

WE'RE INCLUSIVE HERE!

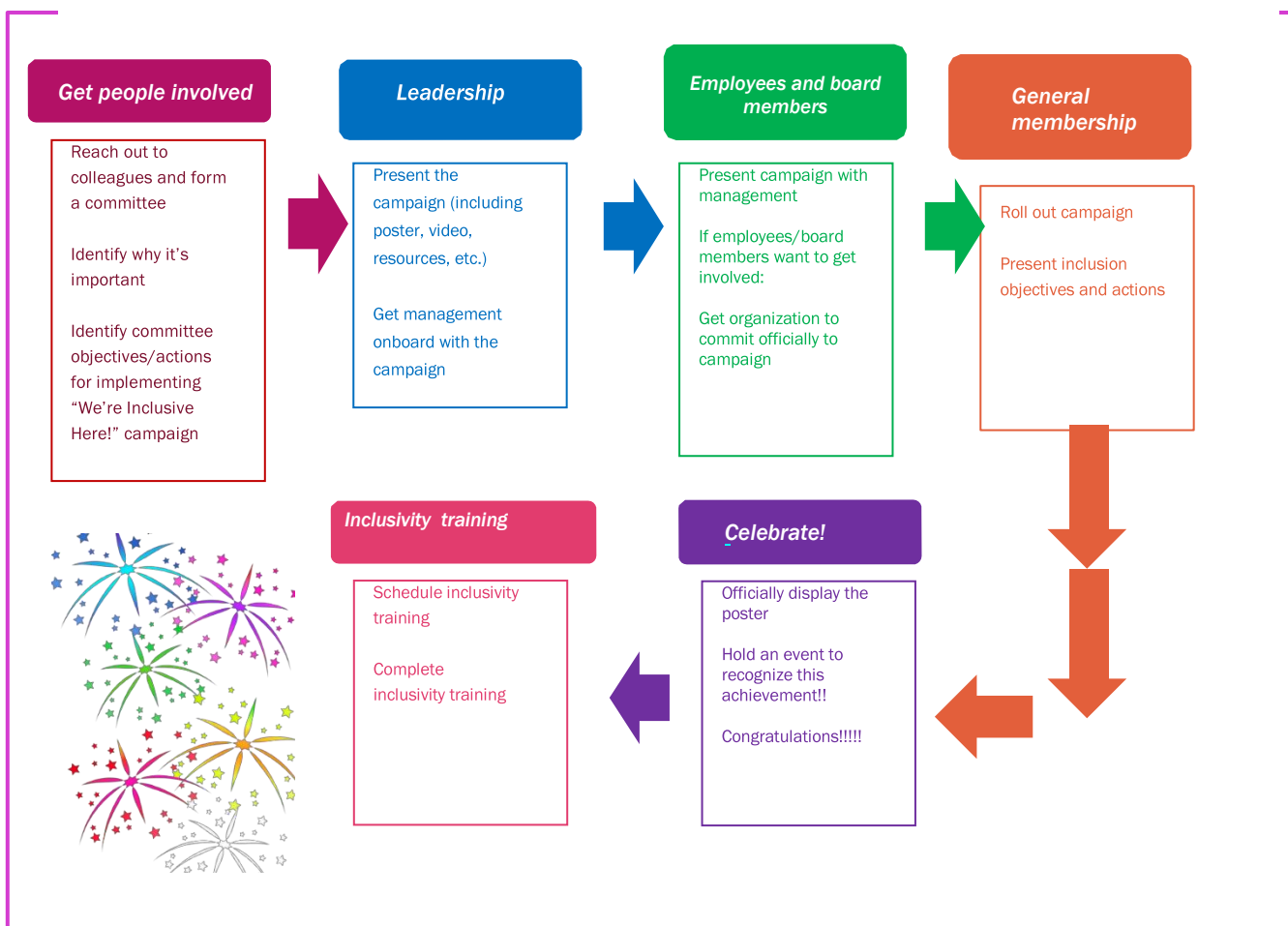
Make your organization a more inclusive place!

The aim of the “We’re Inclusive Here!” awareness campaign is to promote sexual and gender diversity-inclusivity within organizations and institutions (schools, universities, offices, hospitals, health centres, community organizations, etc.) throughout New Brunswick.

What does it mean to provide an inclusive environment for people with diverse sexuality and gender? It is a safe, open and respectful environment for persons belonging to the lesbian, gay, bisexual, transgender, queer/questioning and other (LGBTQ+) communities.

How can I implement the “We’re Inclusive Here!” awareness campaign at my organization?

Here are some suggestions for launching the awareness campaign at your organization.



Step 1: Get people involved

1. **Present the “We’re Inclusive Here!” campaign** to colleagues who you think might be interested in joining you to support the cause of sexual and gender diversity. You may want to form a committee to study the issue.

The campaign includes a poster, a statement, a resource kit, training resources and a video promoting sexual and gender diversity inclusion.

The campaign aims to stimulate discussion about the importance of inclusion for the LGBTQ+ community.

2. **Define an action plan.**

With the committee, identify why it is important for your organization to become an inclusive environment for the LGBTQ+ community. Then, develop an action plan for implementing the campaign. This plan should address aspects such as:

- Why it is important (the “why” of the plan)
- Objectives and actions (the “how”)
- A timeline
- The people who are responsible.

After identifying why the campaign is important, we suggest starting by approaching the organization’s management to present the campaign and get its support. The campaign can then be rolled out to other employees and board members, and lastly to the general membership to make everyone aware that your organization is taking steps to *officially* become an inclusive environment for the LGBTQ+ community.

3. **List specific actions to be taken.**

Identify actions that could be taken to become a more inclusive environment.

Step 2: Meet with management

Ask management to attend a committee meeting. At this meeting:

1. **Explain why** it is important for your organization to become an inclusive environment for the LGBTQ+ community and to take part in the “We’re Inclusive Here!” campaign.
2. **Present the campaign materials:** video, poster, resource kit, training resources and statement on promoting an inclusive environment for sexual and gender diversity.
3. **Discuss the specific actions** that could be taken to become an inclusive environment.
4. **Invite management to join the cause and get involved** in the “We’re Inclusive Here!” campaign by helping to organize a meeting between the committee and other employees or board members and general membership, signing the statement, displaying the poster in a highly visible area and taking part in the training.



Step 3: Meet with other employees or board members

After management agrees to put the campaign on the agenda for meetings with employees and board members, the following steps can be repeated:

1. **Explain why** it is important for the organization to become an inclusive environment for the LGBTQ+ community and to take part in the “We’re Inclusive Here!” campaign with the leadership’s involvement.
2. **Present the campaign materials:** video, poster, resource kit, training resources and statement on promoting an inclusive environment for sexual and gender diversity.
3. **Discuss the specific actions** that could be taken to become an inclusive environment.
4. **Invite the employees and board members to join the cause and get involved** in the “We’re Inclusive Here!” campaign by supporting the signing of the statement, agreeing to take part in the training and supporting the committee’s activities.
5. **Designate someone to be responsible for contacting the coordinators of the inclusive-environment training.** Schedule tentative dates for delivering the inclusive-environment training.

Step 4: Meet with the general membership

Identify an approach for informing the organization’s general membership about the actions of the committee. Whether in the form of one presentation to the entire group (for example, at an annual general meeting or one-on-one presentations to members) use this opportunity to:

1. **Explain why** it is important for the organization to become an inclusive environment for sexual and gender diversity and to take part in the “We’re Inclusive Here!” campaign. Show the video!
2. **Present the tangible actions** taken to create an inclusive environment.
3. **Invite management to present the campaign:** Ask management to present the poster and the statement on promoting an inclusive environment for sexual and gender diversity and to explain why it is important for management to get involved and sign this document. Management may also want to announce upcoming actions (activities, planned training, etc.).

Step 5: Put up the poster and celebrate!!

1. **Ask management to officially display the poster** in an accessible place – and then celebrate a job well done!
2. **Organize an event to recognize this official commitment** and take photos to share on social media, in the organization’s newsletter, in messages distributed to members, etc.

3. *Share the photos* with the “We’re Inclusive Here!” campaign director at lise.duguay@umoncton.ca.

Step 6: Organize the training session on inclusive environments

1. *Visit* www.sida-aidsmoncton.com/education and click on the “Request Workshop Booking” button.
2. *Choose an appropriate date and time* based on the information collected at the meetings with the employees and board members. The training session is free with the exception of the instructor’s travel costs. Donations to our organization are also always appreciated! Training is also offered at no charge in the form of webinars scheduled throughout the year. For information on the webinars or to register, visit www.sida-aidsmoncton.com/education.
3. *Complete the workshop booking form* making sure to select the presentation topic “Ally Training for Certification - Service Providers/Educators.”
4. *A training coordinator will contact you* promptly to confirm the date of the session. It’s that simple!



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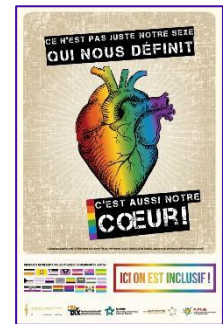
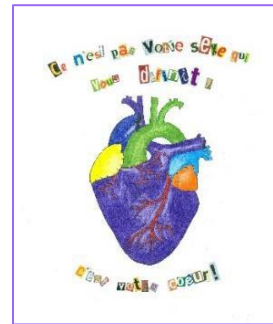
Information about the “We’re Inclusive Here!” campaign:

Lise.duguay@umoncton.ca / 506.863.2026

“We’re Inclusive Here!” Campaign

“We’re Inclusive Here!” campaign poster

The campaign poster was designed by Leanne Plewes, a student at Polyvalente Louis-J.-Robichaud (LJR) in Shediac, as part of a province-wide contest launched in November 2015. With her permission, a graphic representation of the original poster was then created. The original poster was presented to the Alliance (LGBTQ+) committee at Polyvalente LJR on International Day against Homophobia, Transphobia and Biphobia 2016.



Original poster designed by contest winner and poster adaptation



Screenshot from companion video

Companion video

A video was produced to illustrate the reality faced by the LGBTQ+ community and to show how any environment can become more inclusive. This video can be used as an education and promotional tool at your organization.

The video is available at :

<https://www.umoncton.ca/medecine/node/89>

Statement on promoting an inclusive environment for sexual and gender diversity

A document to be signed by the directors of organizations/institutions was developed to formalize their commitment to supporting sexual and gender diversity. This statement may be posted or distributed to employees, clients, volunteers, members or other persons with ties to these organizations/institutions.

Training

Training on how to create a more inclusive environment (for employees, board members, etc.) is available through a partnership with the AIDS Moncton Safe Spaces program. Training can be provided free of charge at your location with the exception of the instructor’s travel costs. Training via webinar is also available at no charge. For additional information or to reserve a training date, please visit the AIDS Moncton website at

<http://www.sida-aidsmoncton.com/education>

Additional resources

A list of resources is provided to assist you in taking steps toward inclusion of the LGBTQ+ community. Use it and feel free to share it with others!

The “We’re Inclusive Here!” campaign is an initiative of



Sample Action Plan

Step	Notes	Actions	Timeline	Responsibility
Identify why it's important	This will become our mission, the motivation behind our actions e.g. Let's imagine an ideal world	Form a dedicated committee	May 2017	The committee:
Approach management	To get management involved		May 2017	Jess and Alex
Meet with management	...			
Meet with other employees or board members	...			
Meet with general membership	...			
Put up the poster and celebrate!	...			
Organize the training session on inclusive environments	...			

