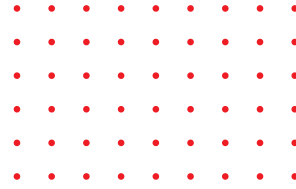




10TH ANNUAL FRIENDS OF PCHS EVENT

REPORT-DECEMBER 02, **2023**

Land Acknowledgement



We acknowledge that this meeting is taking place on the traditional territory of many Nations, including the Mississaugas of the Credit First Nation, the Anishinaabe, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit, and Métis peoples.

Long before today, Indigenous peoples have been the stewards of these lands. We also acknowledge the Dish with One Spoon Treaty, an agreement to peaceably share and care for the resources around the Great Lakes. Indigenous peoples in Ontario continue to care for this land and shape our province.

We recognize that these lands, both historically and currently, have been the home and gathering places of many Indigenous people from various Nations across Turtle Island. We are grateful for the opportunity to live, work and meet in this territory. We show our respect to the Indigenous Peoples of this land today and all days.

We stand in solidarity with murdered and missing Indigenous women, girls, transgender, and Two-Spirited people, and we affirm our commitment to heartfelt reconciliation.

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Executive Summary



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Amandeep Kaur
CEO PCHS

On December 02, 2023, Punjabi Community Health Services organized its 10th Annual Friends of PCHS event, in Mississauga, Ontario. Led by the Board of Directors and the Executive Team of PCHS, this half-day event focused on the following objectives:

i. Present Service Overview: To provide the event attendees with an overview of the programs and services offered by PCHS.

ii. Facilitate Direct Engagement: To establish a platform for meaningful interaction between PCHS and its clients, stakeholders, and community members, and foster open communication to understand their perspectives, concerns, and suggestions.

iii. Gather Diverse Input: To gather valuable insights and recommendations from a diverse group of participants with the goal to enhance service quality and relevance, to effectively address emerging community needs, and to advance an organizational culture of continuous improvement and innovation.

iv. Guide the Implementation of PCHS' Strategic Priorities: To ensure that the implementation of the organization's strategic priorities (for 2023-2027) is actively guided by the inputs provided by its service users, stakeholders, and community members.

Through facilitated group discussions, the event attendees were engaged to share their insights on the challenges faced by the South Asian community pertaining to (i) seniors, (ii) addictions, (iii) marginalized population and (iv) mental health. The recommendations received from each of the four groups are broadly classified into the following four categories:

i. Education and Awareness: All the participants in the four designated groups emphasized that providing ongoing education and information is crucial to addressing challenges pertaining to seniors, addictions, mental health, and marginalized populations.

ii. Holistic and Diversified Service Delivery Approaches: The four groups stressed the need for accessible, community-based, culturally responsive, and technology-focused models of service delivery. This included program approaches such as 'meet me where I am', mobile community supports, community hubs, remote (online and digital) services, and transportation supports.

iii. Systems Level Advocacy: The participants reiterated the need for ongoing systems level advocacy to support international students' community, to ensure accessibility of subsidized housing, and to address stigma, norms and attitudes pertaining to addictions, mental health, and intergenerational trauma.



iv. Capacity Building Activities: It was recommended to continue and/or implement programs to build the capacity of South Asian community in the areas of financial literacy, digital literacy, positive parenting, intergenerational and intercultural understanding.

Based on the above-listed key recommendations and guided by the strategic priorities for 2023-2027, PCHS will develop a work plan to address the issues identified by the participants at the Friends of PCHS event. It is suggested that this work plan be embedded into the organization's strategic plan implementation framework for 2023-2027.

About PCHS

Punjabi Community Health Services (PCHS) is a pioneering community-based, non-profit charitable organization with a 33-year history of serving diverse populations. The organization is dedicated to addressing a wide range of community needs through addiction & mental health services, geriatric care, health promotion, domestic violence assistance, parenting support, newcomer settlement services, and specialized programs for women, children, and youth.

PCHS has earned recognition for its innovative approach and commitment to delivering integrated, holistic care through its Integrated Holistic Service Delivery Model (IHSDM). The organization's dedication to excellence is further emphasized by its accreditation from the Commission on Accreditation of Rehabilitation Facilities (CARF) International and Imagine Canada.

As an organization, PCHS is committed to being sensitive to the needs of the 2SLGBTQ community, ensuring that the services are inclusive and supportive of all individuals. All the aspects of programming, operations, leadership, and governance are guided by PCHS' Anti Racism Anti Oppression (ARAO) and Diversity, Equity, and Inclusion (DEI) frameworks



Friends of PCHS - Agenda



Breakfast & Networking

Welcome & Introductions

Land Acknowledgement

Overview of the Event & PCHS

Facilitated Group Discussion

Debrief

Lunch

Event Highlights



**10th Annual Friends of
PCHS Event**

Total attendance of 80+

**55% service users,
community partners, and
stakeholders**

10 community partners

**4 facilitated group
discussions on addictions,
mental health, seniors, and
racialized populations**

Methodology Used

Punjabi Community Health Services engaged its service users, community partners, and stakeholders in a half-day event to learn about PCHS and provide feedback on the emerging needs and challenges faced by the South Asian community across GTA. After breakfast and brief networking, the Board President and Chair, Dianne Douglas, welcomed the attendees with her opening remarks. Following this, the Chief Executive Officer, Amandeep Kaur, provided an overview of the organization, including PCHS' growth and journey over the last 33+ years, its programs and services, and the organization's strategic priorities for 2023-2027. The CEO emphasized the significance of seeking inputs from persons served, stakeholders, and community at large and using it towards program designing, planning, evaluation, and continuous improvement.

The event attendees were divided into four (4) groups. Each group was assigned a focus area and were asked the same set of questions. PCHS staff and volunteers facilitated each of these groups and documented the feedback in the form of notes. After 60 minutes of facilitated group discussion, each group reported back their recommendations to the larger audience.

Group 1 - Seniors

- Please share your insights on the challenges faced by the South Asian seniors.
- What actions can PCHS take to address these challenges?

Group 2 - Addictions

- Please share your insights on the challenges faced by the South Asian community pertaining to addictions.
- What actions can PCHS take to address these challenges?



Group 3-Marginalized Populations

- Please share your insights on the challenges faced by the marginalized populations.
- What actions can PCHS take to address these challenges?

Group 4-Mental Health

- Please share your insights on the challenges faced by the South Asian community pertaining to mental health.
- What actions can PCHS take to address these challenges?

An external consultant is engaged to analyze the feedback collected and compile the findings in the form a report.

Group Wise Feedback Received

Group 1 Seniors

The group 1 at the Friends of PCHS event focused on the challenges currently experienced by the South Asian seniors in GTA. Following is a non-exhaustive list (not in any specific order) of the needs and issues identified by the group participants:

- Seniors continue to experience social isolation which impacts their overall health and well-being. The COVID-19 pandemic has further aggravated this challenge. In addition, the post pandemic inflation has also impacted the overall quality of life of seniors.
- The group expressed an ongoing need for culturally responsive seniors programming, with focus on information, education, and awareness sessions related to seniors' health and wellness, elder abuse, and fraud prevention; capacity building through financial and digital literacy sessions; intergenerational activities to foster positive relationship and open communication amongst seniors and their children and grandchildren; and support with community resource navigation.
- It was suggested that the barriers to accessing services can be addressed through provision of transportation services, by adopting hybrid service delivery models, and by providing digital support and access to laptops/tablets.



- The group participants identified the need for culturally sensitive, community-based, and peer supported adult day program and independent living arrangements for seniors.

Group 2 Addictions

The group 2 focused on the addictions related challenges currently experienced by the South Asians in GTA. Following is a non-exhaustive list (not in any specific order) of the needs and issues identified by the group participants:

- The participants shared about the emerging forms of addictions such as gambling, gaming, technology, vaping, use of illegal synthetic drugs and marijuana which are becoming prevalent amongst the South Asian population in GTA. Furthermore, it was discussed that how addiction impacts the individuals and their family members, resulting in mental health related and other issues.
- Barriers to seeking help were discussed including shame and stigma, cultural differences between parents and children/youth, fear of isolation, and lack of education, supports, and resources at the schools.
- The group identified that there are insufficient services and resources to support individuals dealing with problem gambling and gaming/technology addiction.
- The proposed solutions to address the above-listed challenges included: education and awareness campaigns and sessions; use of technology and social media platforms to have a wider reach and impact; parenting programs and supports; engaging traditional and non-traditional stakeholders such as parents, local schools, faith institutions, funeral homes, community centers and libraries; and promoting system level advocacy to address cultural norms and attitudes related to addictions.



Group 3 Marginalized Population

The group 3 focused on the challenges currently experienced by the marginalized population in GTA. Following is a non-exhaustive list (not in any specific order) of the needs and issues identified by the group participants:

- The participants emphasized that the South Asian parents should be encouraged to have open and healthy communication with their children about mental wellness and sexual health, thereby helping to address the associated societal and cultural stigmas and break the intergenerational trauma. Furthermore, need to address cultural norms, such as caste system, leading to marginalization within the South Asian community were discussed.
- The group asserted the need for stronger newcomer integration programs, with enhanced focus on information, awareness, and resource navigation supports. Also, the participants discussed the challenges experienced by the international students' community in the GTA, including lack of awareness about available community resources and supports.
- Suggestions to deal with the above-listed issues included: using 'meet me where I am' approach to serve the marginalized populations; establishing community hubs to provide holistic service delivery; developing community-based and enhanced newcomer integration programs; encouraging systems level advocacy to address the challenges faced by the international students; implementing mobile community support groups to address barriers to accessing services; parent and youth support programs; and providing resources and supports to deal with intergenerational trauma.

Group 4 Mental Health

The group 4 focused on the mental health related challenges currently experienced by the South Asians in GTA. Following is a non-exhaustive list (not in any specific order) of the needs and issues identified by the group participants:

- The group discussed about the environmental factors leading to mental health issues, including immigration, cultural shock, intergenerational gaps, social isolation, financial insecurity/dependence, and lack of support through extended family system (something which was a common practice in the country of origin). The group also touched on dementia related issues experienced by the seniors.
- Furthermore, the participants talked about the barriers which hinder access to mental health supports, such as, lack of awareness about mental health issues/illnesses, lack of transportation to access community supports, and service delivery limitations related to eligibility criteria.
- The proposed solutions to address the above-listed challenges included: education and awareness on mental health and related issues; intergenerational activities/projects which include imparting knowledge on South Asian culture and values, building healthy intergenerational relationships; transportation services to access mental health and other community supports and programs; dementia education and support programs for seniors, including provision of GPS trackers; subsidized housing for seniors; and advocating for more accessible and person-centered mental health supports.

Key Recommendations and Alignment with the Strategic Plan 2023-2027

The recommendations received from each of the four groups are broadly classified into four categories. The following section entails the alignment of these four recommended categories with the strategic priorities of Punjabi Community Health Services for 2023-2027.

Key Recommendations	Alignment with Strategic Pillar	Alignment with Strategic Objectives (corresponding to the strategic pillar)
1-Education and Awareness: All the participants in the four designated groups emphasized that providing ongoing education and information is crucial to addressing challenges pertaining to seniors, addictions, mental health, and marginalized populations.	Pillar 1: Sustain	Strengthen existing programs and partnerships: PCHS will strengthen its existing programs and partnerships to continue its education, information, and awareness activities pertaining to seniors, addictions, mental health, and marginalized populations.
	Pillar 2: Grow	Emerging Community Needs: PCHS will implement a plan to address the emerging community needs (in the four key areas), as identified by the participants at the Friends of PCHS event.
	Pillar 3: Expand	Recognizable Brand: PCHS will continue raising awareness about its programs through ethnic and mainstream media; will increase community engagement and reach through enhanced social media and outreach strategies.


Key Recommendations	Alignment with Strategic Pillar	Alignment with Strategic Objectives (corresponding to the strategic pillar)
2-Holistic and Diversified Service Delivery Approaches: The four groups stressed the need of accessible, community-based, culturally responsive, and technology-focussed models of service delivery. This included program approaches such as 'meet me where I am', mobile community supports, community hubs, remote (online and digital) services, and transportation supports.	Pillar 1: Sustain	Strengthen service delivery through virtual platforms: PCHS will strengthen the use of remote services delivered through online/digital platforms; and through e-mails, telephones, etc
	Pillar 2: Grow	Replicate the PCHS model for implementing a culturally and linguistically responsive intervention model: PCHS will continue to use its integrated holistic service delivery model.
		Trusted and Valued Partner: PCHS will continue to develop innovative and new approaches to strengthen and diversify existing programs. In addition, PCHS will collaborate with small and emerging organizations to leverage their expertise in delivering community-focused services.
	Pillar 3: Expand	Research and Innovation: PCHS will continue to develop and implement evidence-based, innovative solutions to meet the emerging community needs identified at the Friends of PCHS event.

Key Recommendations	Alignment with Strategic Pillar	Alignment with Strategic Objectives (corresponding to the strategic pillar)
3-Systems Level Advocacy: The participants reiterated the need for ongoing systems level advocacy to support international students' community, to ensure accessibility of subsidized housing, and to address stigma, norms and attitudes pertaining to addictions, mental health, and intergenerational trauma.	Pillar 2: Grow	Emerging Community Needs: PCHS will proactively identify emerging needs/issues through ongoing engagement of equity-deserving populations. In addition, the organization will continue its advocacy efforts related to subsidized housing, addiction treatment facility, and international students' community.
	Pillar 3: Expand	Commitment to IDEA (Inclusion, Diversity, Equity, and Accessibility): PCHS will participate at tables advocating for IDEA in the delivery of health, social, and newcomer services.
4-Capacity Building Activities: It was recommended to continue and/or implement programs to build the capacity of South Asian community in the areas of financial literacy, digital literacy, positive parenting, intergenerational and intercultural understanding.	Pillar 1: Sustain	Strengthen existing programs and partnerships: PCHS will strengthen its existing programs and partnerships to continue and/or implement programs to build the capacity of South Asian community in the areas of financial literacy, digital literacy, positive parenting, intergenerational and intercultural understanding.
	Pillar 2: Grow	Emerging Community Needs: PCHS will proactively identify and address emerging needs/issues by engaging and building capacity of the equity-deserving populations.

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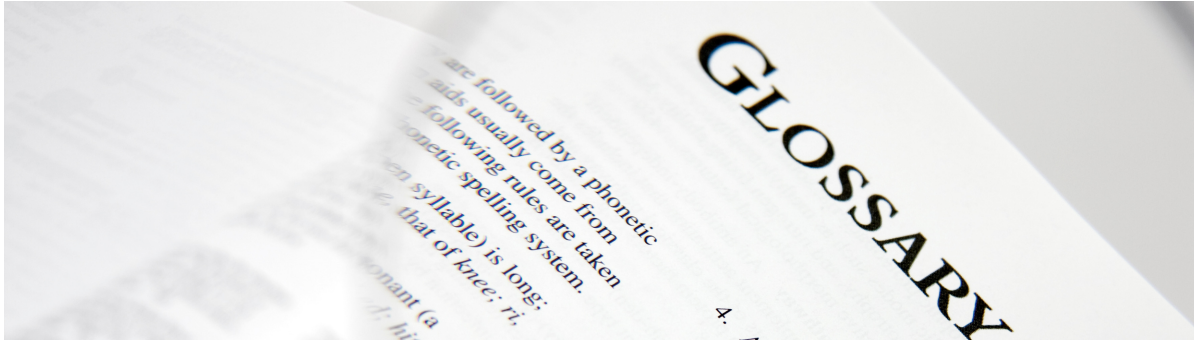
Next Steps

Based on the above-listed key recommendations and guided by the strategic priorities for 2023–2027, PCHS will develop a work plan to address the issues identified by the participants at the Friends of PCHS event. It is suggested that this work plan be embedded into the organization’s implementation framework for its 4-year strategic plan. The outcomes of this report will be shared with the community at large, at PCHS’ AGM and Friends of PCHS events in 2024.



what's
next ?

Glossary



Addiction: Addiction refers to the problematic use of a substance such as alcohol, drugs etc. The harms of substance use can range from mild (e.g., feeling hungover, being late for work) to severe (e.g., homelessness, disease).

Community Hubs: A community hub makes it easier for residents to access the health, social, cultural, recreational, and other resources they need together in one spot. It can be located in a physical building or accessed through a digital service.

Culturally Responsive Services: Cultural responsiveness refers to services that are respectful of and relevant to the beliefs, practices, culture and linguistic needs of diverse client populations and communities. Cultural responsiveness includes the capacity to respond to the issues of diverse communities, it requires the knowledge and capacity at varying levels of intervention: systemic, organizational, professional, and individual.

Gambling: Forms of gambling include casino games, bingo, scratch and win tickets, lotteries, betting on sports events, playing the stock market and gambling on the Internet. For most older adults, gambling is not a problem, but for some, it can be.

GTA: It is an acronym used for Greater Toronto Area, which includes the City of Toronto and the regional municipalities of Peel, Halton, Durham, and York.

Illegal Synthetic Drugs: Illegal synthetic drugs refer to drugs that are man-made, often designed to mimic the effects of other illegal drugs. Most are created by mixing common and/or illegal substances in specific doses.

Intergenerational Trauma:

Intergenerational trauma can show up in younger members of families whose parents or grandparents experienced traumatic events such as war, persecution, sexual abuse, or violence.

Marginalization: Marginalization is the process by which individuals and groups are prevented from fully participating in society. Marginalized populations can experience barriers to accessing meaningful employment, adequate housing, education, recreation, clean water, health services and other social determinants of health.



Mental Health: Mental health is a state of mental well-being that enables people to cope with the stresses of life, realize their abilities, learn well, and work well, and contribute to their community. It is an integral component of health and well-being that underpins our individual and collective abilities to make decisions, build relationships and shape the world we live in.

Peel: Peel is a regional municipality in Ontario which comprises of the cities of Mississauga, Brampton, and Caledon.

Racialized Communities: The term racialized is used to refer to a wide variety of people or communities of different racial and ethnic backgrounds who were historically referred to as visible minorities. Racialization is a complex interweaving of social, cultural, and legal processes through which particular groups – primarily those who are non-Caucasian/non-white – are defined and disadvantaged.

Remote Services: Any service that is not being offered in-person.

Seniors: In this report, seniors refer to individuals 55 years of age and older.

Social Isolation: A situation where a person has a low quantity and quality of contact with other people. This may include few contacts, roles, and the absence of rewarding relationships. This may cause adverse impacts on physical and mental wellbeing.

System: A system is a way of thinking about and making sense of the world. Systems have various parts, including norms and attitudes; authority, voices at the table, and decision-making power; networks; resources; and policies and practices.

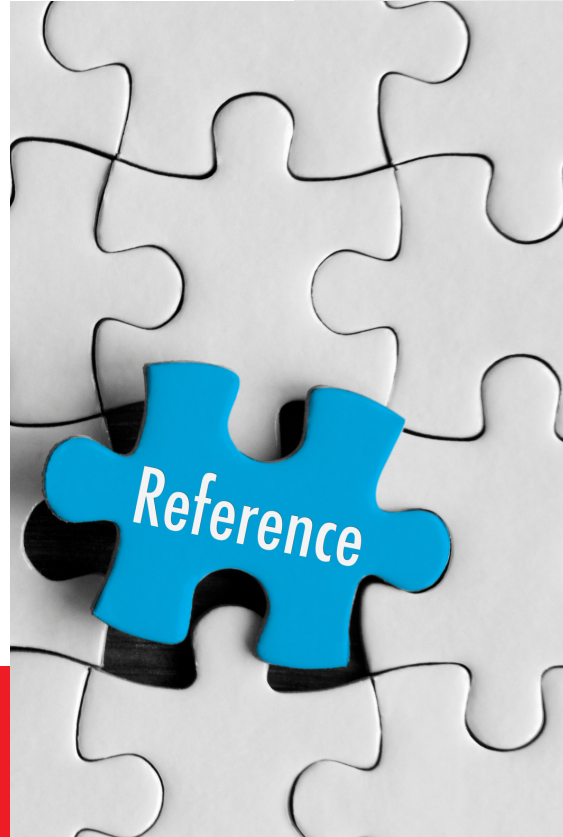
Technology Addiction: Technology addiction is an umbrella term that may include excessive behaviours related to playing video games, watching YouTube, streaming movies, and sports, accessing social networks, cybersex and online porn, gambling; eBay and other online auctions or shopping; social media; excessive texting; or smartphone overuse.

Trauma: Trauma is a term used to describe the challenging emotional consequences that living through a distressing event can have for an individual. Traumatic events can be difficult to define because the same event may be more traumatic for some people than for others.

Vaping: Vaping is the inhaling of a vapor created by an electronic cigarette (e-cigarette). It's common among teens.

References (for glossary of terms used)

- www.camh.ca
- www.who.int
- <https://kidshealth.org/en/parents/e-cigarettes.html>
- www.publichealthontario.ca
- <https://www.camh.ca/-/media/files/youthfamilyinteractive-onlinebrochure-pdf.pdf>
- www.unitedwaygt.org
- www.ontario.ca
- www.justice.gc.ca
- www.legalaid.on.ca
- www.women-gender-equality.canada.ca



List of Appendices



Appendix A: Flyer-Friends of PCHS Event

Appendix B: CEO's PowerPoint Presentation-Friends of PCHS Event

Appendix C: PCHS' Strategic Plan for 2023-2027

Appendix D: Notes-Facilitated Group Discussions-Friends of PCHS Event

Appendix E: Work Plan

More Information About Us



Our Office Locations

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