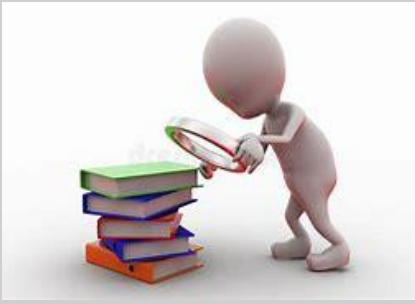


SAME: Strengthening African, Caribbean, and Black Canadian (ACB) Men's Employability and Resilience in Windsor-Essex County



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SAME is a SSHRC funded 1-year program of outreach activities to improve the employability and resilience of African, Caribbean, and Black the awareness about ACB men in the lower echelons of the labor market.

The Purpose of SAME Project:

- Strengthen the Employability and Resilience of ACB men living in Windsor-Essex County.
- To get more ACB men into the labor market.
- Sensitize and strengthen the commitment of employers of labor to employ ACB men.
- Build Community networks working to end the structural inequities facing ACB men

From 2021 to 2022 SAME Project will include:

- Use workshops to engage and strengthen job acquisition skills
- Build knowledge among ACB population, community-based organizations for effective participation
- Use social media like Facebook, Instagram, Twitter, Tiktok and WhatsApp to engage, mobilize and improve ACB men's labor force participation

Expected outcomes:

- Increased awareness about the unemployment and underemployment rate of ACB men.
- Strengthen the job acquisition skills of ACB men.
- Build the resilience of ACB men to face challenges from structural inequities.
- Increased knowledge of individuals and community-based organizations to effectively address the low representation of ACB men in the labor market.
- Build the confidence of employers of labor to hire ACB men.



Same Windsor