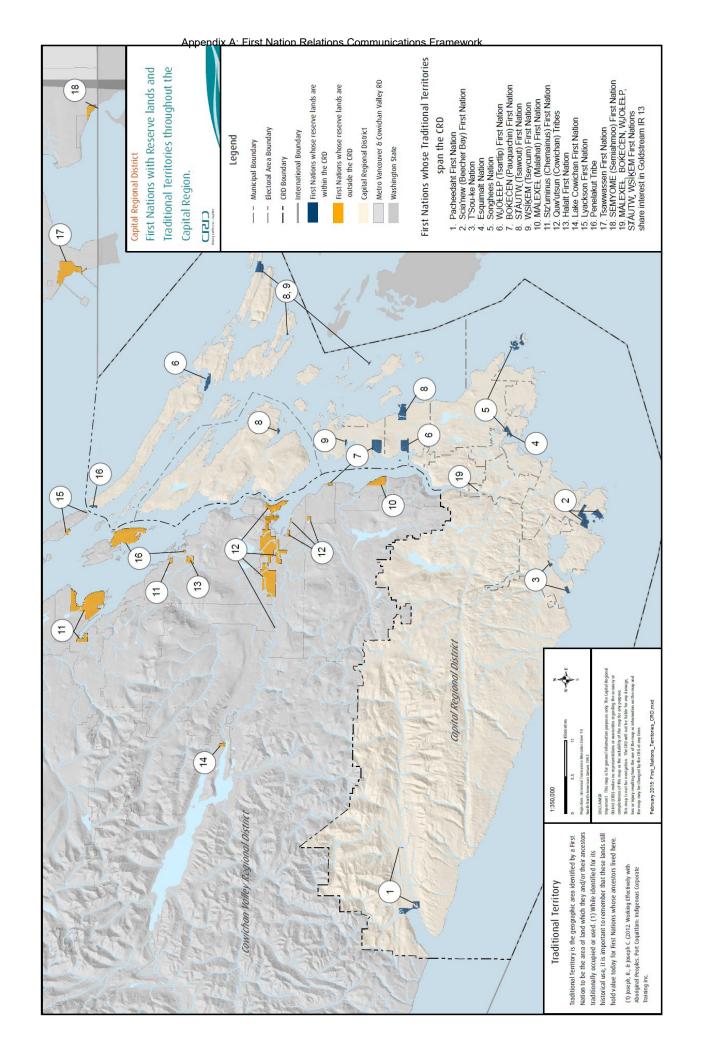


**Communications Framework** 





# Territory Acknowledgment

The CRD acknowledges that it conducts its business in the territory of the Ləkwəŋən (Songhees) and Xwsepsum(Esquimalt) Nations here in the core area, the WSÁNEĆ Nations, including WJOŁEŁP (Tsartlip), BOKEĆEN (Pauquachin), STÁUTW, (Tsawout) and WSIKEM (Tseycum) on the Saanich Peninsula and Gulf Islands, Sc'ianew (Beecher Bay), T'Sou-ke, and Pacheedaht to the west, as well as MÁLEXEŁ (Malahat) and Pune'laxutth' (Penelekut) Nations, all of whom have lived on these lands since time immemorial.

# Capital Regional District Board Priorities

We envision strong relationships with First Nations based on trust and mutual respect, partnerships and working together on shared goals.

## Board Priority 3a - Reconciliation with First Nations

3a-1 Look to First Nations for leadership in understanding how to create new regional planning & decision-making systems together on their Traditional Territories

3a-2 Seek partnerships, share information & deliver fair & equitable services in working with First Nations on achieving their economic goals

3a-3 Work with First Nations on taking care of the land & water while providing space for cultural & ceremonial use, food & medicine harvesting, traditional management practices & reclaiming Indigenous place names

3a-4 Prepare an ecological asset management plan that includes natural infrastructure, First Nations guiding principles, First Nations language & place names, historical uses & invasive species management

3a-5 Develop, monitor and report out on a First Nations Relations Strategic Plan \*

3a-6 Present an amended First Nations Relations division service plan & budget to the Board in consideration of Task Force recommendations with financial & resource implications \*

# Capital Regional District First Nations Relations

The CRD's First Nations Relations Service supports the CRD and its Board to build strong and enduring relationships with neighbouring First Nations governments. By working together and sharing prosperity, we create thriving and resilient communities. The capital region spans the Territories of approximately 20 First Nations, of which 11 have Reserve lands and 9 have settlement populations made up of 4,142 members.

The CRD is working toward developing relationships with First Nations based on trust, mutual respect, partnerships, and collaborating on shared goals. The CRD is able to create agreements with individual nations, and together we can access more resources for creative solutions and new opportunities. We are committed to respectfully and appropriately engaging First Nations communities in regional strategies, decision-making and shared interests.

By facilitating increased participation of First Nations in CRD governance, the organization has taken an important and measurable step towards the Board priority of Reconciliation with First Nations.

CRD First Nations Relations mandate includes supporting the Board in its strategic priority to build stronger relationships with local First Nations, assisting CRD Departments in their day-to-day service delivery activities with First Nations, and working directly with First Nations governments in areas of common interest. First Nations Relations is guided by Board Priorities and implementing the actions and recommendations outlined in the <u>First Nations Task Force Final Report.</u> Underpinning the report is a <u>Statement of Reconciliation</u>, which guides the organization's initiatives at the Board, leadership and staff level.

Helping to deliver on our mandate to develop positive and collaborative relationships with Nations, the First Nations Relations communications framework provides a guide for CRD employees on the essentials of clear, concise, constructive and professional internal and intergovernmental communication in this context.



## Statement of Reconciliation

The CRD's boundaries span the Traditional Territories of over 20 First Nations, whose ancestors have been taking care of the land since time immemorial. The CRD believes that a positive working relationship with First Nations is good for the whole region. For the CRD to have a positive relationship with First Nations we need to acknowledge, respect and complement their Indigenous laws, customs and systems of governance. The CRD is part of a national movement towards Reconciliation with Canada's Indigenous peoples, informed by:

- ▶ The Truth and Reconciliation Commission's Calls to Action
- ▶ The United Nations Declaration on the Rights of Indigenous Peoples
- ▶ Sec. 35 of the Canadian Charter of Rights and Freedoms
- ▶ The Douglas Treaties and the BC Modern Treaty process

The CRD's path to Reconciliation focuses on three recurring themes:

#### 1. Self-Determination

The CRD acknowledges the fundamental right of self-determination to Indigenous peoples. In the spirit and intent of inclusivity, the CRD is committed to working with First Nations through the governance systems they choose. When First Nations wish to participate in our decision-making process then we will support them. The CRD will look to First Nations for leadership in understanding how to create new decision-making systems together on their Traditional Territories.

### 2. Shared Prosperity

The CRD recognizes the gap in wealth between First Nations and settler governments. The CRD will work towards a prosperous economic future for all of its residents and believes that improving the lives of the most vulnerable citizens creates a stronger and more resilient region for everyone. The CRD will seek partnerships, share information and deliver fair and equitable services in working with First Nations on achieving their economic goals

### 3. Relationship with the Land and Water

The CRD recognizes the integral relationship First Nations have with the land; often the names for the people of the land and the land itself were one and the same. The CRD will work with First Nations on taking care of the land while providing space for cultural and ceremonial use, food and medicine harvesting, traditional management practices and reclaiming Indigenous place names.

#### About the Statement

The work of Reconciliation falls to all segments of Canadian society. The Capital Regional District (CRD) is committed to Reconciliation with Indigenous peoples. It is understood that a commitment alone is not enough and that action is needed to show that the CRD is taking measurable steps towards a better relationship with Indigenous peoples.

This statement of commitment to Reconciliation can guide decision making for the organization for many years to come. It is understood that Reconciliation is a long term goal with no defined end point. The <u>United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP)</u> is the reference framework for the CRD's commitment to Reconciliation, which aims to address activities within the scope of the CRD's authority. This statement is a work in progress which acknowledges that mistakes will be made and provides for adjustments to accommodate emergent practices.

# Sending the Right Message

As a central point of contact for the region, the CRD facilitates diplomatic relationships with First Nations, Indigenous agencies, multiple governments and stakeholders. Diplomatic intergovernmental communication may have several desired outcomes including to inform, consult, collaborate and empower. In addition to these objectives, it is important that First Nations needs are considered by keeping some of the following perspectives in mind when communicating with First Nations, or regarding any content related to First Nations in communication with others. Intergenerational trauma is a very real legacy of colonization, and that this needs to be kept front of mind in all interactions.



## Approach

Have you checked with First Nations Relations to see if there are any other recent communications to the same First Nation that need to be considered or coordinated with? Is the audience internal or external? Are you aware of the best way to communicate the information? What is the history of past communication? Is the approriate contact reaching out?



### **Applicable**

How does the message relate to other things we have heard or said previously? How does this connect to the First Nation's realm of authority? What might be an identified interest that they already have in the topic? Is there opportunity for collaboration? Is there opportunity to support the nation's work and develop a reciprocal relationship?



### Accessible

Is the communication style and language accessible? What kind of content overview information are included? Will it reach an audience that doesn't have a background in the topic?



### **Appropriate**

Is your message professional in tone and content? Is there any language that could be insensitive or offensive from an outside perspective? Does some of the language sound parental or colonial in nature? Are our decision makers meeting with their decision makers?



## Aligned

Does the message have the right context and background to support a response? Are you making their work easier by providing clarity and background? Is it clear what is being asked? Has enough time been provided? Is the communicator in the corresponding role to the audience?

# The CRD Writing Style Guide

Specific style standards in the CRD Writing Style Guide pertaining to First Nations Relations are presented in Section 13.2 First Nation as Government.

First Nation is now used instead of Band. As appropriate, use First Nation or Nation. It is becoming more common for communities to prefer Nation over First Nation. Some Nations emphatically do not like to be referred to as a First Nation (Esquimalt Nation). Therefore, when referencing the two neighbouring Nations: "met with Songhees and Esquimalt Nations" or "met with Songhees First Nation and Esquimalt Nation".

Use the Nation's preferred language, spelling, capitalization, and pronunciation as follows:

Indigenous spelling	Indigenous pronunciation	Anglicized spelling	Anglicized pronunciation
WSÁNEĆ (grouping of Nations on the peninsula)	wuh-SAY-nitch	Saanich	SA nitch
SENĆOŦEN (language)	sen CHAW then	Sencoten	sen CHAW then
S <b>7</b> ÁUT <u>W</u>	ts SAY out	Tsawout	SAY out
BOKEĆEN	BAH kwa chin	Pauquachin	PAH kwa chin
WJOŁEŁP	wuh-chawt-lip	Tsartlip	SART lip
WSIĶEM	Hwa SIGH come	Tseycum	SIGH come
MÁLEXEŁ	MAL ahat	Malahat	MAL ahat
Ləkwəŋən (dialect)	Le-KWUNG-en	Lekwungen	Luh KWUNG gen
Songhees	SONG gees	Songhees	SONG gees
Esquimalt	Es KWY malt	Esquimalt	Es KWY malt
Sc'ianew	Chee-Ah-nook	Beecher Bay	Beecher Bay
T'Sou-ke	Sowk	T'Sou-ke	Sowk
Dididaht (language)	DID he dah	Dididaht	DID he dah
Pacheedaht	Pa CHEE dah	Pacheedaht	Pa CHEE dah

When addressing the Nation, it is most respectful to use the Indigenous name in the address and ideally throughout the body of the letter. It is also acceptable to use the anglicized name in the body of the letter.

When referring to the Nation in the third person **STÁUTW** (Tsawout Nation) presented a delegation to the Board on this day...."), refer to the Nation in the Indigenous language first with anglicized name in brackets.

First Nations are an upper level of government on par with the Crown. When listing agencies and institutions, First Nations should be referenced either before or immediately after federal government.

▶ "The CRD has partnered with First Nations, federal, provincial and local government to..."

Additionally, when writing and speaking, Indigenous Peoples can be used interchangeably with First Nations, although it is preferable to speak to the specific nation when possible.

It is appropriate when speaking of urban diaspora communities and when many different nations are included, ie. CBC Indigenous. Indigenous is generally capitalized when used in this context.

# Using the Right Communication Tools



At the CRD, all external messages need to be considered and appropriately communicated to ensure effective delivery and intended impact.

Knowing *what* you want to communicate and *who* you want to communicate it to will determine *how* you send your message. It is helpful to consider that history, culture, age and gender can play a part in how people communicate.

#### What?

- ▶ Is the communication about notification, consultation or collaboration?
- ▶ Does the work require a Crown permit, or not? If yes there is a more formal referrals process.
- ▶ Does the CRD have a protocol agreement in place with the Nation, or not?

### Who?

- ▶ Staff correspond with staff, leadership with leadership. Do not contact the Chief about a matter staff can address.
- ▶ When sending letters to Chief and Council, include their administration staff as they often review and prioritize correspondence.

#### How?

▶ Increasingly Nations are preferring email to paper communication. Please check with First Nations Relations to confirm the Nation's preferred communication method. If there is a protocol agreement follow what is outlined in the agreement.

# **Communication Tools & Considerations**

In Person Strengthening relationships and clarity of communication	When: Preferred formal protocol where there is a need for understanding, building trusted relationships, immediate feedback and public relations.		
	Considerations: Corresponding levels of authority for example leader to leader, and staff to staff.		
Social Media & Video Presenting and explaining work and sharing opportunities	When: Priority initiative reports or announcements, cultural & historical awareness, educational content. Social media is valuable for listening to opinions of communities, fostering relationships, explaining our work and related topics of interest. Videos can help underscore CRD operations are within over 20 traditional territories and present examples of Reconciliation opportunities in action.		
	Considerations: Audience reach, opportunity for culture and community relationship development, leadership.		
CRD Public Website	When: Program updates, events and relevant links.		
Sharing program information and linking to tools and resources	Considerations: Global audience, information accessibility, CRD reputation building, community relationship and organizational culture development.		
Economic Opportunities Providing Nations easy access	<i>When:</i> First Nation and Indigenous Agency specific interests or opportunities.		
to regional opportunities and information relevant to their interests and responsibilities.	Considerations: Relevance, scope, timeline, accessibility.		
Media Releases Share the success of collaboration	<i>When:</i> When a partnership initiative has significant milestones.		
and enroll the greater community in shared work and future visoning.	Considerations: Purpose, audience, community enrollment.		
Text and Messaging Applications	When: Fast direct person to person communication tools for arranging meeting times, planning and feedback.		
Arranging meetings and managing logistics	Considerations: Leans on staff personal accounts and tools. Emphasis on personal relationships more than organizational.		
Phone Calls and Video Conferences Remote personal clear	When: In person is not possible, working in larger groups, need for clarity and engagement, immediate feedback. Ensures that the message is received by the intended audience.		
communication	<i>Considerations:</i> The right participants, technologically inclusive, proper focus and facilitation.		
Letters and Email Formal invitations and project information	<i>When:</i> In person or a call is not possible, when a record is required for tracking governance and business deliverables, when there is a longer timeline.		
	Considerations: Corresponding levels of authority for example leader to leader, staff to staff. Nations are flooded with email and one comprehensive email message is best. Written record requires tact, skill, and awareness.		



Artwork by Darlene Gait, a member of the Esquimalt Nation. This work was commissioned as part of the CRD Waste Water Treatment Project.

## **Education and Awareness**

To learn more about the Nations on whose territory we operate and Indigenous Peoples, directors and staff are encouraged to explore cultural awareness topics, days, events and training as opportunities arise. First Nations Relations has compiled helpful learning quides and templates that are available on the intranet.

- ▶ Territorial Acknowledgment Guide
- ▶ First Nations Honoraria Policy

Significant days and events include:

- ▶ National Indigenous History Month, June
- ▶ <u>Indigenous Peoples Day,</u> June 21
- ▶ <u>National Day of Truth and Reconciliation</u>, September 30
- National Day of Action for Missing and Murdered Indigenous Women, Girls and Gender diverse people, October 4
- ▶ <u>Moosehide Campaign</u>, February 11
- National Day of Awareness for Missing and Murdered Indigenous Women, Girls and Gender diverse people (Red Dress Day), May 5

Understanding social impacts of colonization:

- ▶ <u>Legacy of Hope Foundation</u>
- ▶ #IAmNotACostume

## Mental Health

The ongoing impacts of colonialism on Indigenous Peoples that is shared in the media and our communications can be challenging to learn about and can create an emotional and sometimes triggering response.

If you need support, contact the employee and family assistance program for your employee group:

- ▶ Staff and their dependents in the Exempt and CUPE groups can contact Lifeworks at 1-888-307-0590
- ▶ Staff and their dependents in the USW group can contact Vancouver Island Counseling at 1-877-746-6911

### Other support services:

- ▶ Indian Residential School Survivors Society 24 Hour Crisis Line (1-800-721-0066)
- ▶ KUU-US Crisis Line Society 24 Hour Crisis Line (British Columbia) (1-800-588-8717)
- ▶ National Indian Residential School Crisis Line (1-800-925-4419)
- ▶ National Centre for Truth and Reconciliation



