

From Theory to Evidence: Survey Insights on Community Messaging



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Our Team Visit With Mayor Rogers



St Thomas University
Social Work:

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Rationale for the Survey:

"NOTHING ABOUT US, WITHOUT US" GUIDING OUR SURVEY

- Social work principles : Nothing about us without us (Charlton, 1998)
- Decisions affecting communities must involve their voices
- Survey to capture views on anti-racism messaging
- Focus on **positive** vs **negative** framing effectiveness

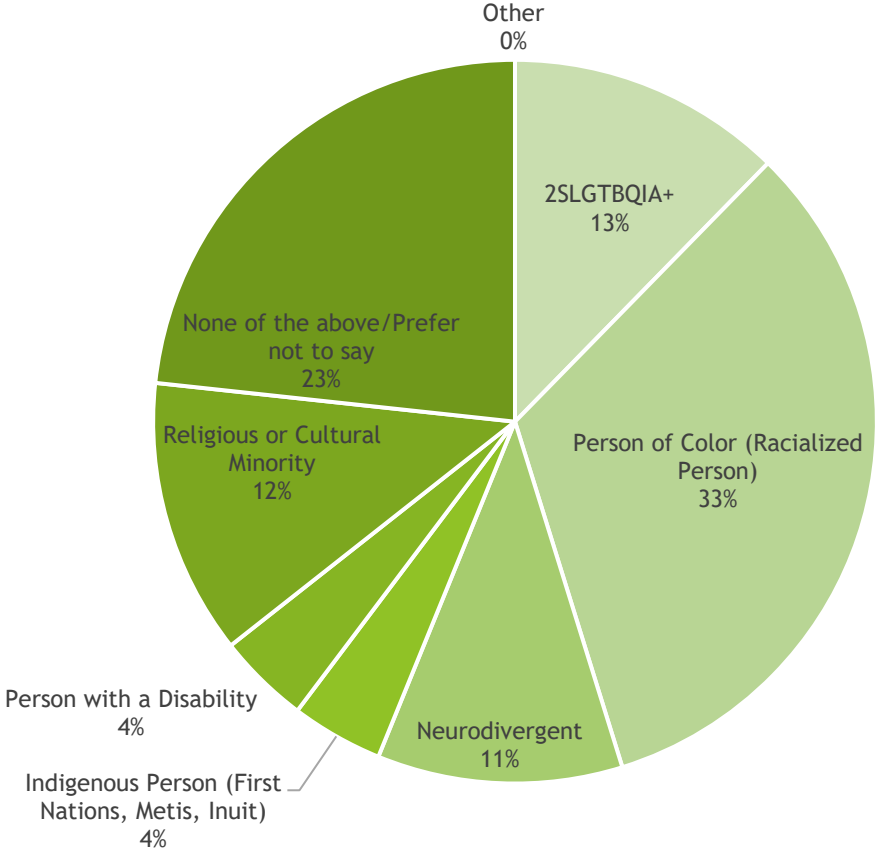


Community-Centered Rational & Impact:

COMMUNITY-LED INSIGHT FOR EFFECTIVE CAMPAIGNS

- Actions informed by community perspectives (Minkler & Wallerstein, 2008)
- Strengthens study rationale: community-driven research
- Helps design campaigns that are relevant, respectful and impactful
- Aims to mobilize people against hate more effectively

Who Completed Our Survey:



33% identify as a Person of Color

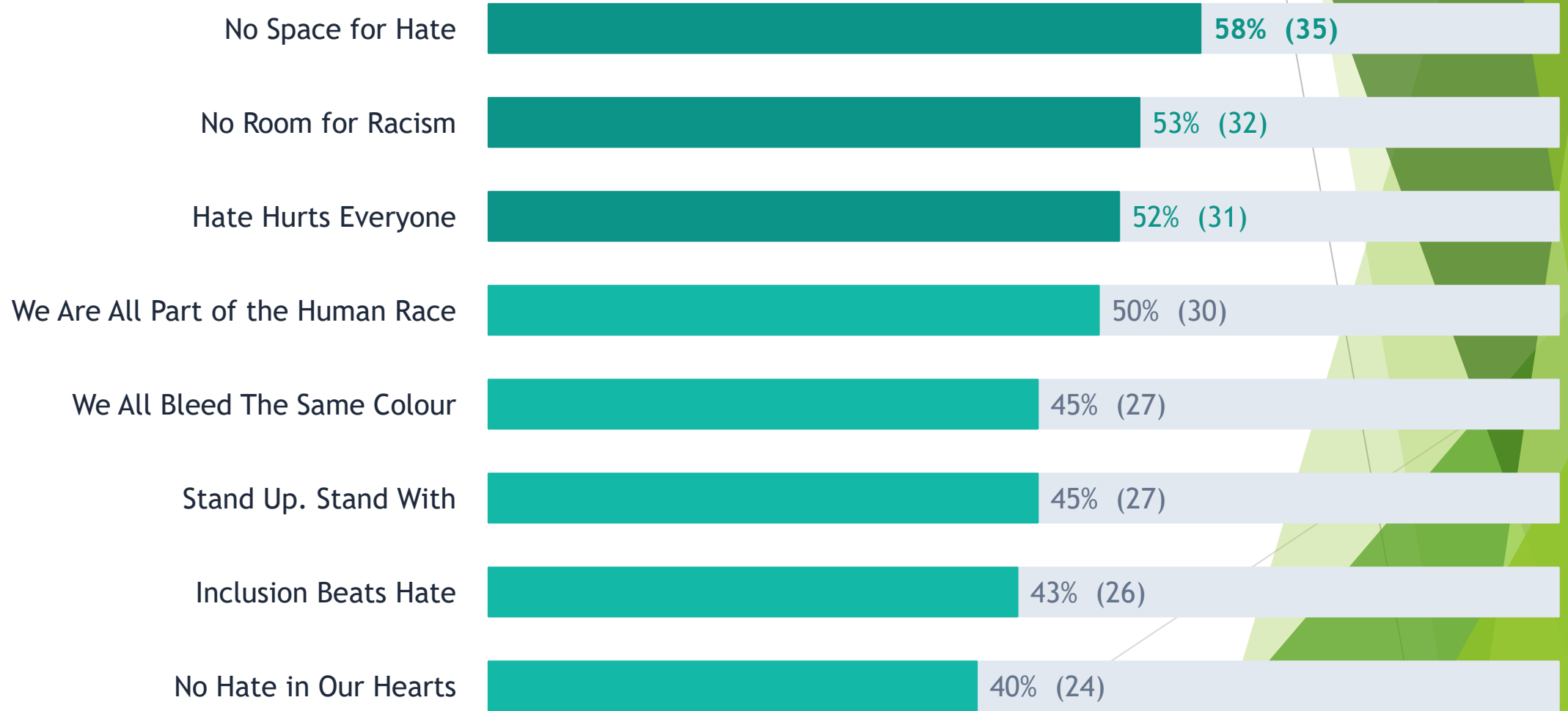
23% selected none of the above

13% identify as 2SLGBTQIA+

11% identify as Neurodivergent

12% identify as Religious or Cultural Minority

Combined % of Participants Rating Each Slogan Based on Effectiveness



Participants clearly preferred **positive messaging** when it comes to motivating action

Join us to celebrate inclusion and diversity (53)

Stop discrimination and exclusion (7)

Building a world beyond racism (54)

Stop covering up racism (6)

Do you support a movement for Peace and Justice? (55)

Do you support an Anti-War movement? (5)

Future Slogan Suggestions:



Thank You
Woliwon
Merci

References:

- Community-Based Participatory Research for Health
- Minkler, M., & Wallerstein, N. (2008). Community-based participatory research for health: From process to outcomes (2nd ed.). Jossey-Bass.
- Nothing About Us Without Us
- Charlton, J. I. (1998). Nothing about us without us: Disability oppression and empowerment. University of California Press.