

Identifying Barriers Faced by Canadian Newcomers in Accessing Family Supports

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Identifying Barriers Faced by Canadian Newcomers in Accessing Family Supports



IIN COLLABORATION WITH
Peterborough Child & Family Centres
and the Trent Community Research Centre

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Table of Contents

Executive Summary	3
Introduction	4
PCFC Background	5
Research Objective	6
Methodology	7
Literature Review	8
Site Observations	12
Further Research Findings	15
Discussions & Suggestions	22
Conclusion	27
Acknowledgements	28
Resources	29

Executive Summary

The purpose of this research project is to identify what barriers that racialized, Canadian newcomers may experience in efforts to access certain services — more specifically, parental/family supports. Research finds that culture and language are primary factors contributing to these barriers for newcomers, with dietary acculturation and cultural differences in parenting practices also playing a part of this (Aljaroudi et al., 2019; Lansford, 2022; Laroche & Rutherford, 2011; Tsai & Ghahari, 2023). In order to alleviate these barriers, an organization should expand on its diversity, equity and inclusion (DEI) practices to create a more welcoming and inclusive environment for newcomers (Christie, 2023). In applying the findings from this research to the programs and services at *Peterborough Child & Family Centres* (PCFC), I take a look at how parenting practices and values may create barriers in reaching the audience of families outside of the dominant culture, specifically newcomers, and what changes PCFC can implement into their programs and services to meet the needs and appeal to their target audience.

In order to determine what changes can be put in place, I began with a literature review focused on the cultural and language barriers previously mentioned. The literature showed that newcomers facing cultural and language barriers in a new country often experience feelings of isolation and thus are fearful of seeking out services— such as parental/family support services— in fear of rejection or it being inapplicable to them (Dixon et al., 2023; Lansford, 2022). The implementation of effective DEI

strategies as well as the usage of professional interpreters have been shown to alleviate some of these barriers for newcomers as it can create a sense of a more welcoming environment them, one which is accepting of cultural and language differences and can make accommodations when needed (Christie, 2023; Hadziabdic & Hjelm, 2014; Tse, 2023). The next phase of my methodology also involved the site observations of 12 different programs and services which run through PCFC at three different locations, in order to identify which topics from the literature review would be more relevant to PCFC's context. Insights from these site observations of PCFC's programs and services have also provided insights for further review of the literature, on topics of dietary acculturation, inclusive strategies for parenting programs, Peterborough's immigration statistics, and advertisement strategies. The research process overall created an advised discussion around three themes of focus for PCFC's goal. Through the analyses of the literature and site observations of PCFC's programs and services, I have identified three themes of focus which align with PCFC's goal. These include: (1) assessment of the underutilization of PCFC's programs/services by newcomers, (2) providing recommendations for potential new programs, and (3) suggestions for strategic advertising to reach the target audience.



Introduction

This study analyzes and identifies the barriers which Canadian newcomers may face as they seek out certain services. This was conducted in collaboration with the *Trent Community Research Centre* (TCRC) in order to provide insights for *Peterborough Child and Family Centres* (PCFC) to better support the Peterborough community and its marginalized populations. PCFC offers over 25 programs and services available amongst their 9 locations throughout the County and City of Peterborough for families expecting and with children ages 0-6, with their main site being located in the heart of downtown Peterborough on Antrim Street. The research process of this study involved a literature review of academic and grey literature, in conjunction with site observations of PCFC's programs and services. The primary barriers for newcomers identified throughout the research process was that of culture and language, with an in-depth focus on how parenting practices and values may differ between cultures.



Intersectionality -

the interconnected nature of social categorizations such as race, class, and gender as they apply to a given individual or group, regarded as creating overlapping and interdependent systems of discrimination or disadvantage. (Oxford Dictionary, n.d.).



The discussion section will involve an overall focus on providing recommendations for PCFC as to what changes or additions can be made within the organization's programs/services to address the barriers identified in the research process and create a more welcoming and inclusive environment for all, as well as a discussion of the limitations. It is important in this process to take an intersectional approach and recognize how these experiences may differ for those who are racialized and newcomers, as various social dimensions may simultaneously impact their experiences in utilizing social services such as those that are provided by PCFC. As such, a one-size-fits-all approach would not be sufficient in addressing barriers and marginalization that may be experienced by newcomers. This report will aim to further explore these barriers faced by newcomers and propose potential steps for PCFC to alleviate and mitigate these challenges. It also creates space for future research, particularly focusing on specific racial and cultural groups of newcomers, to conduct more in-depth analysis moving forward.

PCFC Background

PCFC has been in operation for over 40 years as a family support organization for the County and City of Peterborough, Ontario. PCFC has a history of collaborating with other organizations and resources, such as the *New Canadians Centre (NCC)*, amongst others. The organization values advocating for and educating themselves on the experiences of marginalized populations through their quarterly Justice, Equity, Diversity and Inclusion (JEDI) meetings led by designated staff, as well as professionally facilitated educator-based learning, provided by the *Nijkiwendidaa Anishnaabekwewag Services Circle*, by using the four quadrants of the Medicine Wheel and the four foundations of “How Does Learning Happen?” in order to promote “belonging”. PCFC has a vision of a “thriving community that values, invests in, and supports the growth and

development of young children” (About PCFC, n.d.), with a mission to “connect expectant families, and those with young children to tools, resources, the knowledge of their multidisciplinary staff team, and each other, supporting the growth and development of children aged 0 to 6” (About PCFC, n.d.). PCFC utilizes their social media platforms in order to advertise their inclusivity to celebrate and recognize people of all backgrounds, including but not limited to; Black History Month, Chinese New Year, National Indigenous Peoples’ Day, and Pride Month. The organization has also proposed a 2023-2026 strategic plan for the growth and development of their resources in a method which can better serve the community, with this study playing a part in this plan.



“We value diversity in all its forms. We strive to create a welcoming, accessible, and inclusive space for children and families with all backgrounds, identities, histories, and needs.”



Research Objective

The objective of this research is to identify barriers facing newcomers when it comes to accessing social services in Canada and to apply these findings to discover what efforts and/or changes that PCFC can implement to create a more welcoming, inclusive, and accessible environment for these marginalized populations. Studies have shown that Canadian newcomers have a difficult time accessing certain services such as; healthcare, mental health support, childcare, and employment opportunities. These difficulties often stem from language barriers, cultural differences in practices or values, as well as experiences of discrimination and prejudice (Huot et al., 2020; Tsai & Ghahari, 2023; Zanchetta & Poureslami, 2006). These are a few examples of reasons that contribute to newcomers' ability to access the above described services, especially considering that Canada's expected social norms seemingly revolve around that of the upper-middle class, non-marginalized population (Creese, 2010; Dixon et al., 2023). Failure to address these issues within institutions providing services to newcomers can exacerbate their exclusion in Canada, perpetuating the existing racism within our predominantly Eurocentric/Westernized society. Consequently, this situation can lead to detrimental mental health outcomes for newcomers (Dixon et al., 2023; Tsai & Ghahari, 2023). PCFC is a non-profit organization that seeks to connect parents and guardians to their children through play, education, and quality time within their programs. Despite Peterborough's growing and diverse population, PCFC has found themselves not quite reaching a diverse range of audiences, including Canadian newcomers – particularly those with racial/ethnic minority background.

Through this research, my aim was to investigate whether other family support and service providers in Canada have observed a higher proportion of newcomers among their service users and to examine what specific changes they made to their programs and services to see this influx. As well, I also aimed to identify specific barriers that Canadian newcomers faced when seeking to access similar services and what features these organizations or institutions offered to make the process more accessible and suitable for them. This research will help to provide further insights for PCFC on what they should change, add, or keep the same within their available programs and services. In doing so, it should help more diverse populations, specifically newcomers, to feel more welcomed and included as they deserve the opportunity to access programs and services which can help connect them to their children in a way that is more comfortable and better suited for each individual.

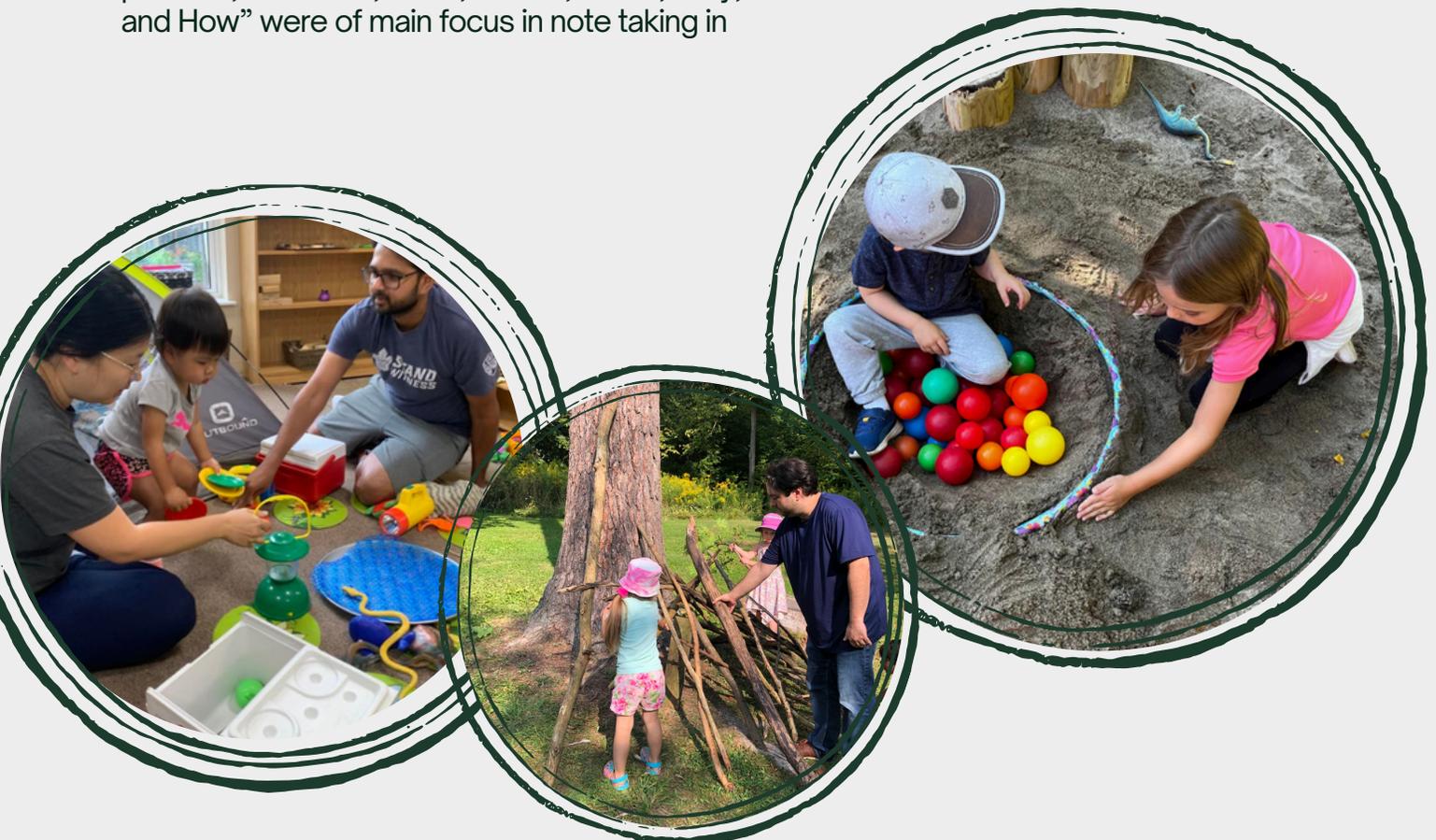


Methodology

The methodology of this research process began with the conduction of a literature review, which consisted of reviewing peer-reviewed, academic articles to examine what barriers newcomers face in accessing services, as well as to advise what steps can be taken to alleviate these barriers from a service provider's standpoint.

Along with a literature review, site observations were also conducted through attending and observing some of PCFC's programming and services available. The site observation process consisted of observing 12 different programs/services offered at PCFC amongst three different locations. During this research process, the "Who, What, Where, When, Why, and How" were of main focus in note taking in

order to advise further research of literature, to gain an understanding of how the programs and services at PCFC function and the variety which is offered and catered to certain demographics. Taking into consideration the findings from the literature review and site observations, these informed subsequent research directions, which involved exploring additional scholarly sources and extending into grey literature. This included examining other parenting programs or family supports offered in Canada that are catered towards newcomers and other marginalized groups.



Literature Review

Cultural Barriers

Throughout the literature review, the term "culture" emerged frequently in discussions about the barriers that newcomers often encountered in accessing services. An individual's cultural norms are typically influenced by their home country's dominant values, thus many experience a sense of culture shock when transitioning into a completely different society (Laroche & Rutherford, 2011; Tsai & Ghahari, 2023). Newcomers were often found to feel pressured to alter their own cultural identity in order to adapt to their new country's dominant cultural norms (Dixon et al., 2023). Whether one chooses to adapt themselves to fit in with the cultural norms or not, these adjustments within the migration process are often found to negatively impact one's mental health which can lead to a "broken sense of self" and confusion of their cultural identity (Dixon et al., 2023). However, the pressure to adapt comes not only with the fear of rejection from society, but also fear of being rejected or denied access to services (Dixon et al., 2023). The differences in how certain services are executed between cultures, such as healthcare, can be a difficult transition for one to adjust to which can lead to newcomers avoiding accessing certain services in fear of having to confront any cultural barriers and/or discrimination (Tulli et al., 2023). As Laroche and Rutherford (2011) tell us, cross-cultural misunderstandings will occur especially as one first migrates, due to the fact that if we cannot communicate verbally, we will often rely on our own interpretation of one's behaviour. However, different cultures may interpret certain behaviours differently from the other,

leading to misunderstandings which adds on to that division between the cultures (Bornstein, 2012; Laroche & Rutherford, 2011). For example, Chinese parents traditionally perceived a child's shyness as a more desired trait, signifying one's social competence and willingness to fit into a certain identity (Lansford, 2022). More westernized views on the other hand, often perceive a child's shyness as socially incompetent and social withdrawal (Lansford, 2022). This highlights the diverse interpretations of behaviors across cultures, leading to misunderstandings and feelings of isolation (Breward, 2021). Given these differences in values and perceptions, it becomes crucial in parenting programs to ensure the transferability of teachings across cultures, particularly if reaching a broader audience is the objective (Lansford, 2022). Lansford (2022) reminds us that cultural values are often expressed through our parenting practices, and therefore a program designed in a certain cultural context may not be applicable for families who fall outside of this cultural group.

Language Barriers

"Language" is another term which came up most often when researching barriers in service access for newcomers. We simply cannot get by in everyday life if we cannot communicate effectively with those around us, which is a common issue for non-English speaking newcomers (Laroche and Rutherford, 2011). Laroche and Rutherford (2011) describe language barriers as similar to a game of "telephone", in which we, the listener, may interpret something differently than the speaker

Literature Review Cont'd

had intended, thus leading to confusion between both counterparts. This barrier often makes it difficult for a non-English speaking newcomer to integrate themselves into their new society, limiting one's opportunities to advance socially and economically if they cannot communicate verbally with others (Adamuti-Trache, 2012; Huot et al., 2020; Tulli et al., 2023). In turn, this limitation often leaves an individual feeling isolated and thus deters them from seeking what supports and services may be available to them in fear of experiencing more forms of social isolation through miscommunications (Zanchetta & Poureslami, 2006). Zanchetta and Poureslami (2006) describe this as a form of institutional discrimination, should service providers not offer supports which can help to overcome this barrier, as it leaves non-English speaking newcomers in the dark as to what services they could have otherwise accessed. Okraimec et al. (2017) holds Canada accountable for the lack of language barrier supports, as they point out that the screening measurements for newcomers is not nearly thorough enough to fully identify those who may be less familiar with the English language and require some aid or assistance. This same reason is a leading contributor to many immigrants losing their status as they cannot verbally communicate in English well enough to the expectations of employers, thus making it difficult for them to find and retain jobs (Tulli et al., 2023). Being able to speak the English language may not be the only barrier, as accents are found to greatly influence an individual's opportunities (Deprez-Sims & Morris, 2010). Studies have shown that even for those who could speak English fluently, a strong accent that sounded foreign to the

listener often influenced their opinions of them, letting institutional biases determine an individual's capabilities and thus determining their futures (Creese, 2010).

Diversity, Equity, and Inclusion Programming

To combat these aforementioned barriers, institutions should take steps such as requiring their service providers to undergo training, which would educate and prepare them to work with individuals coming from cultures outside of the dominant one, in order to eliminate some of the barriers that newcomers may be facing in accessing services (Tsai & Ghahari, 2023). Enders et al. (2021) suggest that the issues of bias within institutions could be combated with the implementation of diversity, equity, and inclusion (DEI) training. Their study found that many of the participants examined, who identified themselves as outside of the dominant culture, agreed with this concept as having the potential to be quite effective (Enders et al., 2021). When working with marginalized individuals, DEI programs and training can particularly be more helpful. Such initiatives not only enhance service providers' understanding but also assure marginalized individuals that they are in capable hands – those that have a better understanding of their experiences (Brancaccio-Taras et al., 2022). Tse (2023) discussed that it is important for organizations who have had their staff undergo DEI training to advertise this to their clients through mission statements, as it will attract that targeted clientele in knowing that they can be in a safe space. DEI program leaders must be well-educated on the subject and aware of barriers that newcomers often encounter to

Literature Review Cont'd

properly educate service providers (Christie, 2023). If executed efficiently and effectively, DEI training would give Canadian newcomers a fair chance of reaping the benefits of services that they may have otherwise had trouble accessing (Christie, 2023; Pompey, 2021). Many studies found that representation is highly important when it comes to DEI programs as racial power is a common issue within organizations, and having that representation can empower marginalized populations, such as immigrants (Cobian et al., 2022). Gaztambide et al. (2022) advises that any DEI programming utilized should be advised by a diversity committee made up of individuals who identify themselves as members of marginalized populations to ensure that the programming is effective. For DEI training to be effective it is vital that trainees must make a change effort by actively listening and wanting to learn what they can do to better their company and the services available (Rodgers & Kangas, 2022). Therefore, DEI training should be mandatory for service providers of all kinds to better our society, working towards equitable changes and erasure of bias in all industries (Booker et al., 2023).

Professional Interpreters

When it comes to newcomers experiencing language barriers, the usage of a professional interpreter is a solution which often came up within the literature review. In Sweden, newcomers who are not familiar with the Swedish language are granted access to a professional interpreter when utilizing public services, with the responsibility of calling on an

interpreter being that of the institution providing said services (Hadziabdic et al., 2009). Coutin and Fortin (2023) stress that it should be the responsibility of service providers to aid their users in overcoming language barriers, such as providing them with translated documents in their native language and ensuring that these translations are as accurate as possible. Coutin and Fortin (2023) express that advocating for newcomers facing language barriers has the potential to alleviate oppressive factors and thus making them more socially visible and recognized in an environment in which they are the minority. An elementary school had this service of an interpreter available as well for families who were not fluent in the English language (Linse, 2016). Along with that, the school took extra steps, such as having signs on their walls in different languages and having welcome books for families in their native language (Linse, 2016). All these steps which this school took showed their respect for non-English speaking families and their native tongue, as well as providing them with resources for professional interpreters should they feel the need (Linse, 2016). Interpreters can be effective in person, virtually, and even through translation apps when needing quick or unexpected translations (Brown & Grinter, 2016; Hadziabdic & Hjelm, 2014; Kletečka-Pulker et al., 2019). One study found that those who found professional interpreters to be useful did prefer it when their interpreter shared a similar background in ethnicity, race, or culture to them, as it made them feel more comfortable and reassured that their interpretations would be correct (Hadziabdic & Hjelm, 2014). If service providers are prepared to accommodate these communication barriers through forms of interpretation, it may potentially give immigrants

Literature Review Cont'd

who do not share the dominant language a fair chance to access certain services, creating a pathway towards social justice and equity for immigrants (Dávila, 2023).

Summary

Overall, this literature review helped us identify the major barriers in which newcomers often face in accessing services as they transition into a new cultural society, as well as steps in which service providers can take to alleviate some of these barriers. Cultural and language differences are by far the most common barriers that newcomers face when migrating to Canada, as we are a predominantly English-speaking nation. These differences can be recognized by how one speaks, their physical actions, or how they raise their children—these are all reflections of cross-cultural and linguistic differences. These differences become a significant barrier when they are what prevent newcomers from being able to access certain services just as any other Canadian-born individual might be able to. Regardless of whether these barriers are the result of racism, prejudice, miscommunication, or a difference in values— the responsibility to relieve our newcomers of these barriers lies within the institutions providing these services. Measures can be taken by service providers such as incorporating DEI programming into their training, as well as having interpretation resources readily available for those who may require it.

While the resources found were very informative for this research process, they lacked voices from those experiencing these barriers, a notion that many of the articles also

mentioned themselves. More qualitative research on this topic would be beneficial for future research considerations. It is a topic with little firsthand accounts, making it difficult to know what other details we may be lacking. However, with further research and carefully analyzing readings, I aimed to gather enough information to infer not only what barriers newcomers in the County and City of Peterborough may be facing, but as well as what steps that PCFC could take to alleviate these barriers and ensure their services can be as accessible as possible for all.



Site Observations

As previously mentioned, 12 different program/service observations occurred over the course of this research process at three of PCFC's available locations.

Those programs/services are as follows:

1) Family Play to Learn (Antrim)

This drop-in program was observed at both the main Antrim site as well as the Lakefield District Public School site. Family Play to Learn is an interactive program which encourages the engagement of parent-child play in order to create that bond while also creating the opportunity to meet and interact with other families. Professional staff are available to support your learning as well as share resources and their expertise when needed (PCFC Programs, n.d.).

2) Family Play to Learn (Lakefield)

This Family Play to Learn is run in the same way as previously described, however is offered at the Lakefield District Public School in order to be able to reach those located outside of Peterborough who may not find it accessible to them (PCFC Programs, n.d.)

3) Infant Family Play to Learn (Otonabee Valley)

This program was observed at the Otonabee Valley Public School site in order to once again make sure those outside of the central areas have the opportunity to access PCFC's programs. It is similar to the regular Family Play to Learn program, however its focus is strictly for families with children ages 0-1 years old (PCFC Programs, n.d.).

4) Roots of Discovery (Jackson Park)

This drop-in program is based out of Jackson Park in Peterborough. The intention behind this program is for children to be able to engage with their families in nature and with their imagination. The program runs all year long so that the children have the opportunity to see and experience the seasons changing and how the park looks different in these seasons throughout the year. This encourages children to develop a relationship to nature and appreciate all it has to offer (PCFC Programs, n.d.).

5) Breastfeeding & Well-Baby Clinic (Antrim)

This program is on a drop-in basis to speak to lactation consultants and community health nurses to answer any questions about child health and development. If unable to come in-person the program also has telephone or virtual consultation options available (PCFC Programs, n.d.).



Site Observations Cont'd

6) Beyond Songs & Rhymes (Antrim)

This pre-registered program is based off of the “Parent-Child Mother Goose Program”, as it creates a focus on songs and rhyme in order to help parents gain confidence as they help their babies learn language and communication skills (PCFC Programs, n.d.).

7) Footsteps to Parenting (Antrim)

This pre-registered program is group-facilitated by PCFC and Partners in Pregnancy Clinic (PIPC). Its focus is discussion of the perplexing and sometimes scary journey of parenting, encouraging service users in attendance to express any concerns they may have or advice they have learned for others (PCFC Programs, n.d.).

8) Infant Massage (Lakefield)

This pre-registered program is developed by the International Association of Infant Massage and led by PCFC staff certified through the association to give parents the tools and information they need to communicate with their baby through loving touch (PCFC Programs, n.d.).



9) Triple P Session (Hybrid)

This pre-registered program is offered in-person and virtually through sessions which cover different topics of parenting for families with children the ages of toddlers to tweens. Triple P (Positive Parenting Program) is also a one-on-one telephone support which PCFC offers 5 days a week (PCFC Programs, n.d.).

10) Toy & Book Lending Library (Antrim)

This drop-in service offers a diverse range of books, toys, and games for families to borrow at no cost, including a large range of books which recognize several cultures and languages (PCFC Programs, n.d.).

11) Steps & Stages (Antrim)

This program is accessible by referral only as its focus is working with and creating a safe space for families facing vulnerabilities and marginalizations. It has a similar focus as the Family Play to Learn program as it encourages play, learning, and parent-infant attachment, with an added feature of onsite visits with a community health nurse twice a month to answer any questions that families may have regarding their child’s health and development (PCFC Programs, n.d.).

12) Babies First (Antrim)

This program is accessible by referral only as it is designed to support pregnant women who are experiencing challenging life circumstances, to prepare for labor, birth and the transition to parenthood with a focus on healthy birth weight. This program places a strong emphasis on Canada’s Food Guide with its focus on nutrition for well being as advised and prepared by an onsite dietician. Lactation consultants and community health nurses to answer any questions that families may have (PCFC Programs, n.d.).

Site Observations Cont'd

Highlighted Programs

In observing the 12 programs and services offered at PCFC, three programs appeared most relevant to the research objectives of this project. These highlighted three programs and services are the *Toy & Book Lending Library*, *Steps & Stages*, and *Babies First*. I will be focusing on these three programs in the suggestions and discussions section.

The *Toy & Book Lending Library* service stood out as it features racially and culturally diverse toys and books, such as dolls with a range of skin colours, children's picture books which feature minority characters as the protagonists, children's picture books which discuss the traditional practices, beliefs, and values of a variety of cultures, as well as children's picture books which are in a variety of different languages outside of Canada's official languages of English and French.



The *Steps & Stages* program stood out as it is catered towards vulnerable and/or marginalized families by referral along with the availability of onsite community health nurses and lactation consultants to answer any questions parents may have that are not urgent or needing to book an appointment with a family doctor. This program is relevant towards our target audience of newcomers as they may identify themselves with the demographic of being vulnerable and/or marginalized and find this program as an accessible and comforting space for them as they navigate through adjustments in settling.

The *Babies First* program stood out as it is also by referral for those facing vulnerabilities and/or marginalizations with the availability of community health nurses and lactation consultants. This program also places a focus on discussions of nutrition for the health of pregnant women, mothers and their young babies, with an onsite community health nurse, lactation consultant, along with support from a dietician. One aspect of the program discusses meal planning adhering to Canada's Food Guide. This program is relevant towards our target audience due to experiences of dietary acculturation and finding comfort in one's culturally traditional meals and foods, a topic which will be further explored in the following section.



Further Research Findings

Upon completion of the initial research process of the literature review in conjunction with the site observations, the results of these assessments pave the way for further research into literature. The further literature examined consisted of both scholarly and non-scholarly sources, in order to further our understanding of the experiences of Canadian newcomers and aid us in coming to conclusions as to what steps PCFC could potentially take to reach our end goal of alleviating barriers for newcomers.

Dietary Acculturation

Dietary acculturation became a focus in this study as influenced by the program offered at PCFC, Babies First, as it places emphasis on the nutritional health of infants and their mothers as advised by their nutritionist and Canada's Food Guide. In referencing back to the literature review which covered cultural barriers, we find that as one may feel pressures to conform to dominant cultural norms, they often begin to feel a "broken sense of self" and a disconnect from their culture (Dixon et al., 2023). Food plays an important role in many cultures as there are traditional meals and ways of eating which may stray from the expected norms of Canada's dominant culture (Popovic-Lipovac & Strasser, 2015). Food is often a comfort for people, and thus having to be stripped of that form of comfort can contribute to this broken sense of self and disconnect from culture as one may feel they can no longer identify with their culture should they have to conform (Blanchet et al., 2018). In Canada, it is found to be difficult for immigrants to gain access to ingredients to make their traditional meals due to either a limitation of

availability or due to it being out of budget because of the scarcity of the item (Aljaroudi et al., 2019; Blanchet et al., 2018; Popovic-Lipovac & Strasser, 2015). Not only can dietary acculturation negatively affect one's mental health, but one's physical health as well (Aljaroudi et al., 2019; Blanchet et al., 2018; Popovic-Lipovac & Strasser, 2015). Different cultures may have an all around different diet than what is normalized in Canada, and thus coming here one will have to have their body adjust to properly digest and metabolize foods that it perhaps has never encountered or not encountered often, such as more heavily processed items (Aljaroudi et al., 2019; Blanchet et al., 2018; Popovic-Lipovac & Strasser, 2015). One article focuses on the experiences of Black immigrant mothers and their family's experiences of dietary acculturation as they adjust to life in Canada (Blanchet et al., 2018). The mothers interviewed expressed that the biggest causes of their dietary acculturation were due in large part to having limited access to foods from their native countries, a surplus of availability to more common "Canadian" foods, the high costs of food, as well as having fast-food chains everywhere that had cheaper options which in turn led to poor diets on top of their already stressful changes (Blanchet et al., 2018). Many newcomers expressed difficulty in comprehending which foods in their new country contained the nutrients they required and which were unhealthy, as they may not have been popularized or available in their home country (Blanchet et al., 2018). In addition to these previously stated factors which contributed to dietary acculturation, having a busy lifestyle, stressors, children's taste in food changing, and one's own taste changing due to what they are now surrounded by are contributing factors as

Further Research Findings Cont'd

well (Popovic-Lipovac & Strasser, 2015).

Keeping these factors in mind, the Babies First program has a lot of potential to tackle these issues around newcomers and dietary acculturation given the program's focus on nutrition. Each week the program leads of Babies First call upon their nutritionist to design a meal which meets all the necessary factors in Canada's Food Guide, who then serves the meal to everyone in attendance of the program, and lastly supplies the families who attend with the ingredients necessary to recreate this meal at home. PCFC ensures that the ingredients used in these meals are cost efficient and nutritious, so that families can recreate these meals at a later date as well without having to worry about poor health attributors or financial strains. As the program leads take requests from the families which attend each week as to which foods or meals they may want to see incorporated in the future, this leaves great opportunity for cultural inclusivity for those newcomers struggling with dietary acculturation and functioning as a preventative measure.

Inclusive Strategies for Parenting Programs

"Nobody's Perfect" (NP) is a parenting program which is facilitated and community-based by the *Public Health Agency of Canada* (PHAC). It is advertised by the Government of Canada as having a "train the trainer" approach integrated into the program in order to create a more inclusive and less accusatory environment (Nobody's Perfect, 2023). The program seeks to take input from service users in order to determine what discussions and practices will

be focused on to be relatable and appealing to everyone (Nobody's Perfect, 2023). PCFC had previously offered NP amongst their selection of programs but had recently been discontinued due to *Peterborough Public Health* (PPH) no longer offering it as a facilitated program. Despite its potential for inclusiveness, NP unfortunately has very Eurocentric and Westernized values integrated into it due to the simplicity of its structure, and it therefore cannot achieve its full potential of reaching the newcomer audience as is (Bazira-Okafor, 2021). Bazira-Okafor (2021) proposes a variation of the NP program which is better geared towards newcomers and those from other cultures outside of the dominant. This study and its objective is completed through interviewing African immigrant mothers in order to get their input on a parenting program which can be inclusive and recognize their cultures within the NP program (Bazira-Okafor, 2021). While Bazira-Okafor focuses this study specifically on African immigrant families and cultures, a lot of the key takeaways can be generalized into our context for newcomers.

Because of NP being typically facilitated by members of PHAC, it comes with a risk and fear of the involvement of *Children's Aid Society* (CAS), especially for newcomers whose parental practices may be out of the norm and thus misunderstood by other service users or providers (Bazira-Okafor, 2021). Bazira-Okafor finds in her study that due to the often involvement of governmental leads in the NP program and thus risk of CAS involvement, it is important to take away these fears for parents by removing government involvement in parenting programs, especially for newcomer families (Bazira-Okafor, 2021). It is vital that

Further Research Findings Cont'd

parenting programs which are accessed by those of different cultures can feel trusting of the organization and its program leads by encouraging discussions in which misunderstandings and mistakes are okay, as parenting is an ever-learning process (Bazira-Okafor, 2021). We can do so by mimicking NP's value of a "train the trainer" approach in which weekly discussions are determined by what the service users would like to learn about or discuss (Bazira-Okafor, 2021). Bazira-Okafor discusses the benefits of using a "senga" model in this context, which in African culture is the incorporation of culturally-relevant community members who can partake in the program (Bazira-Okafor, 2021). In our context, this might look like the representation of racialized and non-racialized newcomers as program leads or advisors through collaboration with other local organizations, such as the New Canadians Centre (NCC) (Bazira-Okafor, 2021). Program leads in this scenario would also use the knowledge and values from their own cultures and experiences in order to facilitate discussions (Bazira-Okafor, 2021). The senga model also promotes community and culturally-relevant resources for those looking for stronger connections to their cultures (Bazira-Okafor, 2021). Bazira-Okafor expresses that the objective of this new program would be to encourage and nurture one's sense of cultural identity by using one's cultural knowledge as a focal point in conjunction with NP (Bazira-Okafor, 2021). We can support newcomers' cultures in this environment by encouraging discussions of different parenting styles and practices amongst cultures and uplifting those voices, thus encouraging self-determination and maintenance of connection to one's own

culture (Bazira-Okafor, 2021). An ideal variation of the NP program would consciously recognize that no form of knowledge is superior, and therefore we must be open to hearing dialogues and perspectives outside of our dominant cultural norms (Bazira-Okafor, 2021). Allowing a space for productive discussions and learning of others' perspectives elicits a welcoming space for newcomers which celebrates their cultural practices and values in terms of parenting. Bazira-Okafor describes this variation of the NP program as being most effective for newcomers when "working from the outside-in" through its strong ties to community to meet individual needs of newcomers with respect to their different cultures (Bazira-Okafor, 2021).

Burnaby Family Life (BFL) is a non-profit organization in the city of Burnaby, British Columbia which centers its focus on offering community social services to its citizens with direct advertisement of cultural inclusivity and a diverse range of staff who speak 40 different languages in order to break down those cultural/language barriers (BFL, n.d.). One of the relevant family/parenting programs which BFL offers is called "Parenting for Immigrants", which is described as a "cross-cultural support group for immigrants of young children" (BFL, n.d.). Topics of discussion in this program range from the focus of child development, the Canadian school system, childcare options, positive discipline, and healthy nutrition (BFL, n.d.). This program is inclusive and welcoming towards immigrants and newcomers as it leaves room for open discussions of parents' concerns about raising children in a new country while also learning to adapt themselves (BFL, n.d.).

A second relevant program offered at BFL is the

Further Research Findings Cont'd

“Immigrant Women Support Group”, as its focus is on assessing feelings of loneliness and a broken sense of self while adjusting to a new country, bringing women together who are experiencing the same trials and tribulations (BFL, n.d.). In this program, immigrant women can create bonds with each other and feel a sense of community as they are informed about community resources, education and employment options, healthcare, and so on (BFL, n.d.). This program is impactful for this demographic as many immigrants and newcomers do feel that they lack a sense of community, especially for mothers who often face the most responsibility for their infants and young children (Bazira-Okafor, 2021).

Lastly, a third relevant program offered at BFL is a variation of the NP program, but taking into account how NP may not be suitable for all demographics BFL specified this one to Korean families, being strictly spoken in Korean and relevant to Korean culture and values (BFL, n.d.). The steps this program took to cater a program to a specifically large population in its community expresses a large form of inclusivity and welcomeness (BFL, n.d.). Having language and cultural inclusiveness is important in any parenting program, but to take the step of directly specified inclusivity rather than generalized inclusivity is a wonderful step to take if one has the resources and capability to do so in order to address intersecting barriers that one may be facing (Bazira-Okafor, 2021; Bornstein, 2012). BFL also advertises that all of their programs offer free childcare, snacks, and bus tickets in order to encourage attendance from those who otherwise may not have had the ability to do so (BFL, n.d.). With representation of other cultures and proper

advertisement of a program which encourages people of different cultural backgrounds to attend, this should create a space to not only learn about other cultural practices but to also connect those who share the same culture and experiences with one another.

Peterborough’s Immigration Statistics

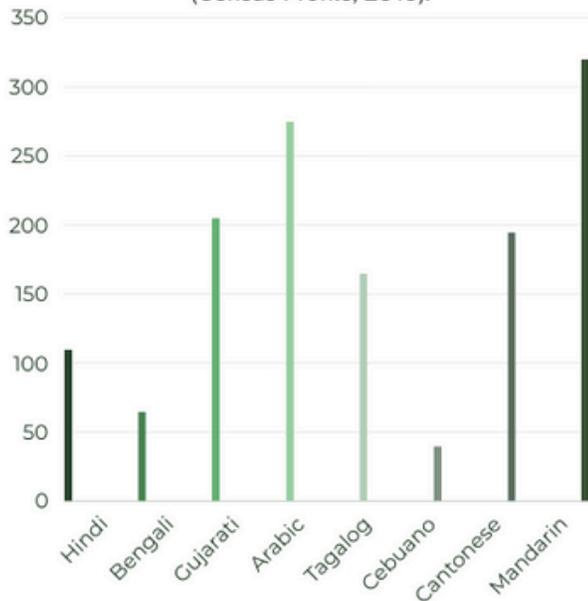
A geographical census study from 2016 found that in the County and City of Peterborough, the most common homelands that immigrants originate from— those of which do not predominantly speak the English language— are India, Syria, the Philippines, and China (Geography Census, 2016). *Peterborough Immigration Partnership* (PIP) supports these findings in their 2023 report, stating that India, Syria, and the Philippines are the most common countries of origin for Peterborough’s immigrant demographic, with China ranking a little bit lower on their more recent findings (PIP Report, 2023). A 2016 census profile study examined the mother tongues of immigrants surveyed in Peterborough County. While these recordings do not necessarily suggest that those involved in the study can solely speak their mother tongue, as most of those countries mentioned do have English noted as one of their official languages, but it suggests that they may be more comfortable speaking and reading in the language which they are most familiar and were raised with. In regard to Peterborough’s dominant immigrant backgrounds, and the most popularly spoken languages in these countries and recorded in the census profile study, these languages include; Hindi (India), Bengali (India), Gujarati (India), Arabic (Syria), Tagalog (the Philippines), Cebuano (the Philippines),

Further Research Findings Cont'd

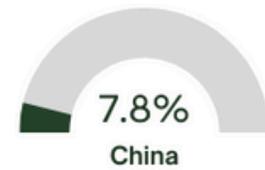
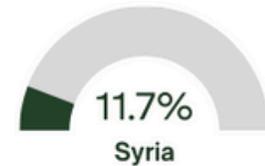
Cantonese (China), and Mandarin (China) (See Table 1) (Census Profile, 2016).

Peterborough Immigration Statistics

Predominantly Spoken Mother Tongues in Peterborough, of India, Syria, the Philippines, and China (Census Profile, 2016).



The following statistics represent the Peterborough immigrant statistics in regard to countries of origin and languages spoken. Outside of the below listed countries, majority of Peterborough's immigrants are of the UK and US, being predominantly English language speaking nations (Geography Census, 2016).



(Table 1).

Further Research Findings Cont'd

Advertisement Strategies

In looking into methods of strategic advertising to reach the target audience, I found that NCC uploaded findings to their website of local immigrants' needs as discovered through a survey conducted by PIP.

Within the 2023 report, as PIP asked respondents for their reasons behind not accessing certain services in Peterborough, relevant results found that; 3% of respondents expressed that their reason for not accessing certain services in Peterborough was due to not feeling as though they would be welcomed, while 32% of those surveyed expressed they did not access certain services as they were unaware of their existence (PIP Report, 2023). PIP asked respondents how they typically find out about certain services being offered in the community, relevant results found that; 49% of respondents find out about services through friends or family, 29% find out by an NCC settlement worker, 18% find out through social media, 18% find out through cultural associations, and 2% find out through the Welcome Peterborough website (PIP Report, 2023).

PIP asked how their experience of these services were, with the majority of respondents stating that their experience was acceptable or poor. When asked what barriers affected their quality of service, relevant results found that; 17% of respondents identified a lack of sufficient information, 14% identified a lack of coordination between services, 12% identified low accessibility, 9% identified language barriers, 7% identified cultural barriers, 6% identified unfriendly staff, and 6% identified racism or discrimination (PIP Report, 2023). PIP asked respondents if they have

experienced any forms of discrimination during their time in Peterborough, relevant results found that; 26% of respondents stating that they had experienced discrimination directed at their accent, language, race, ethnicity, cultural practices or beliefs, and so on (PIP Report, 2023). This was expressed by respondents as contributing to feelings of isolation and loneliness, and thus a disconnection in the community (PIP Report, 2023).

PIP asked respondents what challenges they have faced within the last 12 months, relevant results found that; 32% experienced challenges in making friends or forming social connections, 15% experienced challenges with learning English, 13% experienced challenges in making sure their children were okay at school and in the community, 12% experienced challenges in learning what community supports are available to them and how to access them, 10% experienced challenges in accessing and navigating around programs and services online, 7% experienced challenges of discrimination/racism, and 5% experienced challenges in having reliable internet or technology access (PIP Report, 2023).

PIP asked respondents what supports have been most helpful in the last 12 months, relevant results found that; 39% of respondents identified making friends, 30% identified NCC, 27% identified having family supports, 16% identified being involved in a cultural association or connection with others that share your background or language, and 16% identified community programs and services (PIP Report, 2023).

Lastly, when PIP asked what changes could be made within the services in the community, relevant results found that; 39% identified actions to connect immigrants and refugees with

Further Research Findings Cont'd

others in the community, 31% identified the importance of educating employers on the value and ways of hiring and retaining immigrants and refugees, 29% identified more or better programs for immigrants and refugees to find work and/or develop skills, 23% identified actions to reduce racism and discrimination towards immigrants and refugees, 21% identified actions to better welcome and accept immigrants and refugees, 18% identified better coordination between community agencies to meet the needs of immigrants, and 13% identified free interpretation and translation available at community services/agencies (PIP Report, 2023).



Discussions & Suggestions

In analyzing the results found from the research methods process and preliminary findings, I focused on three themes that should be addressed in order to meet PCFC's goal of more effectively reaching out to newcomers. These three themes are as follows: (1) assessment of the underutilization of PCFC's programs/services by newcomers, (2) providing recommendations for potential new programs, and (3) suggestion for strategic advertising to reach the target audience. There will also be a discussion of the limitations of this study and potential directions for future research.

Assessing the Underutilization of PCFC's Programs/Services by Newcomers

Through the research process, the literature review revealed that cultural and language barriers are likely the most common contributors to a lack of utilization of PCFC's programs and services among newcomers. As previously mentioned, as newcomers of different cultural backgrounds adjust to their new home in Canada, they may face a lot of hardships in their settling process which can contribute to poor mental and physical health (Dixon et al., 2023). This includes a feeling of loneliness and a broken sense of self as they may feel pressures to conform to the dominant cultural norms, and this applies to the expected norms of parenting as well (Dixon et al., 2023). Many may feel discomfort with the thought of accessing parenting programs with a fear of judgment should their parenting practices differ from those in attendance or the program leads (Bazira-Okafor, 2021; Bornstein, 2012; Lansford, 2022; PIP Report, 2023). In considering that

one's parenting practices will often differ from culture to culture, it is important to be able to recognize that newcomers and immigrants may not perceive PCFC's programs as advertised for them at first glance, and therefore there must be programs which are explicitly stated as catering towards this demographic (Bazira-Okafor, 2021; PIP Report, 2023).

We must also address language barriers, as that is found to be a large issue amongst newcomers whose country of origin's predominantly used language is not English. In reflecting back on the 2016 geographical census study as well as PIP's 2023 annual report– we find that India, Syria, the Philippines, and China are most common countries of origin for Peterborough's immigrant population, with these countries having their own official languages aside from English (Geography Census, 2016; PIP Report, 2023). As discussed in the literature review, we learned the importance of language inclusivity for newcomers, something which PCFC has taken steps towards recognizing through their website having a feature to switch between 34 different languages, as well as their Toy & Book Lending Library having a range of children's books in different languages. However, despite India, Syria, the Philippines, and China seeming to be amongst the most common countries of origin for immigrants in Peterborough County, the official languages of Bengali, Hindi, Cebuano, and Cantonese are not amongst this list of available languages on PCFC's website. Although it may be difficult to reach all audiences of different cultural and linguistic backgrounds, it is important to meet the needs of those who are statistically more prominently present within our region, even in small ways. This is applicable to advertisements as well,

Discussions & Suggestions Cont'd

which will be further discussed later on. As discussed in the literature review, welcome signage in different languages was found in other institutions to convey a sense of inclusivity (Linse, 2016). It can be suggested that PCFC implement signage in various languages, especially those previously emphasized (Hindi, Bengali, Gujarati, Arabic, Tagalog, Cebuano, Cantonese, and Mandarin), as although it may be a small step, even small steps can make an impact as we work towards a greater mission.

The usage of professional interpreters was also recognized within the literature review as being effective in recognizing language barriers for newcomers and being more inclusive (Brown & Grinter, 2016; Hadziabdic et al., 2009; Hadziabdic & Hjelm, 2014; Kletečka-Pulker et al., 2019). PIP's 2023 report found that when asking respondents what changes they would like to see made in the Peterborough community services, 13% of respondents identified free interpretation and translation available at community services/agencies as something they would find useful (PIP Report, 2023). NCC's website provides connections to local agencies which offer professional translation services, also stating that "Providing your client with access to interpretation and translation services is a big step towards equity and inclusion. It reduces the barriers that people with limited English proficiency face in engaging in your programs and with your services" (NCC Support Services, n.d.). I recommend that PCFC look into advertising the option to call on interpreters upon advanced request by individuals wanting to access their programs and services while facing language barriers.

Suggestions for Potential New Programs

In taking into consideration Bazira-Okafor's research results and *Burnaby Family Life's* (BFL) program offerings— as previously mentioned in the Inclusive Strategies for Parenting Programs section— it is important to address the lack of diverse representation and accommodations specified for newcomers at PCFC (Bazira-Okafor, 2021). PCFC has already taken a lot of great steps regarding inclusivity— such as their wide range of racially, culturally, and linguistically diverse books and toys. Along with this, PCFC's ties to the NCC is a bond worth maintaining as they continue to make changes and take steps to alleviate barriers for newcomers. We recognize the efforts that PCFC has taken for its ongoing efforts of inclusivity and recognition, and thus the following suggestions align with their values and mission.

I propose that within PCFC's future strategic plan, new programs be worked towards and implemented which are catered towards the immigrant and newcomer populations. As per BFL's relevant programs and PIP's 2023 report, seeing a program offered at PCFC which is catered specifically towards immigrant and newcomer populations would be the most effective way to meet PCFC's goal of overcoming the barrier of newcomer underutilization (BFL, n.d.; PIP Report, 2023). This could be achieved through maintaining that close tie to NCC to advertise such programs, and in newcomers attending these programs this may lead to an influx in newcomer attendance at PCFC's other programs and services as they learn more about the organization itself.

Discussions & Suggestions Cont'd

These programs, which would be catered towards the newcomer demographic, would take on the Nobody's Perfect (NP) program sort of approach, in order to give immigrant families the opportunity to express their concerns and experiences, while also having guided discussions of relevance similar to BFL's focus in their "Parenting for Immigrants" program, which addresses; child development, the Canadian school system, childcare options, positive discipline, and healthy nutrition (BFL, n.d.). PCFC's newly developed program(s) catered towards newcomers should also take the characteristics of BFL's "Immigrant Women Support Group", as while having a parenting program catered for newcomers is important, having an additional program at PCFC which is specified as an immigrant support group could meet a lot of newcomers' needs to overcome the sense of loneliness and broken sense of self they may feel in addition to the stressors of becoming a new parent (BFL, n.d.). These programs are important in order to leave room for open discussion as stated by Bazira-Okafor (2021), as open discussions in parenting programs can celebrate different cultural practices and values rather than suggesting there is a singular method of effective parenting, especially one which follows more Eurocentric/Western norms. As per the literature's recommendations, within these programs we should be seeing a diverse representation of program leads who can personally relate to service users' experience of immigration and/or being outside of the dominant racial and cultural population, as representation has been proven as being effective to reach this target audience through conveying acceptance and celebration of diversity (Bazira-Okafor, 2021; Brancaccio-

Taras et al., 2022; Christie, 2023; Cobian et al., 2022; Pompey, 2021; Tse, 2023). Going back to PIP's 2023 report, 31% of respondents identified the importance of educating employers on the value and ways of hiring and retaining immigrants and refugees (PIP Report, 2023). Having program leads who can personally relate to cultural and language barriers can contribute to a more trusting environment for newcomers, as they can feel more comfortable to discuss their culture and speak in their native tongue should they want to (Bazira-Okafor, 2021; Brancaccio-Taras et al., 2022; Tse, 2023).

Upon further development of PCFC's programs for newcomers, future steps which could be taken relate to BFL's Korean NP program which is catered towards the values of and language of Korean populations (BFL, n.d.). As newcomers may arrive being unfamiliar or uncomfortable with the English language, having programs with leads which can be instructed in their mother tongue is important to be able to maintain that tie to their culture and native country in order to lessen that feeling of a broken sense of self and loss of one's cultural identity (Bazira-Okafor, 2021; PIP Report, 2023). This may be a big step to take and implement, but it can be worked towards in the future with dedication and maintenance and expansion of community partnerships.

While acknowledging that designing and implementing such programs will be a lengthy process, interim steps that PCFC can take include making alterations within the nutrition plan of the Babies First program. This could involve intentionally and actively exploring traditional meals from other cultures outside of the dominant culture. Food is a form of comfort

Discussions & Suggestions Cont'd

for many, and recognizing other culture's traditional foods and meals in the Babies First nutrition plan is another method of being culturally inclusive by celebrating different cultures. It is important to recognize that Canadian culturally dominant meals and foods do not have to be the norm for newcomers (Aljaroudi et al., 2019; Blanchet et al., 2018). If we do not recognize other cultural meals and foods it sends the message that they are outside of the norm and contributes to that feeling of isolation upon adjusting to living in a new country (Aljaroudi et al., 2019; Blanchet et al., 2018; Popovic-Lipovac & Strasser, 2015). As the Babies First program has a large focus on nutrition for the well being of babies and their mothers, this is a great opportunity for PCFC to meet the needs of newcomers who are experiencing dietary acculturation, as they can propose a traditional meal from their culture. However, we must also consider that the newcomer in this scenario is likely a minority in this setting and may already be feeling a broken sense of self from their culture or a fear of judgment and discrimination. Taking this into consideration, the newcomer in this scenario may not feel comfortable speaking outwardly about their culture just yet (Dixon et al., 2023; PIP Report, 2023; Tulli et al., 2023). With this in mind, I recommend that PCFC be proactive in designating certain weeks of their program to cooking traditional meals from cultures around the world. Doing so would have the potential to convey a welcoming environment for newcomers, who may feel more comfortable continuing to attend in the future knowing that their culture has been recognized and celebrated with others in the group. Emails or questionnaires could also be sent out to those who are referred and registered in the

Babies First program as an alternative to receiving feedback without putting newcomers, immigrants, or those of other racial/cultural backgrounds on the spot. PCFC reaches a fairly large audience on their social media platforms, such as Instagram and Facebook. This virtual audience should be further taken advantage of to receive input from service users as to what traditional cultural meals of foods they would like to see incorporated into PCFC's programs in the future. This is a method of service user contribution which newcomers may feel more comfortable participating in without having to speak up in front of a group in which they are a minority. Utilizing social media to advertise this sort of programming has the potential to receive attention from a greater audience of the right people, and thus spread the word as to what steps PCFC has taken in order to alleviate the barriers of dietary acculturation which newcomers often face.

Peterborough has a variety of cultural grocery stores available, such as: Indian grocery stores (Goodies on Mews, Neighbour's Corner, Fresh Foodz Indian Groceries), Chinese grocery stores (Minh's Chinese Grocery), and Mexican grocery stores (Mercado La Hacienda), which should be taken advantage of in this context (Google Maps, 2024). Taking this step would not only promote a culturally inclusive environment for those who are faced by barriers, but also create an opportunity for those of the dominant culture to engage in exposure to other cultures.

Suggestions of Strategic Advertising to Reach the Target Audience

Taking a look at PIP's 2023 report, with many respondents identifying language barriers as

Discussions & Suggestions Cont'd

preventing their access to information of certain services, or even being aware of their existence in general (PIP Report, 2023), it would be recommended that PCFC take initiative to offer pamphlets about their organization at NCC in the previously identified languages (Hindi, Bengali, Gujarati, Arabic, Tagalog, Cebuano, Cantonese, and Mandarin) which would be most relevant amongst Peterborough's newcomer and immigrant demographic, in order to take that step towards inclusivity and celebrating other languages.

The *Welcome Peterborough* website is another method to garner the attention of newcomers, as it is designed to walk prospective newcomers through the process of relocating, as well as advertising what supports are available to them within the community (Welcome Peterborough, n.d.). I suggest that PCFC take advantage of this opportunity and see if their programs and services can be linked to this website along with the other local organizations advertised.

Lastly, although it was expressed in PIP's 2023 report that many newcomers have difficulty accessing social media (PIP Report, 2023), it is still a great platform to reach members of this audience who do have access and can later spread the word to others who may not have access. PCFC should further their recognition of other cultures through their social media platforms and their website with an advertisement focus of different cultures' traditional meals for the Babies First program and any future programs catered to newcomers which may include nutrition as well. Should PCFC take on the suggestion of

collaboration with professional interpretive agencies, this should be advertised on social media and the website as well to garner the attention of those newcomers facing language barriers. To effectively implement programs tailored for newcomers into PCFC's offerings, as previously suggested, it would be beneficial to advertise these programs through channels such as NCC, social media platforms, and other community partnerships. This comprehensive approach will help us reach our goal of meeting the needs of our newcomers and making those efforts known.

Limitations & Directions for Future Research

One of the limitations of this study is that the focus of this project was based on literature review and site observations, and therefore did not involve primary data collection (e.g., interviews to gather personal experiences of the newcomers) from the target audience. Future research could consider collecting further data to continue exploring this issue beyond the analyses from the literature review. In terms of the literature review that was conducted in this study, there were relatively few academic sources that specifically focused on newcomers' experiences of parental/family services, and other social service supports specific to cultural and language barriers— this could also be future research consideration. In sum, this research project suggests the need for future studies to delve deeper into the experiences of newcomers in our community, in order to better address various challenges and barriers that they may experience in accessing and utilizing parental/family services.

Conclusion

This study provides an overview of the barriers which Canadian newcomers may face in their experiences of service access, which include but are not limited to; different cultural values, beliefs, and practices, language barriers, and dietary acculturation. In identifying these barriers, I have applied relevant literature and key points to assess the underutilization of PCFC's programs and services by newcomers—to suggest changes and additions that may be useful to implement. Taking an intersectional approach throughout the process, I was cognizant of how the experiences may differ for those who are racialized *and* newcomers, as various social dimensions may simultaneously impact their experiences in utilizing social services such as those that are provided by PCFC. Given that a one-size-fits-all approach would not be sufficient in addressing barriers and marginalization that may be experienced by newcomers, the aim of this report was to provide further insight into some of the barriers faced by newcomers and propose potential steps for PCFC to alleviate and mitigate these challenges. The contributions of this study include the assessment of likely identified reasons behind PCFC's underutilized services and programs, suggestions for potential new programs that could be offered at PCFC, and suggestions for strategic advertising to better reach their target audience. In sum, the goal of this study was to provide a great starting point in identifying newcomers' barriers to accessing parental/family supports and services, as well as providing practical suggestions to alleviate these identified issues.



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