Messages that Matter: Communications Webinar
September 27, 2013
Chat Transcript

from Rachel Steinhardt to All Participants:

Welcome to our participants! Please use the chat box to ask any questions for Director Negash and for our current presenters, Holly and Amanda. We welcome your questions and will address them later in the call.

How are refugees framed now?

Amira Sutton -Resiliance

besma coda Re-Born

Dorothy Balser - persecuted resilient successful

Marci Mroz - taking jobs no one else wants

Amira Sutton – PTSD

Haitham Jasim – people who are force to relocate, ppl who lost their past and have no knowing future

Emily Vitale – tenacity

Amira Sutton – sadness

Katheleen Hargis - resilience

Diana Paredes - vulnerable

Kevin flores - Displaced

Marci Mroz- brave

Amira Sutton - power

Sophie cheetham - talented

Laura de Rosier - facing many challenges

Christine Donnelly - persecution

Amira Sutton - strength

Amy moore - displaced

Nicky waller - courage

Sara dadkhah - suffering

Marci Mroz - persecution

Emily Weichert - war

Faith Nibbs - I think this is a very complex issue with more complex factors to its acceptance than marketing

Sara Kauffman - war

Abby Koning - Survivor

Alina Crews - war

Seattle IRC (Several people) - survival

Adria Dilme - resilience

Claire H - newcomer

Karla Silvestre - war, camp

margaret hinson - survivor

Seattle IRC (Several people) - resilience

Mette Brogden - person without a place to be

Florence Ackey - relocated, disruppted

Mary Fox - foreign-born

Nelda Ault - Safety

Kelly Laflamme - victim

Rachel Helwig - survivor

Denzil Mohammed - ethnic

Denise Lamoureux - resilient

Christine Sauve - immigrant

sara smith - scared

Leah Elbert - safety

Jennifer Thompson - overcome

Kara Gehring - survivor

Rachel Cope -struggle

ljiljana kresovic - a person

Karan Tucker - courageous

Emily Taylor - family

sara smith - brave

marie dallas - tragedy

Bryndan Stueve - camps

Evelyn Soto - Hardship

Silja Kallenbach - despair

Shaina Ward - flee

makda belay - fleeing

Alexa Horwart - resilient

Kara Gehring - resilient

sophie cheetham –talent

Seattle IRC (Several people) - community

Mary Fox - endured hardship

Barbara Seebart - survivor

Priscilla Duverseau - War & Peace

Ruslan Maksutov - Resilience

Florence Ackey - move

sara smith - brave and scared

makda belay - fleeing

Anwar Sallumi - someone who has been forced to flee his or her country because of persecution, war, or violence

What would be better?

Kelly Laflamme - Strength

Nicky Walker - courage

Jessica Kroymann - Inspiring

Leah Elbert - resilient

Kelly Laflamme - strength

Mary Fox - capacity

sara smith - smart

Beverly Keim - New Americans! Contributors to our workforce & tax base!

Sara Kauffman - survivors

New Frames

Shaina Ward - TN Immigrant and Refugee Rights Coalition

Holly Minch to All Participants - The Video Amanda mentioned from TN Immigrant Rights Coalition. see especially the 9:30 mark: http://vimeo.com/64809745

Faith Nibbs - See also www.smu-fmip.org

Faith Nibbs - Whose values?

Faith Nibbs - I am a cultural antjropology professor at SMU and could really argue that point - these are white elitist values

tabinda ghani - can you please tell us again where amanda was saying she got the reframing quotes from? Specifically the ones talking about how we treat refugees reflecting on our american values

Hannah Carswell - The full paper is available at: http://www.cuutah.org/NM%20-%20Immigration%20-%20HowToTalkAboutImmigrants.pdf

Faith Nibbs - I understnad. Thank you

Marci Mroz - Most of us wouldn't be here today if some of our ancestors didn't have the gumption to leave their homelands, either as refugees or immigrants, to come to America.

Kelly Laflamme - Is it necessary to distinguish refugees from immigrants in these narratives?

Judith Chevarley - I don't see the connection between the picture of the father and son and the message.

Hannah Carswell - The full paper is available at: http://www.cuutah.org/NM%20-%20Immigration%20-%20HowToTalkAboutImmigrants.pdf

Florence Ackey - wow

Florence Ackey - most of the time, most of us have some say in our next move, choose to move, where to move...

Florence Ackey - but our refugees have no choice

Florence Ackey - most of the time.

Florence Ackey - yes, resilliency

Florence Ackey - agreed

Karla Silvestre - I would like to hear how to use them, local examples

Kellye Branson - LOVE all these frames!

Barbara Seebart - refugees are generally not moving to seek opportunity; rather as Eskinder pointed out, the refugee program is a humanitarian program. They do create opportunity after they move, but it is not the original impetus.

Mary Fox - The last two seem more self-explanatory whereas the first "Define America" might benefit by a different "title" ... e.g., shared values

Faith Nibbs - I think what you are asking us to do is to frame reufgees in a gentrafied way that would be acceptable to manstream America. My concern is that these messages reify some of things that make it difficult for refugees

Mary Fox - the words speaker just used .... "Reclaim American Values" ... might be on a good track

Elizabeth Sanford - The problem is that “hard work” became a weak concept in our current economy.

Florence Ackey - or 'We ARE AMERICA' for a more inclusive tile- a title that allows one to belong

Faith Nibbs - What is "America"? It means somethng very differnt to everyone

Mary Fox - Possible added frame .... related to fact that we all have an immigrant story ... helps to remind us of what we share in common and has helped many people I've talked to pause and think ... reframe!

Refugees are an important part of our community because…

Mary Fox - we need the skills and talents they bring

Florence Ackey - they bring cultural color to our community

Rayan Kaskos - they are great contributers

Rachel Helwig - they bring unique experiences and a variety of talens to our communities

Kelly Laflamme - It may be different in other communities, but in NH it is a challenge when we seperate refugees from immigrants. Truth is refugees are a small fraction of immigrants.

Sharon Pohl - they make for a more diverse community

Laura de Rosier - because they enrich our communities with their cultures and ideas

Nicky Walker - they enrich our culture through varied experiences and resilience.

Kathleen Hargis - they bring diversity and new culture

Karla Silvestre - bring much needed labor force

Mette Brogden - they bring fresh energy and new ideas

sara smith - adding is always better than having less.

Faith Nibbs - welcoming others here aknowleges the human dignity of people different than ourslelves

Emily Vitale - they help us believe in humanity's strength

Beverly Keim - They bring diversity and fresh ways of looking at things (and fresh ways of solving problems...)

Susan Kash-Brown - they bring the world to our town

Jessica Kroymann - even though they have been through difficulty and trauma, they are people with hope and people with goals....they contribute to our society in so many ways

kerry spare - they keep America American.

Mary Fox - they can enrich our appreciation / understanding of American values

Florence Ackey - they make us a unique community

Elizabeth Sanford - They revitalize our communities.

Seattle IRC (Several people) - they contribute to our overall community health and broaden our opportunities to learn about new cultures

Amy Crownover - ...they remind us of the gift of freedom.

Sara Kauffman - comment about some of the previous frames..refugees receive assistance that other immigrants do not receive. if the experience of being a refugee is overly normalized, then some may say then why should refugees receive extra assistance.

Mohammed Najeeb - they form the community

Barbara Seebart - they aren't necessarily important, they are really just like everyone else

Florence Ackey - love Einstein quote: "A bundle of belongings isn't the only thing a refugee brings to his new country"\

[Name of refugee] has contributed to our community by [contribution here].

Laura de Rosier - Mary George, a South Sudanese refugee, has contributed to our community by teaching those working in schools about how to work with the Sudanese population.

Nicky Walker - Jean Golo has contributed to our community by starting a successful farm, employing Americans and prividing healthy produce to food desert areas.

Rachel Helwig - Mohammed has contributed to our community by continuing his medical training at our local hospital, and has now been accepted to a medical residency program.

Jessica Kroymann - Refugees has contributed to our community by starting many restaurants and stores....they are buying homes and cars, making our existing communities more economically stable

Seattle IRC (Several people) - one of our resettled refugees started a business and is interested in hiring newly arrived refugees

Silja Kallenbach - Deeqo Jibril has contributed to our community by starting a non-profit support group for Somali women, encouraging them to apply for citizenship and to vote.

Faith Nibbs - Why do they have to bring something? We don't determine the human value of other Americans by their contrabutins? When are people just worthy because they are people?

Florence Ackey - the Burmese Garden in Tampa Bay area, bring organic food to our community; provided jobs to new comers and healthy food to us

Pam Livingston - Deleon's Restaurant has contributed our community by providing my husband (along with many others) favorite drive through.

Christa Yoakum - Mohammed has helped our community with civic engagement to fight an oil pipeline in our state.

Haitham Jasim - My wife has contributed to our community by volunteering to serve, help and assisting them She became a role model to our kids!

Elizabeth Sanford - Refugees have contributed to our community by mainstreaming in all sectors.

kerry spare - Refugee children have contributed to our community by keeping us smiling and laughing with their continual optimism and charisma.

Florence Ackey - most people have something unique they can share; and this unique experience could be for the greater good

miriam i. rosario - amee contributed by helping and mentoring other youth who have also lost there parents as he did.

Havan Clark - An East African refugee woman has contributed to our community by establishing her own at home child care business to generate an income for her family and provide culturally-appropriate child care services to the community.

Marta Herrera Zamora - Marta came from Cuba has a Refugee. She reunited with her brother after seven years in Michigan. She since the time of arrival into the USA, obtained her Education in Social Work, have earned her CPA. She assist refugees in Michigan to file tax returns.

Barbara Seebart - by modeling compassion and storng families

Florence Ackey - even refugees who seem to have lost it all, can still contrubute to their communities

Mary Fox - Armin provides orthopedic care in an area that is underserved medically

Marci Mroz - The refugee kids in our community have contributed by showing sheer joy in the simplest of things -- adult attention, learning, new experiences.

Beverly Keim - New Americans have contributed to our community by VOTING. Wish more long-standing Americans made a habit of doing so....

Emily Vitale - Refugees at the Americana Center have introduced community gardening to provide a nutritious, cheap food source for poverty-stricken families

Faith Nibbs - I think its up to the refugee

Christa Yoakum - In our community the refugee task force was renamed New American Task Force a few years ago! Ahead of the ties!

Mary Fox - Last comment = the power of reminding people of our own immigrant stories - i.e., we don't think of ourselves as "still immigrants" and helps to blur the need to distinguish

Faith Nibbs - I think the message is that refugees ARE American - whatever they are- because these ideals leave other native born Americans feeling like they are lesser Americans becasue they are unemployed, etc

One thing our community has done to welcome refugees is…

Barbara Seebart - to develop and support community gardens and markets

Emily Vitale - organizing a "Hello, Neighbor" event at the Muhammad Ali Center, to let long-term residents get to know their new neighbors

Florence Ackey - international festival when refugees and locals joined togheter for a cultural festival, including a fashion show

kevin flores - Establish a New Americans taskforce

Seattle IRC (Several people) - Our local city set up a new office to provide immigrant and refugee services

Marci Mroz - establishing a weekly Refugee Help Center at a local apartment complex in the area where many refugees live; this is a free "session" where refugees can get answers to questions, help with filing forms, or making telephone calls, etc.

Kara Fink - organize a city-wide World Refugee Day that showcases refugees' cultures, talents, and traditions and encourages thousands of local residents to meet their new neighbors

Kelly Laflamme - when racist hate crimes were committed against refugee families, the community came together for a Love Your Neighbor Campaign. Community members - newcomers and long time residents and local officials spoke loudly and clearly against hate.

Seattle IRC (Several people) - A local school district helped produce an orientation pamphlet in several languages to distribute to new groups

Abby Koning - In Atlanta, GA, on Martin Lutheran King Jr. Day of Service, hundreds of people gather to pack rice, books, pots and pans for refugees and read to refugee children.

miriam i. rosario - CC organizer a baby shower to a burmesse who never experience this event.

Elizabeth Sanford - One thing our community has done to welcome refugees is to volunteer their time teaching them English, prepare resumes, etc.

Kellye Branson - Establish a global mall with shops, classes, and resource centers at a shopping mall that had closed

sophie cheetham - By connecting them to recertification programs so that they can work in their original field before they came to America, such as medical and dental programs

Marci Mroz - Of course, this is done by a nonprofit agency, not really the community -- but I guess we have community volunteers

Leah Elbert - We have Tapestry Project that weaves together relationships between refugees, police officers, community members, etc. to learn how to navigate our community

Mette Brogden - took refugees fishing one Sunday

Katie Weber - We had a church offer to serve as the site for our ESL classes once they found out that our location did not have childcare or enough space for all the students

I think that division is important in our community. Many people become more eager to work with our clients once they realize that they have come through a legal process and are distinct from undocumented immigrants or other types of immigrants.

Faith Nibbs - A lot of these efforts are dissconnected from the town or city oficials, in Germnay these efforts are top down and have a differnt authoritative effect on peoples attitutdes

Christa Yoakum - A local Rotary Club has been fundraising to help offset costs and help people achieve citizenship.

Amy Crownover - One thing our community has done to welcome refugees is ... engage faith and other community partners to offer a "welcome to America" lunch during cultural orientation for newly arriving refugee families so they share a meal and some time together.

Florence Ackey - local church have their members host an international/refugee family for thanksigiving feast r

Marci Mroz - In January, with the help of some churches, we have an annual 01-01 Birthday Party (since many refugees come with unknown birthdates) for ALL refugees, with prizes for kids and adults as well.

Karla Silvestre - World refugee day celebration to raise awareness about refugees in our community

Kellye Branson - Mayor's office created a New Citizens Academy and invited refugee community leaders to attend

Faith Nibbs - I like tat

Florence Ackey - back to school bash for refugee kids in a specific community

Bryce Workman - Lightbox team: These are all great ideas, but definitely curious about platforms and avenues for messaging promotion. Social media success stories?

Faith Nibbs - How to engage community officals in the conversation and activies

Florence Ackey - promotional material will be a great way of sharing about refugees

Marci Mroz - Fundraising ideas!

Eskinder Negash - On Being Bilingual and Bicultural
Bilingualism itself is not enough. Until we can become self-reflective about the strengths and limits of our

own culture, we will not be able to become effective ministers in another culture, no matter how many languages we may speak.
Perhaps very few of us can expect to become bicultural as well as bilingual, but we can aspire to that cultural humility which enables us to understand the limitations of our own culture and the positive elements
of someone else's.
~Unknown~

Karla Silvestre - How to respond to established underserved communities that say what about us? We still have unmet needs.

Faith Nibbs - The SMU Forced Migration Project is currently engaged in a discourse analyses on refugees

Nicky Walker - One of our challenges is only highlighting the success - our agency does X, Y & Z and refugees are a wonderful success. Our challenge is how to balance the message of success with the reality that it's still a struggle and we (refugees and agencies) need support. Otherwise folks leave thinking "well, good job" vs "they could use my help."

Barbara Seebart - need brilliant ideas to combat the notion that refugees are a drain on local resources

Kelly Laflamme - one of the biggest challenges is the focus that the media and some local officials have on the "cost" of refugees - particularly for the schools. How do we counter this negative frame - because it is true - costs for interpreters and some other education costs are driven by new Americans.

Beverly Keim - One thing our community has done to welcome refugeeis is that the non-profit "Bike Recycle VT" refurbishes bicycles & makes them very affordable to refugees, along with free bicycle-maintenance training.

Haitham Jasim - A landlord who own apartments, do believe in giving back and helping refugees by giving them ongoing discount in their rent comparing to other tenents. she said I came as a refugee and need to help who are in same boat

From time to time, churches and Islamic center held a welcoming event where those centers cilibrating those refugees regardless of their believes or race. Gifts would be distributed.

Joanne Hull - setting up apartments with consideration for the small details--down to the stuffed monkey in a small rocker for thie child.

Karla Silvestre to All Panelists - We need ideas for how to pitch to goverment, nonprofits, residents immigrant friendly messages

Kelly Laflamme - The Concord NH -- Concord Reads Program did also focus on a series of books on immigrant stories.

Florence Ackey - having a school adopt a specific culture and do event during the week about that culture or people group (from refugee group)

Florence Ackey - love the quote

Faith Nibbs - Amen!

Mary Fox - Dr. Negash ... can you expand on how to encourage that cultural humility? What does it look like? How will we know when we've achieved it?

Florence Ackey - UNHCR has lot of free material providers and community members can use to educate the community on refugees. please include the link for everyone.

Faith Nibbs - I think that is why it is important to emphasize our shared humanity with refugess, rather than these ideals - because what happens when a refugee (or any American) doesn't live up to them? What does that do to their sense of belongng, or our abillity to accept them?

Florence Ackey - the power of a nice human contact is amazing! many of the refugees i work with have braved the impossible, survived the unbelievable, resited hardship to finaly come to the land of the free...and feel lonely

Marci Mroz - They have freedom here, but they also have to act within our laws and social norms…it's tricky sometimes to explain that it is not, for example, polite here to spit on the street/sidewalk or, obviously, to hit their wives or not know the whereabouts of their children. That's where cultural differences do get "tricky".

Florence Ackey - it amazing they do not ask for much, but for my friendship first

THANK YOU!!

Florence Ackey - thank you very much

Beverly Keim - Hear, hear - As Director Negash has said, you've led a very interesting and helpful webinar - thank you.

Andy Nash - Thank you, wonderful faciltiation, great ideas.

Haitham Jasim - I wish if there is a forum that gather every month or so kind of Refugee Alumni or something like that. Such a group would have the gathering to socilize, meet, exchange resources and ideas, to meet new refugees and providers in addition to community indiv who are interested to know refugees

Joanne Hull - I'm a grant writer, and looking for ways to craft proposals that will move our local funders--community foundations, philanthropists, etc.

Mary Fox – Has anyone done a "community read" that helps educate and frame discussion and if so, what was the book chosen / recomended for community read?

Hannah Carswell – I'm Your Neighbor Portland is doing a series of community reads.
http://imyourneighborportland.org/

Bryce Workman - particularly those that are involved in liaison positions or employment development...how not to throw other communities "under the bus"

Fabian Talamante - How long do we call refugeess refugees

Jennifer Thompson - Cecilia, a transgender asylee, has contributed to our community by mentoring and inspiring others in the LGBTQ community.

Bryce Workman - To back track a bit: I like the idea of perhaps reducing the lines of "immigrant" and "refugee", but I'd be curious to hear the experience of others that have navigated this territory, as this is a constant topic thrown around with staffers in our agency

Christa Yoakum - renew Americans pride in our communities by seeing opportunities through new eyes.

Anwar Sallumi - They can add value and enrich workplaces

Amira Suton - This is a country of an immigrants and the refugees make it better.

Claire H - they provide diversity that refelcts our nation's history

Andy Nash - they remind us that we are connected to a global community.

Ruth Oduori - they bring assests

Katie Weber - they diversify and strengthen our community

Mette Brogden - they are fun to be around, have new arts ideas

Pam Livingston - They teach us a great deal.

Dorothy Balser - They offer diversity and awareness for inclusiveness in our world.

Hilda Ghazarian - they enrich our community. They brought with them their knowlege and experiences.

Diana Paredes - they are family/community oriented

Haitham Jasim - They continue to bring new skills and new bloods

Christa Yoakum - I find that talking about people who move for opppotunities and safe communities works when also talking with African Americans who do not feel they had an option to coe to the country but do move within the country for jobs, oportunity.

Holly Minch - Hi Christa -- Opportunity Agenda has done specific research on this question of how to connect with African American audiences, and the messages we offered were crafted with that in mind

Katie Weber - We have always emphasized to other community members that refugees have no choice in moving, they are saving their lives. How do you see that working with the people move frame?

Holly Minch - Katie I think you can lean into this language: Refugee Americans move here for the promise of freedom and opportunity in this country, and often to escape persecution and violence. People move in order to improve life, and we believe that moving to make a

Karen Parde - I believe the difference between immigrants and refuges is significant. Refuges don't choose to move and leave their homes. They are forced out and arrive legal and with very little . This puts them in a different situation than many immigrants.

Fabian Talamante - Can we have a copy of the message read for "Define America and the message read for dignity of work"

Hannah Carswell - The full paper is available at: http://www.cuutah.org/NM%20-%20Immigration%20-%20HowToTalkAboutImmigrants.pdf

Mary Fox - Is there a "place" where we can discover "acceptable language" - e.g., use of the term "foreign-born" vs. ""international" vs. "foreign national", etc. ... to assist in appropriate terminology for use in communication pieces

Holly Minch - Florence, the video Amanda mentioned froM TN Immigrant Rights Coalition. see especially the 9:30 mark: http://vimeo.com/64809745