



WINS-LIP Communications Framework

Sharing Information and News, Nudging Action, and Fostering Indigenous Relationships through Trust and Connection

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Connection: Information Sharing · Information · News · Nudges

Purpose & Commitment

A shared framework for how the WINS Local Immigration Partnership Council communicates across New Westminster—with clarity, care, and collaboration.

This strategy supports strong, coordinated communication within the WINS Council Table and outward to the community. It's grounded in

Equity, inclusivity, and care

Respect for Indigenous land and leadership

Collaboration across cultures, organizations, and lived realities

Consent, ethical storytelling, and accessibility.

- Consent, ethical storytelling, and accessibility



Strategic Objectives

- Increase visibility of the WINS LIP table and its initiatives
 - Increase opportunities for collaboration and capacity among partners
 - Provide a cohesive voice for newcomer support in the New Westminster community
 - Allow for a more diversified membership and stakeholder engagement
 - Share best practices and settlement information
 - Bridge understanding and promote community receptivity to newcomers
 - Address newcomer isolation and increase access to support and resources
 - Promote a strong sense of a welcoming community\
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- Promote a strong sense of a welcoming community



Communication Overview

Communication Overview

The WINS-LIP Communications Framework is designed to support a vibrant, inclusive, and collaborative community by achieving the following objectives:

- Share information that is timely, relevant, and accessible to all stakeholders
- Bridge understanding between newcomers, service providers, and the broader community
- Provide a cohesive voice for the WINS-LIP Council and its partners
- Develop community receptivity by promoting inclusion, empathy, and cultural awareness
- Foster collaboration and build capacity among Council members, working groups, and partner organizations
- Build diversity by engaging a wide range of voices, experiences, and perspectives
- Increase visibility of WINS-LIP members, their initiatives, and the Council's impact
- Address silos by encouraging cross-sector communication and shared learning
- Exchange knowledge through best practices, lived experiences, and research
- Provide regular updates on Council activities, events, and opportunities
- Increase access to resources and referrals for newcomers and service providers
- Share reports that highlight progress, challenges, and community insights



- Promote partner initiatives to amplify collective efforts and support one another

When to Communicate

Effective communication is not only about what is shared, but also about when it is shared. Timing ensures that messages are relevant, actionable, and aligned with the needs of the audience. The WINS-LIP should communicate at key moments to promote, make presence, support engagement, coordination, and impact

Key Moments of Communication

Key Moments for Communication:

- Before and after Council or Working Group meetings
- To share agendas, updates, decisions, and next steps.
- When launching or promoting events, initiatives, or campaigns
- To invite participation, raise awareness, and encourage action.
- When new resources, reports, or tools are available
- To ensure timely access to information that supports service delivery and community engagement.
- To highlight partner initiatives and successes
- To foster collaboration, amplify impact, and build community pride.
- When urgent or time-sensitive updates are needed



- To respond to emerging issues, opportunities, or changes in context.

On a Regular Schedule:

- Such as monthly newsletters, quarterly updates, or annual reports to maintain consistent engagement.
- To share evaluation findings or progress reports
- To demonstrate accountability, reflect on outcomes, and inform future planning.
- To respond to community needs or feedback
- Ensuring communication is two-way and responsive to those it serves.

Audience-Specific Strategies

The WINS-LIP Communications Framework is designed for both internal and external audiences: Internal Audiences:

- LIP Council and partner organizations: regular meetings, updates, and service inventories
- Working Group members: targeted updates and coordination
- Funders: reports, surveys, and event invitations

External Audiences:

- Local agencies and organizations: brochures, media, and community meetings
- Community members: social media, flyers, and public events



- Employers and business community: outreach through associations and meetings
- Newcomers: partner agency outreach, multilingual materials, and surveys
- Government: updates and formal communications

<i>Type</i>	<i>Who</i>	<i>What</i>	<i>Where / How</i>	<i>Tools/Activities</i>
Internal	Council members, council members at large, All Working Groups, Partner agencies, Funders	Updates, actions, meeting notes, proposals, shared resources	A Monthly email (Around the table) via Coordinator, Working Group and/or Chair Event, resource, action taken emergent and that require a quick action as per member's request.	- Monthly email message (see below table) As per occurrence
External	Community organizations, newcomers, general public, media, potential partners	Invitations, calls to act, stories, reports, surveys	Social media, partner websites, local media, public spaces, posters, newsletters, letters, mail.	Poster, flyers, statements, emails.

Around the WINS LIP table - A Monthly Email Messaging Flow

A kind of Newsletter Email that goes out: Third Thursday of each month



Submission deadline: Third Wednesday each month

Urgent messages may be sent directly with Chair/Coordinator approval

- **Urgent messages** may be sent directly to the WINS LIP Chair and the Coordinator for approval

Suggested Emails from members need to include:

Event or communication Information,

Specific Action Needed

Deadline

Keep content short (max 300 words) with plain language and contact info

Include “please share with frontline staff” when relevant on subject

Authority, Privacy & Internal Roles

Only the **Council Chair** speaks publicly on behalf of the Table

No individual member or Working Group may represent WINS LIP without written approval

Coordinator will never share member contact details to other members without permission, that information might flow if the member wants his signature that contains that information on a email to be shared.

For Each Working Group decides whether to use shared contact lists or designate one Lead for communication

Any formal communications must go through **Chair or Coordinator**

Public messaging to raise awareness of the Council’s existence and purpose is encouraged—with consent and care



Media & Public Contact

Role Responsibility –

Council Chair Official spokesperson, media contact **Coordinator** Drafts public materials, manages internal messaging

Communication Frequency

- WINS-LIP Meetings: 6 per year
- Working Group Meetings: 3+ per year per group
- Social Media Outreach: 3+ per year
- Electronic Updates and Emails: Monthly or as available
- Website Updates: Ongoing
- Community Presentations and Events: As planned

Evaluation and Metrics

- Observation of meetings and activities
- Feedback from survey brochures and formal stakeholder surveys
- Informal feedback from events and meetings
- Indicators of success: increased engagement, visibility, and community impact

Resource Planning

- Leverage partner networks and champions for outreach
- Utilize existing tools: websites, distribution lists, and community events
- Monitor resource use and adjust based on evaluation outcomes



When Sharing Personal Stories

Sharing stories and lived experiences is a powerful way to build understanding, foster empathy, and highlight the realities of newcomers in New Westminster. These stories provide essential context for the work of the WINS-LIP Council and help humanize the data and strategies we share.

However, storytelling must always be approached with care, respect, and consent. The following Ethical Storytelling Protocol ensures that stories are shared in a way that uplifts individuals and communities, rather than exploiting or misrepresenting them.

Ethical Storytelling Protocol

When sharing information or stories of clients, remember storytelling builds trust—but must always center the storyteller's rights and safety.

Principles:

- Consent must be explicit and informed
- Prioritize the humans on the story decide how their stories are used, create a space for them to tell their own story with all the information on how, when, what for, and until when that part of their lives will be shared
- Remember, try No to share of quotes, images, or lived experiences without review and approval
- Cultural stories or ceremonial teachings must never be shared without formal permission
- Remember, Stories should uplift—not exploit—those being represented
- Always offer contributors the ability to edit or opt out of any publication

Visibility & Awareness Efforts

Outreach efforts to raise public awareness of the WINS Lip table, may include:



- Flyers, posters, brochures
- Social media Ethical storytelling
- Partner website features
- Presence at events and community spaces
- Press releases or local media outreach

All materials must be approved by the Chair or Coordinator and adhere to privacy, consent, and style guidelines.

Suggestions on Style & Accessibility Tips

- Use **plain language**
- Highlight action items with **bold** or clear headings
- Ensure documents are readable (12pt+ fonts, accessible formats)
- When public-facing, use inclusive tone and community-first framing

WINS LIP Indigenous Engagement Protocol

Explain the intention and why is so important..



A respectful guide to contacting Indigenous Nations, Elders, and Knowledge Keepers in New Westminster

Acknowledgment & Relationship

The WINS Council acknowledges that New Westminster is situated on the traditional, unceded lands of the Qayqayt First Nation and other Coast Salish Peoples. We honour Indigenous leadership, knowledge, and presence—and commit to building authentic relationships through humble, culturally safe practices.

Core Engagement Principles

- Begin with **relationship**, not requests
- **Do not assume shared customs** across Nations
- Always ask about **Nation-specific protocols**
- **Acknowledge the host territory first** when multiple Nations are involved
- **Compensation and consent** are essential

Step-by-Step Protocol for Contact

1. **Identify purpose clearly** – consultation, ceremony, invitation, storytelling
2. **Confirm who will contact** – only Chair or Coordinator initiates outreach
3. **Research the Nation's protocol** – formal titles, language, best contact method
4. **Craft invitation respectfully** – include purpose, date, logistics, supports, and role
5. **Offer honorarium** – state amount, receipt requirements, payment method
6. **Provide ample notice** – ideally 3+ weeks in advance
7. **Support ceremonial and cultural needs** – smudging space, seating, dietary preferences
8. **Recognize participation publicly only with permission**
9. **Follow up with gratitude** – thank you message, share outcomes (with consent)

Multi-Nation Engagement Protocol



If inviting more than one Nation:

- Contact each **separately and respectfully**
- Ask if there are protocols around ceremonial roles, seating, recognition
- Acknowledge the **host Nation first**, then all others equally
- Offer **honoraria to each representative** equitably
- Confirm speakers' preferences for participation
- Never assume shared practices or positions between Nations

Honorarium Guidelines

- Share exact **amount and format of honoraria** (do we want to set an amount that is fair across all of our members?)
- Ask about **preferred payment method** (cash, cheque, transfer)
- Inform recipients about any **receipt or tax form requirements**
- Accommodate cultural preferences regarding gifts and recognition
- Never ask for or expect contributions without compensation

