 1:00 pm

**Miércoles 3 de agosto 2011**  
6:00 pm - 9:00 pm

Centro para Gente de Habla Hispana  
2141 Jane Street (Jane y Wilson)

Información y registro:  
(416) 699 4527 ext 229  
[asalzar@mnkt.org](mailto:asalzar@mnkt.org)

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LIVE  
Work  
Play  
Event

## CONSULTA Y MAPEO COMUNITARIO

La realidad de Empleo e Ingresos en la Comunidad Latinoamericana en el área Noroccidental de la ciudad de Toronto:

ANALIZANDO, DOCUMENTANDO, PROPONIENDO Y CREANDO POLÍTICA PÚBLICA

## UNLOCKING OUR CIVIC POWER!

How governments make decisions and how we can influence them!

If you would like to share that knowledge with fellow community members to develop your collective voice and identify opportunities to work towards local change...

**THESE WORKSHOPS ARE FOR YOU!**

June 16th, June 23th & June 30th 2012 (Saturdays)  
9:00 am to 3:00 pm

Mennonite New Life Centre  
2737 Keele St (Keele & Wilson)

**Building BLOCKS**  
Create possibility where you live!

If you are interested in becoming part of this initiative, please submit a brief letter detailing why you would like to join, as well as details about your previous or current involvement in the Latin American community, particularly in issues related to civic participation.

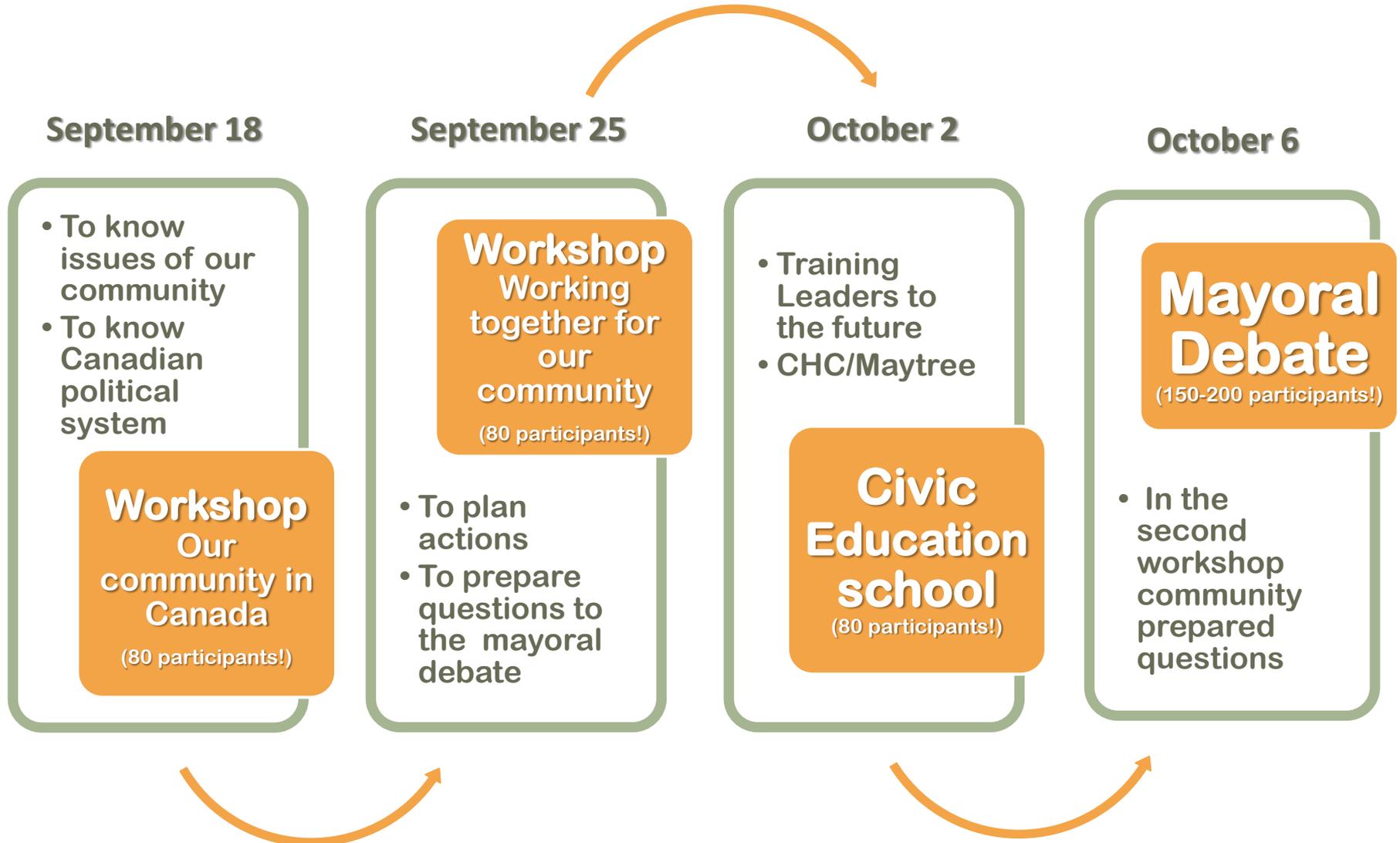
Letters should be submitted by June 11th, 2012 to:

Mennonite New Life Centre  
1774 Queen St East  
Toronto, ON M4L 1G7  
Fax: 416-699-2207  
Email: [mnkt@mnkt.org](mailto:mnkt@mnkt.org)

APPLY NOW!  
Only 20 spots available!

Facilitated by: **new life**

# Popular education process 2010



# Unlocking our Civic power



Provide a three-session training on Civic Literacy to 20 staff from participating organizations of the Campaign  
*March 31st, April 14th, and April 28th from 9:30am -3:00 pm*

Provide a three-session training on Civic Literacy to 20 clients/beneficiaries/leaders/volunteers from participating organizations of the Campaign  
*May 12th, 19th, and 26th from 9:30 am-3:00 pm*

Provide a three-session training on Civic Literacy to 20 promising leaders of the Latin America community across the GTA  
*June 16th, 23rd and 30th from 9:00 am-3:00 pm*

Provide a training to 20 participants from the above groups on collaborative work with local government carrying out a concrete action/project identified by the participants.  
*September / October 2012*