

MEDIA RELEASE

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\$75,000 OTF grant supports valuable newcomer engagement work

Toronto, Ontario – A \$75,000 Seed grant from the Ontario Trillium Foundation (OTF) has helped support ParticipACTION's programming and strategy to help newcomers to Canada engage in physical activity. This grant was awarded in 2020 and has allowed ParticipACTION to host focus group sessions with the Region of Peel's Southeast Asian and Black communities and structure interviews with newcomer-serving organizations in Peel. The findings from these consultations informed the creation of a Newcomer Engagement Research Report and subsequent podcast discussing approaches and strategies for organizations that serve newcomers to Canada.

"I am happy to hear that ParticipACTION received a \$75,000 Seed grant from the Ontario Trillium Foundation," said Nina Tangri, MPP for Mississauga-Streetsville. "This grant will assist the organization in providing programming that will reduce isolation and help newcomers to Canada engage in physical activity, which will allow for a happier and healthier lifestyle."

OTF's support has allowed ParticipACTION to more effectively engage with organizations serving newcomers and other health equity-seeking groups. It has also helped promote the Community Better Challenge, a national initiative encouraging Canadians to get active in search of Canada's Most Active Community.

"Newcomers to Canada have barriers of speech and difficulties in communication with society, so they are usually isolated in the home, which damages their health physically and mentally. The ParticipACTION Community Better Challenge program provides support to encourage newcomers, and seniors in particular, to participate in social events and help them be active and healthy. Since June 1, our team members have become happier and healthier by playing table tennis every week!"
– *Long Jin Chen, Table Tennis Team, Tong Le Senior Association*

Quick Facts:

1. ParticipACTION hosted focus group sessions with newcomers to Canada and structured interviews with newcomer-serving organizations in Peel Region to learn about attitudes, approaches and ways to increase participation in physical activity programming.
2. ParticipACTION developed a Newcomer Engagement Research Report outlining best practices and approaches for organizations looking to improve programming and communications for newcomers in Ontario to engage in physical activity.
3. ParticipACTION created a podcast highlighting the progress made in developing programs and ways for physical activity programmers to address barriers and increase participation among newcomers.
4. The funding has helped inform essential work in engaging with healthy equity-seeking groups and newcomer-serving organizations in the Community Better Challenge.

About ParticipACTION: ParticipACTION is a national non-profit organization that inspires and supports Canadians to make physical activity a vital part of their everyday life. As Canada's premier physical activity brand, ParticipACTION works with its partners, which include organizations in the sport, physical activity and recreation sectors, alongside government and corporate sponsors, to help Canadians reduce sedentary time and move more through innovative engagement initiatives and thought leadership. ParticipACTION is generously supported by the Government of Canada. Learn how ParticipACTION has been moving Canadians for 50 years at ParticipACTION.com and download the free ParticipACTION app to access a fun, evidence-informed tool that empowers you on your physical activity journey.

About the Ontario Trillium Foundation: The Ontario Trillium Foundation (OTF) is an agency of the Government of Ontario and one of Canada's leading granting foundations. Last year, nearly \$112M



was invested into 1,384 community projects and partnerships to build healthy and vibrant communities and strengthen the impact of Ontario's non-profit sector. In 2020/21, OTF supported Ontario's economic recovery by helping non-profit organizations rebuild and recover from the impacts of COVID-19. Visit otf.ca to learn more.

For more information or to schedule an interview, please contact:

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