

DIALOGUE

**COMMUNICATIONS
FRAMEWORK**



ONE NEW BRUNSWICK, TOGETHER.

It is important for Dialogue Communities to foster local conversations about social cohesion in order to address issues that are specific to each community, as well as to enhance connectivity and strengthen relationships among participants. By sharing experiences, lessons learned, and best practices, we can all encourage the generation of new ideas while providing support and encouragement.

Communications among and within our many Dialogue Communities should be consistent, clear, and encourage discussion and a free exchange of ideas. This Communication Framework highlights our core goals and provides overarching social cohesion messaging for use by all of our stakeholders.





👤 Vision

A New Brunswick where every resident feels valued, heard, and that they belong

👤 Mission

To champion and celebrate social cohesion through understanding, respect, and harmony among all New Brunswickers.

Dialogue NB does this by providing organizational, community, and thought leadership.

👤 Our Voice

The voice of Dialogue NB and our Dialogue Communities when speaking with all stakeholders should always be inclusive, empathetic, and positive. Ours is a voice of celebration, inspiration, and most importantly hope.

As well, we work to make everyone feel not only heard and included, but empowered to take action and actualize change toward a more socially cohesive New Brunswick.



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• Messaging

The cornerstone of any communication effort is a set of consistent, compelling messages for use in all proactive and reactive communication. The following are overarching messages for Dialogue NB and how we speak about social cohesion. These messages are a guide, not a script. Users are encouraged to provide additional, local detail to ensure the messages touch audiences in a relevant, credible way.



• Who and what is Dialogue NB?

Dialogue NB is a non-profit organization, led by a volunteer board of directors, with a mandate to help the Province of New Brunswick to be a more socially cohesive community.

The organization develops programs and initiatives to help inspire communities and individuals to live together in greater harmony - respecting and celebrating all people as valued members of society.

The ultimate hope is to contribute to the social cohesion of our province.

• What is our goal for New Brunswick?

Imagine a New Brunswick where every person who lives here feels accepted, equal and understood. A place where people believe there is opportunity for all, and that every face is welcoming and every voice is heard and valued.

That's the path and vision set forth by Dialogue NB.





• We believe that

New Brunswick has all the ingredients -- including proximity and diversity -- to be an international leader in Social Cohesion.

It is important to not only respect differences of faith, sexuality, gender presentation, skin colour, country of origin, education, and so-called social class, but to understand that our differences make us stronger.

Our backgrounds make us smarter.

Our willingness to work together makes us better.

Only when we ensure that all voices are heard can we truly move forward towards social cohesion, and evolve as a province.

• What is Social Cohesion?

Social cohesion can be described as the links, networks, and relationships that unite people and foster their willingness to cooperate with each other in order to survive and prosper.



• How do we measure Social Cohesion?

Social cohesion can be measured by a variety of political, social, economic and cultural indicators.

1. Political indicators include:

- Voting levels
- Representivity of elected officials and government officials
- Participation in municipal meetings and local assemblies
- Levels of trust in the government and government agents

2. Social Indicators include:

- Perceptions of belonging
- Levels of volunteerism, memberships in community organizations, and charitable donations
- Access to housing
- Access to healthcare
- Intergenerational fairness
- Access to education and professional training

3. Economic Indicators include:

- Social mobility and equality
- Income inequality
- Satisfaction with living standards and attitudes towards the future
- Levels of access to basic services

4. Cultural Indicators:

- Level of preconceptions and prejudices about others
- Perceptions of prejudice and discrimination against self
- Existence of means for resolving conflicts between groups
- Access to arts and culture
- Representation of various identities in culture and media



• Moving Forward

Effective communication is an ongoing process. We anticipate that while this Framework will persist, our messaging will consistently be adapted to match our growth as a province.

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