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The Council of Agencies Serving South Asians (CASSA) is an umbrella organization of agencies, groups, and individuals that provide services to the South Asian Community. We envision and strive for a Canada free of all forms of discrimination in which all communities are free from marginalization and are fully empowered to participate in defining Canada's political, economic, social and cultural future.

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**ARE YOU  
VOTING ON  
OCTOBER  
21ST?**

Did you know that there is a federal election coming up

**CASSA's  
2019 Civic  
Engagement  
Campaign**

Follow CASSA's



## **Civic Engagement Strategy**

- Target audience – South Asian youth and seniors
  - Areas of focus – Scarborough and Region of Peel
- 

### Methods of engagement:

- Online polling
- Social media campaign
- Member engagement
- Community engagement
- National partners
- Workshops for seniors
- All-Candidates Debate in Scarborough

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**CIVIC ENGAGEMENT  
CAMPAIGN 2019**

**#SOUTHASIANVOTES2019**

## Online Polling

- Short questions on social media polls focusing on issues of public concern under federal jurisdiction such as affordable housing, anti-racism, immigration and settlement, etc.
- To better understand the issues that are important to South Asian communities
- To encourage the communities we serve to get more involved in the election process

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**#SOUTHASIANVOTES2019**

# Social Media Campaign

- Timed release of all online polls starting June, 2019 until October 21, 2019
- Infographics on all party platforms as they were released on issues that communities indicated were important to them



**NEW DEMOCRATIC PARTY - IMMIGRATION**

Promises...

- Develop an immigration system accountable to Canadians and rooted in the values of fairness, respect and dignity
- Prioritize family reunification
- Safe Third Country Agreement: End it



This infographic features a portrait of a man with a beard and a yellow turban. The background is orange and white. The NDP logo is in the bottom right corner.



**LIBERAL PARTY - IMMIGRATION**

Promises...

- The party hopes to increase number of immigrants to 350,000 by 2021
- Accept more refugees
- Crack down on "asylum-shopping" and regulate immigration consultants



This infographic features a portrait of Justin Trudeau. The background is red and white. The Liberal Party logo is in the bottom right corner.



**GREEN PARTY - IMMIGRATION**

Promises...

- Increase immigration to places that can't fill job vacancies
- Start a discussion about climate refugees. Greens want them included as an official refugee category
- Safe Third Country agreement: Get rid of



This infographic features a portrait of a woman with glasses. The background is green and white. The Green Party logo is in the bottom right corner.



**CONSERVATIVE PARTY - IMMIGRATION**

Promises...

- Stress the importance of "economic immigration" and prioritizing those facing "true persecution."
- Crack down on illegal border crossings
- Promote private sponsorship of refugees and increase refugee screening
- Third Country Agreement: Negotiate



This infographic features a portrait of a man. The background is blue and white. The Conservative Party logo is in the bottom right corner.

## Member Engagement

- Developed informational brochures and distributed them to our member agencies
- Information was also translated into various South Asian languages to be distributed to clients of our member agencies
- Shared our entire Civic Engagement Strategy and tools with all members to adapt for their own agencies

## HOW DO ELECTIONS WORK?

In a federal election, you vote to elect a member of Parliament (MP) to represent you in the House of Commons, where they will debate and pass laws on your behalf.

Canada is divided into 338 ridings. During an election, one MP is elected to represent the people of a riding and sit in the House of Commons.

Candidates can represent a political party, or can be independent. In Canada, the major federal political parties include the Liberal Party, Conservative Party, New Democratic Party and Green Party. The party with the most seats in the House of Commons usually forms the government. The leader of the party becomes the prime minister of Canada.

## HOW DO I VOTE?

### You can vote if:

- You are a Canadian citizen
- You are at least 18 years old on election day
- You can prove your identity and address

Voting is easy if you register to vote. Make sure that you are registered to vote by visiting <https://bit.ly/1gnDWLB>.

When you are registered to vote, you will receive a voter information card in the mail which will tell you where to vote.

## WHEN AND WHERE DO I VOTE?

Check the following link to find the nearest polling station near you: <https://bit.ly/2K8yhvQ>

See the FAQ section to find out about other ways to vote.

## WHAT DO I NEED TO BRING TO VOTE?

Prove your identity and address by bringing:

1. One of the following:  
*Your driver's license, provincial or territorial ID card, or any other government card with your photo name and current address.*

2. Two of the following, and at least one must have your current address:  
*health card, Canadian passport, birth certificate, social insurance card, more!* For a full list of possible IDs, visit <https://bit.ly/2Z0IElp>

## CHECKLIST

In summary - here is everything you need to do to prepare for the election!

- Make sure you're registered
- Watch for your voter information card
- Check that you have the right ID
- Find the candidates in your riding by using the Voter Information Service
- Learn about each party's platform
- Choose one of the many ways to vote
- Mark your calendar with key dates
- Plan how you'll get there

# SSA'S YOUTH CIVIC ENGAGEMENT CONTEST

**WIN A  
\$50 GIFT  
CARD!**

- 1. Like this post and tag 3 friends in the comments**
- 2. Post an image of yourself at the voting polls OR Direct Message it to us!**
- 3. If you post, tag us and use the Hashtags: #SouthAsianVote2019 #CivicEngagement2019**

**CONTEST ENTRIES WILL ONLY BE ACCEPTED FOR YOUTH AGES 18-29**

**WINNER WILL BE ANNOUNCED TUESDAY, OCTOBER 22**

## Community Engagement

- Civic Engagement Contest for youth on social media
- Attended many community events and festivals over the summer of 2019 – engaged in conversations with community members on the election, what is important to them, and if they are going to vote
- Translated brochures were also handed to community members during all events
- ‘What voting means to you’ Campaign

## National Partners

- **Engaged with partners in Vancouver, Surrey, Edmonton, Calgary, and Montreal**
- **Shared Civic Engagement Strategy and allowed to replicated/adapt to their own agencies to encourage their communities to vote**



Follow CASSA's civic engagement campaign:  
#SOUTHASIANVOTES2019



@cassaonline



CASSA

## **Workshops for Seniors**

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- Worked with our member agencies providing services for seniors to coordinator civic engagement workshops throughout the GTA
- Education on the electoral process, party platforms, and why is it important for everyone to make informed voting decisions

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CAMPAIGN 2019**

**#SOUTHASIANVOTES2019**



**LEARN ABOUT EACH FEDERAL CANDIDATE'S  
VISION FOR YOUR FUTURE!**



**ALL-CANDIDATES  
DEBATE**  
**RACIAL JUSTICE & YOUTH ISSUES**

**You are invited to a Scarborough-Rouge Park  
all-candidates meet & greet and debate on  
the upcoming Federal election!**

**MALVERN RECREATION CENTRE - COMMUNITY  
(30 SEWELLS RD, SCARBOROUGH)  
WEDNESDAY, SEPTEMBER 25TH, 2024  
6:00 - 8:00 PM  
COMPLIMENTARY DINNER WILL BE PROVIDED**

**RSVP: [ariyana@ca](mailto:ariyana@ca)  
OR 416-925-1111**

Supporting Organizations: Highland

## **All-Candidates Debate in Scarborough**

- Focus of debate on Racial Justice and Youth Issues
- Partly funded by the Laidlaw Foundation
- Held in Scarborough-Rouge Park
- Structured Q/A – questions were developed in collaboration with local resident groups
- Recording of the debate was posted on social media