

Communication Plan

Jasreet Dhaliwal
Thompson Rivers University
CMNS 3240: Advanced Professional Communication
Dr. (I.P.) Heather Wisla
June 21, 2024



Memorandum

To: Raj Hundal, Progressive Intercultural Community Services Coordinator.

From: Jasreet Dhaliwal, Communications Coordinator

Date: June 21, 2024

Subject: Submission of Affordable Groceries for Immigrant and Refugee Communities
Communication Plan Proposal

Good morning Raj, thank you for giving me the opportunity to submit this communication plan to the Planning and Program Development department at PICS. I have attached the communication plan proposal that the department has requested in this memo, see the next page.

The purpose of this communication plan is to convey the main proposal and ideas from our Policy Brief on affordable groceries for immigrant and refugee communities in Surrey, BC. The Policy Brief highlights the significant challenges these communities face in accessing affordable and nutritious food and suggests weekly cooking sessions as a sustainable solution. To help ensure the program has a great impact and support, this communication plan seeks to increase awareness, engage stakeholders, and promote the initiative through various media outlets.

Our Policy Brief identifies food insecurity as a critical issue affecting many immigrant and refugee families in Surrey, BC. These families face several problems such as high living expenses, limited access to nutritional foods, and communicational problems. The recommended solution of conducting weekly cooking sessions focuses on teaching the community members how to prepare numerous, affordable and cultural meals in a welcoming community setting. This approach not only meets short-term food needs but also promotes long-term benefits such as improved nutrition, economic stability and a sense of community.

Through community support and integration initiatives, the Progressive Intercultural Community Services Society (PICS) aims to enhance the standard of living for recently arrived Canadians. PICS seeks to empower immigrant and refugee families, create a sense of community, and address food insecurity in a culturally sensitive way by focusing on programs like the weekly cooking sessions. This communication plan will guarantee that our proposal and ideas reach the appropriate audience, ensuring the necessary support is given to make a meaningful impact.

Goals

The main objective of our communication plan is to raise awareness about the significant issue of food insecurity among immigrant and refugee families in Surrey, BC, and to promote PICS's weekly cooking sessions as a sustainable and impactful solution. By spreading awareness, we aim to change public opinion and behavior towards food security initiatives, encouraging local community engagement and participation in the cooking sessions. To maintain and grow the program, we seek to secure funding and resources from local businesses, farmers, and local politicians.

The overall goal of PICS is to enhance the standard of living for recently arrived Canadians through the use of community assistance along with integration initiatives, which is in line with these goals. If these objectives are met, PICS's reputation as a proactive and helpful organization will grow in addition to reducing food insecurity. The topic of the Policy Brief provides an opportunity for PICS to address a critical communi issue, potentially increasing organizational visibility and support. However, there is also a risk that if not addressed effectively, food insecurity could undermine the well-being and integration of the communities PICS serves, which could negatively impact PICS's mission and reputation.

Key Messages

- **Community Support and Engagement:** The success and sustainability of this project depend heavily on community involvement and support. Donations and partnerships from local businesses, farmers and community members are welcomed.
- **Food Insecurity Among Immigrant and Refugee Families:** Immigrant and refugee families in Surrey face significant barriers to accessing affordable and natural food.
- **Positive Impact on Health and Integration:** The cooking sessions will enhance the well-being and interaction of immigrant and refugee families by addressing food insecurity and encouraging healthy eating habits, creating a stronger, more inclusive community.
- **Weekly Cooking Sessions as a Solution:** Weekly cooking sessions at PICS provide a useful and encouraging setting for learning about nutrition, budgeting, and cultural exchange, helping families prepare nutritious and affordable meals.

Stakeholders

This communication plan's primary stakeholders include immigrant and refugee families, local businesses and farmers. Families are directly affected by food insecurity and are motivated by the need to access affordable, nutritional and culturally appropriate food. They are likely aware of their own dietary needs and the barriers they face, such as living costs and limited income. It is likely that these families will respond positively to the initiative. The primary information platforms include community centers, local organizations, social media, and word of mouth. To engage this community, it will be essential to make sure that promotional materials and programs are available in different languages.

Local businesses and farmers are motivated by community involvement, potential publicity and the opportunity to support local agriculture. While they may already be interested in community support initiatives, they might need clarity on specific benefits to their businesses. These stakeholders are likely to respond favorably if you emphasize the possibility of partnership and mutual benefits, such as increased local market sales and improved corporate social responsibility. They primarily receive information through local business associations, farmer markets, community events, and business focused social media networks like LinkedIn. Engaging these stakeholders effectively can lead to sustained donations and resource support for the initiative.

The secondary stakeholder group is government and municipality, these stakeholders have an interest in supporting community health and welfare issues. Their motivation aligns with fulfilling policy mandates on public health and social services. While their awareness of the specific needs of immigrant and refugee communities may vary, they are generally interested in evidence-based community programs. These stakeholders are expected to react positively if initiative is presented as a well-researched, community supported solution that aligns with policy goals. They typically receive information through official reposts, policy briefs, government websites, and meetings. Gaining their support can help secure funding and policy for the initiative, ensuring its long-term sustainability.

Strategies and tactics are featured on the next page.

Strategies and Tactics

TYPE	AUDIENCE	KEY MESSAGE	PLAN OF ACTION
Infographic	Immigrant and refugee families	The infographic will highlight the challenges of food insecurity and how the weekly cooking sessions will help the immigrant and refugee families. The infographic will also show how the weekly cooking sessions provide a practical and supportive environment for learning about nutrition and budgeting.	The infographic will be used in many ways. Social media posts of the infographic will be condensed, depending on what kind of message we are trying to send. We will also print the infographic to distribute to the community in Surrey at the upcoming local community events. Putting print posters up at temples, community centers, other organizations and social media is another initiative we will take to create awareness.
Press Release	Local businesses and farmers	The press release will be used to emphasize the critical issue of food insecurity affecting immigrant refugee families. It will also contain the benefits for local businesses and farmers in supporting this initiative, such as positive publicity and community involvement.	We will have the press release distributed to the local Surrey Now-Leader newspaper, businesses and the 93.1 RED.FM Radio station.

<p>Social Media Campaign</p>	<p>General public, especially community supporters</p>	<p>The social media campaign will raise awareness about the food insecurity among the immigrants and refugees. It will also help encourage community members to support and participate in the weekly cooking sessions through donations, volunteering, and spreading the word. The campaign will highlight success stories and the positive impact of the program on participants.</p>	<p>We will want to begin posting informational content before hosting the first cooking session, this will help gain awareness. The social media campaign will be on Facebook targeting residents and community members. Along with that, we will have the campaign advertised on the 93.1 RED.FM Radio Station since there most of the community listens to that station. The first post will introduce the issue of food insecurity among immigrants and refugees in Surrey. The second post will highlight the benefits of the weekly cooking sessions with testimonials from the participants after the first cooking session. The last post will ask for community support through donations and how contributions will be used. The first post will be posted three days before the first cooking session, the second post will be posted right after the cooking session and the last post will be posted the next day. All posts are posted at 5pm due to our insights.</p>
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The press release, infographic and social media campaign are featured on the next page.

FOR IMMEDIATE RELEASE

Jasreet Dhaliwal, Communications Coordinator

Progressive Intercultural Cultural Society

Phone: (250) 555-5555

Email: JasreetDhaliwal@pics.ca

Website: pics.bc.ca

Progressive Intercultural Community Services Society (PICS) Launches Weekly Cooking Sessions to Address Food Insecurity

Surrey, British Columbia, June 21, 2024- The Progressive Intercultural Community Services Society (PICS) is pleased to announce the start of a new program aimed at helping new immigrants and families who are facing problems with food insecurity in Surrey, BC. At the beginning of this month, PICS will hold weekly cooking sessions where participants will learn and gain knowledge about how to prepare nutritious and affordable meals. This initiative addresses this problem by offering hands-on cooking classes, and nutritional education. and a supportive community environment.

“We believe that everyone should have access to healthy foods and these cooking sessions will not only help families manage their food budgets but also foster a sense of community,” said Navjot Bains, Program Coordinator of PICS.

Local businesses and farmers are encouraged to support this program through donations or partnerships. It is also open to the City of Surrey to participate and witness the impact of this community-driven approach.

For more information on the cooking sessions, visit pics.bc.ca.

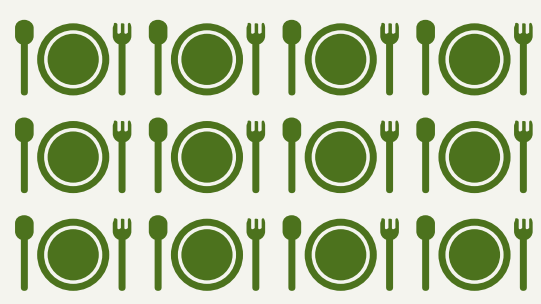
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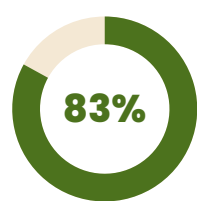
WEEKLY COOKING SESSIONS FOR IMMIGRANTS AND REFUGEE FAMILIES

CHALLENGES OF FOOD INSECURITY

- HIGH LIVING COST
- LIMITED ACCESS TO NUTRITIONAL FOODS
- SYSTEMIC BARRIERS



STATISTICS



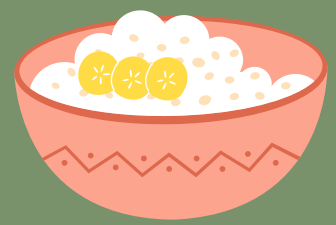
83% of the immigrants and refugees in the PICS programs are experiencing food insecurity



After conducting a survey to see interest in the cooking sessions initiative, 100% of respondents expressed their support and believe it will be a beneficial program for the community.

Benefits

- Improved Health and Nutrition
- Economic Stability
- Learn New Recipes and Budgeting Tips
- Stronger Community Ties



JOIN US!

Contact Information:



Phone: (250) 555-5555



Email: info@pics.ca



Are you a new immigrant or family that is facing problems with food insecurity? Don't worry we have exciting news for you! PICS is excited to announce that it will hold weekly cooking sessions where participants will learn and gain knowledge about how to prepare nutritious and affordable meals. This program offers hands-on cooking classes, nutritional education, and a supportive community environment.

To learn more about this program, visit our website www.pics.bc.ca/cookingsessions

#FoodSecurity #CommunitySupport #SurreyBC



Learn more: www.pics.bc.ca/cooking sessions

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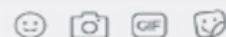
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Our first session was a success! Hear from our participants about the difference it's making in their lives. Join us for the next cooking session. To learn more visit our website at www.pics.bc.ca
#CommunityCooking #HealthyEating #PICS

Cooking together, learning together, and growing together!



Our weekly cooking sessions not only teach valuable skills but also provide a supportive community environment.

"The first cooking session was so informal and helped relieve some of my stress! I can't wait for the next session!" - Gagan, Participant



750

10 Comments 20 Shares

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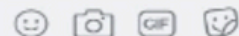
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We are seeking donations and partnerships to help sustain our weekly cooking sessions for immigrant and refugee families. Your support can make a huge difference. Find out how you can help at www.pics.bc.ca/cookingsessiondonations #DonateNow #FoodForAll



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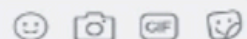
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I look forward hearing back from the department about this communication plan proposal. If you have any questions, concerns or comments please do not hesitate to contact me.

Phone: (250) 555-555

Email: JasreetDhaliwal@mytru.ca

I look forward to launching this plan in the near future! Have a fantastic weekend.

Best,

Jasreet Dhaliwal

References

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[inflation/#:~:text=As%20of%20February%202023%2C%20grocery,overall%20inflation%20rate%20of%205.2%25](https://www.forbes.com/advisor/ca/personal-finance/food-inflation/#:~:text=As%20of%20February%202023%2C%20grocery,overall%20inflation%20rate%20of%205.2%25). <https://vancouver.ca/people-programs/community-gardens.aspx>

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All infographic/social media campaign pictures from Canva

PICS Logo used in Communication Plan - Courtesy of PICS