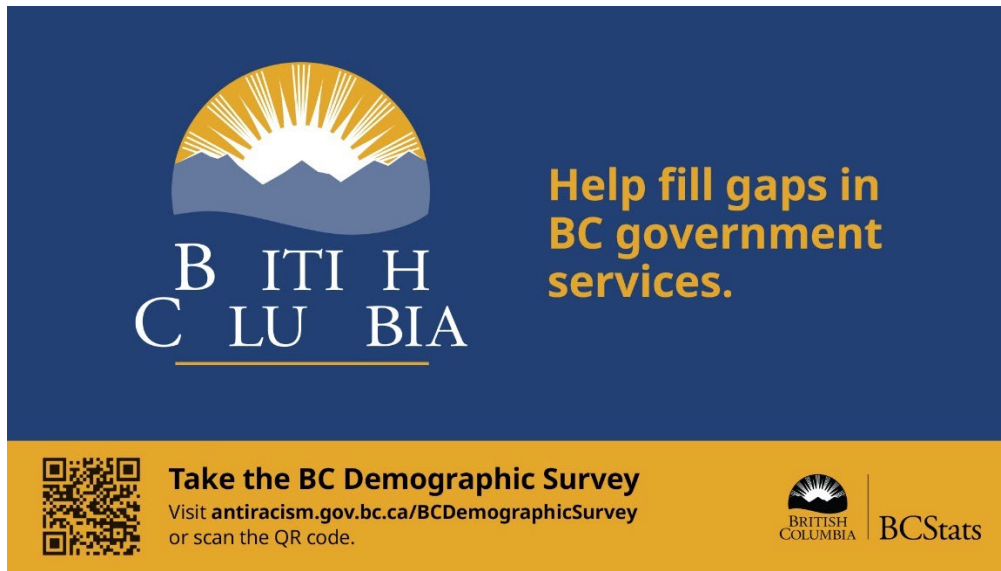


Ministry of Citizens' Services  
BC Demographic Survey

---

A promotional banner for the BC Demographic Survey. The top half has a dark blue background with a stylized sun rising over mountains in shades of yellow and white. Below the graphic, the words 'BRITISH COLUMBIA' are written in white, with 'COLUMBIA' underlined. To the right, the text 'Help fill gaps in BC government services.' is written in yellow. The bottom half of the banner has a yellow background. On the left is a QR code. To its right, the text 'Take the BC Demographic Survey' is in bold black, followed by 'Visit [antiracism.gov.bc.ca/BCDemographicSurvey](https://antiracism.gov.bc.ca/BCDemographicSurvey) or scan the QR code.' in smaller black text. On the right side of the bottom half are the logos for 'BRITISH COLUMBIA' and 'BCStats'.

On June 14<sup>th</sup>, we [announced the launch of the BC Demographic Survey](#). We're encouraging all people in B.C. to take the BC Demographic Survey to help identify systemic racism in government services.

The survey is open until September 29 and is online available in 15 languages at: <https://antiracism.gov.bc.ca/bcdemographicsurvey>

People without access to a computer or smartphone can take the survey by calling toll-free: 1-833 376-2452

The survey takes 15 minutes.

Invitations to complete the survey are being sent to 800,000 random households throughout B.C. There is also a paid advertising campaign that starts June 26<sup>th</sup>.

This kit includes information for you to share with people in your networks and encourage them to complete the survey:

- Background information
- Key messages & QA
- Digital Assets and sample social media posts with graphics
- Sample newsletter article

# Ministry of Citizens' Services

## BC Demographic Survey

---

### **BACKGROUND**

In 2022, the B.C. government introduced the [Anti-Racism Data Act](#) (or ARDA) to safely collect race-based data. This data will be used to help identify where people aren't getting equitable services. To identify where people experience gaps and barriers in accessing public services, BC Stats has launched the **BC Demographic Survey**.

The survey was created through engagement with Indigenous, Black and other racialized communities. It includes questions related to race, ethnicity, ancestry and other areas of identity. The survey is voluntary, but the more people, regardless of background, who complete the survey, the better and more accurate the data to identify, then eliminate, systemic racism in B.C. government services.

To support greater participation, we're offering grants to racialized, LGBTQ2S+, intersectional and faith-based community organizations as well as Indigenous governments. Successful grant recipients can receive up to \$2,500 to pay for expenses such as equipment rentals, communications materials and honorariums. Interested community organizations can apply for grants until June 23. E-mail [arda.engagement@gov.bc.ca](mailto:arda.engagement@gov.bc.ca) for more information.

### **Key dates:**

- [Anti-Racism questionnaire](#) for a new Anti-Racism Act: June 5<sup>th</sup> – September 30<sup>th</sup>
- BC Demographic Survey: June 14<sup>th</sup> – September 29<sup>th</sup>
- Community grant application deadline (for both engagements): June 23<sup>rd</sup>
- Announcement of community grant recipients (for both engagements): July 11<sup>th</sup>

# Ministry of Citizens' Services

## BC Demographic Survey

---

### KEY MESSAGES

- Everyone deserves equal access to strong public services.
- Right now, too many people are being left out and left behind because programs and services aren't designed with them in mind.
- Systemic racism and other forms of discrimination have shaped the delivery of government programs and services for generations. It's harmful and hurtful and undermines our goal of delivering strong public services for everyone.
- That's why we've launched the BC Demographic Survey.
- The survey was created through engagement with Indigenous, Black and other racialized communities. It includes questions related to race, ethnicity, ancestry and other areas of identity.
- The information collected by this survey, combined with information already held by government, will help identify areas where people aren't getting equitable services because of systemic racism, so government can address them.
- BC Stats is conducting the survey as they're the province's trusted source of official statistics about B.C.'s people and economy.
- We need people of all backgrounds to participate in this survey to help government improve programs and services – so everyone is treated with the dignity and respect they deserve.
- I encourage all people living in B.C. to fill out the survey before September 29. You can access the survey online at [antiracism.gov.bc.ca/bcdemographicsurvey](https://antiracism.gov.bc.ca/bcdemographicsurvey).

# Ministry of Citizens' Services

## BC Demographic Survey

---

### QUESTIONS and ANSWERS

For further information about the survey visit [Common questions about the BC Demographic Survey](#)

**1. What is the difference between the anti-racism questionnaire and the B.C. Demographic Survey?**

- The anti-racism questionnaire will inform new legislation set to be introduced in 2024. This legislation will hold government accountable for addressing systemic racism in its programs and services uncovered through the BC Demographic Survey.
- The BC Demographic Survey will ask people about their experiences accessing public services. The purpose of the survey is to identify gaps and barriers some people face when accessing government supports.

**2. Why do I need to take this survey? How will this help in bringing about a change in systemic racism?**

- Many programs and services in B.C. were designed generations ago, without the benefit of what we know now about inclusivity and equitable access.
- To identify problems with existing programs and services we need information about what works, what doesn't work, and for whom.
- The information collected through the BC Demographic Survey will help government identify where people of different backgrounds are experiencing barriers accessing services.
- We need people of all backgrounds to participate in this survey to get accurate information about where services are leaving people behind.

**3. How many people need to fill out this survey for it to be useful and provide the information that is needed?**

- Ideally, as many people as possible in this province will fill out this survey. That is the best-case scenario.
- The more people who complete the survey, the better and more accurate the information to identify, then eliminate where systemic racism is occurring in B.C. government services.
- We all benefit when government can deliver strong public services that work for everyone in B.C.

## Ministry of Citizens' Services

### BC Demographic Survey

---

- 4. What is being done to make sure the survey is as representative of BC's population as possible, not overrepresenting or underrepresenting certain groups?**
- We will be sending invitations for the survey to 800,000 households across the province, ensuring that places with small populations are included.
  - Alongside these invitations, we'll be launching a media campaign to raise awareness about the survey.
  - We're also providing grants to community organizations to raise awareness with their community members and promote the importance of completing the survey.
  - With this approach, we expect to reach a significant number of people across the province.
  - This will provide a good representation of B.C.'s population, and we will be able to do a lot with the amount of data that we receive.
- 5. I'm white, why is it important for me to fill out this survey?**
- Public services need to work for everyone.
  - Because you care about your neighbours.
  - You care about people who have different experiences than yours.
  - Everyone has experienced some challenges with government services.
  - Everyone has complex identities.
  - While you may not require certain government services now, you may need them in the future, for example, benefits for the elderly population, assistance in case of disability and so on.
- 6. I have shared my experiences with racism in government many times – Human Rights Commission, Anti-Racism engagement, others? – why does government need my personal information to believe that there is racism in government?**
- We have been very vocal that systemic racism exists in government programs.
  - The BC Demographic Survey is going to help us identify specifically where systemic racism is happening so that we can make specific and targeted changes.
  - The demographic information will help us, for example, in making sure the education system doesn't privilege some children over others and that healthcare services are delivered in culturally safe ways to the different racialized people across B.C.

# Ministry of Citizens' Services

## BC Demographic Survey

---

### **7. How do I know that my information will not be misused if I fill out this survey?**

- BC Stats is collecting the information as they're the province's trusted source of official statistics about B.C.'s people and economy.
- BC Stats is required to protect confidentiality by law.
- Under Section 9 of the Statistics Act, BC Stats cannot disclose information that could be used to identify a person.
- The information collected is also protected under Section 30 of the Freedom of Information and Protection of Privacy (FOIPPA).

### **8. Where will this information live and will it be shared with other government bodies, public or private bodies?**

- It will be put into secure servers and stripped of personal identifiers.
- It will not be shared outside of that secure environment.
- In the case of Indigenous governing entities, there is a question on the survey that asks Indigenous people if they want their personal information shared with their local nation. Indigenous nations also need demographic information to build services for their communities.

### **9. How much is the Province offering in community grants? Who can apply?**

- To encourage everyone to take part, grants of up to \$2,500 are available to community organizations or Indigenous (First Nations, Inuit or Métis) governments, tribal councils, band councils, or organizations willing to raise awareness of the survey with their communities and/or clients and to provide encouragement and support to complete the survey.

### **10. What will this amount be used for?**

- The grant money can be used for activities, including but not limited to:
  - face-to-face outreach on the survey to create awareness with hard-to-reach communities,
  - tools for people to self-complete the survey such as a tablet,
  - newsletter or other communications, meetings/events, social media outreach
  - and use of government-issued BC Demographic Survey amplification kits.

# Ministry of Citizens' Services

## BC Demographic Survey

### Digital/Social Media Assets:

Digital assets are provided in different languages as noted below. Due to file sizes, downloadable links are provided.

Asset	Hightail Link	Languages
Poster – you can print a poster and hang it in your office. The QR code provides a link to the survey	<a href="https://spaces.hightail.com/space/qzTrZjDjAc">https://spaces.hightail.com/space/qzTrZjDjAc</a>	<ul style="list-style-type: none"> <li>• English</li> <li>• Punjabi</li> <li>• Traditional Chinese</li> <li>• Simplified Chinese</li> <li>• Korean</li> <li>• Farsi</li> </ul>
Social Media – Static	<a href="https://spaces.hightail.com/space/QTdp0RVeyF">https://spaces.hightail.com/space/QTdp0RVeyF</a>	<ul style="list-style-type: none"> <li>• English</li> <li>• Punjabi</li> <li>• Traditional Chinese</li> <li>• Simplified Chinese</li> <li>• Korean</li> <li>• Farsi</li> </ul>
Social Media – Animated Graphic – shows the B.C. logo gradually being filled in	<a href="https://spaces.hightail.com/space/GTr5WUYmZh">https://spaces.hightail.com/space/GTr5WUYmZh</a>	<ul style="list-style-type: none"> <li>• English only</li> </ul>
Social Media – Carousel – a series of graphics promoting the survey	<a href="https://spaces.hightail.com/space/nhMJVxqWBI">https://spaces.hightail.com/space/nhMJVxqWBI</a>	<ul style="list-style-type: none"> <li>• English only</li> </ul>

We encourage all organizations to post about the survey and encourage as many people as possible to take the survey.

**@mentions to consider:** @BCGovNews @LisaBeare @MableElmore @NikiSharma2

### Hashtags

#AntiRacistBC #AntiRacismBC #BCDemographicSurvey

# Ministry of Citizens' Services

## BC Demographic Survey

---

### Sample Tweets

- I'm filling out the #BCDemographicSurvey. Are you? Filling out the survey will help the BC Government improve its programs and services and make them more equitable and inclusive for everyone. Take the survey:  
<https://antiracism.gov.bc.ca/bcdemographicsurvey>
- Have you taken the #BCDemographicSurvey? The information will help government improve its programs and services. Help us create a more inclusive BC and fill out the survey <https://antiracism.gov.bc.ca/bcdemographicsurvey>
- Everyone deserves equitable access to public services. Take the #BCDemographicSurvey to help fight systemic racism <https://antiracism.gov.bc.ca/bcdemographicsurvey>

### Sample Facebook & Instagram

- All people deserve equitable access to strong public services. Take the BC Demographic Survey and help us fill gaps in government services. Having basic demographic information helps government better understand how people of different ethnicities experience government services and programs, and will help us identify and eliminate systemic racism. I encourage all people in B.C. to fill out the BC Demographic Survey <https://antiracism.gov.bc.ca/bcdemographicsurvey>
- Everyone deserves equitable access to strong public services. Having basic demographic information helps us better understand how people of different ethnicities experience government services and programs. It is a crucial first step in dismantling systemic racism. I encourage all people living in B.C. to fill out the BC Demographic Survey. You can access the survey online at <https://antiracism.gov.bc.ca/bcdemographicsurvey>



# Ministry of Citizens' Services

## BC Demographic Survey

---

### **DRAFT NEWSLETTER ARTICLE**

We all deserve to live in a province where we have equitable opportunities to thrive. But many of the systems and structures our society is built on turn a blind eye to the unique needs of Indigenous Peoples and racialized people.

That's why the B.C. government is running two important initiatives this summer. They're asking everyone in B.C. to fill out the BC Demographic Survey to help identify and eliminate systemic racism from government programs and services. The survey is available online in 15 languages until Sept. 29 and will take about 15 minutes of your time. It is available at <https://antiracism.gov.bc.ca/bcdemographicsurvey>

The B.C. government is also asking for public input in developing anti-racism legislation that will hold government accountable for addressing systemic racism within its programs and services, and to provide supports to those who have been negatively impacted.

No matter what your experiences or background is – your input matters! The public questionnaire is available until September 30 in 15 languages and takes about 10 minutes to complete. It is available at <https://engage.gov.bc.ca/antiracism>

So, don't wait! Your feedback is anonymous and will help us make our province work better for everyone. Every person's perspective counts.

### **RESOURCES:**

British Columbians can take the BC Demographic Survey and learn more about the Anti Racism Data Act here: <https://antiracism.gov.bc.ca>

British Columbians can take the questionnaire and learn about proposed Anti-Racism Act here: <https://engage.gov.bc.ca/antiracism/>

British Columbians can learn about what to do if they see or are the victim of a hate crime at: [www.resiliencebc.ca](http://www.resiliencebc.ca)