

The Meaning, Impacts, & Reach of the 2019 Rock Your Roots: Walk for Reconciliation



Reconciliation
SASKATOON

Results from an Online Survey

Background:

We developed a short online survey to help explore the impact that Rock Your Roots: Walk for Reconciliation on June 21st, 2019 has for the people who attended and to help plan for next year's walk. The questions were designed to ask walk participants about their thoughts on what Rock Your Roots means to them, how they heard about the, why they attended the walk, and on ways the planning committee can improve the event for next year. An incentive was used to help get more responses to the survey.

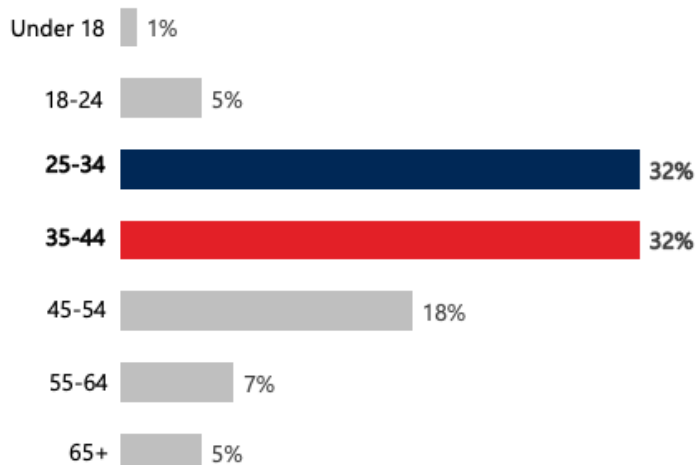
Who answered the Survey?

In total, **113 people answered the survey**. To explore a little bit about who they were, we asked three primary demographic questions:

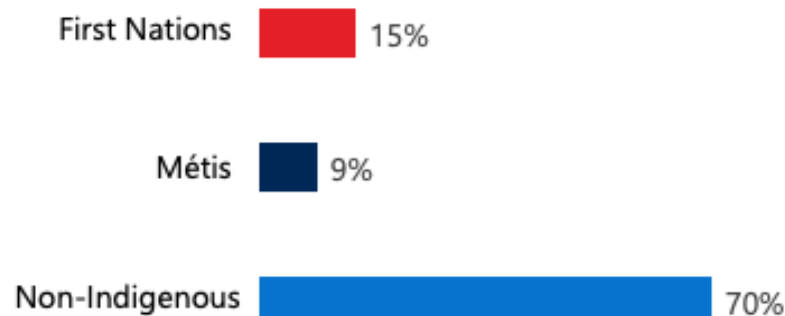
- 1) What age group do you belong to?
- 2) Are you First Nations, Métis, or Non-Indigenous?
- 3) What years have you walked in Rock Your Roots?

Overall, the majority of people who answered the survey were between the **ages of 25-44** (64%) and were **non-Indigenous** (70%). Although many of the respondents had walked in previous years, **54 of participants said that 2019 was the first year they had been to Rock Your Roots**.

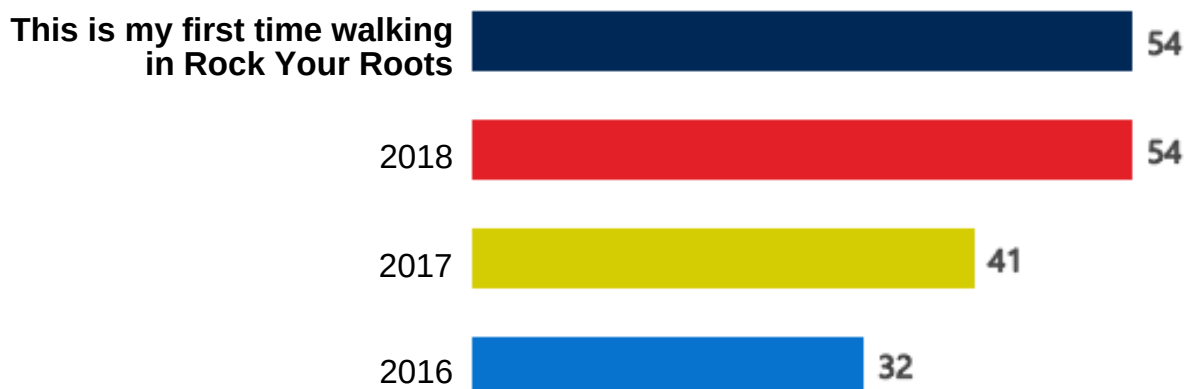
Over half of the respondents were between the ages of **25-34** or **35-44**.



The majority of people who answered the survey were **non-Indigenous**.



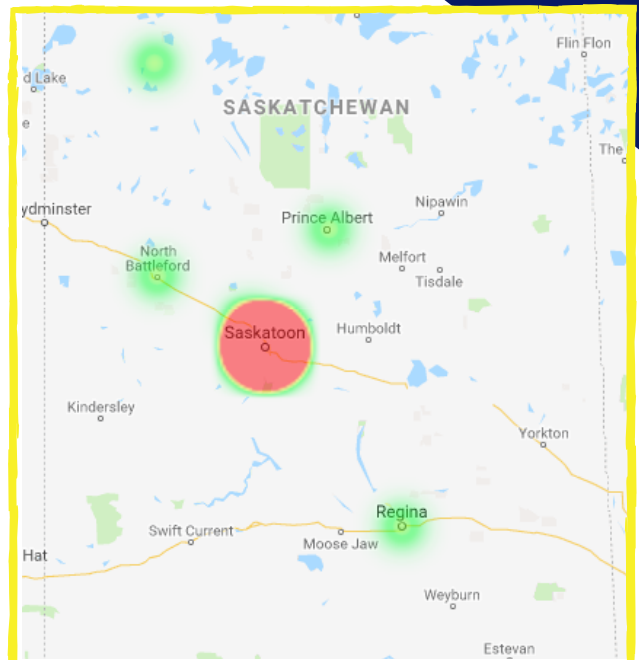
Of the 113 people who responded to the survey, **54 said that the 2019 walk was their first time participating**.



Where are people coming from?

To help determine the reach that Rock Your Roots has in Saskatchewan, we asked people to provide their postal codes or P.O. Box number.

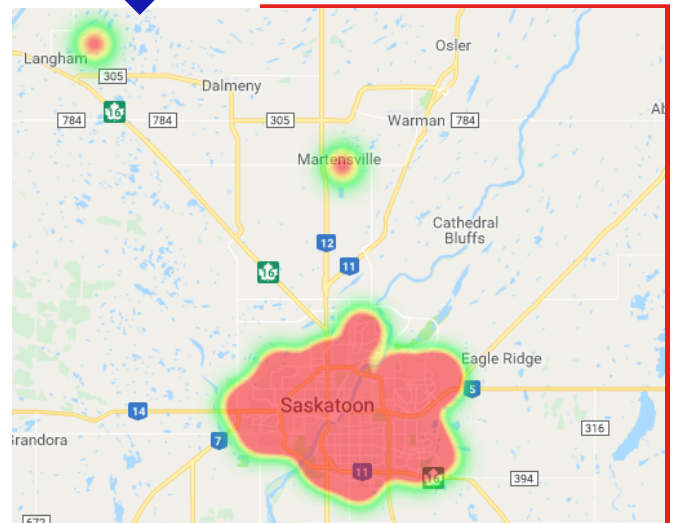
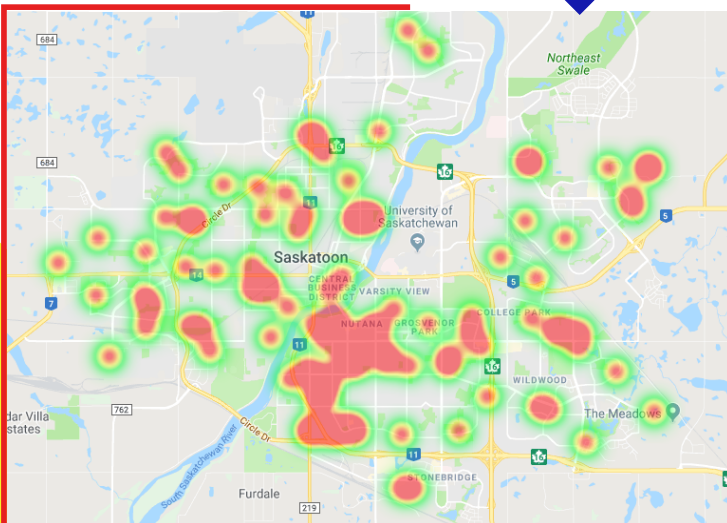
Of the 113 people who answered this survey, the **majority of them appear to reside in Saskatoon**. However, there were individuals attending the walk from North Battleford, Prince Albert, Regina, and surrounding areas of Saskatoon (e.g., Langham).



How do you read heat maps?

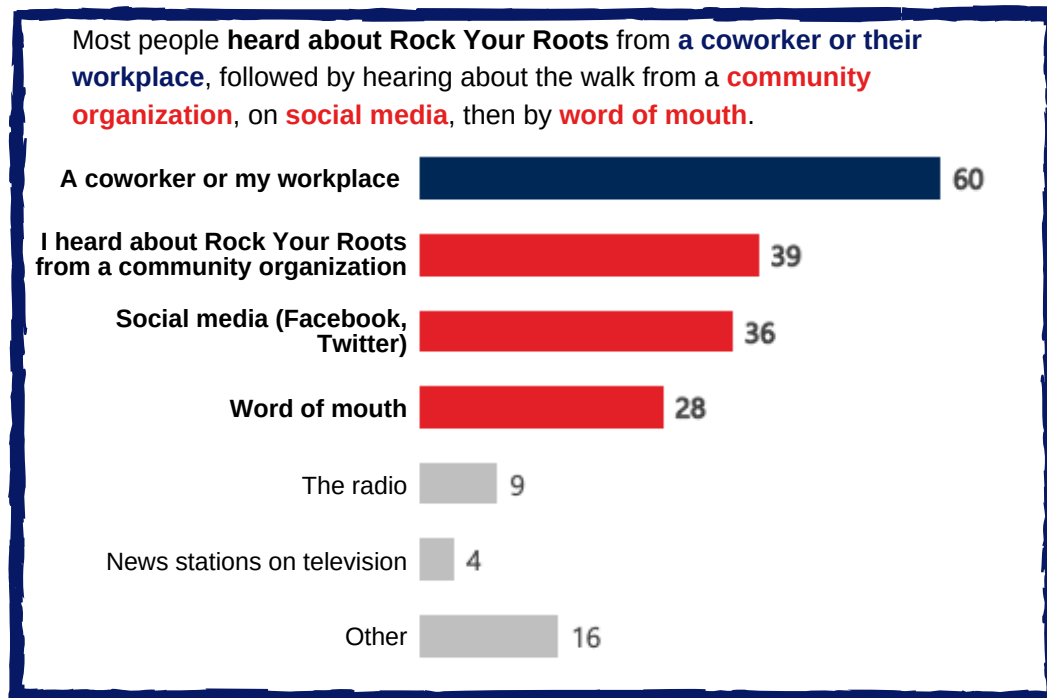
Red areas are the areas where there are more people, yellow areas are slightly less people, and green areas are the least amount (but above 0 people)

As you can see below, there is no strong pattern indicating a particular area of the city that had more people attending the walk. **However, it appears that there are more people from the central part of Saskatoon (e.g., Nutana, Buena Vista, Exhibition).**



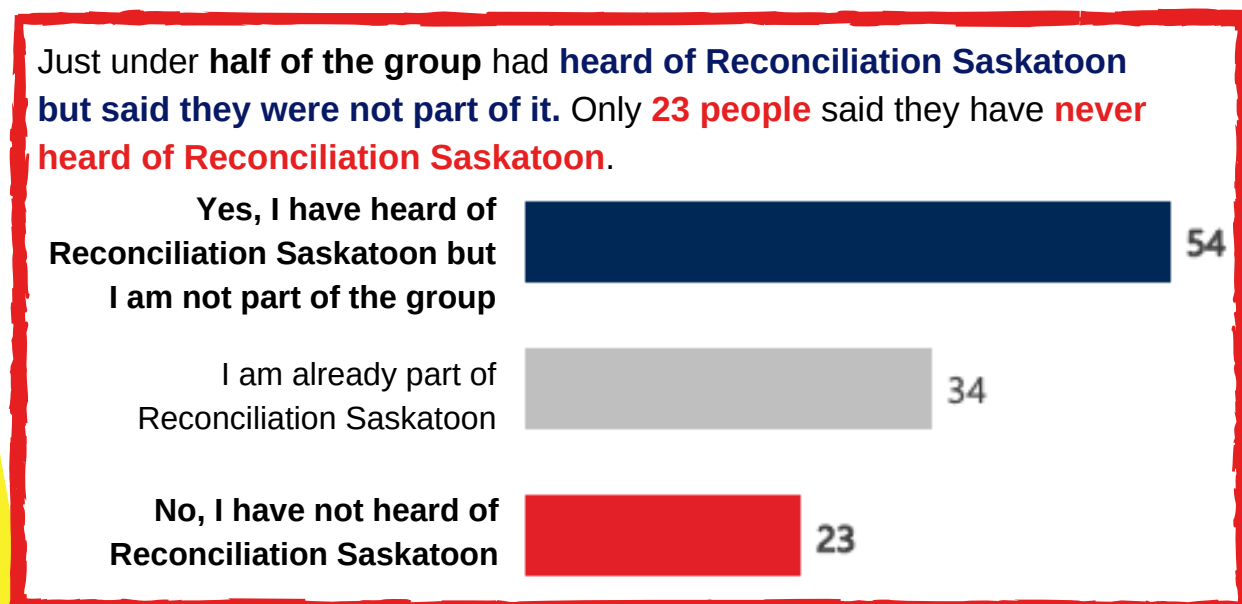
How did people hear about the walk?

To help us advertise for next year's Rock Your Roots, we asked respondents to tell us how they heard about this year's walk. Individuals were able to select more than one option. Considering this, **it appears that coworkers, workplaces, and community organizations are the primary ways in which the respondents heard about Rock Your Roots.** It should be mentioned, however, that social media (e.g., Twitter/Facebook from ConnectR, the Office of the Treaty Commissioner, and Reconciliation Saskatoon) was a close third. 'Other' responses included hearing about Rock Your Roots through Reconciliation Saskatoon.



Familiarity with Reconciliation Saskatoon

Further, we asked participants if they had heard of Reconciliation Saskatoon as a way of gauging the committee's reach on the walk's participants. Overall, the majority of people had heard of Reconciliation Saskatoon (with 34 claiming to be part of the group) whereas **only 23 individuals said they had never heard of Reconciliation Saskatoon.**



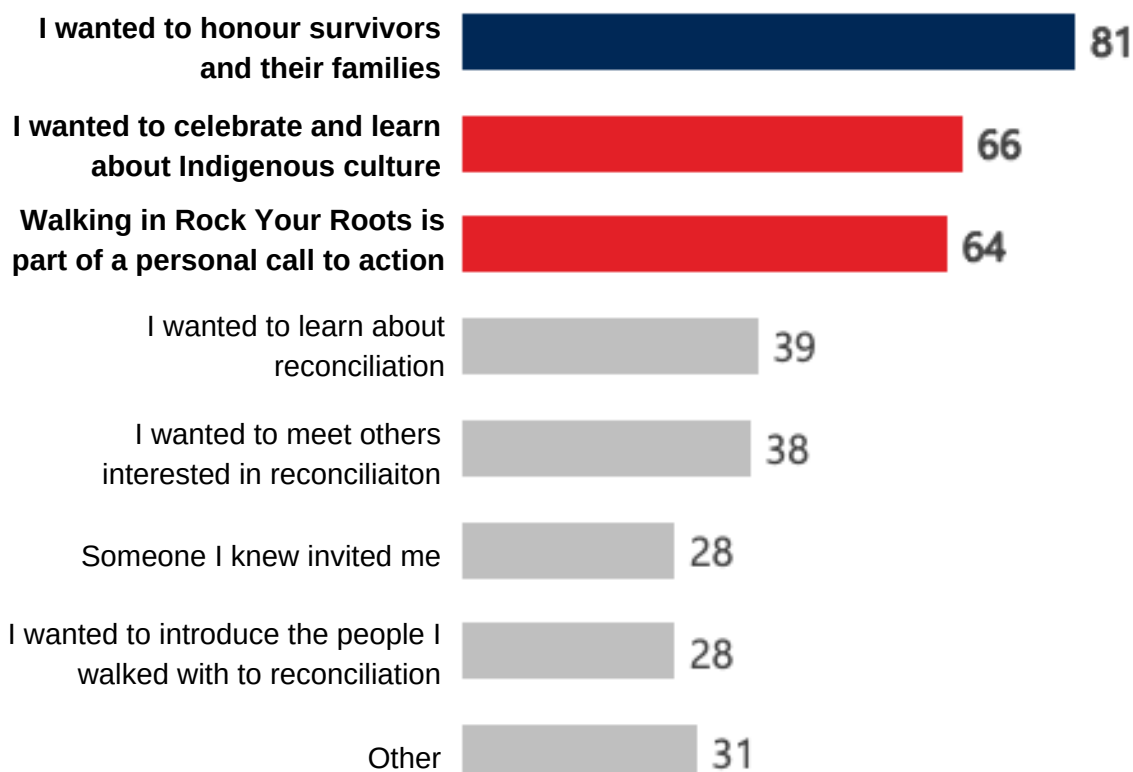
Why did people come to the walk?

We also wanted to explore the reasons or motivations that respondents had for coming to Rock Your Roots. Individuals were able to select more than one reason, but **the majority of respondents attended because they wanted to honour survivors and their families, they wanted to celebrate/learn about Indigenous culture, and because walking in Rock Your Roots is part of their personal call to action.**

31 people selected the 'other' option and these included:

- Being a Residential School survivor themselves and wanted to meet others
- Walking in Rock Your Roots was a workplace event
- To show support for Survivors and draw attention to Reconciliation

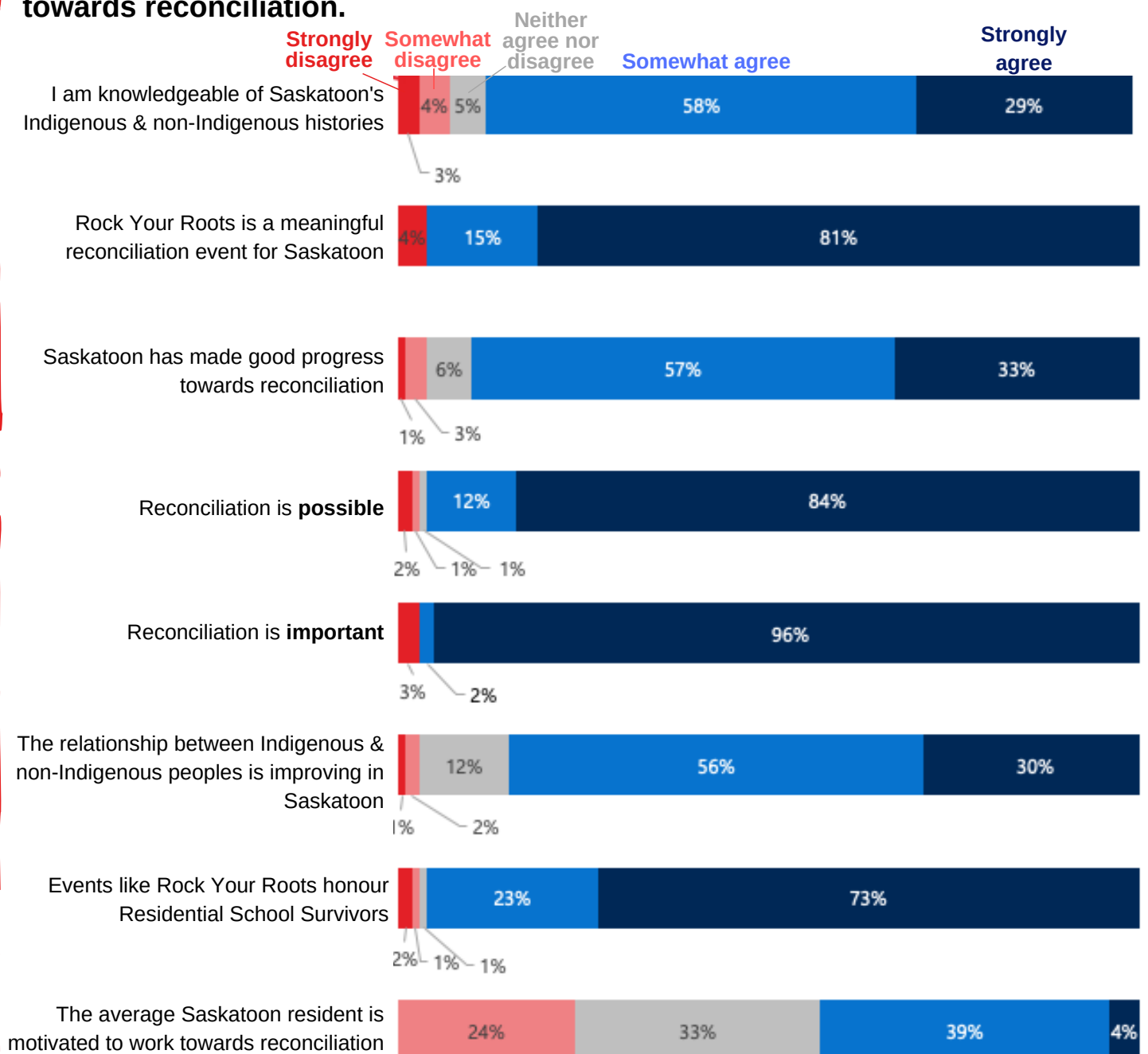
Respondents chose wanting to **honour survivors and their families**, wanting to **celebrate and learn about Indigenous culture**, and carrying out a **personal call to action** as the main reasons for participating in Rock Your Roots.



Rock Your Roots & Reconciliation

To begin exploring the meaningfulness of Rock Your Roots and how respondents are relating it to Reconciliation, we asked a series of questions about local history, possibility and importance of Reconciliation, and motivation to work towards reconciliation. There was **high agreement that Rock Your Roots was a meaningful reconciliation event and that it honoured Residential School Survivors**. However, there was **less agreement about how motivated the average Saskatoon resident is to work towards Reconciliation**.

Overall, respondents **agreed** that Rock Your Roots was a **meaningful reconciliation event** and that **reconciliation is important and possible** in Saskatchewan. However, **less people agreed** that the average **Saskatoon resident is motivated to work towards reconciliation**.



What did the walk mean to people?

To help explore the ways that Rock Your Roots has impacted the people who participated, we collected qualitative data as to why participating in the walk was meaningful to them. Overall, three main themes emerged from respondents.

Theme 1: Honouring Residential School Survivors

The first theme that respondents often wrote about was how Rock Your Roots was meaningful to them because it honoured Residential School Survivors:

<i>"It helped me honour my relations who were part of Residential Schools."</i>	<i>"It was meaningful to me because I am a survivor of residential schools. It also allowed me to meet many people from all walks of life. Also, a very educational process."</i>	<i>"Being part of the reconciliation process and honouring the survivors of Residential Schools."</i>
<i>"Honouring those who have been a part of Canada's worse nightmares is an extremely important factor in Rock Your Roots. Just knowing you're doing it for them is meaningful in of itself."</i>	<i>"I appreciated being with other people committed to reconciliation. I was very moved to pass by people who were survivors of residential schools and 60's scoop, I felt it was an important reminder of the purpose behind the walk."</i>	

Theme 2: A Sense of community engagement

Secondly, respondents felt that Rock Your Roots was meaningful because it brought together all of those interested in reconciliation and engaged the community of Saskatoon in reconciliation:

<i>"The number of people participating gave me hope! It's also important to model paths toward reconciliation for my children."</i>	<i>"As a settler, I feel it is important for me to stand with my Indigenous neighbours and offer my support however I can. I think we have a long way to go in this city, province, and country and I want to have an active and meaningful role in reconciliation."</i>	<i>"I love having the opportunity to being my class to such an important event. It's such a meaningful experience with so many teaching opportunities!"</i>
<i>"I am new to the area and still learning about Indigenous and non-Indigenous histories in Saskatchewan and the racial tensions that exist in this area. Rock Your Roots was a meaningful experience because it felt like a positive and celebratory event that made reconciliation feel not only extremely important, but also very possible."</i>	<i>"It is meaningful to me to walk together with people of all different backgrounds in solidarity and harmony. I especially love honouring summer solstice and Indigenous day outdoors walking together (shared footprints). The atmosphere is so refreshing - it creates a sense of oneness and kinship."</i>	

Theme 3: Personal & Organizational Calls to Action

The final major theme to emerge was that Rock Your Roots was meaningful because it helped people carry out a personal or organizational Call to Action.

<i>"I think it shows commitment to Calls to Action both personally and professionally."</i>	<i>"It was a small way for me to commit to the Calls to Action. I was honoured to be able to greet some Survivors. It was heartwarming to see so many people come together at the walk."</i>	<i>"Showing my personal as well as my organization's support for reconciliation and the Calls to Action. It was great to come together as a diverse community!"</i>
---	--	---

How can Rock Your Roots be better next year?

According to survey respondents, there are three main ways that Rock Your Roots can be made better for 2020. They included:

Theme 1: Providing information on the Purpose & Intention of the Walk

"It seemed to run smoothly this year. Perhaps broaden the message that reconciliation is about remembering and honouring the Survivors and those who were lost."

"Maybe there could be a bit of a talk ahead of time about why it is important and why we are all together."

"Some information (pamphlets?) about protocols (e.g., addressing elders) would be beneficial, as would clear signage about the lineup location and route prior to the walk's start."

"Maybe offering more workshops, information sessions and/or discussion directly after the event for everybody to learn and participate."

"Children are the future, and their participation in the walk/even goes a long way. I would, however, wish that there is enough Treaty related education/awareness that is created prior to these kids participating in the walk and this is not their first and/or limited exposure."

Theme 2: Accessibility of the Walk

"Look into accessibility issues (at the Broadway Bridge, the walk went down a steep hill and wasn't very safe for people who are in wheelchairs or using walkers). Using the path (and not following the group) doesn't go past the performers at the Gabriel Dumont Statue."

"My non-profit group with and without disabilities had a bit of trouble with the inaccessibility of the walk. It would be great if the route could stay on paved walkways/roads next year rather than go on grass and down unpaved hills."

"Make it more accessible for people with mobility issues."

"Designate an area for school buses to drop kids possible further down Spadina closer to Avenue F or G."

"A park and ride scheme using city transit would be great."

Theme 3: Increased Participation in Next Year's Walk

"More schools. I personally know that my daughter's school opted for a movie day instead of participating. Subsidize all schools for bus transport."

"I think reaching out to corporations a bit more to get more representation would be great. Last year I didn't really feel supported to go and even this year we had to ask. I think managers and business owners need to be encouraged to free their staff to participate fully in the event"

"Ask Wanuskewin to postpone any morning events out at their location and have all people attend Rock Your Roots and the NIPD events after."

"Longer walk in the downtown area where people will notice. Invite more Saskatoon businesses to take part in the walk."

"More dancers and cultural groups, more artists and musicians - perhaps artists who are comprising a poem or creating some other work inspired by what they see, perhaps public participation art (i.e., a big mural that people could paint their messages of reconciliation on)."