



Brampton

Media Release

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CITY TAKES LEAD IN CO-ORDINATING ESINC PROGRAM IN BRAMPTON

Hopes to make program a Region-wide initiative

BRAMPTON, ON: The City of Brampton has taken the lead in co-ordinating the Emergency Services Introduction to New Canadians (ESINC) program. The program introduces newcomers to Canada's emergency services and is delivered in the form of cooperative presentations featuring our uniformed and non-uniformed emergency services personnel.

ESINC is a joint effort involving City of Brampton's Multilingual Services, Fire and Emergency Services and Emergency Measures Office, Peel Regional Police and Peel Paramedic Services. The presentations provide information on how to prepare for an emergency, who to contact in the event of an emergency (including an overview of 911), and what to expect from our service providers when an emergency occurs.

Designed to support language learning in LINC (Language Instruction for Newcomers to Canada) classrooms, the program also features handout materials that can be used as a teacher's resource and by participants wishing to share information with family members. The handout package contains a myriad of crime/fire/accident prevention tips.

"Brampton is so diverse that it is critical that we are able to reach out to all our residents when it comes to emergency services. It is a matter of public safety," commented Mayor Susan Fennell

The City of Brampton's Multilingual Services Program coordinated the creation of the local ESINC program last year. Brampton's inaugural ESINC presentation was held on January 9, 2009 at India Rainbow Community Services of Peel. Five ESINC presentations are scheduled in Brampton in April 2009.

April 3

Brampton Neighbourhood Resource Centre (BNRC) Springdale

2260 Bovaird Drive, East

1 - 2:30 pm

April 7

BNRC

50 Kennedy Road, South (2 presentations)

10:30 am - 12 noon; 1 - 2:30 pm

April 28

Muslim Community Services

150 Central Park Drive, Suite 304 (2 presentations)

9 - 10:30 am; 12:30 - 2 pm

ESINC provides an opportunity for two-way learning. Through small group interactions, Emergency Services personnel build cultural competence, and newcomers gain critical health and safety information. Particular attention is given to the correct and appropriate use of the 911 systems. The program is also a call to action, delivering key safety messages and suggesting actions that should be taken to promote personal and family safety. Overall, the program provides a wonderful and effective opportunity to build bridges and a bond of trust between uniformed personnel and the many communities of Brampton.

City of Brampton's Multilingual Services Program

Recognizing that Brampton is home to a large and growing number of newcomers to Canada, the City has created a Multilingual Services Program to better serve the needs of the community. The Multilingual Services Program primarily services limited English speakers, and includes both interpretation and translation initiatives. The program also includes outreach activities targeting newcomer communities. The ESINC program is one such initiative.

About Brampton: The 11th largest city in Canada, Brampton has a successful, well-diversified economy and is home to more than 8,000 businesses. The City continues to retain a Triple 'A' credit rating by Standard & Poor for the third consecutive year, reflecting its debt-free position, exceptional liquidity levels and excellent economy. The City's 2009 operating budget is \$400.8 million and approved funding for its overall capital program stands at \$700 million. Brampton celebrates its diverse population that represents people from more than 175 distinct ethnic backgrounds who speak over 70 different languages. Offering more than 6,000 acres of parkland, Brampton takes pride in being the Flower City of Canada and won the 2008 International Communities in Bloom competition. It is also the first city in the GTA and one of only 10 in North America to have been designated as an International Safe Community by the World Health Organization. For more information visit www.brampton.ca

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