



# Barrie Anti-Racism Task Force

Semi-Annual  
Presentation to  
City Council

Barrie Anti-Racism  
TASK FORCE

March 28, 2022



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# Introduction

2022

Barrie Anti-Racism Task Force Membership

# Employment Research Project

- **Research objective:** Learn employment experiences of racialized and equity-deserving individuals within Health Care, Policing, Municipal Government and Education sectors of Barrie
- **Research design and methods:**
  - Qualitative study and community-based participatory research (CBPR)
  - Semi-structured interviews

# Research Project Timeline

## Research project initially proposed

At Canadian Root Exchange presentation, Queen's U doctorate student initially proposed idea of research project to Task Force members

**Apr. '21 - Jan. '22**

## Mock interviews

Task Force members and research students engaged in mock interviews

**Spring 2022**

**Mar. 2021**

## Project planning and logistics

Proposal, feedback loop, researcher recruitment, monthly meetings, participant recruitment, honorarium considerations

**Feb. 2022**

## Data collection and analysis

Research team to begin collecting data through semi-structured interviews

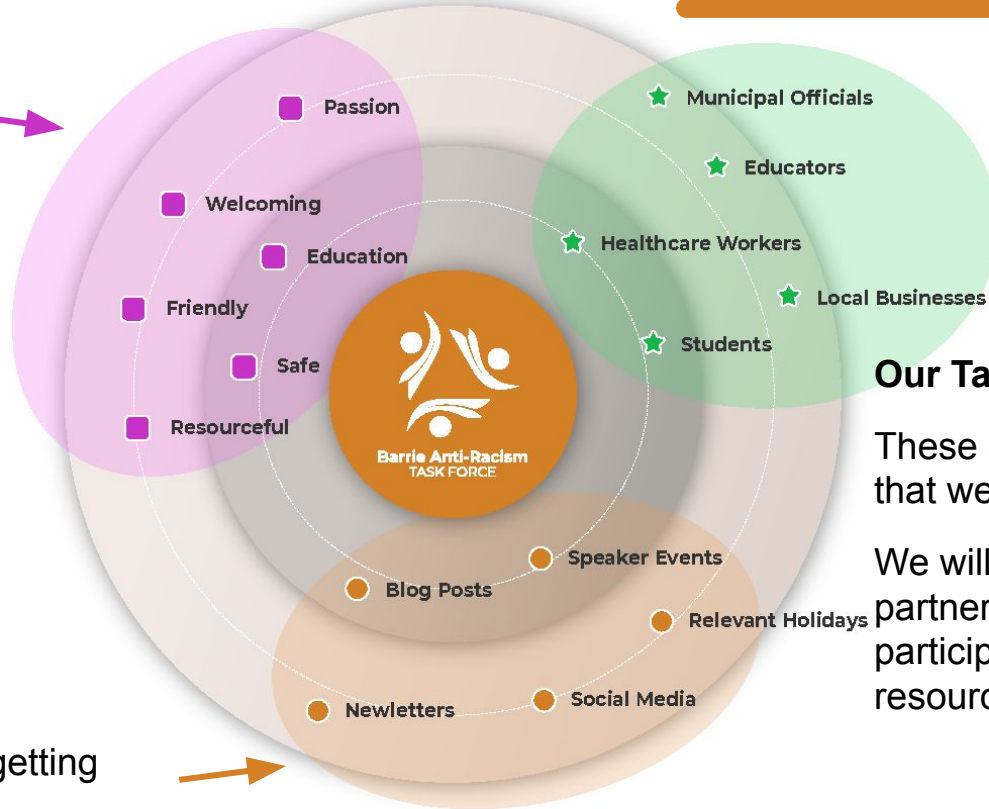
# Website and Campaign

- Working with SIVA Creative to develop website and brand identity for Anti-Racism Task Force.
- Brand guidelines have been approved and now in process of homepage design and review.
- **“Barrie’s Pledge to End Racism”** - concurrently developing a campaign to raise awareness and commitment to anti-racism work in Barrie.

# Brand Map

## Our Essence

These are themes we want to convey when people interact and think about the Barrie Anti-Racism Task Force.



## Our Awareness

Preferred methods for getting our message out there.

## Our Targets

These are some of the groups that we are hoping to support.

We will do this by fostering partnership building, event participation and knowledge and resource sharing.

MAIN BRAND LOGO



**Barrie Anti-Racism**  
TASK FORCE

EMBLEM



HORIZONTAL LOGO



# Primary Logo

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Logo illustrates three unique individuals, co-existing in harmony.

Represents that we are stronger together and able to lift each other up.

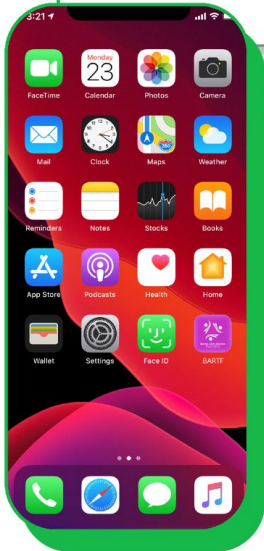
Waves are reference to the City of Barrie logo.

# Digital Media

DESKTOP LAYOUT



MOBILE LAYOUTS



Sample images of how Anti-Racism Task Force brand will appear on different digital platforms (e.g., apps, social media, etc)



# Library Speaker Series

- Participated in Simcoe County - Celebrating Black Excellence Panel Discussion on February 22, 2022.
- Panelists discussed their lived experience, journey, how they inspire youth, wellness and more.
- Anti-Racism Task Force is continuing to work with Barrie Public Library to host monthly speaker series.

# Task Force Partnerships

- **Georgian College**

- Task Force met with Sula Levesque, Director of Equity, Diversity and Inclusion for Georgian College on how to support students
- 40% international and racialized students - ongoing students housing issues

- **Barrie Public Library**

- Past and upcoming speaker engagements (monthly Speaker Series)

# Partnership focus: Town & Gown

- Task Force member(s) has attend past three Town & Gown Committee meetings
- Committee membership lacks diversity; Task Force will support equity and diversity initiatives
- Town and Gown committee passed motion to review member selection process for city Advisory Committees



**Moving forward...**

**Thank you!**

**Barrie Anti-Racism**  
TASK FORCE

**Questions?**

