

SHARING SETTLEMENT AND INTEGRATION PRACTICES THAT WORK OUR REGION, OUR HOME

Saint John Local Immigration Partnership
Saint John, New Brunswick

Area of Practice:

- Promoting Welcoming Communities

Video:

<https://youtu.be/v7nS0yz2ruY>

A Pathways to
Prosperity Project

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PATHWAYS TO
PROSPERITY
Promoting Welcoming Communities in Canada



VOIES VERS LA
PROSPÉRITÉ
Promouvoir des communautés accueillantes au Canada

BACKGROUND ON THE ORGANIZATION AND IMPETUS FOR THE PROGRAM

The Saint John Local Immigration Partnership (LIP) is a collaborative initiative dedicated to improving the settlement and integration experiences of newcomers in the Saint John Region. Working with municipal, settlement, and community partners, the Saint John LIP helps coordinate local strategies that foster welcoming and inclusive communities, strengthen support and advocacy, and build greater understanding between newcomers and long-term residents. This work is guided by the Saint John Region's immigration strategy, *Pathways to Belonging*, which sets out a collaborative regional vision for newcomer attraction, integration, and inclusion. The Saint John LIP is hosted by Envision Saint John, the region's economic development agency.

The *Our Region, Our Home* campaign was developed through the leadership of the Saint John LIP in response to gaps identified in an earlier inclusivity campaign, *See My Value*. While *See My Value* highlighted the economic contributions newcomers make to the workforce, local partners recognized a need to broaden the narrative beyond labour market impact to also reflect the wider social, cultural, and community contributions newcomers make across the Saint John Region. The campaign was also developed in the context of rising anti-immigrant sentiment locally and nationally. In response, the Saint John LIP and its partners chose to create a campaign grounded in authentic local stories that could challenge assumptions about immigration, promote belonging, and present the region as a place where newcomers are welcomed, valued, and able to build a sense of home.

OVERVIEW OF THE PROGRAM

Name:

Our Region, Our Home

Description:

The *Our Region, Our Home* campaign was launched on March 21st, 2025 on the International Day for the Elimination of Racial Discrimination. Following its launch, the campaign was implemented in two phases during the spring and summer of 2025. The campaign featured five newcomers living in the Saint John Region, including stories centered on arts and culture, family life, entrepreneurship, Francophone volunteerism, and healthcare.

The campaign was built around authentic storytelling. Featured participants shared their experiences of building their lives in the Saint John Region in their own words, and their stories were developed into professionally produced videos and a range of campaign materials, including social media content, print materials, billboards, transit advertisements, and other digital placements. Distributed through multiple channels across the region, including community events, these materials were intended to showcase newcomers' experiences and contributions in everyday community settings such as neighbourhoods, schools, and workplaces. Featured newcomers also participated in community events connected to the campaign, creating additional opportunities for public engagement. In addition, the campaign materials were designed for use by settlement agencies and community partners in their own inclusivity and public engagement efforts.

Goal(s):

The campaign aimed to foster a welcoming Saint John Region where newcomers feel a sense of belonging. More specifically, it sought to increase awareness of the newcomer community, highlight the social, cultural, and economic contributions newcomers make to the region, and reinforce that inclusivity is a shared responsibility among all community members.

Target Client Group(s):

The target audience for the *Our Region, Our Home* campaign was the general public, specifically lifelong residents in the Saint John Region.

Delivery Partners:

The delivery partners for this campaign included Envision Saint John, the City of Saint John, the Fundy Regional Service Commission, the Saint John Newcomers Centre, PRUDE Inc., and YMCA of Southwestern New Brunswick.

Human Resources:

The campaign was developed through a multi-sector task force and planning committee composed of staff from the Saint John LIP and partner organizations. This included project leadership, communications staff, and organizational decision-makers who contributed to campaign planning, outreach, media strategy, and implementation.

Funding:

This project received funding from Immigration, Refugees, and Citizenship Canada (IRCC), Envision Saint John, and the City of Saint John.

KEY FEATURES THAT CONTRIBUTE TO THIS BEING A PROMISING PRACTICE

Effective:

The effectiveness of the *Our Region, Our Home* campaign was supported by several key features. First, the collaboration of multiple community organizations helped to ensure that the campaign was informed by a range of perspectives related to newcomer inclusion. Second, a GBA+ lens was used to guide the selection of newcomers whose stories would be featured in the campaign. This ensured that the campaign represented diverse voices and intersecting identities within the newcomer community. For example, some of the featured newcomers included a family, an entrepreneur, and someone from the LGBTQIA+ community. Finally, the campaign was integrated into the region's immigration strategy, which helped strengthen the campaign's legitimacy and build trust among the partner organizations.

Efficient:

The efficiency of the *Our Region, Our Home* campaign stemmed from intentional collaboration and shared ownership among partner organizations. By working together across organizations, partners were able to pool financial contributions, in-kind advertising space, communications expertise, and community networks. This reduced duplication and allowed the campaign to move forward as one shared initiative rather than multiple separate efforts. The campaign's community-wide ownership

also supported coordinated decision-making and cohesive messaging across sectors, helping to maximize impact while minimizing costs.

Relevant:

The *Our Region, Our Home* campaign addressed a need for a broader and more relatable narrative about immigration in the Saint John Region. Earlier messaging had emphasized newcomers' economic contributions, but local partners identified the importance of also highlighting the ways newcomers contribute to community life more broadly. Through authentic local stories, the campaign offered a more complete portrayal of newcomers' experiences and contributions in the region.

Sustainable:

The *Our Region, Our Home* campaign was built for ongoing use beyond its initial launch. Videos, posters, and other campaign assets were developed as shared resources that community organizations, settlement agencies, schools, libraries, and employers could continue using in their own inclusivity efforts. This gave the campaign value beyond a single promotional period and allowed partners to reuse the materials in different community contexts over time. The campaign was also designed to grow through future iterations. Plans for a future iteration in 2026, including additional stories and stronger Francophone representation, support the campaign's continued relevance and adaptability.

Transferable:

The *Our Region, Our Home* campaign is transferable because it is built around authentic local storytelling, a flexible approach that can be applied in different settings while still reflecting local realities. This makes the model relevant across communities of different sizes, including rural, northern, and larger urban contexts. The approach is also adaptable to different groups because it centers on inclusion, belonging, and community contribution. Although the current campaign focuses on newcomers, the model could also be used to highlight the experiences and contributions of other groups, including youth, Indigenous communities, and other residents whose stories shape community life.

Innovative and Forward Thinking:

The *Our Region, Our Home* campaign was innovative not only in its storytelling approach, but in how and where it reached people. Rather than relying on scripted messages, featured newcomers were encouraged to share their experiences in their own words, resulting in more authentic and credible stories. A key element of the campaign's forward-thinking approach was its deliberate shift beyond traditional communications channels to engage new and broader audiences. Building on lessons from the earlier *See My Value* initiative, partners used performance insights to rethink content placement – prioritizing non-traditional venues and community spaces where residents naturally gather. By integrating the campaign into settings such as a local hockey game and movie theatre advertising, the campaign met people outside of expected platforms, expanding its reach and increasing its impact with audiences who may not have otherwise engaged.

Differs in Definable Ways from Other Similar Practices:

Unlike earlier local messaging that focused more narrowly on newcomers' economic contributions, *Our Region, Our Home* grounds its approach in authentic local stories and connects those stories directly to everyday community life in the Saint John Region. The campaign features real residents

whose experiences and contributions are visible in local workplaces, neighbourhoods, and community spaces, making the messaging more concrete and locally recognizable.

High Client Uptake:

The campaign generated strong community engagement. Featured newcomers and partner organizations reshared campaign stories through their own networks, and community members engaged with the campaign through comments and other positive feedback. Anecdotal feedback also suggested that audiences recognized and connected with the featured individuals and their stories.

High Client Retention:

The campaign showed evidence of sustained engagement over time. There was no significant drop-off in reach following the initial launch, and partner organizations continued to share campaign materials well beyond the first phase.

Strong Evidence of Successful Outcomes:

There is strong evidence of successful outcomes from the *Our Region, Our Home* campaign. Qualitative feedback from the Newcomer Advisory Panel, partner organizations, and community members indicated that the campaign was received positively and generated strong community recognition and support. Community members recognized featured individuals as neighbours, colleagues, and healthcare providers, and feedback suggested that the campaign's use of real local stories strengthened its credibility and community relevance.

Quantitative data also pointed to a strong performance. Compared with the earlier *See My Value* campaign, *Our Region, Our Home* showed substantially higher website traffic, increasing from about 1,400 active users previously to approximately 8,000 users in each of the two campaign phases. Landing page analytics showed 8.8k active users and 10k English page views in the first phase, and 8k active users and 9.6k English page views in the second phase. Overall reach was estimated at approximately 140,000 people through online promotion and public advertising.

Advertising performance was also strong across both phases. Click-through rates reached 3.11% in the first phase and 3% in the second phase, well above the cited average range of 0.05% to 1.7%. Video content also showed high engagement, including full watch times in the first phase. Together, these findings indicate that the campaign not only achieved broad visibility, but also generated meaningful audience engagement with its content.

PERFORMANCE MEASUREMENT AND EVALUATION STRATEGY

The *Our Region, Our Home* campaign was assessed using a combination of online performance indicators and qualitative feedback. Online performance indicators included website traffic, advertising analytics, and social media engagement metrics to track reach and interaction. These indicators were benchmarked against the earlier *See My Value* campaign and reviewed across the campaign's two phases to assess how different channels and content formats performed. Information on website users by geographic location was also reviewed to understand how widely the campaign was reaching audiences.

Qualitative feedback was gathered from community members, the campaign task force, the Newcomer Advisory Panel, the Saint John LIP Council, working groups, and City communications staff. This feedback helped the Saint John LIP and its partners assess how the campaign messaging was being received and how campaign materials were being used by others. This information was used as part of an iterative approach to the campaign's development and rollout. Performance data and stakeholder feedback were reviewed over time to inform ongoing learning and refinement throughout the campaign.

FOR MORE INFORMATION

Our Region, Our Home

<https://ourregionourhome.com/>

Saint John Local Immigration Partnership

<https://newtosaintjohn.ca/saint-john-region-new-brunswick/saint-john-local-immigration-partnership>