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# Final Report

## Communications & Information Transfer Strategy For Aboriginal Groups

Presented to:  
Canada Mortgage and  
Housing Corporation



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## **INTRODUCTION**

In September 1999, Poirier Communications was contracted by the Canada Mortgage and Housing Corporation to conduct a study towards developing a communications and information transfer strategy for Aboriginal Peoples.

At the core of the study was the gathering of necessary knowledge and understanding of the Aboriginal audience for the development of a comprehensive strategy. The data collected the preparation of this report originated from three sources:

- A series of 120 telephone interviews with Aboriginal housing providers, representing a cross-section of the nearly 800 such organizations in Canada. The sampling of these groups chosen for interviews includes on and off-reserve housing providers, urban and rural, First Nations, Inuit and Metis.
- Group consultations (Dialogue Circles) conducted in five cities across the country with key Aboriginal housing influencers and providers.
- Meetings with representatives of National Aboriginal Organizations (Assembly of First Nations, the Congress of Aboriginal Peoples and the Metis Nation of Ontario) as well as discussions with Regional CMHC program officers.

Several conclusions are drawn from the analysis of this data. These conclusions address key issues surrounding this target audience: perceived barriers to accessing housing information, basic housing information needs, benefits and effectiveness of existing communication vehicles. The report also provides an assessment of existing CMHC communications strategies for reaching the Aboriginal audience.

Finally, the report lays the foundation for a communications and information transfer strategy for the Aboriginal population. This strategy, drawn from key findings in the study, includes target audience segmentation, recommended communication vehicles, timelines and expected implementation costs.





## DATA COLLECTION

### TELEPHONE INTERVIEWS

#### Methodology

The aim of this segment of the study was to gather information through telephone interviews with key decision makers in Aboriginal housing operations and policies. The information being sought involved several key questions:

- What are the barriers to Aboriginal housing providers finding and using housing related information?
- What are the housing related information wants within these Aboriginal audiences?
- What makes housing related information relevant to these audiences?
- How can Aboriginal peoples benefit specifically from housing information?
- What are the key influences on Aboriginal housing providers, including communication vehicles and distribution channels?
- How effective are existing communication vehicles and distribution channels, from all available sources?
- How does this audience use existing CMHC housing information?
- What strategies would be effective in reaching this audience?

The initial step in this part of the study was to identify all organizations in the country involved in providing Aboriginal housing services.



This group necessarily included the 629 First Nations providing housing services on reserve. As for off reserve groups, research identified 152 organizations providing Aboriginal housing services in Canadian cities, rural and remote areas. This research was conducted through available housing directories, contact with national and regional Aboriginal organizations, band councils, Metis communities and Inuit hamlets.

In total, then, 781 organizations were identified that provide some form of Aboriginal housing services.

### *Sample Selection*

It was decided to stratify the sample into regions that reflect the CMHC six regional offices. However, the Inuit housing providers from Nunavut were deemed distinct enough to warrant separate strata. As such, the regional breakdown of the sample is as follows:

- Atlantic
- Quebec
- Ontario
- Prairies
- Northwest Territories and Yukon
- British Columbia, and
- Nunavut.

A critical component of the creation of the sampling frame was the distinction between on and off reserve housing contacts, authorities and corporations. A total of 152 off reserve providers were identified that included status blind and general Aboriginal providers, First Nation only providers, Metis only providers, and those serving Inuit communities. The on reserve listing is far more extensive with a total of 629 from across Canada. The following table summarizes the regional distribution of contacts:

### HOUSING PROVIDERS BY REGION

	OFF RESERVE		ON RESERVE		TOTAL	
	TOT. #	% OF REGIONAL TOTAL	TOT. #	% OF REGIONAL TOTAL	TOT. #	% OF NATIONAL TOTAL
ATLANTIC	5	12.8%	34	87.2%	39	5.0%
QC	24	37.5%	40	62.5%	64	8.2%
ON	33	19.9%	133	80.1%	166	21.3%
PRAIRIES	47	20.6%	181	79.4%	228	29.2%
NWT/YUKON	8	16.0%	42	84.0%	50	6.4%
BC	22	10.0%	199	90.0%	221	28.3%
NUNAVUT	13	100.0%	0	0.0%	13	1.7%
<b>TOTAL</b>	<b>152</b>	<b>19.5%</b>	<b>629</b>	<b>80.5%</b>	<b>781</b>	<b>100%</b>



With a total sample frame of 781, a minimum sample size of 86 was calculated using a confidence level of 95% and interval level of 10. This sample was distributed proportionately by region and by on and off reserve criteria, and then rounded up to 87 candidates. This mode of distribution resulted in a number of regions having a very small proposed sample size. Taking cost and logistical considerations into account, it was decided to raise all regional on and off reserve samples to a minimum of 5 contacts. This decision improves the reliability of the survey estimates but keeps the interview process manageable. The revised sample size total was 107 contacts.

While preparing the off reserve list, a number of contacts (60) were identified as key providers or leaders in the field of Aboriginal housing. These organizations all provide housing services to a large number of clients and/or within a large geographic area. Another decision was therefore made to include all such contacts in the interviews. In the Atlantic region this made no difference to the regional total because the revised minimum quota per region already included these key informants. In other regions, the totals were increased for an overall revised sample size of 132 candidates. These revisions are summarized in the following table:

	OFF RESERVE		ON RESERVE	
	REVISED MINIMUM SAMPLE SIZE	ADJUSTED TOTAL WITH KEY INFORMANTS	REVISED MINIMUM SAMPLE SIZE	REVISED SAMPLE TOTAL
ATLANTIC	5	5	5	10
QC	5	5	5	10
ON	5	15	15	30
PRAIRIES	5	17	20	37
NWT/YUKON	5	5	5	10
BC	5	8	22	30
NUNAVUT	5	5	0	5
TOTAL	35	60	72	132





With these regional totals in mind, the list of contacts was organized regionally and in terms of on and off reserve criteria. The key informants were placed at the top of each off reserve listing and all remaining contacts were then assigned a random number using a spreadsheet. All on reserve contacts were assigned a random number. These random listings were then sorted according to that number. Candidates for interviews were therefore to be selected in turn from the regional lists until the regional quota was filled. In the case of off reserve contacts, the quota was to be filled in some regions by contacting the key informants and thus there would be no randomly selected interviews.

In summary, a number of decisions were made that aimed to be both cost effective and complete in the surveying of Aboriginal housing providers. Though this may have led to a shift away from standard sampling procedures it must be understood that the sample is small in nature and the intent was to gain qualitative assessment of the sample universe. Where possible, random selection methods were employed but this could not overlook the key contacts necessary to make any assessment of Aboriginal housing complete.

### *Interview Format*

Interviews were conducted during the five week period from October 19 to November 23, 1999. A total of thirty three (33) questions were asked during each telephone interview with each session lasting from 45 minutes to 1 hour. The questionnaire focused on three areas of interest:

- The Organization/Respondent being interviewed, including questions on organizational and individual responsibilities, scope of operations and client base.
- Communication and Information Transfer, with questions relating to preferred housing information sources, effectiveness of those sources, housing information needs and barriers.
- CMHC related questions, including awareness of the Corporation, experience with its programs, knowledge of its products and services.

For each Aboriginal organization contacted, an interview was requested with the Director or Manager of housing operations. It is worth noting that this group proved to be very difficult to reach for a prolonged interview. In total, slightly more than one thousand phone calls were made to complete a total of one hundred twenty (120) questionnaires. In many cases, interviews had to be scheduled for a convenient time then repeatedly rescheduled when time constraints arose for the interviewee.

Very few people who were contacted refused to be interviewed, and of those who did participate, the large majority were very cooperative and interested in the process.

The difficulty in arranging and completing the interviews rests mainly in the work schedules of Aboriginal housing directors and administrators. It seems much of their work is not in an office but in the field, tending to housing operations and problems. As well, many of these people, especially on reserves, have multiple responsibilities with housing being only one of many issues that occupy their time.

Though the number of interviews finally conducted fell slightly short of the planned sample, it is felt that the results provide a meaningful picture for the purposes of the study.

## **Interview Findings**

Provided below is a listing of each question asked during the telephone interviews along with the total distribution of responses for each question. In the course of the data analysis, responses were also sorted according to the following groupings:

- On reserve housing providers/Off reserve/Both on and off reserve
- Urban housing providers/Rural/Both urban and rural
- First Nation/Metis/Inuit/Off reserve
- By region: Atlantic/Quebec/Ontario/Prairies/BC/Yukon & NWT/Nunavut

Significant differences in responses within these groups have been noted in the following findings.



## Questions on the Organization

### 1.1 What region or area is the respondent from?

	Percent	Count
Atlantic	7.7%	9
Quebec	9.4%	11
Ontario	23.9%	29
Prairies	26.5%	32
BC	19.7%	24
Yukon / NWT	7.7%	9
Nunavut	5.1%	6
Unknown	0.0%	0
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

### 1.2 Type of Organization

	Percent	Count
First Nation	51.7%	62
Metis	6.7%	8
Inuit	5.8%	7
Off-Reserve (All Aboriginal groups)	33.3%	40
Non-Aboriginal	2.5%	3
Unknown	0.0%	0
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

**2.1 What are the main responsibilities of your organization as they relate to Aboriginal housing?**

	<b>Percent</b>	<b>Count</b>
Non-profit housing services	78.3%	94
Real Estate sales and purchases	15.0%	18
Property / Housing management	74.2%	89
Financial Assistance to tenants	33.3%	40
Education about housing issues	55.0%	66
Other	17.5%	21
Do not know	0.0%	0
No Response	3.3%	4

**2.3 What are your responsibilities within the organization?**

	<b>Percent</b>	<b>Count</b>
President, Director or Manager	62.5%	75
Property Management	28.3%	34
Supervisor	25.0%	30
Accounts & Finance	22.5%	27
Community and/or Client Liaison	22.5%	27
Board member	3.3%	4
Band Manager	9.2%	11
Other	10.0%	12
No Response	0.8%	1

**2.4 Who are the primary clients of your organization? In other words, to whom do you give preference, if any?**

	<b>Percent</b>	<b>Count</b>
No preference --		
General population	15.0%	18
All Aboriginal Peoples (i.e., 'status blind')	30.8%	37
First Nations	45.0%	54
Metis	1.7%	2
Inuit	2.5%	3
First Nation and Metis	3.3%	4
Other	1.7%	2
Do not know	0.0%	0
No Response	0.0%	0
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

Results for this question, as would be expected, differ between on and off reserve respondents. On reserve housing organizations deal almost entirely with First Nation clients (87%). Off reserve organizations tend to serve all Aboriginal groups (77%).



**2.5 What is the nature of your organization's services? In other words, where do your clients tend to reside?**

	<b>Percent</b>	<b>Count</b>
On Reserve only?	33.3%	40
Off Reserve only?	43.3%	52
Both On and Off-Reserve?	21.7%	26
Do Not Know	0.0%	0
No Response	1.7%	2
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

As for Question 2.4 above, responses to this question naturally vary between on and off reserve organizations.

**2.6 Would you consider your organization an URBAN or RURAL based service provider?**

	<b>Percent</b>	<b>Count</b>
Urban	34.2%	41
Rural	45.0%	54
Both	18.3%	22
Do Not Know	0.8%	1
No Response	1.7%	2
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

**2.7 Approximately how many Aboriginal people currently live in the area that your organization serves?**

	<b>Percent</b>	<b>Count</b>
1 - 100	5.8%	7
101 - 500	24.2%	29
501 - 1000	14.2%	17
1001 - 2000	13.3%	16
2001 - 4000	6.7%	8
4001 - 10,000	13.3%	16
10,000 +	17.5%	21
Do Not Know	1.7%	2
No Response	3.3%	4
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

On reserve Aboriginal populations for the groups surveyed mostly range from 100 to 1,000 people. Off reserve populations mostly range from 1,000 to 10,000.

**2.8 In the past year, how many Aboriginal clients has your organization provided housing-related services to?**

	<b>Percent</b>	<b>Count</b>
1 - 100	29.2%	35
101 - 200	23.3%	28
201 - 400	10.8%	13
401 - 600	9.2%	11
601 - 800	2.5%	3
801 - 1000	3.3%	4
1001 +	13.3%	16
Do Not Know	1.7%	2
No Response	6.7%	8
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

**2.9 If your organization manages housing or apartment units, how many units are involved?**

	<b>Percent</b>	<b>Count</b>
1 - 10 units	8.3%	10
11 - 25 units	5.8%	7
26 - 50 units	11.7%	14
51 - 100 units	23.3%	28
101 - 200 units	20.0%	24
201 - 400 units	15.0%	18
401 - 700 units	5.8%	7
701 + units	5.8%	7
Do Not Know	0.0%	0
No Response	4.2%	5
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

**2.10 If your organization manages housing, does your client-base include the following:**

	<b>Percent</b>	<b>Count</b>
Low income families	93.3%	112
Single parent families	88.3%	106
Very large families (e.g. more than 6 individuals)	83.3%	100
Single adults	66.7%	80
Seniors / Elders	76.7%	92
Students	30.8%	37
Rooming homes	3.3%	4
Disabled persons or persons who need specially equipped homes	64.2%	77
Homeless persons	30.8%	37
Other	7.5%	9
Not Applicable. The organization does not manage housing.	1.7%	2
Do not know	0.0%	0
No Response	0.8%	1

Among the various groups and regions involved in the survey, results for this question did not show great variation. Priorities for housing focus quite simply on people with the greatest financial or social need.

Organizations providing services to the homeless were most often found off reserve (45% of organizations surveyed provided services to the homeless) and in Inuit communities (43%).

## Questions on Communication and Information Transfer

### 3.1 *What are your primary sources of housing related information?*

This is the first of several open-ended questions asked during the interviews. Of the 120 people interviewed, 91 (78%) answered the question.

Of the 91 who replied, CMHC was the most frequently cited source (45%). Other sources of information mentioned were: Government departments/agencies (35%); Aboriginal or community sources (35%); newsletters/journals (13%); workshops (8%).

### 3.2 *Do you receive information from the following sources?*

#### Housing-related trade journals

	Percent	Count
No	71.7%	86
Yes	28.3%	34
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

#### Direct Mail

	Percent	Count
No	45.8%	55
Yes	54.2%	65
<b>Summary</b>	<b>100.0%</b>	<b>120</b>



### Newspapers

	<b>Percent</b>	<b>Count</b>
No	56.7%	68
Yes	43.3%	52
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

### Internet

	<b>Percent</b>	<b>Count</b>
No	69.2%	83
Yes	30.8%	37
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

### Citizen or community groups

	<b>Percent</b>	<b>Count</b>
No	61.7%	74
Yes	38.3%	46
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

### Direct contact with non-government housing organizations & officers

	<b>Percent</b>	<b>Count</b>
No	51.7%	62
Yes	48.3%	58
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

### Training workshops or expert seminars

	Percent	Count
No	23.3%	28
Yes	76.7%	92
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

### Visit to demonstrations or exhibits

	Percent	Count
No	60.8%	73
Yes	39.2%	47
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

### Provincial / Territorial government

	Percent	Count
No	48.3%	58
Yes	51.7%	62
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

### Federal government

	Percent	Count
No	28.3%	34
Yes	71.7%	86
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

## Indian & Northern Affairs Canada (INAC)

	Percent	Count
No	62.5%	75
Yes	37.5%	45
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

This is a key question that suggests three most common sources of housing information: workshops/seminars, government and direct mail. Some regional variations do exist.

The Inuit, for example, rely on government information more than other groups and less on direct mail. Considering that little mailed information is available in their language, this is not surprising.

Internet access varies widely from region to region and between on and off reserve groups. Urban housing providers tend to use the Internet more than other groups.

However, the most frequent information sources named in the interviews, workshops and government, do remain consistent among all groups.

It is also worth noting here that CMHC was not isolated in the question as a separate source of information. In the next section of the questionnaire, issues specific to CMHC are explored. Also, in the findings from the Dialogue circles, there are comments regarding the perception of CMHC within the broader context of "Federal Government" information sources.

### 3.3 How effective do you find the following sources of housing-related information?

Note: Effectiveness rating scale from 1 (Poor) to 5 (Best)

#### Trade journals

No Response	20.0%
Mean Rating	2.1

#### Direct mail

No Response	15.0%
Mean Rating	3.0

#### Document requests or subscriptions

No Response	17.5%
Mean Rating	2.6

#### Newspapers

No Response	11.7%
Mean Rating	2.5

#### Radio and Television

No Response	13.3%
Mean Rating	2.3

#### Videos

No Response	16.7%
Mean Rating	2.5

#### Internet

No Response	21.0%
Mean Rating	2.7

#### Dir. contact with housing orgs.

No Response	9.2%
Mean Rating	4.1

**Training workshops  
or seminars**

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No Response	6.7%
Mean Rating	3.8

---

**Demonstrations  
or exhibits**

---

No Response	14.2%
Mean Rating	3.0

---

**Provincial government  
sources**

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No Response	23.3%
Mean Rating	3.1

---

**Federal government  
sources**

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No Response	15.0%
Mean Rating	3.2

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Respondents feel that direct contact, either in workshops or with housing officials, is the most effective source of information. This result remains consistent among groups and regions, although on reserve respondents rate these information sources somewhat lower, as do groups in Atlantic Canada. On reserve groups also rate newspapers and radio/television as less effective than the mean ratings, likely because of more limited access to those media.

The Internet was among the lowest rated sources of information and drew one of the lowest response rates. Off reserve housing providers did rate the Internet marginally higher than on reserve groups (by 0.1%) and only 13.5% chose not to respond. This suggests that off reserve groups do have greater access to the Internet but don't yet see it as a strongly effective housing information source.

**3.4 Are there other means of receiving information that you feel would be effective?**

63 people, just over 50% of those interviewed, were able to suggest other means of receiving information effectively.

Among those who answered the question, the most frequent suggestion was direct mail/fax (35%). Other common responses were: direct contact/workshops (24%); Internet or e-mail (18%); contact with the construction trades industry (11%).



### 3.5 What types of information do you find most useful or important?

Note: Rating scale from 1 (least important) to 5 (most important)

<b>Financial management</b>	
No Response	5.8%
Not Applicable	5.8%
Mean Rating	4.0

<b>Office management</b>	
No Response	6.7%
Not Applicable	5.8%
Mean Rating	3.8

<b>Property management</b>	
No Response	6.7%
Not Applicable	4.2%
Mean Rating	3.8

<b>Housing program announcements</b>	
No Response	6.7%
Not Applicable	2.5%
Mean Rating	4.0

<b>Funding info. or opportunities</b>	
No Response	5.8%
Not Applicable	1.7%
Mean Rating	4.3

<b>Community-specific info. from newsletters and newspapers</b>	
No Response	6.7%
Not Applicable	6.7%
Mean Rating	3.3

<b>Industry specific info.</b>	
No Response	8.3%
Not Applicable	5.8%
Mean Rating	3.2

<b>Aboriginal-specific info. from Aboriginal sources</b>	
No Response	5.0%
Not Applicable	2.5%
Mean Rating	4.0

**Other**

---

No Response	71.7%
Not Applicable	13.3%
Mean Rating	4.0

---

In this question, all types of information received ratings that are quite high. It may simply point out a strong need for housing information in general among Aboriginal housing providers.

In comparing on and off reserve housing groups, there was a tendency for off reserve groups to rate sources of information as being of higher importance. This tendency was strongest for property management information, housing program announcements and community specific information. This may reflect the fact that these sources of information are more available to off reserve housing providers. It may also suggest a somewhat higher level of interest in housing information among these groups.

**3.6 When you receive information on housing, what do you find about the material that makes it effective?**

Rating scale from 1 (least important) to 5 (most important)

**Easily accessible**

No Response	10.0%
Mean Rating	3.9

**Easy to read**

No Response	10.0%
Mean Rating	4.1

**Materials arrive at appropriate time**

No Response	12.5%
Mean Rating	4.0

**Material arrives regularly**

No Response	10.8%
Mean Rating	3.6

**Effective visual presentation**

No Response	10.0%
Mean Rating	3.6

**Relevant to needs of cultural or Aboriginal group**

No Response	23.3%
Mean Rating	4.0

**Relevant to provincial or regional needs**

No Response	25.0%
Mean Rating	3.6

**Available in Aboriginal languages**

No Response	12.5%
Mean Rating	2.5

**Useful to clients**

No Response	11.7%
Mean Rating	3.9

It appears all these issues are fairly important to the groups surveyed. The exception is material being available in Aboriginal languages, which is rated quite low. It should be noted, though, that in Inuit communities, this issue is viewed to be important. In Nunavut, for example, it is rated at 4.3.

Off reserve groups rated some items significantly higher than on reserve: easily accessible (4.1 for off reserve vs. 3.7 for on reserve); relevant to provincial or regional needs (4.0 vs. 3.2); available in Aboriginal languages (2.7 vs. 2.0).

### **3.7 *What types of information do you share, or would you like to have available to share with your clients or community members?***

94 interviewees (78%) answered this question. Virtually every respondent said they shared housing information with their clients.

In many cases, they were sharing with clients virtually all housing information available, including financial and operating practices. Some organizations only shared basic information like vacancy rates and occupancy requirements. For the large majority, however, there appeared to be a strong commitment on the part of housing officers to get pertinent information into the hands of their clients.

Of the types of information described as being important to clients and communities, basic home care and maintenance was mentioned most often (47%). Information about available housing programs and funding was also frequently cited (36%).

### **3.8 What barriers or difficulties do you encounter in finding and using housing-related information?**

	<b>Percent</b>	<b>Count</b>
Time and effort to find the housing information	46.7%	56
Cost of buying or getting the information	45.8%	55
Language of the publication	20.8%	25
The information is often too complex or difficult to understand	45.0%	54
Information is not relevant to local needs or concerns	60.8%	73
Information is not relevant to Aboriginal or cultural group	42.5%	51
Other	13.3%	16
Do not know	5.0%	6
None	0.8%	1
No Response	10.0%	12

The results are quite consistent among the groups surveyed. Again, language is more of an issue for the Inuit. Also, time and effort to find housing information is viewed as a greater barrier in remote areas (67% in Yukon, NWT and Nunavut).

The cost of accessing housing information was seen as a barrier most often by off reserve housing organizations (55%) and least often by on reserve groups (40%). It is worth noting that the question addresses difficulties in accessing all housing-related information, not only CMHC products.



**3.9 What types of information would you like to have available that you cannot find now? Is there information that is important to the people of your region that you would like to have available?**

Of those interviewed, 82 (68%) responded to this question and the results are similar to those for Question 3.7 above.

Respondents to the question most often mentioned the need for information on basic building maintenance and property management (34%). Information on programs and funding was mentioned by 29% of respondents.

Other comments made by small groups included: the desire for information on Aboriginal housing organization success stories; contact lists for personnel at housing agencies including CMHC; more information on the transfer of Aboriginal housing responsibility to the provinces.

## Questions on CMHC

### 4.1 What do you think the letters CMHC stand for?

	Percent	Count
Canada Mortgage and Housing Corporation	87.5%	105
Canadian Mortgage and Housing Company	0.8%	1
Canada Mortgage and Housing Cooperative	0.0%	0
Central Mortgage and Housing Corporation	3.3%	4
None of the above	3.3%	4
Do not Know	2.5%	3
No Response	2.5%	3
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

**4.3 Have you seen or made use of any of CMHC's products or services?**

	<b>Percent</b>	<b>Count</b>
Yes	85.0%	102
No	5.8%	7
Do Not Know	6.7%	8
No Response	2.5%	3
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

"Yes" responses to this question are high for all groups, with Inuit somewhat below the mean. Even in Inuit communities, however, between 65% and 70% of housing officials interviewed had seen or used CMHC products.

**4.4 Where is your primary source of contact with CMHC?**

	<b>Percent</b>	<b>Count</b>
Local / Branch office?	33.3%	40
Regional Office?	30.8%	37
Ottawa or head office?	1.7%	2
All offices?	3.3%	4
No contact whatsoever	4.2%	5
No contact since the "transfer"	5.0%	6
Do Not Know	4.2%	5
No Response	17.5%	21
<b>Summary</b>	<b>100.0%</b>	<b>120</b>

#### 4.5 Which CMHC programs or products have you seen or used and how would you rate them?

Note: Rating scale from 1 (Poor) to 5 (Best)

<b>Section 95 - Rental Housing Program</b>		<b>Healthy Housing On Reserve</b>	
% Who rated program	73.4%	% Who rated program	19.2%
Mean Rating	3.6	Mean Rating	3.2
Not Aware of Program	10.8%	Not Aware of Program	35.8%
Not Applicable	10.8%	Not Applicable	28.3%
No Response	5.0%	No Response	16.7%
<b>Aboriginal Youth Internship Initiative</b>		<b>Canadian Housing Information Centre</b>	
% Who rated program	34.1%	% Who rated program	30.9%
Mean Rating	3.1	Mean Rating	2.9
Not Aware of Program	26.7%	Not Aware of Program	50.8%
Not Applicable	22.5%	Not Applicable	5.0%
No Response	16.7%	No Response	13.3%
<b>Shelter Enhancement Program (SEP)</b>		<b>Residential Rehab. Assistance Program (RRAP)</b>	
% Who rated program	15.9%	% Who rated program	71.7%
Mean Rating	2.9	Mean Rating	3.6
Not Aware of Program	55.8%	Not Aware of Program	10.8%
Not Applicable	12.5%	Not Applicable	11.7%
No Response	15.8%	No Response	5.8%

**Home-Adaptation for Seniors Independence (HASI)**

% Who rated program	43.4%
Mean Rating	3.3
Not Aware of Program	28.3%
Not Applicable	15.8%
No Response	12.5%

**Mold & Indoor Quality in Housing**

% Who rated program	48.3%
Mean Rating	3.4
Not Aware of Program	28.3%
Not Applicable	11.7%
No Response	11.7%

**Section 10 - Homeowner Program (Mortgage Insurance)**

% Who rated program	45.9%
Mean Rating	3.1
Not Aware of Program	23.3%
Not Applicable	18.3%
No Response	12.5%

**Capacity Development**

% Who rated program	14.2%
Mean Rating	2.4
Not Aware of Program	49.2%
Not Applicable	13.3%
No Response	23.3%

With only two exceptions, these CMHC activities were rated by fairly small percentages of interview participants. Housing providers to a large degree were either unaware of the activities or felt they didn't apply to their communities.

The activities that were rated by large percentages of participants (Rental Housing Program, RRAP, Mold and Indoor Quality) tended to receive the highest ratings. This certainly points to the quality of the programs themselves. It might also suggest that when program communication reaches large segments of the audience, the programs simply draw higher participation and are perceived as more worthwhile.

As with other questions in the survey, patterns appear among the answers from various groups. On reserve groups rate the Rental Housing Program somewhat lower (3.1) than the mean. The same groups view Healthy Housing on Reserve as more beneficial (3.5). Off reserve housing providers rated RRAP higher than other groups (3.8) as well the Shelter Enhancement Program (4.3).

Regionally, wide variations in awareness levels appeared, presumably because of different patterns of information distribution within the country. Nunavut tended to have the lowest awareness, and in most cases the lowest ratings of activities. The exceptions in Nunavut were the Aboriginal Youth Initiative (3.5) and the Homeowner Program (4.7). The highest program ratings came from the Atlantic Region, with Ontario, the Prairies, Quebec and B.C. falling toward the mean.

Capacity Development showed the lowest level of awareness, even among First Nations where only 16% of interviewees chose to rate the activity. It seems that it is simply not understood by this audience. The low ratings are likely to be skewed by the small number of rating responses.

#### **4.6 What do you like about these products? Were they useful of beneficial to you?**

79 of those people interviewed (66%) responded to this question, and for the most part they simply indicated activities that they felt had fulfilled an important need.

The most frequently mentioned activity was Section 95 – Rental Housing Program (28%). Some commented that the Program developed funding related problems as it grew. Others felt that the success of the Program in their case was largely due to good support from CMHC program officers.

The Residential Rehabilitation Assistance Program was cited by 20% of respondents as being effective. Programs for seniors and youth were both mentioned by 10% of respondents.

The only other comment that appeared with any frequency was the belief that clear, simple guidelines were important to the success of any housing program.

#### **4.7 What do you dislike about these products?**

66 of those people interviewed (55%) responded to this question. By far the most common complaint was a simple lack of funding.

As for communications-related comments, two issues were mentioned most often. Respondents felt that they had difficulty accessing information about activities (22%). They also felt that the information, once received, was too complex and difficult to follow (16%).

#### **4.8 How did you access the information on these products?**

	<b>Percent</b>	<b>Count</b>
Direct contact with CMHC	70.0%	84
Internet	14.2%	17
Newspapers or Newsletters	16.7%	20
Personal inquiries	29.2%	35
TV or radio	4.2%	5
Word-of-mouth	24.2%	29
Training workshops, seminars, or information sessions	42.5%	51
Visits to a demonstration or exhibit	14.2%	17
Others	15.8%	19
No Response	10.8%	13

#### **4.9 Have you ever requested information from CMHC, and if so, what types of information were you looking for? Were you successful in your efforts?**

77 of those interviewed (64%) responded to this question with respondents from all regions of the country. This group had requested a broad range of information, including program materials, general housing and funding information.

Virtually everyone who responded said they had been successful in their efforts to obtain information. Only three respondents said they were unsuccessful. Five people complimented CMHC staff on their high level of service and cooperation.



#### **4.10 What barriers do you think exist in accessing information on CMHC products or services?**

63 of those interviewed (53%) responded to this question. The most common barrier mentioned by these respondents (27%) was a simple lack of communication/awareness regarding CMHC activities.

A smaller number of respondents (13%) pointed out difficulties in knowing whom to contact for information or difficulty reaching that person. Six people suggested that downsizing at CMHC made accessing information more difficult. A similar number felt that the off reserve federal/provincial issue made CMHC less visible and accessible.

#### **4.11 How can CMHC improve the access to information on programs and services?**

81 of those interviewed (68%) responded to this question and there was a clear indication of what these respondents feel is most required.

A large proportion (38%) simply feels that more information is needed, and that it should be easily accessible to housing officers. Whether that information appears as bulletins, newsletters, information kits or a program directory, this group would like to have complete information reach them more regularly.

Three other suggested improvements were each mentioned by 10% of respondents: more workshops/seminars; more direct community contact by CMHC program officers; an Internet site that includes more detailed information.

**4.12 Do you have any final comments that you would like to make concerning Aboriginal housing issues or about the services and programs of CMHC?**

Of those people interviewed, 73 (61%) provided final comments. A useful pattern of responses did not show up from this broad and open question.

If there was one predominant comment, it was that people felt that there is a critical need for more resources in Aboriginal housing programs. This comment came from all groups represented in the interviews. Some respondents from remote Northern locations and urban areas suggested that they were not receiving the same housing support as other Aboriginal groups.

The other comment that appeared most often concerned the transfer of off reserve Aboriginal housing responsibility from the federal to provincial governments. Respondents did not approve of the transfer and some expressed the belief that CMHC was simply no longer involved in off reserve housing.

A few respondents commended CMHC for its work and felt that their communities were well served.

## **DIALOGUE CIRCLES**

A series of five consultations (Dialogue Circles) were conducted with Aboriginal housing providers during October, November and December 1999. The locations of these consultations and the groups represented were:

### **St. Mary's First Nation, New Brunswick, October 29, 1999** **Circle with First Nation on reserve housing officers**

Representatives from:

- Union of Nova Scotia Indians
- St. Mary's First Nations
- North Shore Micmac District Council
- Big Cove First Nation
- Confederacy of Mainland Micmacs
- Eskasoni First Nation (2 representatives)
- Afton First Nation
- Miawpukek First Nation

### **Quebec City, Quebec, November 2, 1999** **Circle with First Nation on reserve housing officers**

Representatives from:

- Conseil de Bande du Lac Simon
- Conseil des Montagnais du Lac St-Jean
- Micmacs of Gesgapegiak Band Council
- Conseil des Atikamekw de Wemotaci
- Conseil des Abenakis d'Odanak
- Conseil des Montagnais de Natashquan



**Toronto, Ontario, December 13, 1999**

**Circle with off reserve housing organizations**

Representatives from:

- Oonuhseh-Niagara Native Homes -  
Ste Catherines
- Gabriel Dumont Non-Profit Homes Inc. -  
Scarborough
- Can-Am Urban Native Homes -  
Windsor
- Nishnawbe Homes -  
Toronto
- Native Inter-Tribal Housing Corporation -  
London
- Urban Native Homes (Hamilton) &  
Native Home Providers in Ontario -  
Ottawa
- Otonabee Native Homes Inc. &  
Kawartha Native Housing Society -  
Peterborough
- First Nation Housing Coop -  
London
- S.U.N. Housing Inc. -  
Barrie

## Methodology

Each dialogue circle was conducted by an Aboriginal moderator and lasted approximately two hours. The same discussion format was used for each group.

After participants were seated and comfortable, the moderator introduced herself and her role.

The moderator then explained the reasons for the dialogue circles, what the circles hoped to achieve and how the results and outcomes were to be used:

The moderator then explained the reasons for the dialogue circles, what the circles hoped to achieve and how the results and outcomes were to be used:

- Poirier Communications is an Aboriginal firm that has been contracted by Canada Mortgage and Housing and Corporation to conduct a communications research project. The main aim of the project is to help CMHC communicate more effectively with Aboriginal people and organizations that are involved with housing.
- Five circles like this one are being held in different regions of the country with First Nations on and off reserve, Inuit and Metis participants. Telephone interview are also being conducted as part of the research project.
- During the circle, we will be discussing your needs related to housing programs and information. We will also review some CMHC information materials on housing programs and services.

The moderator then suggested some rules for the circle:

- There are no right or wrong answers.
- It is not necessary to have consensus in the circle.
- The discussion will be audio taped so that an accurate report can be prepared.
- We will not assign names to individual comments.

Participants were then asked if any clarifications were required before proceeding with the circle.

A Moderator's Guide was prepared for use in each of the circles. Areas of discussion included the following:

#### Communication and Information Transfer

- Sources of Housing Information
- Housing Information Needs

#### CMHC

- Awareness of CMHC Programs and Materials
- Barriers to CMHC Information
- Improving Access to CMHC Information

## **Dialogue Circle Findings**

### *Introduction*

Part of the nature of focus testing, or dialogue circles, is that a free expression of opinion needs to be encouraged. Participants in dialogue circles do need direction during the process, but this can't be allowed to interfere with the willingness of participants to speak openly.

In the five circles conducted, there certainly was a great deal of opinion expressed on Aboriginal housing in general. Much of that commentary veered away from pure communications issues, and it is worth noting here some of the themes that arose.

All groups spoke strongly about their perceptions of a dire lack of funding for Aboriginal housing in general. They commented on the overly strict requirements of program funding and the difficulty of applying funding criteria in their communities.

On reserve groups in particular spoke out against Section 95 – Rental Housing Program. Almost universally, participants felt compelled to criticize the basic financial guidelines of the program. They also discussed the political and programming changes that have occurred for on reserve housing. The historical role of INAC was often compared to current housing programs with comments made concerning the difficulty of people on reserve to understand the changes in funding mechanisms. This seemed to create confusion among community members, most often with elders. On reserve housing officers were having difficulty communicating these changes to their communities and creating support for the Rental Housing program.



The other issue that was mentioned most often was the transfer of Aboriginal off reserve housing responsibility to the provinces. Participants in many cases equated CMHC with the federal government. The general sense among these participants was that since the federal government had devolved housing responsibility to the province, it meant that CMHC was also no longer directly involved. These people did not know with any confidence what role CMHC was meant to play in off reserve housing.

These views, strongly voiced in the circles, did not detract significantly from the discussion of communication and information related issues. But they were common messages that may be relevant to future communication initiatives.

## ***Findings – Communications and Information Transfer:***

### *Sources of Housing Information*

The participants in these circles rely on a variety of sources for housing information. Most mentioned the government, including CMHC, as a common source. These housing officers seemed to be in the habit of receiving information from a variety of federal departments and agencies and virtually all participants made some use of this information.

The importance of networking also came up frequently, especially among urban housing providers. They do not appear to have any one predominant source for housing information. Rather, they rely on an informal system of gathering information from a broad base of sources: provincial and national Aboriginal organizations (e.g., AFN, Assembly of Manitoba Chiefs), regional housing providers, and sources within the housing industry. In the words of two participants:

*"I've been in the business for very long, so I developed my own network, trades people, INAC and community colleges. I buy and subscribe to books. For me the network is there."*

*"I network around the city with other housing providers. We have only two other native housing providers in Toronto, so I network with both of those."*

Other sources of information frequently cited included direct mail, workshops, and journals. A smaller number of participants used the Internet for housing information, most of these in urban areas.

In this and other sections of the discussions, participants spoke about the importance of their main CMHC contact. Not all comments were positive, but many were. For those who relied often on CMHC personnel, a good relationship proved valuable to them.

*"We had a great Portfolio Manager who just retired. We had no problems there. If we needed we called and he was always getting back to us within 24 hours."*

### *Housing Information Needs*

From the discussions in these circles, there seem to be few types of housing information that are not needed by these groups. Their comments definitely point to a strong desire for more housing information.

*"(We need) as much information as we can get for housing, whether its individual housing or CMHC housing ... since I've been working with them I find that there is not enough information that we can send to people who want to do their own individual housing."*

Basic CMHC program information was mentioned time and again. Participants simply felt they did not have adequate access to this information. They were generally aware of programs, but felt that the program information that did reach them was scarce and sporadic.

*"What really is the most useful is housing programs. Knowing what programs are available through CMHC and, especially because I work with the urban part, the devolution of CMHC housing to Manitoba housing."*

*"It's the policies and the programs. Because I do the planning for it, I want to see how they work."*

Another information issue that came up very often was home maintenance and healthy homes. Mold and indoor air quality was mentioned by several people. There was also the belief expressed that this type of information needed to be available for the benefit of community members, not just housing officers. Participants felt they needed to be able to pass useful information on to their constituents.

*"We will need to offer training on how to own and maintain a home for the people who will be owners. Right now, most people are not behaving like they would be capable to own and maintain their houses."*

*"(We have) problems with mold areas, which is health related, ventilation ... so basically we need development training on that but we need more awareness at the community level."*

*"I need to understand and when questions are coming from my community members, I need to answer them."*

Off reserve housing officers spoke about their difficulties in understanding the paperwork and application processes within some housing programs. They felt that better technical information would be useful to them, that it would allow them to participate more successfully in available programs.

*"We need training on acquiring more units, how to keep survey data, stuff like that. We don't have the skills in our area. We have a very very low vacancy rate and very high rental rates, we are in Barrie, but no money in our budget to get somebody out to do those types of consultation sessions. It's the technical information we have problems with, so it's probably our biggest thing. It's the training."*

*"I'd like to see, like everyone else, more training, but more in-depth training. I'd like to see them updating their manuals and their guidelines and all their written communications. Much of mine is getting yellow."*

## ***Findings - CMHC:***

### *Awareness of CMHC Programs Services, Activities and Materials*

There was a general understanding among these groups of the mandate of CMHC. Virtually all participants had some contact with the Corporation, either through regional staff, conferences and workshops or written communication.

Several CMHC products were brought up for discussion, including:

- Rental Housing Program
- Healthy Housing on Reserve
- Aboriginal Youth Internship Initiative
- Housing Grants
- Learn Not to Burn Courses for Children
- Residential Rehabilitation Assistance Program
- Home-Adaptation for Seniors Independence
- Mold and Indoor Air Quality in Housing
- Homeowner Program (Mortgage Insurance)
- Capacity Development

In each group, participants were first asked if they were aware of these programs. Then they were shown a series of information materials (brochures, pamphlets, etc.) pertaining to these and other products and asked if they had seen the materials before.

The pattern of responses was similar among the groups. There was a fairly high level of awareness of the products themselves. Most participants had heard about them in some fashion; some had taken part themselves. The products that were recognized most often were Rental Housing Program, Mold and Indoor Air Quality in Housing, Residential Rehabilitation Assistance Program and Aboriginal Youth Internship Initiative.

As for the information materials, very few people had seen them. Most participants were unaware that the materials existed and would have liked to receive them directly. Typically in each group, one or two participants had seen each of the materials; the rest of the group were unaware of the pamphlet or brochure.

### *Barriers to CMHC Information*

This area of discussion probably drew more commentary than any other. Highest on the list of barriers mentioned was the perception that information simply was not arriving at all. Participants felt they were very poorly informed about CMHC program activities or services and that little effort was being made to get information into their hands. These participants' comments reflected a common view:

*"We are in the dark when it comes to CMHC programs or anything that we are entitled to or any programs that we fit in. We just don't know."*

*"At the Friendship Centre we deal with many programs and we receive lots of information, but nothing in the area of housing. Anything they do would improve the situation."*

Compounding the problem of a basic lack of information, according to the participants, is the fact that information often ends up in the wrong hands. These circle participants work for organizations with multiple staff who perform various functions. Housing information that does arrive may sit on the desk of a busy Chief or Director who simply doesn't manage to pass it on to a housing officer.

*"For me it would be information going to the housing personnel, but a lot of times for us it gets to the chief and council tables and it sits there. We may get the information but it never gets to the people that should be using it."*

Several participants also pointed out the issue of timeliness of information. As these participants noted:

*"Their information always comes late and very much second hand. I never receive mail direct from them."*

*"We never have any information ahead of time to plan for anything. Not that there is money there, but perhaps if you knew there was something coming up in 6 months, you could gather some money from another source to be able to take part in some of these conventions or gatherings."*

The issue of language also came up repeatedly. Mainly it is the complexity of language in CMHC documents that frustrates housing officers. The problem becomes more acute as these people try to filter information down to the community level. Especially on reserves, where housing officers are often Band Council members, it can be assumed that explaining housing information to Councils and Chiefs can also pose difficulties.

*"In the programs, there are things that are difficult to understand. Mind you, I'm educated but it's just not clear. For example, the Residential Rehabilitation Assistance Program. The form you have to complete for this program, it's so difficult, complicated and you ask yourself why they made it so complicated."*

*"I think I understand (CMHC programs) well, but now I'm trying to make the community understand. I'm stuck on this. To transfer the information from CMHC to you, then from you to the community."*



Related to language is the issue of the cultural appropriateness of CMHC products. Participants expressed the feeling that they did not take into account the unique nature of Aboriginal culture, that the products were not instantly transferable to Aboriginal communities. One person explained:

*"Just telling people that they have something for seniors is not sufficient from our point of view, because there is basically a cultural difference between our seniors and other seniors."*

There was also some discussion among off reserve housing officers concerning the difficulty of getting clear written direction about program inquiries. They suggested that policy and program commitments were hard to obtain from CMHC officers and questioned the credibility of this support system.

*"I'm tired of hearing about this policy and manual that they have that we never get to see. When we ask for something it's, oh well, that's according to our policy manual. (We ask) show us and they refuse to show us anything on paper."*

*"If they give it to you in writing you have the grounds to contest their decision. If they tell you over the telephone, they can say who said that, or you have misunderstood what I was telling you."*

Finally, several participants alluded to the downsizing of CMHC regional staff over the past several years. These people feel that direct contact with CMHC program officers can be a vital source of support and information. The perception among several participants was that regional staff simply are no longer available in sufficient numbers.

### *Improving Access to CMHC Information*

A considerable number of significant barriers to accessing CMHC information were identified consistently in these dialogue circles.

Those barriers represent key concerns expressed during circle discussions: the overall lack of basic information, proper targeting of communication, complexity of language, transferability of information to community members and cultural appropriateness. Participants generally felt that addressing those barriers, which certainly would involve a strongly directed effort, would be vital in improving information access.

Other suggestions included more use of electronic media. Several participants said that more electronic information transfer could be effective, including e-mail and compact discs.

Newsletters, especially regional newsletters, were also often mentioned. More personal contact with regional CMHC staff was seen as an effective means of delivering information, both for Aboriginal housing officers and members of their communities.

## **CONSULTATIONS WITH NATIONAL ORGANIZATIONS & CMHC REGIONAL STAFF**

The final stage of data collection in this study involved meetings with major national Aboriginal organizations (Assembly of First Nations, Congress of Aboriginal People, Metis National Council) as well as discussions with CMHC regional program officers. One national organization (Inuit Tapirisat of Canada) was unable to attend scheduled meetings.

Below is a summary of the discussions that were held:

### **Assembly of First Nations**

The overall message delivered by the AFN representative was that poor communication exists between First Nations and CMHC. The main reason, in his view, is that the Corporation simply doesn't meet the needs of First Nations nor does it listen to those needs.

The suggestion was made that capacity for better housing does exist on reserves and that CMHC's main role should be the empowerment of reserves to develop that capacity. There needs to be much more effective transfer of skills and technology in this regard.

Some key issues affecting First Nations were identified by the AFN: Poverty and homelessness; the need for transitional housing as more people leave reserves; the transfer of off reserve housing responsibility to the provinces. Two CMHC products were mentioned as being potentially very helpful to First Nations: the Learn Not to Burn materials and mold/indoor air quality information.

## **Congress of Aboriginal Peoples**

Three issues dominated this discussion:

The first was the transfer of housing responsibility to the provinces. The Congress representative was disturbed that no consultations with his organization had occurred on this issue. He expressed concern that off reserve groups now had no clear idea of where to find housing information or assistance. He also made reference to the legal disputes arising from the transfer.

The second issue that arose involved the basic lack of communication capability of off reserve organizations. In the representative's view, resources do not exist among these organizations that allow effective communication with CMHC or other housing agencies. There is insufficient technology, a lack of computerization and an overall shortage of communications resources among off reserve groups.

Finally, the opinion was expressed that CMHC is out of touch with off reserve housing needs and that housing conditions have definitely deteriorated for off reserve Aboriginals.

## **Metis National Council**

A senior representative of this organization was interviewed and also completed the study questionnaire used during telephone interviews.

The most effective sources of information for the MNC are workshops/seminars and direct contact with housing organizations and officers. Direct mail and the Internet were also rated highly.

Information on financial and property management was seen as most useful. The important qualities of such information were: relevant and timely; easy to understand; useful for clients; relevant to cultural needs; well presented visually.

The MNC, like most housing providers, wants better information on available housing programs. Information for their clients, especially rural Metis people, should focus on basic home maintenance and repair. That information should be simple and clear with good use of instructive visuals. Videos were mentioned as potentially effective.

As for specific CMHC programs, the most helpful were the Residential Rehabilitation Assistance Program, Home Adaptation for Seniors and the Emergency Repair Program. Most other available programs were also rated highly.

Improving CMHC information, in the opinion of the MNC representative, requires three basic changes: make information more readily available; reduce the complexity of program language and procedures; maintain more effective dialogue with housing clients.

## **CMHC Regional Program Officers**

During a CMHC national symposium in October 1999, discussions were held with CMHC program staff from each of the six regional offices. Following is a summary of their comments about existing CMHC communication strategies.

Most program officers felt that no national communication strategy existed for reaching Aboriginal housing providers. Regions were each "doing their own thing". Program officers expressed the desire for a stronger sense of national cooperation and understanding of CMHC's direction in addressing Aboriginal housing issues.

These officers were concerned that information was simply not being disseminated consistently and effectively, and that communication resources were often lacking. They described communication efforts as "sporadic" and made difficult in some cases by conflicting messages from within CMHC. They also mentioned the need for more consultation with Aboriginal housing providers and CMHC field workers in the development of communications strategies.

Urban Aboriginal people were most often mentioned as a group whose information needs were not being met. The transfer of housing responsibility was seen as a difficult issue in this regard.

Finally, program officers discussed the various workshops, seminars and other communication methods being used in their regions, and the general levels of participation of their Aboriginal clients. Specific numbers or sources of participants in these gatherings were not tabulated.

## CONCLUSIONS

Several key questions lay at the core of this study, all of them aimed toward developing a comprehensive communications and information transfer strategy for Aboriginal housing providers. From the data gathered during phone interviews and dialogue circles, the following answers emerge from these questions:

### *What are the barriers to Aboriginal people finding and using housing related information?*

For housing related information in general, most phone survey participants felt that available information was not relevant to the needs of their community or cultural group. Time and effort in finding the information was also seen as a large barrier, as was the cost of information, especially among off reserve housing groups. These housing providers also found housing information to be too complex and difficult to understand.

As for CMHC housing information, the most commonly cited barrier was a simple lack of communication about CMHC programs, activities and services. This was shown throughout the dialogue circles and in the levels of program awareness during telephone interviews. Housing providers in many cases are not using CMHC housing information because they are not aware of it or do not know how to access it.

For information that does reach this audience, the general feeling is that the information is often not relevant to their needs or their communities. Aboriginal housing providers find CMHC communication materials difficult to understand and certainly difficult to share with their community members.

There are also the issues of timeliness and targeting of communications. Participants felt that information often was sent to the wrong person in their communities. They also pointed out that program information simply did not reach them within a workable time frame, that more advance communication about housing initiatives was required.

Finally, the problem of cultural appropriateness was identified as a barrier. The basic observation was that CMHC program guidelines sometimes do not take into account the distinctiveness of Aboriginal cultures. This is an issue that exists in virtually all communication with Aboriginal audiences and it will be further explored in this report's recommended communications strategy.

*What are the housing related information wants within this audience?*

The main responsibilities of the groups surveyed in the study shed some light on their information wants. Those responsibilities include providing non-profit housing, property management and education about housing issues.

Those priorities are reflected in the types of information these housing providers find most useful: information relating to funding opportunities, program information, financial management, property and office management.

Aboriginal-specific information was also mentioned as being important, especially in the context of educating community members. The most pressing issues in this regard are basic home care and maintenance, programs such as RRAP and Mold and Indoor Quality information.

In general, these housing providers feel they would benefit from more information about all CMHC programs, activities, or services. As stated above, they believe that there is a general lack of such information. In dialogue circles, participants expressed a desire for simple guides such as CMHC contact lists and program listings.

It is also important to recognize the issue of devolution of off reserve housing responsibility in some provinces. From dialogue circle discussions, there appears to be some confusion about whether CMHC's role has changed since devolution. With this move toward provincial housing responsibility, Aboriginal housing providers are not sure how CMHC fits into the new arrangement.



*What makes housing related information relevant to this audience?*

One of the main issues concerning relevance of housing information is simply its usefulness to housing providers and their communities. Information needs to be relevant to the communities being served.

Study participants pointed to the importance of cultural relevance (e.g., seniors programs tailored to Aboriginal culture) and the ability to share CMHC materials with community members.

The needs of those community members are for the most part quite basic. Housing providers see a strong need to educate their constituents in maintenance, ownership and home care issues.

Timeliness of information was also seen as being critical. It's a fact of Aboriginal communities that a great many programs and information materials are targeted towards them from various government departments and agencies. Dealing with that flow of information for administrators and Band Councils is difficult. If a communication does not reach these communities with significant lead time, the communication will not likely be acted upon.

Funding opportunities were also frequently cited as being extremely relevant to Aboriginal housing needs. Interview and dialogue circle participants repeatedly expressed the view that funding levels for housing in their communities were hugely inadequate. Any information about available funding opportunities is seen as vital to these housing providers, and they need that information in a clear, straightforward format.

### *How can Aboriginal people benefit from housing information?*

According to the Terms of Reference of this study, this question "probes the sort of messages that the audience will respond to and be able to pass on."

That phrase points to a key benefit of housing information identified by the Aboriginal housing providers surveyed. They feel information must reach them in a format that can readily be passed on to their community members, helping educate those communities in basic housing issues. Housing providers expressed the view that they themselves have difficulty understanding CMHC information and struggle with getting that information to the community level.

As for other benefits, this audience would be able to:

- More effectively manage housing properties both on and off reserve.
- Participate in more housing programs and take advantage of funding opportunities.
- Respond more effectively to those groups in greatest need, e.g., low income families, disabled, homeless.
- Learn of housing successes within other Aboriginal communities.
- Understand more clearly the role of CMHC in provinces now responsible for off reserve housing.

*What are key influences on Aboriginal housing providers?*

**Communication Vehicles:** Participants in the study equated the influence of communication vehicles with their ease of understanding, their timeliness, accessibility and their relevance to communities being served.

Most felt that housing materials, CMHC materials in particular, were simply too complex. Applications for program funding and housing information materials were difficult to understand and certainly difficult to share with community members.

Many of these materials, according to the study, were not reaching individuals with any regularity or in a timely fashion. Participants in dialogue circles had not seen most of the CMHC materials that were on hand.

As for community relevance, participants stressed the importance of information that could be easily shared with their community members. They also cautioned that mainstream housing programs might not be easily transferable to Aboriginal populations. Care should be given to developing programs and materials that suit Aboriginal culture and traditions.

Language, somewhat surprisingly, was not identified as an important issue. Except for Inuit communities, housing providers did not think it highly important to have information provided in their Aboriginal language.

**Distribution Channels:** Study participants consistently pointed to direct contact as their preferred means of receiving information. Regional CMHC housing officers were seen as effective sources of information, as were training workshops and seminars. This might reflect the fact that these have been historically among the most available sources of information.

Direct mail and government sources were also seen to be effective. Newsletters were seen as good potential information sources. The Internet was not widely used or highly rated. Access to and use of the Internet was understandably more limited in rural areas.

Participants also looked to their own housing colleagues and Aboriginal organizations for housing information. Networking was cited as an important information source, especially by urban housing providers.

**Information Content:** The groups surveyed did not feel that they were receiving sufficient housing information, especially related to the needs of their communities.

Clear program information and funding availability were mentioned as basic needs that were of high interest to these housing providers. They also pointed to core housing management issues as being of high priority: property and financial management, home care and maintenance information easily transferable to communities.

*How effective are existing communications vehicles and distribution channels, from whatever source?*

As mentioned above, the most effective means of communication identified by survey participants were direct contact with housing officials, workshops, direct mail and government sources. Dialogue circle participants also pointed to the usefulness of informal information networks among other housing providers and organizations.

CMHC materials and program information were mainly viewed as not easily accessible and difficult to understand. Moreover, those materials were not generally useful to these housing providers at the community level.

Other communication vehicles rated significantly lower, among them radio/television, videos, the Internet and newspapers.

*How does the audience use CMHC's existing housing information?*

Within the groups involved in the study, there is a very high level of awareness of CHMC activity. 85% of people surveyed by phone said they had seen or made use of CMHC products or services.

The programs or activities being accessed, however, appear to be limited to a small number, mainly the Rental Housing Program, RRAP, Mold and Indoor Air Quality events, Home-Adaptation for Seniors and the Homeowner Program. On reserve housing providers are naturally more involved with CMHC programs such as the Rental Housing program

Communication surrounding these programs, and other CMHC services, seems largely to occur through direct contact with regional housing officers. This contact takes place through phone calls, correspondence, regional meetings and workshops.

Actual program materials, shown to participants in dialogue circles, had in most cases not been seen before. Some participants made use of the CMHC web site but still looked to regional offices for specific program information.

## **ASSESSMENT OF EXISTING CMHC COMMUNICATIONS STRATEGIES**

From discussions with CMHC program officers and regional staff, it appears that most communication initiatives aimed at Aboriginal people have occurred on a regional basis. Certain programs (e.g., Rental Housing Program) are administered virtually throughout the country, but for the most part awareness of CMHC services among Aboriginal housing providers varies widely from region to region.

Furthermore, the data shows very different levels of awareness for individual CMHC activities. This suggests that a comprehensive strategy for communicating all relevant housing related information to Aboriginal people has not been undertaken.

Many regional communications initiatives have been positive, however. Study participants rated direct communication with CMHC offices as an effective means of accessing housing information. They also felt positive about regional workshops and seminars.

The fact remains, though, that housing communication materials do not reach the Aboriginal audience on a comprehensive basis. As for the materials that do reach this audience, they are not particularly well received. CMHC housing information was typically described as difficult to access, often untimely, written in language that is too complex to put into practice or share with community members.

Regional CMHC program officers offered further insight to current communications strategies. They expressed the need for national communication coordination, with input from regions and Aboriginal housing providers, and consistent messaging to the Aboriginal audience. These program officers pointed to urban Aboriginals as a group that were under-served in housing issues. They also described the key current role of regional communications initiatives – workshops, seminars and direct mail campaigns.

In summary, neither Aboriginal housing providers nor CMHC field staff feel that current communications strategies are effective. Information is reaching the target audience sporadically and with regional inconsistency. Overall awareness of CMHC activities is not high among Aboriginal housing providers and CMHC communication materials reaching this audience are not very well perceived.

## **RECOMMENDED COMMUNICATIONS & INFORMATION TRANSFER STRATEGY**

### **Background**

Originally, Poirier Communications was requested to develop a national communications strategy aimed at reaching Aboriginal Peoples. Based on the findings from the consultations, the strategy was to identify potential products that would best reach specific target audiences.

Upon review of the findings, it became quite clear that CMHC business lines as well as the regions are developing and implementing their own communications strategies independently from one another. The present communications approach is completely decentralized within CMHC; however, some initiatives are centralized through the various business lines.

A successful communications strategy is developed to meet specific goals and objectives within the parameters of the resources that are made available to implement the initiative. Due to the current decentralized structure, we were unable to obtain clear, measurable objectives in order to prepare a comprehensive national strategy.

Finally, the report lays the foundation for a communications and information transfer strategy for the Aboriginal population. This strategy, drawn from key findings in the study, includes target audience segmentation, recommended communication vehicles, timelines and expected implementation costs.

It should also be noted that there is a great level of dissatisfaction internally and externally with regards to the existing communications initiatives. In general, the external stakeholders were unaware of most CMHC activities and they felt that information pertaining to them was not available.

Internally, participants expressed the need for consistent and effective dissemination of information; additional resources for communications initiatives and a stronger sense of national cooperation.

## **Strategic Approach**

As mentioned earlier, CMHC uses a very decentralized approach to develop its communications strategies aimed at Aboriginal Peoples. This section has been created to help the regions and the business lines develop more effective communications strategies aimed at First Nations, Inuit and Métis Peoples.

- **Stakeholder Involvement**

Based on past experiences, the most effective communications strategies have been those that were developed in collaboration with the target audience and the program stakeholders.

Since many CMHC communications initiatives are developed and implemented regionally, each region may want to create an Aboriginal Advisory Committee. This committee would review the local needs and work with the regions to set communications priorities as well as develop effective communications vehicles.

These committees can be small working groups comprised of regional staff and user/client groups such as housing providers and program stakeholders.

It is important to include these individuals from the very beginning in order to create a sense of ownership.

It would also be possible for CMHC to create a larger advisory committee to address national approaches and issues.



- **Cultural Relevance**

In developing a communications strategy for the Aboriginal Peoples, it is essential to understand that the components of such a plan may differ dramatically from mainstream initiatives, just as the day-to-day lives of First Nations, Inuit and Métis Peoples differ from those of non-Aboriginal Canadians.

In addition to housing situations, income levels, unemployment levels and levels of educational achievement, profound differences exist in culture, spirituality, family/community attitudes and values as well as the regard for children and the elderly. The Aboriginal feeling for the land, historical traditions, oral traditions and cultures remain in sharp contrast with mainstream concepts.

While there is considerable diversity among Aboriginal communities, two important factors apply equally to First Nations, Inuit and Métis Peoples:

- Spirituality is inseparable from other aspects of life; and
- The community is inseparable from the individual.

Any campaign, which attempts to target the individual alone, will fall short of meeting its objectives. The individual cannot be isolated from his/her social setting.

Due to the diversity amongst Aboriginal Peoples across the nation, it is impossible to provide accurate guidelines for the production of culturally relevant materials; however, the following guiding principles should be considered:

- Provide user-friendly information that is easy-to-read.  
As indicated earlier, communications materials should be designed to inform the entire community. It is therefore important to provide information in a user-friendly, easy-to-understand fashion in order to reduce literacy barriers and to facilitate the transfer of information to community members that cannot speak English or French.
- Use meaningful images.  
Often, federal organizations tend to use spiritual images (dream catchers, inuksuks, etc..) in their awareness materials aimed at the Aboriginal population. Focus testing from previous initiatives has generally shown that Aboriginal Peoples dislike the government freely applying these images to their information materials.

Due to the diversity of the cultures, it is important to choose elements that are common to the regional audience. These elements can best be chosen in consultation with the target audience or in consultation with one of the many regional Aboriginal communications companies.

It is also beneficial to include images of Aboriginal Peoples in the creative design. People like to find themselves within the images and it enables them to better relate to the situation.

- **Avoid information overflow.**

Too often, organizations try to convey too much information. Overcrowded documents tend to be disliked and discarded immediately. It is important to ensure that the key messages are conveyed in an eye-catching fashion.

This also applies to radio initiatives. Past experiences have shown that mainstream approaches to radio do not work. Effective radio messages generally require that the announcer must speak clearly and slower. It has been found that sixty-second announcements on Aboriginal radio stations work better than thirty-second messages. Audiences also prefer listening to a dialogue, between individuals in a common day setting, to that of a narrator.

- **Creative Approach**

Prior to the implementation of a communications plan, CMHC should determine the creative approach it intends to use for its communications vehicles. Although many of the basic ingredients have already been identified during the consultations, CMHC will still need to create a standard "approach" to the development of these materials. This approach will need to reflect the values and traditions of all Aboriginal Peoples.

CMHC should consider approaching Aboriginal communications agencies for the provision of these services. There are a great number of Aboriginal communications companies across Canada. Each company will have its own creative "philosophy" with regards to the development of communications vehicles aimed at Aboriginal audiences. CMHC should review these approaches and select a firm that will effectively disseminate information in a culturally appropriate fashion.

Once an overall approach has been identified, it should be shared with the regions and the business lines so that they too can incorporate this vision into their own communications initiatives.

- **Languages**

In addition to the creative approach, CMHC will be required to determine if it plans to produce materials in Aboriginal languages.

The Assembly of First Nations has identified 11 major Aboriginal language groups comprised of more than 50 Aboriginal languages and 200 dialects in Canada. The Federal Government has no policy in place with regards to the dissemination of information in Aboriginal languages; however, as an illustration, Poirier Communications generally develops print materials for its federal clients in three languages – English, French and Inuktitut. Inuktitut is chosen since there are several Inuit communities where more than half of the population is unable to communicate in English or in French.

For regional initiatives, however, CMHC may want to consider providing materials in local Aboriginal languages. This decision can be made in consultation with the local communities.

A separate approach may also be identified for radio initiatives. There are 24 Aboriginal languages currently being broadcast on Aboriginal radio stations. This medium provides for the dissemination of information in Aboriginal languages in a very cost-effective fashion.

- **Dissemination**

The findings from this consultation clearly indicate that CMHC needs to improve its distribution methods. Many of the housing providers complained that they had never seen existing materials produced by CMHC and that they were unaware of several existing activities.

Many of the participants indicated that it took too long for the information to trickle down from their superior's office. The consultation also showed that participants indicated that it was important to receive information on time.

Throughout the consultation, participants have also indicated the need to disseminate information to their community members.

In light of these findings, the regions need to update their existing databases, making sure that information is reaching the end-user. Additional quantities of information materials may also be required so that information can be shared with community members.

The regions should also work with the Advisory Committee to develop new distribution channels to reach client users and community members.

It would be efficient to standardize these databases and distribution lists and to regularly maintain them. CMHC needs to decide how to do it. CMHC may want to create a central database that could be accessed electronically. Each region would be required to prepare their own regional lists and make regular updates.

CMHC may prefer to create a smaller database which holds lists of individuals and organizations that are of exclusive interest to CMHC. Depending on the overall needs, it may be easier to purchase/rent distribution lists of Aboriginal organizations from existing sources.

- **Feedback/Interaction**

Regardless of the development process, materials should be tested with the target audience before proceeding to final production. The products should be tested with diverse audiences from various communities to ensure that the materials are culturally appropriate. This method does not necessarily require a large sample; however, the sampling should take into consideration ancestry (First Nations, Inuit, Métis), gender, cultures and age.

Once again, it is recommended that the testing be conducted by an Aboriginal firm that is capable of consulting with the target audience in an environment that reflects and respects the values of Aboriginal Peoples.

- **Evaluation**

In order to determine the effectiveness of a strategy and its vehicles, an evaluation should be performed once the initiative has been completed. The results from this evaluation can be used to improve existing vehicles and develop better communications and information strategies in the future. It may also be useful for the regions to share their experiences and their successes with the other regions.

## **Choosing Effective Communications Vehicles**

In order to identify potential vehicles for a communications strategy, one may take into consideration some of the key findings from this consultation for the following target audiences:

### *Housing Providers*

During the consultation process, it was noted that housing providers:

- Ranked "direct contact with CMHC" as the most effective source of information;
- Communicate most commonly with local/regional CMHC offices;
- Want to receive more information on CMHC programs and services;
- Share information materials with their clients/communities.

It would therefore appear that seminars and workshops can be very effective for the delivery of information to housing providers. CMHC may want to increase personal, face-to-face, delivery of messages and materials with this audience.

### *Tenants*

It is also important to note the housing providers have indicated that there is a great need to share information directly with their constituents.

Based on the responses from the consultation they want these products to be:

- Easy to read;
- Culturally relevant;
- Clear message;
- Regionally relevant; and
- Useful.

Therefore, in developing a strategy to reach housing providers, CMHC should also take into consideration the need for producing awareness materials that can be shared with community members.

In most cases the housing providers will have the ability to distribute this information directly to their clients/tenants.

### *Aboriginal Communities*

As indicated in the cultural relevance section, successful information transfer campaigns need to provide awareness to the entire community. In order to reach this audience, the strategy may include some of the standard communications vehicles, such as pamphlets and posters. Posters have been found to be extremely effective vehicles. Past surveys have indicated that these tools have a much higher recognition rate and message retention rate when they are used in a marketing mix that includes Aboriginal media.

In some instances, there may also be an opportunity to use the Aboriginal media. This may include:

- Print Advertisements  
Approximately 1/3 of the 300 Aboriginal newspapers, magazines, newsletters and bulletins in Canada sell advertising space at competitive rates. The total circulation of these issues exceeds 1 million copies.
- Radio Announcements  
There are approximately 200 Aboriginal radio stations in the country of which 40 broadcasters sell ad space. These 40 stations reach more than 400 Aboriginal communities and have a combined audience of 1.2 million listeners.
- Aboriginal Television
- Issuing press releases
- Preparing general interest stories on important housing issues for distribution to the media
- All of these could be used to promote the CMHC web site for additional information.



## **Potential Vehicles for a National Campaign**

Poirier Communications has developed dozens of national communications strategies aimed at the Aboriginal population and specific segments of this target audience. Although each strategy must be tailored to meet the project's objectives, the choice of the following vehicles has been inspired from the successes of previous initiatives. Several of the vehicles identified in this strategy have been used by other federal clients. These vehicles enabled our clients to:

- provide culturally appropriate communications vehicles;
- raise awareness within the Aboriginal population;
- reach their primary target audience; and
- disseminate information effectively and efficiently.

In preparing this strategy, Poirier Communications has assessed and reviewed strategies that were prepared for Indian and Northern Affairs Canada, Elections Canada as well as the Departments of Health, Industry and Justice.

Discussions were also held with Indian and Northern Affairs Canada, the Métis National Council and the Assembly of First Nations regarding their communications strategies relating to housing issues. None of these organizations has developed a communications strategy that deals strictly with housing.

Once again, effective strategies are based on specific goals, objectives and resources. At this time CMHC has not finalized its goals and objectives for a national Aboriginal communications strategy; however, a draft national strategy has been developed for discussion purposes.

This section proposes the development and implementation of five (5) communications vehicles over a two-year period.

- **Newsletters**

In response to the need for pertinent information tailored to specific audiences, Poirier Communications recommends the creation of a series of newsletters -- one national issue for Aboriginal housing stakeholders and off reserve housing providers; and one series of regional editions for each of the five CMHC regions, plus one for the Inuit communities.

The national issue would be a semi-annual, eight-page newsletter, providing updates to organizations that have an interest in Aboriginal housing. The content would be designed to raise awareness about CMHC programs and services off-reserve. It would discuss housing issues and illustrate a "Program Success Story". Although the federal government has devolved most off reserve housing to the provinces/territories, there is still an opportunity to provide general housing information to this audience. The newsletter would be sent to national Aboriginal organizations, off reserve housing providers, Aboriginal media, Friendship Centres and housing organizations.

In response to the need for regional information, Poirier Communications recommends the creation of six regional editions three times per year. Each regional newsletter would be eight pages in length; however, to reduce expenses, the four middle pages would be the same in all six editions. The primary target audience for this vehicle would be the on reserve housing providers and their communities. Although the national office would be responsible for the production and distribution, each region would play a significant role in the editorial content. Once again, this vehicle provides for regional differences and it enables CMHC to put front-line regional officials in the forefront.

This initiative also provides for partnerships with regional Aboriginal organizations. These organizations can be invited to participate in the development by providing editorial content. They can participate in the development of a distribution network and they may possibly be able to help disseminate the newsletter through their existing distribution channels.



Since housing providers indicated that direct mail was an effective source of information, we feel that a well produced newsletter will be appreciated and read by this audience.

All of the newsletters will be similar in appearance, with a standard design format. They will be designed to be culturally appropriate to all Aboriginal Peoples, complete with images, graphs and charts. These materials will also be accessible via CMHC's web site. Distribution dates will be designed in a cost-effective fashion, keeping in mind the availability of resources. For example, it is not mandatory to produce all six regional editions at the same time; therefore, three editions could be produced in August for distribution in September and three others could be prepared in September, etc...

The cost for an initiative of this scope would cost approximately \$ 200,000 for the first two years. This includes design, layout, printing and distribution.

- **Housing Resource Kit**

In order to raise awareness about CMHC programs and services, Poirier Communications recommends the creation of a CMHC Housing Resource Kit for distribution to the on reserve housing providers. The kit could also be adapted to meet the needs of off reserve housing providers residing in regions that have not had housing devolved to the province.

The kit could include information on:

- CMHC programs and services;
- Financial management issues;
- Property management issues;
- Regional contacts;
- National contacts;
- Submission deadlines and other important dates; and
- Issues of interest to Aboriginal communities. The kit must be designed such that it is appropriate to Aboriginal cultures and traditions. It needs to be visually attractive and user-friendly. The information must be clear and easy to read. The kit must also be adaptable to provide for the inclusion of after-publication updates.

Although most of the materials will be provided in print fashion, CMHC may want to consider creating a brief 5-minute introductory video to accompany the Resource Kit.

To re-enforce the importance of personal contact, regional offices should participate in the distribution. For example, one region may invite the housing providers to a professional development conference and distribute the kits in person; whereas another region may prefer to visit each community individually.

An initiative of this scope generally takes a year to complete. The estimated cost for the production, distribution and provision of updates is estimated at \$ 400,000. This amount does not include the cost for research and writing.



- **Community Awareness Pamphlet**

During the consultation process, most of the participants indicated a thirst for information on the activities and services offered by CMHC. Although several publications exist, CMHC should consider creating one pamphlet with an overview of the activities and services that can be made available to Aboriginal communities.

This pamphlet would be designed for "mass" distribution within the Aboriginal community. The pamphlet would be sent to approximately 2,500 Aboriginal organizations across the country. People would be encouraged to call a toll-free number for more information. General responses would be provided immediately and regional offices would follow up if required.

Due to high illiteracy rates in several communities, the information must use simple terms and must be easy to understand. The creative approach would be the same as in the other vehicles.

The estimated cost for the production, printing and distribution of 150,000 brochures is approximately \$ 50,000.

- **Radio Announcements**

As indicated earlier, there is a belief that information does not necessarily trickle down to those in need of the information and that information does not arrive on time. In light of the need to provide information directly to constituents, using plain language, in a culturally appropriate fashion, CMHC may want to consider adding radio messages to the marketing mix.

There are approximately 200 Aboriginal radio stations in Canada that broadcast in English, French and 24 Aboriginal languages. Radio can be a very effective means of reaching the Aboriginal audience for the following reasons:

- Information can be disseminated quickly;
- This medium can reduce/eliminate literacy barriers;
- Information can be disseminated in 24 Aboriginal languages; and
- These radio stations are often the primary source of information, especially in remote communities.

CMHC would be required to studio-produce advertisements in English, French and Inuktitut. Other Aboriginal languages could be used. Messages can be broadcast to some 600,000 Aboriginal listeners, in more than 20 Aboriginal languages in a very cost-effective fashion.

To undertake three initiatives per year, for two years, would cost approximately \$ 600,000.\*

- **Fax Briefs**

In order to raise immediate awareness within Aboriginal communities on important issues, CMHC could consider sending advisories by fax.

CMHC could reach 5,000 Aboriginal organizations within fifteen minutes. The distribution list can be tailored to the target audience and/or the region each time. CMHC would likely issue information to some 1,500 destinations on a regular basis. This may include national organizations, Aboriginal community leaders, Aboriginal media, etc. It would also be possible to add the list of CMHC contacts to the database, if required.

To send six two-page releases, to 1,500 destinations, over a two-year period, would cost approximately \$ 12,000.\*

\* Poirier Communications has used these techniques to good effect in the past and has continued to develop them. However, it is only fair to point out that Poirier Communications may be the only communications firm to do this in an Aboriginal context.

**A N N E X A**

**T e l e p h o n e Q u e s t i o n n a i r e**



# CMHC TELEPHONE INTERVIEW

## Aboriginal Housing Contacts, Authorities, and Corporations

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### Section 1: INTRODUCTION AND BACKGROUND

"Hello. My name is \_\_\_\_\_ and I work for Poirier Communications. We are an Aboriginal communications firm based in Ottawa. We have been contracted by **CMHC** to conduct a communications research project. The main aim of this project is to help **CMHC** communicate more effectively with Aboriginal people and organizations that are involved with housing.

As part of our research, we are conducting telephone interviews with approximately 130 Aboriginal housing providers across the country. The interview will last 30 to 45 minutes and we would very much appreciate your participation. "

#### 1.1 What region or area is the respondent from?

- Atlantic
- Québec
- Ontario
- Prairies
- BC
- Yukon / NWT
- Nunavut

#### 1.2 Background Information *Please complete the following before proceeding to the next section.*

Date:

Interviewer:

Name of Respondent:

Job Title of Respondent:

Name of Housing  
Organization:

Community / City:



### 1.3 Type of Organization?

- First Nation
- Métis
- Inuit
- Off-Reserve (All Aboriginal)
- Non-Aboriginal
- Unknown

## **Section 2: THE ORGANIZATION**

**2.1 What are the main responsibilities of your organization as they relate to Aboriginal housing? *Mark all that apply***

- Non-profit housing services
- Real Estate sales and purchases
- Property / Housing management
- Financial Assistance to tenants
- Education about housing issues
- Other
- Do not know

**2.2 What are the key goals of your organization?**

**2.3 What are your responsibilities within the organization?**

- President, Director or Manager
- Property Management
- Supervisor
- Accounts & Finance
- Community and/or Client Liaison
- Board Member
- Band Manager
- Other

**2.4 Who are the primary clients of your organization. In other words, to whom do you give preference, if any? *Select only one.***

- No preference -- General population
- All Aboriginal Peoples (i.e., 'status blind')
- First Nations
- Métis
- Inuit
- First Nation and Métis
- Other
- Do not know

**2.5 What is the nature of your organization's services? In other words, where do your tend to reside? *If the client-base includes NON-ABORIGINALS, select either OFF-RESERVE ONLY or BOTH ON & OFF-RESERVE depending on the characteristics of the ABORIGINAL client.***

- On Reserve only?
- Off-Reserve only?
- Both On and Off-Reserve?
- Do Not Know

**2.6 Would you consider your organization an URBAN or RURAL based service provider? *Mark only one.***

- Urban
- Rural
- Both
- Do Not Know

**2.7 Approximately how many Aboriginal people currently live in the area that your organization serves? In other words, how many Aboriginal people currently have access to your services or are potential clients? Choose only one.**

- 1 - 100
- 101 - 500
- 501 - 1000
- 1001 - 2000
- 2001 - 4000
- 4001 - 10,000
- 10,001 +
- Do Not Know

**2.8 In the past year, how many Aboriginal clients has your organization provided housing-related services to? Choose only one.**

- 1 - 100
- 101 - 200
- 201 - 400
- 401 - 600
- 601 - 800
- 801 - 1,000
- 1,001 +
- Do Not Know

**2.9 If your organization manages housing or apartment units, how many units are involved?**

*Check only one answer*

- 1 - 10 units
- 11 - 25 units
- 26 - 50 units
- 51 - 100 units
- 101 - 200 units
- 201 - 400 units
- 401 - 700 units
- 701 + units
- Do Not Know

**2.10 If your organization manages housing, does your client-base include the following:**

*Check all that apply*

- Low income families?
- Single parent families?
- Very large families (for example, more than 6 individuals)?
- Single adults?
- Seniors / Elders?
- Students?
- Rooming homes?
- Disabled persons or persons with health problems who need specially equipped homes?
- Homeless persons?
- Other?
- Not Applicable. The organization does not manage housing.
- Do not know.

## Section 3: COMMUNICATION AND INFORMATION TRANSFER

### 3.1 What are your primary sources of housing-related information?

Do you receive information from the following sources? *Mark all that apply*

- Housing-related Trade Journals – example? \_\_\_\_\_
- Direct Mail – example? \_\_\_\_\_
- Newspapers – example? \_\_\_\_\_
- Internet example? \_\_\_\_\_
- Citizen or community groups – example? \_\_\_\_\_
- Direct contact with non-government housing organizations and officers  
– example? \_\_\_\_\_
- Training workshops or expert seminars – example? \_\_\_\_\_
- Visits to demonstrations or exhibits – example? \_\_\_\_\_
- Provincial / Territorial government sources – example? \_\_\_\_\_
- Federal government sources – example? \_\_\_\_\_
- Indian and Northern Affairs Canada (INAC)? \_\_\_\_\_
- Do Not Know

**3.2 How effective do you find the following sources of housing-related information?**

*Please rate them on a scale of 1 to 5 with 1 being the poorest or least effective and 5 being the best or most effective.*

	Poor 1	2	3	4	Best 5
Trade journals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Direct mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Document requests or subscriptions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio and Television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Videos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Direct contact with housing organizations and officers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Training workshops or expert seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visits to demonstrations or exhibits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Federal government sources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provincial or territorial government sources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**3.3 Are there other means of receiving information that you feel would be effective?**

### 3.4 What types of information do you find most useful or important?

*Please rate them on a scale of 1 to 5 with 1 being the least important and 5 being the most important.*

	Does Not Apply	1	2	3	4	5
Financial management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Office management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Property management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing program announcements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Funding information or opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community - specific information from newsletters and local newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Industry specific information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aboriginal-specific information from Aboriginal sources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**3.5 When you receive information on housing, what do you find about the material that makes it effective?**

*Please rate them on a scale of 1 to 5 with 1 being the least important and 5 being the most important.*

	1	2	3	4	5
That it is easily accessible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That it is easy to read	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That relevant materials arrive at a good or appropriate time (Timeliness)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That the material arrives regularly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That the overall visual presentation is effective	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That it is relevant to the needs of your cultural or Aboriginal group?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That it is relevant to provincial or regional needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That it is available in an Aboriginal language?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That it is useful to your clients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**3.6 What types of Information do you share, or would like to have available to share with your clients or community members?**

**3.7 What barriers or difficulties do you encounter in finding and using housing-related information?** *Check all that apply*

- Time and effort to find the housing information
- Cost of buying or getting the information
- Language of the publication
- The information is often too complex or difficult to understand
- Information is not relevant to local needs or concerns
- Information is not relevant to Aboriginal or cultural group
- Other
- Do not know

**3.8 What types of information would you like to have available that you cannot find now? Is there information that is important to the people of your region that you would like to have available?**

## Section 4: CMHC

**4.1 What do you think the letters CMHC stand for?** *Select only one.*

- Canada Mortgage and Housing Corporation
- Canadian Mortgage and Housing Company
- Canada Mortgage and Housing Cooperative
- Central Mortgage and Housing Corporation
- None of the above
- Do Not Know

**4.2 What is your understanding of CMHC's mandate or purpose?**

*Enter each mandate or purpose separately*

mandate 1:

mandate 2:

mandate 3:

**4.3 Have you seen or made use of any of CMHC's products or services?**

- Yes
- No
- Do Not Know

**4.4 Where is your primary source of contact with CMHC?**

- Local / Branch office
- Regional office?
- Ottawa or head office?
- All offices?
- No contact what so ever
- No contact since the "transfer"
- Do Not Know

**4.5 Which CMHC programs or products have you seen or used and how would you rate them?**

*Please rate the products on a scale of 1 to 5 with 1 being the poorest or least effective and 5 being the best or most effective.*

*If the respondent is UNAWARE or has NEVER HEARD of the product or program mark the product as NEVER HEARD OF. If the product DOES NOT APPLY to the respondent, mark as N/A.*

	Never Heard of...	N/A	Poor 1	2	3	4	Best 5
Section 95 - Rental Housing Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Healthy Housing on Reserve</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Aboriginal Youth Internship Initiative *</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canadian Housing Information Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shelter Enhancement Program (SEP)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Residential Rehabilitation Assistance Program (RRAP)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Home-Adaptation for Seniors Independence (HASI)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mold and Indoor Air Quality in Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Section 10 - Homeowner Program (Mortgage Insurance)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Capacity Development</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Underline products designate First Nation programs*

*\* A First Nation and Inuit program*

**4.6 What do you LIKE about these products? Were they useful or beneficial to you?**

*Leave blank if there is no comment or no opinion.*

**4.7 What do you DISLIKE about these products? Leave blank if there is no comment or no opinion.**

**4.8 How did you access the information on these products? Mark all that apply.**

- Direct contact with CMHC
- Internet
- Newspapers or Newsletters
- Personal inquiries
- TV or radio
- Word-of-mouth
- Training workshops, seminars, or information sessions
- Visits to a demonstration or exhibit
- Others

**4.9 Have you ever requested information from CMHC, and if so, what types of information were you looking for? Were you successful in your efforts?**

**4.10 What barriers do you think exist in accessing information on CMHC products or services? *Leave blank if there is no comment or no opinion.***

**4.11 How can CMHC improve the access to information on programs and services? *Leave blank if there is no comment or no opinion.***

**4.12 Do you have any final comments that you would like to make concerning Aboriginal housing issues or about the services and programs of CMHC?**

*Leave blank if there is no comment or no opinion.*

**A N N E X B**

**Questionnaire Participants**





## CMHC Telephone Interviews Breakdown

<b>Region – Off Reserve</b>	<b>Completed</b>	<b>Quota</b>	<b>Approx. calls made</b>
Atlantic	5	5	41
Quebec	5	5	15
Ontario	14	15	146
Prairies	17	17	100
BC	7	8	50
Yukon/NWT	3	5	25
NT	6	5	45
	57	60	422

<b>Region – On Reserve</b>	<b>Completed</b>	<b>Quota</b>	<b>Approx. calls made</b>
Atlantic	4	5	45
Quebec	6	5	50
Ontario	15	15	185
Prairies	15	20	166
BC	17	22	191
Yukon/NWT	5	5	60
	62	72	697

<b>Grand Totals:</b>	<b>119</b>	<b>132</b>	<b>1119</b>
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	REGION		NAME	JOB TITLE	ORGANIZATION	COMMUNITY	TYPE OF ORGANIZATION	NATURE OF ORGANIZATION
1	1	AB	Herb Belcourt	Director	Canative Housing Corp.	Edmonton	Off-Reserve (All Aboriginals)	On & Off-Reserve
2	2	AB	Rafique Islam	Director	Métis Nation of Alberta	Edmonton	Métis	Off-Reserve
3	3	AB	Gordon Watson	Exec. director	Métis Urban Housing Corp.	Edmonton	Métis	Off-Reserve
4	4	AB	Kathy Dales	Branch Manager	Métis Urban Housing Corp	Lac La Biche	Métis	Off-Reserve
5	5	AB	Peter Pelletier	Manager	Métis Urban Housing Corp.		Métis	Off-Reserve
6	6	AB	Rhonda Crow	Housing Manager	Treat 7 Urban Housing Authority	Lethbridge	Off-Reserve (All Aboriginals)	Off-Reserve
7	7	AB	Lee Jones	Exec. Director	Amisk Housing Assoc.	Edmonton	Off-Reserve (All Aboriginals)	Off-Reserve
8	8	AB	Austin White	Housing & Public Works Manager	Sawridge FN	Slave Lake	First Nation	On Reserve
9	9	AB-SK	Roger Bird	Int. Housing Director	Montreal Housing Management Board	Montreal Lake FN & Little Red River FN	First Nation	On Reserve
10	10	AB	Vina Courtoreille	Housing Manager	Minisew Technical Services	Fort Chipewyan	First Nation	On Reserve

11	11	AB	Sam Minoose	Housing Manager	Cold Lake FN Housing Authority	Cold Lake	First Nation	On Reserve
12	12	AB	Rodd Powderface	Housing Manager	Wesley, FN	Wesley	First Nation	On Reserve
13	1	BC	Maryann	Manager	Adams Lake Indian Band	Adams Lake	First Nation	On & Off-Reserve
14	2	BC	Eddie Celesta	Housing Manager	North Thompson FN	Barriere	First Nation	On & Off-Reserve
15	3	BC	Tumia Gludo	Band Manager	Kwantlen FN	Fort Langley	First Nation	On & Off-Reserve
16	4	BC	Marlene Sobie	Band Manager	Comox FN	Comox	First Nation	On & Off-Reserve
17	5	BC	Tera Montgomery	Housing Coordinator	Similkameen FN	Lower Similkameen	First Nation	On & Off-Reserve
18	6	BC	Paul Felix	Housing Manager	Tl'ast'en Public Works	Fort St. James	First Nation	NR
19	7	BC	Ian Leman	Exec. Director	Vancouver Native Housing Society	Burnaby	Off-Reserve (All Aboriginals)	Off-Reserve
20	8	BC	Linda Ross	Executive Director	M'akola Native Housing Society, Head Office	Victoria	Off-Reserve (All Aboriginals)	Off-Reserve
21	9	BC	Terry Pocock	Housing Manager	Dawson Creek Native Housing Society	Dawson Creek	Off-Reserve (All Aboriginals)	Off-Reserve
22	10	BC	Denis Duncan	Administrator	Okanagan Métis & Aboriginal Housing	Kelowna, BC	Off-Reserve (All Aboriginals)	Off-Reserve

23	11	BC	Ann Muldoe	Property Administrator	Muks-Kum-01 Housing Society	Prince Rupert	Off-Reserve (All Aboriginals)	Off-Reserve
24	12	BC	Audrey Cowger	Housing Manager	Fort St. John Native Housing Society	Fort St. John	Off-Reserve (All Aboriginals)	Off-Reserve
25	13	BC	Scott Clark	Executive Director		Vancouver	Off-Reserve (All Aboriginals)	Off-Reserve
26	14	BC	Cyril Mountain	Housing Administrator	Namgis First Nation	Alert Bay	First Nation	On Reserve
27	15	BC	Bradley Jack	Band Manager	Bridge River FN	Lillooet	First Nation	On Reserve
28	16	BC	Donna	Band Manager	Soda Creek Housing	Williams Lake	First Nation	On Reserve
29	17	BC	Emma Donnelly	Manager	Dease River FN	Dease River	First Nation	On Reserve
30	18	BC	George Long	Housing Manager	Lhatako FN	Quesnel	First Nation	On Reserve
31	19	BC	Charlotte Williams	Admin. Assistant	Tsawout FN	Tsawout	First Nation	On Reserve
32	20	BC	Nelson Stewart	Housing Manager	Upper Nicola FN	Merritt	First Nation	On Reserve
33	21	BC	Richard Boston	Housing Manager	Canoe Creek FN	Canoe Creek	First Nation	On Reserve
34	22	BC	Carol Sam	Housing Coordinator	Kitsumkalum FN	Terrace	First Nation	On Reserve

35	23	BC	Marilyn Johnny	Housing Manager	Gwa'Sala-'Nakwaxda'xw Council	Port Hardy	First Nation	On Reserve
36	24	BC	Yerry Davidson	Band Manager	Boothroyd FN	Boston Bar	First Nation	On Reserve
37	1	LB	John Penny	Director	Tornгат Regional Housing Assoc.	Happy Valley	Inuit	Off-Reserve
38	2	LB	Etienne Riche	Housing Coord.	Northwest River FN	Happy Valley	First Nation	On Reserve
39	1	MB	Harold Blacksmith	Housing Director	Sioux Valley FN	Griswold	First Nation	On & Off-Reserve
40	2	MB	Rhonda Longboat	Housing Advisor	Assembly of Manitoba Chiefs	Winnipeg	First Nation	On & Off-Reserve
41	3	MB	Lloyd Pelltier	Dir. Housing Dept.	Manitoba Métis Federation	Winnipeg	Métis	Off-Reserve
42	4	MB	Doug	Housing Manager	Anicinabe Housing	Dauphin	Off-Reserve (All Aboriginals)	Off-Reserve
43	5	MB	Lawrence Poirier	Exec. director	Kinew Housing	Winnipeg	Off-Reserve (All Aboriginals)	Off-Reserve
44	6	MB	Robert KaKay Geesick	Band Councilor	Buffalo Point FN	Buffalo Point	First Nation	On Reserve
45	7	MB	Jean Carlson	Band Manager	Keewatin Tribal Council	Thompson	First Nation	On Reserve
46	8	MB	Marie Hall	Housing Manager	Brokenhead Ojibway FN	Scanterbury	First Nation	On Reserve

47	1	NB	Gary Gould	General Manager	Skigin Einoog Housing	Fredericton	Off-Reserve (All Aboriginals)	Off-Reserve
48	1	NFLD	Annette Blake	Housing Manager	Melville Native Housing	Goose Bay	Off-Reserve (All Aboriginals)	Off-Reserve
49	2	NFLD	Virginia Collins	Band Manager	Mushuan FN	Davis Inlet	First Nation	On Reserve
50	1	NS	Brian Dezagiacomo	Executive Director	Tawaak Housing Assoc	Halifax	Off-Reserve (All Aboriginals)	Off-Reserve
51	2	NS	Anthony Nevani	Property Manager	Indian Brook FN	Shuberacadie	First Nation	On Reserve
52	1	NT	Veryl Gruben	Manager	Tuktoyaktuk Housing Association	Tuktoyaktuk	Off-Reserve (All Aboriginals)	On & Off-Reserve
53	2	NT	Sarah Kadjuk	Acting Manager	Chesterfield Inlet - Inuit Housing Corp	Chesterfield Inlet	Inuit	Off-Reserve
54	3	NT	Joanne Paptuna	Housing Manager	Kugluktuk Housing Assoc	Kugluktuk	Inuit	Off-Reserve
55	4	NT	Joanne	Paptuna	Housing Manager	Kugluktuk Housing Assoc	Inuit	Off-Reserve
56	5	NT	Peter Scott	Director	Nunavut Housing Corp	Iqaluit	Inuit	Off-Reserve
57	6	NT	Zillah Piialaq	Housing Manager	Hall Beach Housing Authority	Hall Beach	Inuit	Off-Reserve
58	7	NT	Susan Spring	Manager	Iqaluit Housing Authority	Iqaluit	Non-Aboriginal	Off-Reserve

59	1	NWT	Mary Rose Casaway	Housing Manager	Liutsel Kie Housing Authority	Liutselk'e	First Nation	Off-Reserve
60	2	NWT	Gerry Cheezie	General Manager	Yellowknife Dene FN	Yellowknife	First Nation	Off-Reserve
61	3	NWT	Russell Andiron	Housing Manager	Dogrib Rae Band	Rae Edzo	First Nation	Off-Reserve
62	4	NWT	Vicky Boudreau	Exec. Manager	Inuvik Housing corp.	Inuvik	Non-Aboriginal	Off-Reserve
63	5	NWT	Donna McLean	Assist. Manager	Hay River Housing Assoc.	Hay River	Non-Aboriginal	Off-Reserve
64	6	NWT	Bobbi Bulmer	General Manager	North Slave Housing Corp.	Yellowknife	Off-Reserve (All Aboriginals)	Off-Reserve
65	1	ON	Donna Martin	Band Manager	Pays Plat FN	Schreiber	First Nation	On & Off-Reserve
66	2	ON	Millie Pawis	Director Finance	HIFN Native Rental Housing	Henvey Inlet FN	First Nation	On & Off-Reserve
67	3	ON	Andrew Aguonie	Operation & Maintenance	Sheguiandah FN	Sheguindah	First Nation	On & Off-Reserve
68	4	ON	Frank Crupi	Housing Manager	Michipicoten FN	Wawa	First Nation	On & Off-Reserve
69	5	ON	Chuck Petahtegoose	Housing Manager	Whitefish Lake FN	Whitefish Lake FN	First Nation	On & Off-Reserve
70	6	ON	Jeffrey Toulouse	Housing/Property Manager	Wikwemikong Unceded FN	Wickwemikong	First Nation	On & Off-Reserve

71	7	ON	Leslie Zack-Carbello	General Manager	Neech-Ke-Wehn Homes Inc.	Sault St. Marie	Off-Reserve (All Aboriginals)	On & Off-Reserve
72	8	ON	Tom Mills	Executive Director	Wa-Key-Na-Gun Native Non-Profit Homes	Timmins	Off-Reserve (All Aboriginals)	On & Off-Reserve
73	9	ON	Joy Paivalainen	Housing Manager	Geraldton Native Housing Corp	Geraldton	Off-Reserve (All Aboriginals)	On & Off-Reserve
74	10	ON	Frank Sutherland	Property Manager	Endad Native Non-profit Homes Inc.	Orillia	Off-Reserve (All Aboriginals)	Off-Reserve
75	11	ON	Michael Chamandy	Manager	Temiskaming Native Housing Inc.	Cochrane	Off-Reserve (All Aboriginals)	Off-Reserve
76	12	ON	John Abramowich	Manager	Native People of Thunder Bay Development Corp.	Thunder Bay	Off-Reserve (All Aboriginals)	Off-Reserve
77	13	ON	Greg Rogers	Executive Director	Na-Me-Res (Native Men's Residence)	Toronto	Off-Reserve (All Aboriginals)	Off-Reserve
78	14	ON	Angus Palmer	General Manager	Wigwamen Housing Corp.	Toronto	Off-Reserve (All Aboriginals)	Off-Reserve
79	15	ON	Roy Jacobs	Executive Director	Gignul Non-Profit Housing Corp.	Ottawa	Off-Reserve (All Aboriginals)	Off-Reserve
80	16	ON	Alice Tracy	Housing Coordinator	Georgian Bay Native Non-Profit Housing	Parry Sound	Off-Reserve (All Aboriginals)	Off-Reserve
81	17	ON	Lyse Coté	Housing Coordinator	Whispering Pines Native Non-Profit Homes Inc.	Mattawa	Off-Reserve (All Aboriginals)	Off-Reserve
82	18	ON	Sue James	Housing Manager	Aamikowish Non-profit Housing	Kenora	Off-Reserve (All Aboriginals)	Off-Reserve



83	19	ON	Kim Sandy	General Manager	S.U.N. Housing Inc	Barrie	Off-Reserve (All Aboriginals)	Off-Reserve
84	20	ON	Jean McIsaac	Housing Manager	Metis Nation of Ontario	Thunder Bay	Off-Reserve (All Aboriginals)	Off-Reserve
85	21	ON	Clint Perreault	Housing Manager	Couchiching F.N.	Fort Frances	First Nation	On-Reserve
86	22	ON	Maggie McLeod	Housing/Land clerk	Nipissing FN	Sturgeon Falls	First Nation	On Reserve
87	23	ON	Joanne Sandy		Beausoleil FN	Christian Island	First Nation	On Reserve
88	24	ON	Craig Abotessaway	Councilor	Sucker Creek FN	Sucker Creek	First Nation	On Reserve
89	25	ON	Gary Allen	Housing Manager	Nicickousemenecaning FN	Fort Frances	First Nation	On Reserve
90	26	ON	Bruce Adams	Housing Manager	Cat Lake Housing	Cat Lake FN	First Nation	On Reserve
91	27	ON	Waine Zimmer	Economic Advisor	Wauzhushk Onigun Housing Authority	Wauzhushk	First Nation	On Reserve
92	28	ON	Renee Bodnarchuk	Band Manager	Rainy River FN	Emo	First Nation	On Reserve
93	29	ON	F. Shannon	Housing Director	Saugeen Nation #29	Southampton	First Nation	On Reserve
94	1	PEI	Dan Knockwo	Housing Manager	Nanegkam Housing Corp.	Charlottetown	Off-Reserve (All Aboriginals)	Off-Reserve

95	2	PEI	Margaret Sark	Band Manager	Lennox Island FN	Lennox Island	First Nation	On Reserve
96	1	QC	Kenneth Polson	Ass. Housing Manager	Long Point FN	Winneway River	First Nation	On & Off-Reserve
97	2	QC	Solange Basile	Housing Agent	Counseil de Mingan	Mingan	First Nation	On & Off-Reserve
98	3	QC	Evangeline Picard	Coordinator	Counseil de bande de Betsiamites	Betsiamites	First Nation	On & Off-Reserve
99	4	QC	Jim Welsh	Property Manager	Corporation Northern Village of Kujjuaq	Kujjuaq	Inuit	NR
100	5	QC	Josee Ravallee	n/a	Corp. Waskahegen	Montreal	Off-Reserve (All Aboriginals)	Off-Reserve
101	6	QC	Josee Ravallee	n/a	Corp. Waskahegen	Mont Joli	Off-Reserve (All Aboriginals)	Off-Reserve
102	7	QC	Josee Ravallee	n/a	Corp. Waskahegen	Saguenay-Lac-St. Jean	Off-Reserve (All Aboriginals)	Off-Reserve
103	8	QC	Claude Despars	Gerant de l'habitation	Corp. Municipale du Village de Kuujjukaapik	Kuujjuraapik	Off-Reserve (All Aboriginals)	Off-Reserve
104	9	QC	Mathew Wapachee	Director	Cree Nation of Mistissini	Mistssini	First Nation	On Reserve
105	10	QC	Norma Heat	Housing Administrator	Timiskaming FN	Notre-Dame-du Nord	First Nation	On Reserve
106	11	QC	Jean-Pierre Petiquay	Manager	Conseil de Atikamerin de Wemontaci	Wemontaci	First Nation	On Reserve

107	1	SK	Sandy Cojocar	Housing Manager	Keeseekoose Housing Authority	Keeseekoose FN	First Nation	On & Off-Reserve
108	2	SK	Laurie Booth	n/a	Gabriel Housing Corp.	Regina	Métis	On & Off-Reserve
109	3	SK	Janet Koblucss	Housing Manager	Northern Spruce Housing Corp.	Prince Albert	Off-Reserve (All Aboriginals)	On & Off-Reserve
110	4	SK	Debbie Pelletier	Housing Manager	Silver Sage Corp.	Regina	Off-Reserve (All Aboriginals)	On & Off-Reserve
111	5	SK	Rick Potratz	Manager	P.A Community Housing	Prince Albert	Métis	Off-Reserve
112	6	SK	Charity Chabayer	n/a	Provincial Métis Housing	Saskatoon	Métis	Off-Reserve
113	7	SK	Jenny Ross	Manager	Meadow Lake Native Urban Housing	Meadow Lake	Off-Reserve (All Aboriginals)	Off-Reserve
114	8	SK	George cote	Housing Manager	Yorkton Parkland Housing Society	Yorkton	Off-Reserve (All Aboriginals)	Off-Reserve
115	9	SK	Rodger Mecredi	Band Manager	Fond du Lac FN	Fond du Lac	First Nation	On Reserve
116	10	SK	Dwayne Arcand	Housing Coordinator	Muskeg Lake FN	Marcelin	First Nation	On Reserve
117	11	SK	Sheldon Taypotat	Housing Coordinator	Kahkewistahaw FN	Broadview	First Nation	On Reserve
118	12	SK	Todd Kappo	Housing Manager	Muscowpetung Housing Authority	Muscowpetung	First Nation	On Reserve

119	1	YT	Dennis Buyck		Na-Cho Ny'a'k Dun FN	Mayo	First Nation	On & Off-Reserve
120	2	YT	Barry Hager	Director	Selkirk FN	Pelly Crossing	First Nation	On Reserve

**ANNEX C**

**Dialogue Circle Moderator's Guide**



# CANADA MORTGAGE AND HOUSING CORPORATION DIALOGUE CIRCLE

## Moderator's Guide

### Introduction

1. After everyone is seated and comfortable, the moderator introduces herself and her role. (The seating format and whether there is an opening prayer should be determined ahead of time with the assistance of the on-site coordinator.)
2. The moderator gives the reasons for the dialogue circles, what the circles hope to achieve and how the results and outcomes are to be used used.
  - Poirier Communications (PC) is an Aboriginal firm that has been contracted by Canada Mortgage and Housing Corporation (CMHC) to conduct a communications research project. The main aim of the project is to help CMHC communicate more effectively with Aboriginal people and organizations that are involved with housing.
  - Five circles like this one are being held in different regions of the country with First Nations on and off reserve, Inuit and Métis participants. Telephone interviews are also being conducted as part of the research project.
  - During the circle, we will be discussing your needs related to housing programs and information. We will also review some CMHC information materials on housing programs and services.
3. The moderator suggests some rules for the circle.
  - there are no right or wrong answers;
  - it is not necessary to have consensus in the circle;
  - the discussion will be audio taped so that we can prepare an accurate report;
  - we will not put names to individual comments;
4. Participants are asked if any clarifications are required before proceeding with the circle.

## 1. BACKGROUND

To start the circle, please introduce yourselves individually to the group. Tell us about the organization you work with, the types of housing services you provide and the people in your community who use those services.

## 2. COMMUNICATION AND INFORMATION TRANSFER

- 2.1 I'd like to spend some time talking about housing information in general. I'd like to know what types of housing information you find most important or useful. (Note: if more explanation is needed, mention examples such as information on financial issues, property management, housing programs, etc. Refer to interview questionnaire for other examples.)
- 2.2 What are your main sources for housing information? (Note: if more explanation needed, mention examples such as trade journals, community sources, government sources, etc. Refer to interview questionnaire for other examples.)
- 2.3 Do you find these sources of information to be effective, helpful?  
  
If yes, why do you find them effective?  
  
If not, why are they ineffective?
- 2.4 In addition to what we've just discussed, are there other means of receiving information that you feel would be effective?
- 2.5 Are there any other types of housing information that you would like to have available that you cannot find now? Is there information that is important to the people in your community that you would like to have available?
- 2.6 What barriers or difficulties do you encounter in trying to access housing information?
- 2.7 When you do receive housing information, from any of the sources we've discussed, what is it about those materials that makes them effective? In other words, what are the key characteristics of good housing information materials? E.g., easy to read, visual presentation, ease of access.

### 3. CANADA MORTGAGE AND HOUSING CORPORATION

3.1 Now I'd like to discuss some specific issues about Canada Mortgage and Housing Corporation. First of all, please tell me your understanding of CMHC's mandate or purpose?

3.2 I'm going to mention some of CMHC's programs and services. I'd like to know if you have seen any of these programs or services. If you have, please share your impressions of them – what did you like or dislike about them, were they beneficial and how did you access information on the program?

Rental Housing Program (Sec. 95)

Healthy Housing on Reserve

Aboriginal Youth Internship Initiative

Housing Grants

Learn Not to Burn Courses for Children

Residential Rehabilitation Assistance Program (RRAP)

Home-Adaptation for Seniors Independence (SEP)

Mould and Indoor Air Quality in Housing

Section 10 – Homeowner Program (Mortgage Insurance)

Capacity Development

3.3 What barriers do you think exist in accessing information on CMHC products or services?

3.4 How do you think CMHC can improve access to information on programs and services?

3.5 Now I'd like you to look at some of the communication materials available from CMHC. For each of these materials, we'll discuss the following:

Have you seen this pamphlet/brochure before?

If so, where?

What do you think of the text? Does it convey information effectively?



What do you think of the layout and visual content?

What do you like or dislike about the pamphlet?

Do you think this pamphlet reflects things that are important to your community?

If so, what does it reflect?

If not, please tell us why you do not think it does?

*Note: Time constrains will limit the number of materials tested in this section to a maximum of four. We ask that CMHC designate the four materials to be tested.*

3.6 Do you have any final comments that you would like to make about Aboriginal housing information or CMHC programs and services?

Thank all participants for their input and cooperation.

Meegwetch!

## **ANNEX D**

### **Dialogue Circle Participants**



# CANADA MORTGAGE & HOUSING CORPORATION

## Dialogue Circle Participants

*St-Mary's First Nation, New Brunswick*  
*St-Mary's Band Council*

<b>Name</b>	<b>Organization</b>
Noel Doucet	Union of Nova Scotia Indians
Paul J. Paul	Saint Mary's First Nation
Ernest MacIntosh	North Shore Micmac District Council
Charlie Levi	Big Cove First Nation
Albert Julian	Confederacy of Mainland Micmacs
Darlene Marshall	Eskasoni First Nation
Kerry Prosper	Afton First Nation
Howard Jeddore	Eskasoni First Nation
Brian Kelly	Miawpukek First Nation

# CANADA MORTGAGE & HOUSING CORPORATION

## Dialogue Circle Participants

*Quebec City, Quebec  
Québec Inn*

<b>Name</b>	<b>Organization</b>
Jean-Paul Cheezo	Conseil de la Nation Anishnabe du Lac Simpon
Nathalie Courtois	Conseil des Montagnais du Lac St-Jean
Clément Bernard	Micmacs of Gepagpgiag Band Council
Jean-Pierre Petiquay	Conseil des Atikamekw de Wemotaci
Alain Haon	Conseil des Abénakis d'Odanak
Marie Josée Wapistan	Conseil des Montagnais de Natashquan

# CANADA MORTGAGE & HOUSING CORPORATION

## Dialogue Circle Participants

*Winnipeg, Manitoba  
Dakota Ojibway Tribal Council*

<b>Name</b>	<b>Organization</b>
Simon Prince	Dakota Ojibway Tribal Council Housing Authority Inc. (Long Plains)
Jim Sinclair	Assembly of Manitoba Chiefs
Garda Sinclair-Morin	Portage Friendship Centre
Noel Myran	Long Plains First Nation
Michelle Blackbird	Dakota Ojibway Tribal Council Housing Authority Inc. (Brandon)

# CANADA MORTGAGE & HOUSING CORPORATION

## Dialogue Circle Participants

*Chilliwack, British Columbia*

*Sto:lo First Nation*

<b>Name</b>	<b>Organization</b>
Cindy Louis	Musqueam First Nation
Colleen Deck	Tzeachten Band
Robert Peters	Chawathil Band
Leona Kelly	Shxw'ow'hamel Band
Gary Lister	Sto:lo Nation

# CANADA MORTGAGE & HOUSING CORPORATION

## Dialogue Circle Participants

*Toronto, Ontario*  
*Native Canadian Centre of Toronto*

<b>Name</b>	<b>Organization</b>
Dorothy Cook	Gabriel Dumont Non-Profit Homes Inc.
Eric Hill	Can-Am Urban Native Homes
Francis Sanderson	Nishnawbe Homes
Lloyd Stevenson	Native Inter-Tribal Housing Corporation
Charlie Hill	Urban Native Homes (Hamilton) & Native Homes Providers in Ontario
Mary Smith	First Nation Housing Coop
Kim Sandy	S.U.N. Housing Corp.