



**MARKETING AND
COMMUNICATIONS, ACCESS
BARRIE
MEMORANDUM**

Page: 1
File:
Pending #:

TO: MAYOR, J. LEHMAN AND MEMBERS OF COUNCIL

FROM: C. HARRIS, MANAGER OF MARKETING AND COMMUNICATIONS

NOTED: R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: UPDATE ON CITY OF BARRIE'S PARTICIPATION IN THE *IT STARTS* CAMPAIGN

DATE: JUNE 27, 2022

The purpose of this Memorandum is to update members of Council on motion 22-G-079 that was approved on May 2, 2022, regarding the City's participation in the *It Starts* campaign.

Council approved the following motion:

"That staff in Access Barrie, in consultation with the Anti-Racism Task Force and the County of Simcoe, investigate opportunities for the City of Barrie to participate in the *It Starts with Me* initiative and report back to General Committee."

BACKGROUND

It Starts is modelled after Australia's "Racism. It Stops With Me" campaign that provided resources and tools to help organizations learn about racism and stand against it by acting for positive change.

It Starts is a [public awareness campaign](#), led locally by the County of Simcoe, designed to take a proactive step towards addressing racism and discrimination, and embracing acceptance, inclusion, equity and diversity. *It Starts* works to promote a unified community that encourages collective action against racism and discrimination. The campaign runs annually in the month of March, and is open to everyone living, working and visiting Simcoe County, Barrie and Orillia.

NEXT STEPS TO PLAN FOR 2023 CAMPAIGN

Further to Council's direction, it is recommended that the City of Barrie participate in the 2023 *It Starts* campaign as a Champion. A Champion is an organization committed to act as a campaign leader in their community of practice. The organization will develop corporate activities related to the campaign and promote them on social media. Champions are responsible for participating in *It Starts* planning meetings and training sessions, developing a campaign strategy, encouraging their community to participate in *It Starts* activities in March 2023, promote activities on social media, and report back to the County.

The *It Starts* planning committee will start to meet in fall 2022, and a City staff member from Access Barrie will participate in the meetings. The City's [Anti-Racism Task Force](#) has also expressed interest in participating on the committee and is actively working on their own initiatives to build a stronger understanding of the needs of Barrie's racialized populations, and is continuing with public engagement opportunities.

A communications plan will be drafted by the City's Marketing & Communications department in preparation for the 2023 *It Starts* campaign, and it will include the following tactics:

- Media release, social media engagement, "This Week in Barrie" print ads, radio ads;
- Staff information sharing, education, and activities; and
- Making *It Starts* photo cards and resources available to the Mayor and City Councillors.



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Page: 2
File:
Pending #:

The City of Barrie is proud to be involved in the 2023 campaign and future initiatives, as it directly aligns with two of Council's strategic priorities—fostering a safe and healthy city, and building strong neighbourhoods.