



nabs launches new initiatives to advance Diversity, Equity and Inclusion work in the post pandemic workplace.

Toronto, ON: June 8, 2022 — As an extension to its growing mental health and well-being support, **nabs** is launching four key cornerstones to advance the work of our industry in the Diversity, Equity and Inclusion (DEI) space. As we anticipate a gradual return to a post pandemic workplace, following the largest global uprising in our history, we have a renewed focus to drive positive well-being and change for everyone.

“Since the murder of George Floyd, organizations in our industry have made concerted efforts to make DEI an integral part of their operations. The opportunity for nabs is to provide individuals and organizations with resources to continue this momentum and elevate our entire industry,” noted Sunil Sekhar, nabs Board of Directors and VP Human Resources FCB Canada. “nabs is committed to supporting the industry with intentional inclusion through educational resources, mental health support personalized to marginalized communities, supporting leaders of organizations, and helping talent diversity efforts.”

“As a #peoplefirst organization, we will do more to support DEI leads and efforts as we emerge from this pandemic to create an industry culture where everyone belongs to a community and is treated fairly,” said Louise Berube, nabs Director of Allocations and Services. “nabs will use its central community position to strive for representation and inclusivity in our organization and shine a light on the positive change that is happening across Canada. We have a way to go, but are committed to ongoing collaboration with the brightest minds in our industry to help us solve shared challenges.”

Four Cornerstones

1. nabs DEI Learning Hub powered by LifeSpeak

When put into practice effectively, DEI efforts help create stronger teams, healthier cultures, and more successful organizations. nabs DEI Learning Hub explains the importance and outlines how to build the DEI business case. Available in English and French the Learning Hub is led by LifeSpeak experts with vast experience helping leaders and employers move from a place of awareness and equip them with the tools to advocate and lead and become allies. Link: <https://nabs.lifespeak.com/learninghub>

2. BIPOC Career Support

nabs will work with groups of 10 participants to deliver customized modules for new Canadians with experience in the industry, and International Students in 3rd of 4th year to help them secure meaningful, comparable work in Canada. These are carefully curated with partners experienced in complex mental health and cultural challenges of newcomers to Canada; diverse educators and experienced career coaches – with a proven track record of successfully helping diverse applicants succeed in our industry. Each group will experience customized programming throughout a three-

month period. Our goal is to ensure participants have the mentorship and advocacy for successful career progression and retention. Here is Austine's story: <https://bit.ly/AustinesStory>

3. Supports for DEI Practitioners doing Emotionally Difficult Work & Retention Strategies for Hiring Organizations

This work is more challenging in a remote setting where normal cues for cultural change and progress cannot readily be "seen". Our goal is to set up focused sessions where DEI practitioners can meet colleagues across organizations to develop best practices, new ideas, and work together through common challenges. Each session will include a speaker who can help energize the group, help them to manage their space, and their own mental health. In addition, nabs is offering training programs that can help organizations successfully onboard and retain new hires and set them up for continued success.

4. nabs Community DEI Page

This page hosted on nabs website, will be an industry community hub of tools and resources to further advance DEI initiatives and will include:

- Information on POCAM, the Visible and Vocal study results and outcomes
- Information on DEI scholarships, paid internships/placements and opportunities available in our industry
- Learning resources on areas such as microaggressions, like themicropedia.org developed by Zulu Alpha Kilo with four diversity and inclusion advocacy groups: The Black Business and Professional Association; The Canadian Congress on Diversity and Workplace Equity; Pride at Work; and Toronto Metropolitan University's Diversity Institute.
- Indigenous Canada Online Certificate Course link
- A focus on the change happening in our industry in Canada and opportunities to work collectively, leaning on each other's skill sets to rebuild systems on shared challenges.
- Features and success stories on key initiatives.

DEI leaders and Human Resources leads are encouraged to register for one of our upcoming information session to learn more.

Friday, June 10, 2022 from 9:00 a.m. to 10:00 a.m. ET – [Register HERE!](#)
Monday, June 13, 2022 from 11:00 a.m. to 12 Noon ET – [Register HERE!](#)

ABOUT nabs CANADA

At nabs we put people first. Established in 1983, nabs is a national charity created to support the health, the well-being, and the development of all individuals in the media, marketing, production, and communications industry. Over our 37-year history, nabs has assisted nearly 50,000 individuals and re-invested over \$8 million in direct financial support. nabs programs and services are 100% funded through philanthropy thanks to the generous donations from individuals and corporations. Our goal is to be our industry's charity of choice while being the voice and champion of our industry's human capital. Our support-line is 1-888-355-5548. Visit <http://nabs.org/> for more information.

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