



Promoting positive opinion about refugees: Messages

Research on effective messaging in support of refugees shows that addressing people's values and emotions are the most impactful ways to persuade those who are considered 'persuadables'.

Storytelling is one of the more powerful ways we can connect real people and lives and get beyond the terms that can evoke stereotypes. What types of stories work best? Stories that lead with values.¹

Similarly, research on public opinion messaging also shows that the 'persuadables' are interested in seeing stories that include the 'welcomer' in the frame. In other words, stories about community members who have welcome refugees (sponsors, business owners who've donated items, volunteers who have given time and friendship, people who have opened up their homes, etc.) People are more likely to be inspired to be welcoming when they see how others in the community have had enriching experiences welcoming refugees.

Shared values:

- Building community together
- Improving opportunities for us all, including the most vulnerable.
- Upholding human rights
- Acting for humanitarian reasons

Key messages:

1. People who have come as refugees, through their presence, renew and benefit communities across Canada, economically, socially and culturally.
2. Communities across Canada work with newcomer refugees. When we work together to build our communities, we are creating a better future for all of us.

To stay focused on the values-based messaging, we will:

- Lead with shared values of community, togetherness, building towards a future
- Talk about community-based impacts, not just individual successes
- Keep solutions front and centre, rather than focusing on the problems alone

¹ Overseas Development Institute, [Public perceptions of refugees and migrants: the role of politicians, the media and civil society](#). February 2017.