

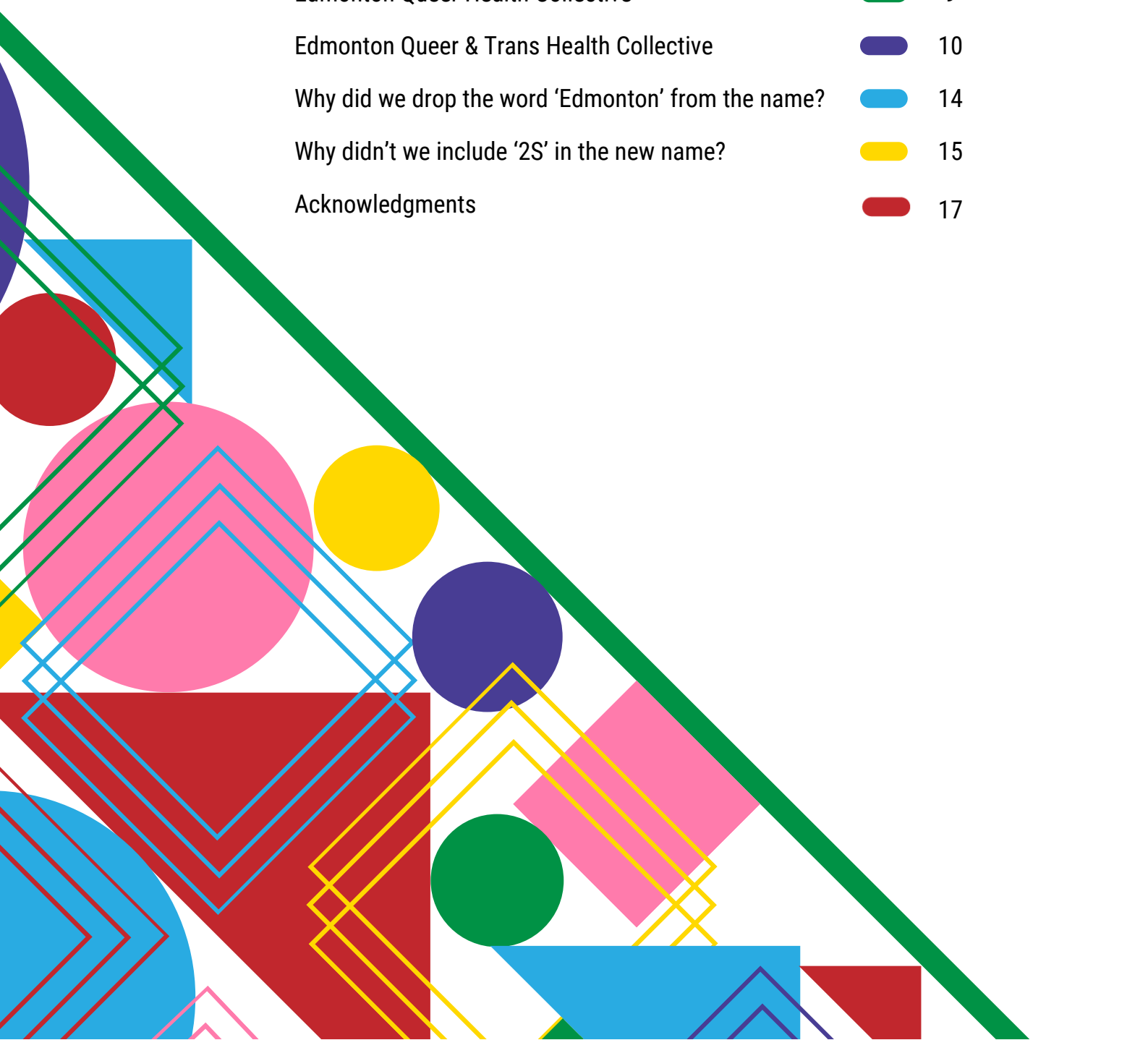


**QT
LHC**

**Queer & Trans Health Collective
Report on the Discovery of our
New Name**

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The QTHC is based in **Amiskwaciwâskahikan** (ᐱᑦᑲᑦᑲᑦᑲᑦᑲᑦᑲᑦ) within Treaty 6 territory, a traditional meeting ground and home of the Nêhiyawak (Cree), Denesuliné (Dene), Nahkawiniwak (Saulteaux), Niitsítapi (Blackfoot), and Îyârhe Nakoda (Nakota Sioux), as well as nations not represented by the treaty, and is located in Region 4 of the Métis Nation of Alberta. This territory is unceded land which was stolen from the First Peoples, and we recognize that colonization denies stewardship of this land through continued displacement and denial of sovereignty. Many of us settlers are uninvited guests occupying the traditional and contemporary homelands of these Nations. We are grateful to work on this land to improve the health and well-being of the queer & trans community alongside the Indigenous Nations who have called this place home since time immemorial. We commit to engaging in an ongoing process of decolonization, and will strive to conduct our work in an anti-oppressive and anti-racist way, working towards equity, empowerment, and inclusion for all Two Spirit, queer, trans, and non-binary people.



What is our new name?

We conducted a community consultation process engaging with the community as a means of determining our new name. After a vote on September 21st, 2021, our membership approved our new name: **Queer & Trans Health Collective (QTHC)**.



What was our community consultation process?

We were committed to meaningfully engaging community members and key stakeholders to ensure any changes reflected the true needs and desires of the queer and trans community members we serve, as well as those who had not yet accessed our services.

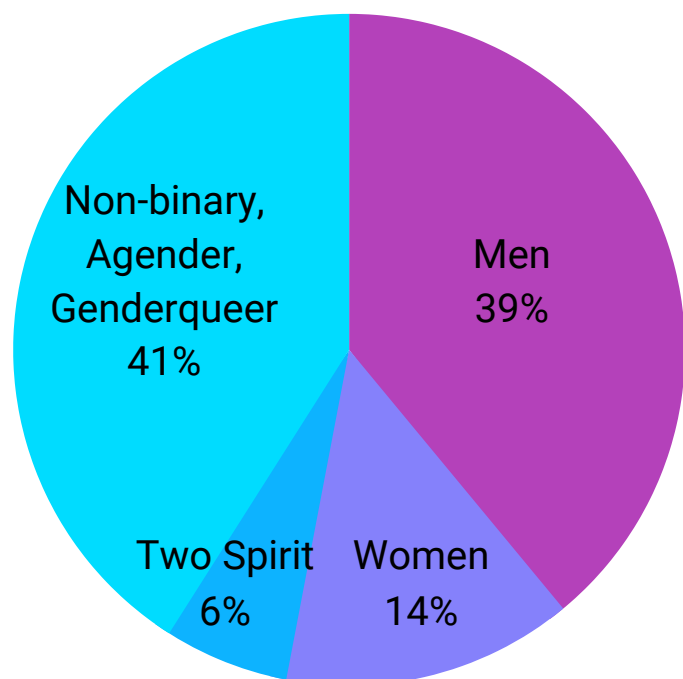
Our board of directors identified 10 possible names. Community and stakeholder consultations were used to gather feedback on these proposed names, hear additional names suggested by community members, and ultimately choose the name that resonated most with queer and trans community members.

The community consultation process ran from January through June 2021 and included:

- Community Consultation Survey which received 191 responses and included folks who have previously accessed our services and programming as well as folks who have not; followed by
- Three Community Focus Groups totaling 11 participants, drawn from survey respondents; and
- A Stakeholder Consultation Survey which received 18 responses from a variety of stakeholders in Edmonton’s queer and trans sector.

Why was EMHC no longer a good fit?

When it was created, the Edmonton Men’s Health Collective offered programming and services focused specifically on queer and trans guys. But over time the scope of programming and services has expanded. As such, this name no longer represents the breadth of community we serve.

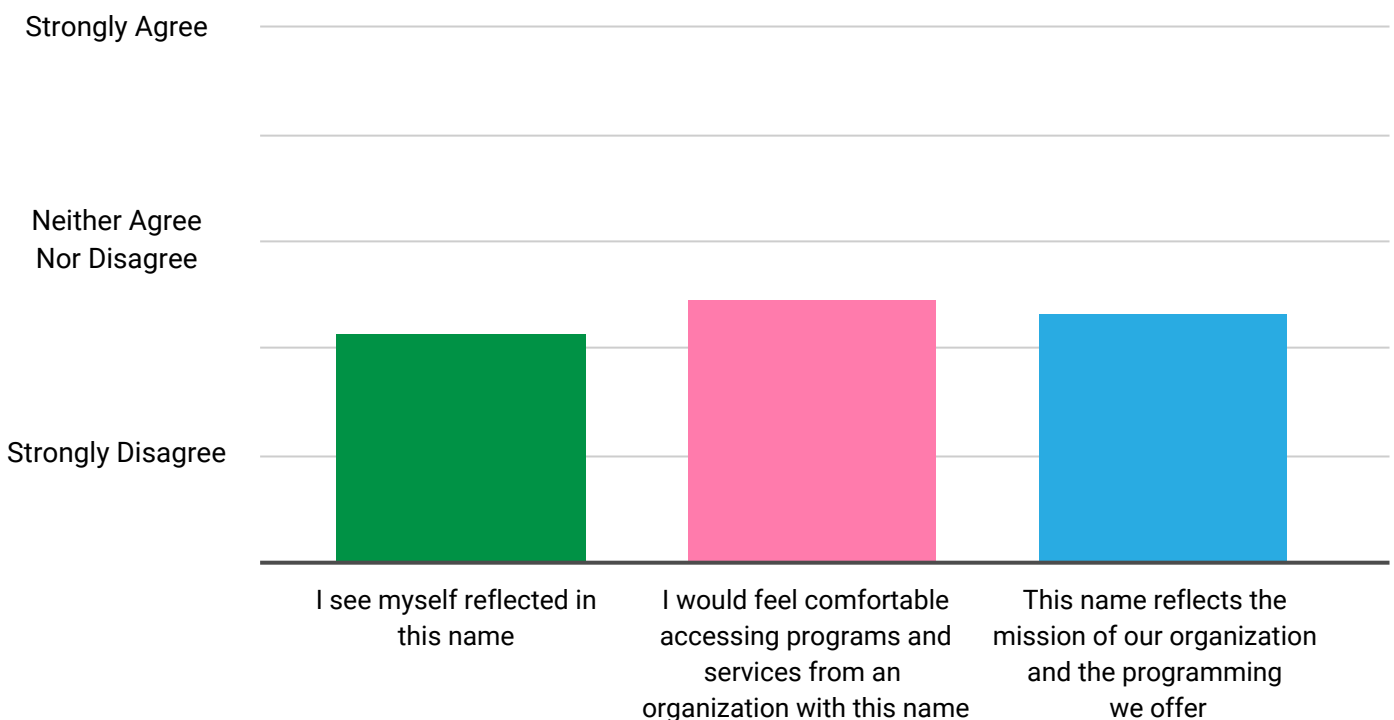


Of the community members who responded to our Community Consultation Survey and who have accessed our organization, only 39% identify as men.

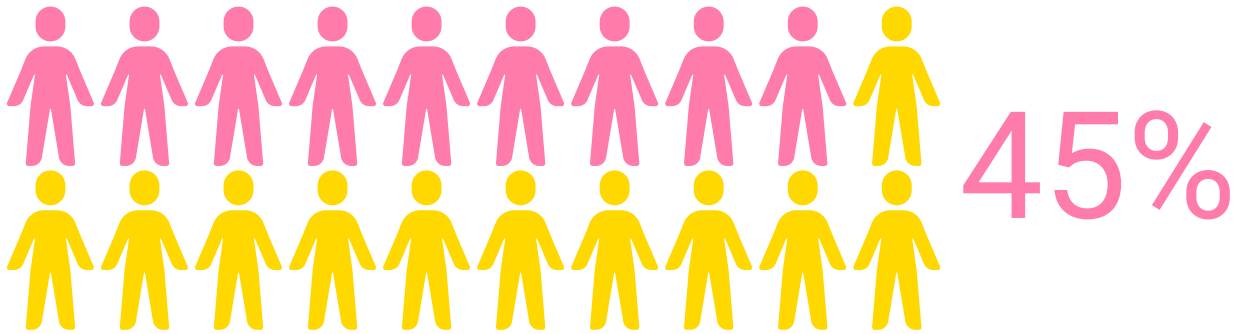
We also asked all of the respondents to rate three statements about our previous name, **Edmonton Men’s Health Collective**:

- *This name reflects the mission of our organization and the programming we offer*
- *I would feel comfortable accessing programs and services at an organization with this name, and*
- *I see myself reflected in this name*

The graph below shows the average response for each of the statements; indicating that most respondents did not see themselves reflected in that name, would not feel comfortable accessing an organization with that name, and did not believe that the name reflected the mission of our organization and the programming we offer.



Further, the name EMHC emerged as a barrier, preventing community members from accessing our programming and services.



Forty-five percent of folks who had not previously accessed the EMHC indicated that they felt like they were not eligible for programming or services because of their identity.

“ The current name has always led me to believe that you do not serve anyone other than men. ”

- Community Consultation Survey Respondent

Finally, as we continue to grow, we are actively exploring additional programming and service opportunities to better serve members of Edmonton’s queer and trans communities. It was time to find a name that better reflects the work we currently do as well as the programming and services we plan to offer in the future.

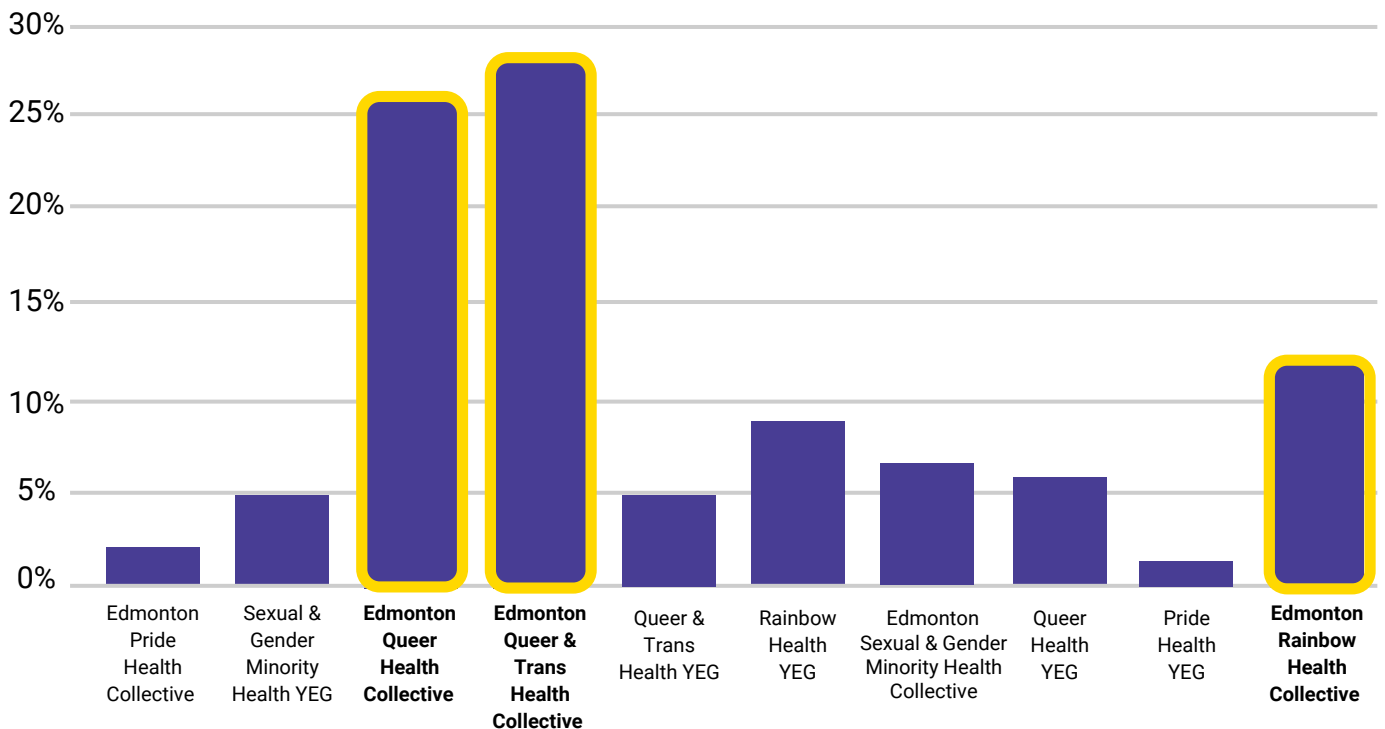
“ [The name EMHC] no longer accurately describes the mission [of the organization] and could definitely be more inclusive. ”

- Community Consultation Survey Respondent

What was the selection process for the new name?

We asked community respondents to identify their favourite name of the names proposed by the board of directors. The top choices were:

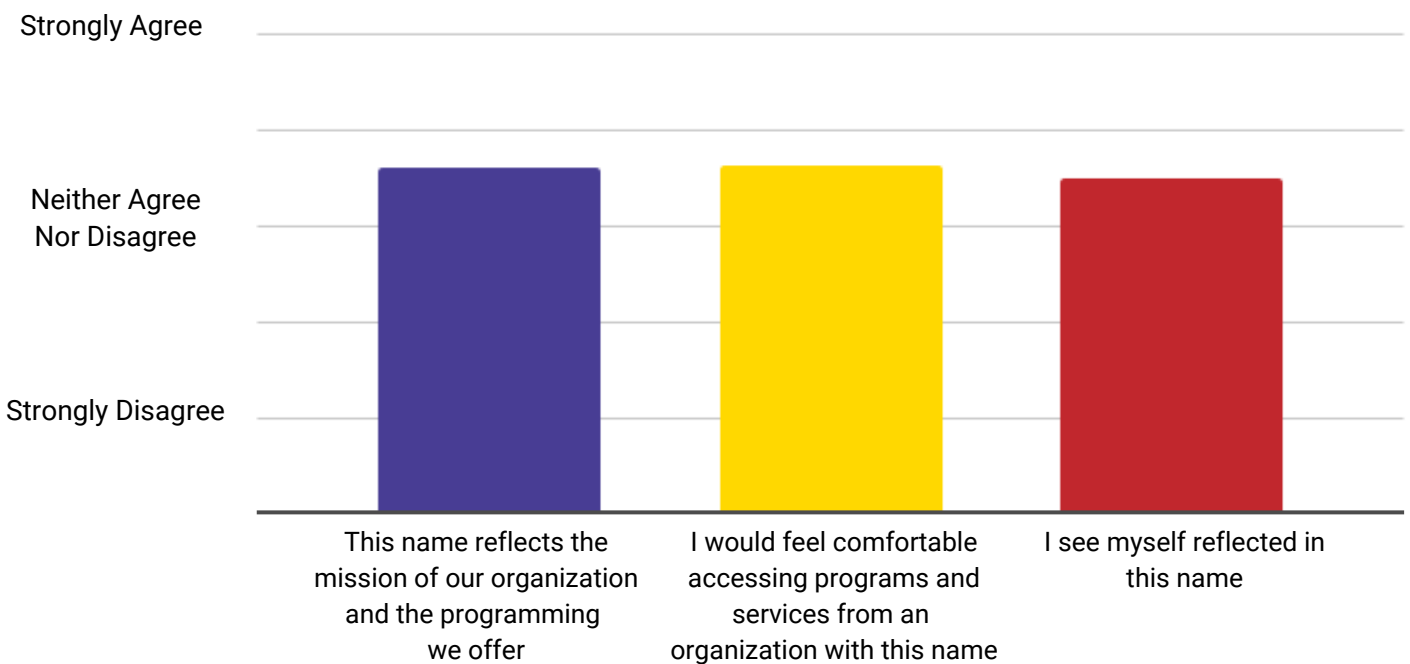
- Edmonton Queer & Trans Health Collective,
- Edmonton Queer Health Collective, and
- Edmonton Rainbow Health Collective



We also asked community members to provide feedback on each name. They rated the names on the same three statements we asked about our previous name (whether it reflected our mission, whether they would feel comfortable accessing the organization, and whether they saw themselves reflected in the name) and provided additional written feedback. Below we have summarized this feedback on the top three names along with relevant comments from the Community Focus Groups.

Edmonton Rainbow Health Collective

Although Edmonton Rainbow Health Collective emerged as the third favourite name, people did not feel as strongly that it reflected our organization, that they would feel comfortable accessing the organization, or that they saw themselves reflected in the name (when compared to the top name: Edmonton Queer & Trans Health Collective).



Additionally, community members expressed concerns over the appropriateness of the name:

“ I think that the names with 'pride' and 'rainbow' might not set the right tone for a health organization ”

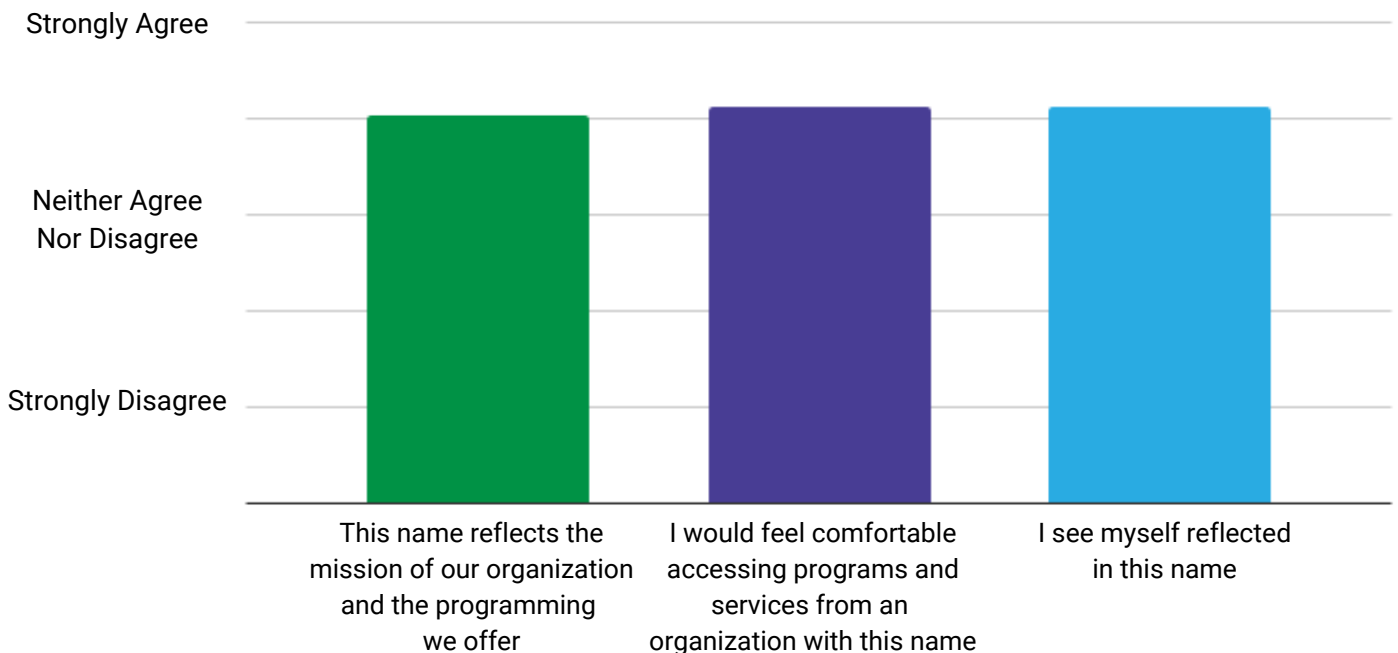
- Community Consultation Survey Respondent

“ Rainbow and Pride make me think of parties and not health ”

- Community Consultation Survey Respondent

Edmonton Queer Health Collective

Edmonton Queer Health Collective was voted the second favourite name with more than a quarter of respondents marking it as their top choice.



Feedback was mostly positive; however, one concern brought up by multiple respondents was that the name does not adequately represent the entire queer and trans community:



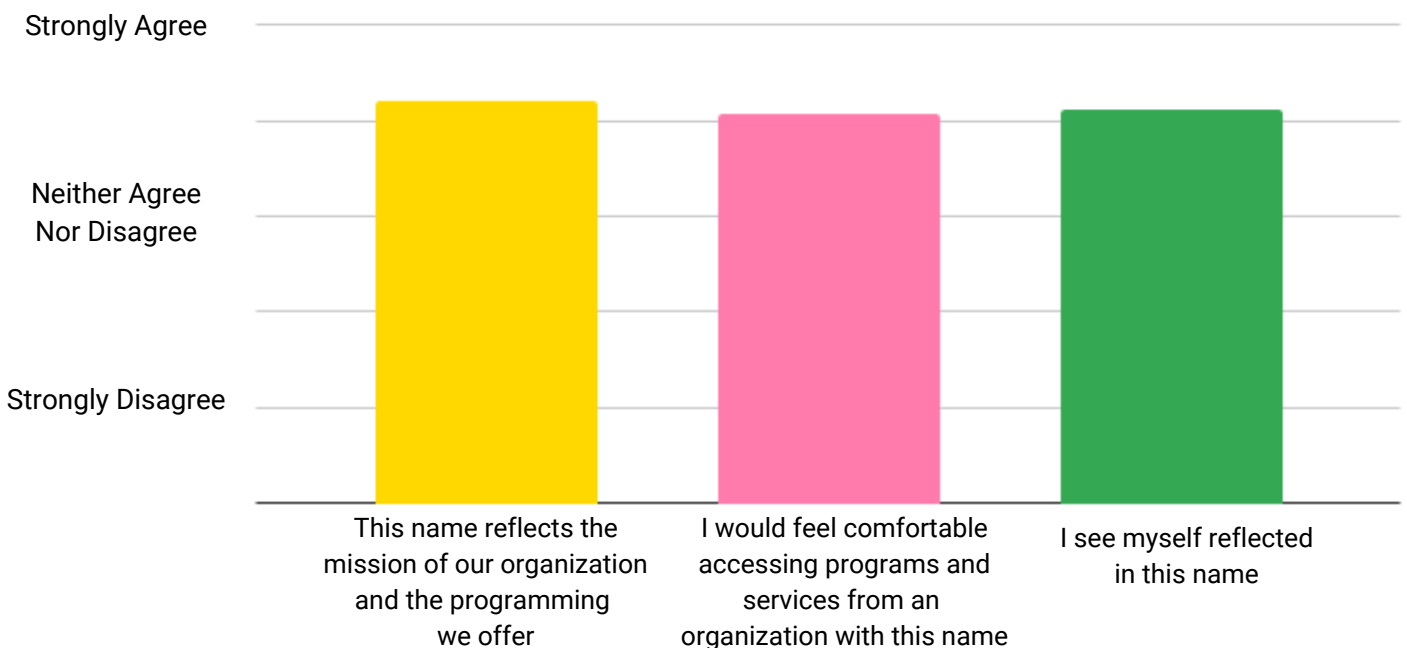
“ I like Edmonton Queer Health Collective best, but I understand that some trans individuals may not identify with the word queer. ”

- Community Consultation Survey Respondent

“ Sometimes if you don't specify trans it's easy to assume it might be exclusive because a lot of us have experiences where you'll see something like queer collective or rainbow collective and they just really are focusing on marginalized sexualities [and] don't really focus on marginalized gender identities. ”
 - Community Focus Group Participant

Edmonton Queer & Trans Health Collective

Edmonton Queer & Trans Health Collective emerged as the top name with almost 30% of survey respondents choosing it as their favourite.



Feedback largely supported this name and found it to be inclusive, particularly to trans and non-binary community members:

“ I like using both 'queer' and 'trans' as these feel like good umbrella terms that include two broad categories of folks. ”
- Community Consultation Survey Respondent

“ I think if you're serving the trans community it's important to acknowledge us separately as trans folx aren't necessarily queer. ”
- Community Consultation Survey Respondent

“ In some way, whether it's through the name of the organization or its materials it needs to be intrinsically very upfront about being trans inclusive. ”
- Community Focus Group Participant



Further, at the end of the Community Focus Groups, participants were again asked to identify their top choice. All but one participant chose **Edmonton Queer & Trans Health Collective.**

We also asked survey respondents for suggestions of other names and one name was suggested multiple times:

Edmonton Sexual & Gender Diversity Health Collective

We tested this name suggestion (along with the top three from the Community Consultation Survey) during our Community Focus Groups. Multiple participants mentioned that the name Edmonton Sexual & Gender Diversity Health Collective felt too similar to other organizations in the city.

They emphasized that it was important to differentiate ourselves from other services in the area. Other concerns with the name, voiced by multiple focus group participants, were that the name was too broad and too long or wordy.



Based on what we learned in the Community Consultation Survey and the Community Focus Groups, we decided to move forward with the name **Edmonton Queer & Trans Health Collective**. We released the Stakeholder Consultation Survey to assess support for this name.

All of the stakeholders that participated responded that they would feel comfortable referring folks to an organization with the name EQTHC. And 90% of the respondents felt that the name EQTHC was distinct from other organizations serving the queer and trans communities in Edmonton and surrounding areas.

“ Great choice! I'm happy to see this! It reflects the populations served, is more inclusive, and retains some of the 'brand' identity of the former name! ”

- Stakeholder Survey Respondent

“ I do agree with the rename and I feel more people will be more comfortable to come out and access the services. ”

- Stakeholder Survey Respondent

“ I think it is a positive, strategic move to build awareness. I had no idea what the collective was, based on the last name. ”

- Stakeholder Survey Respondent

With this endorsement from key stakeholders, the name EQTHC was confirmed as the top choice through the community consultation process.

Why did we drop the word 'Edmonton' from the name?

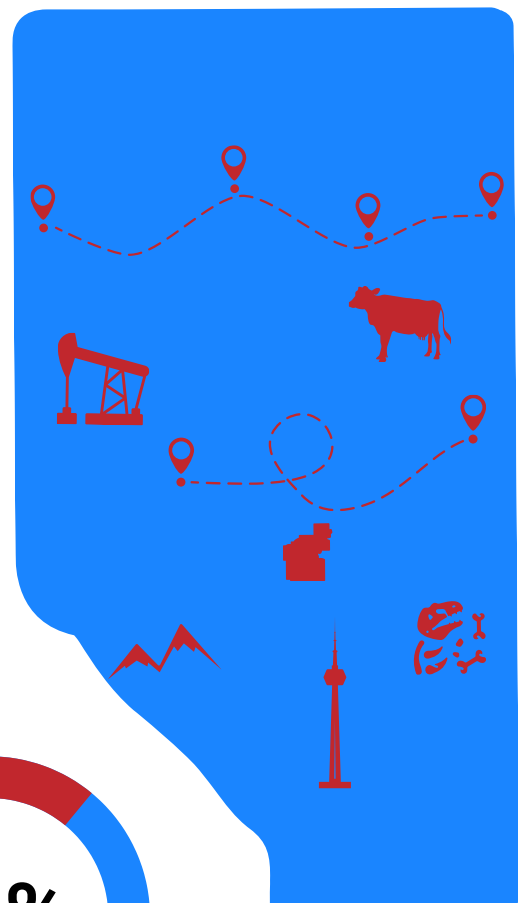
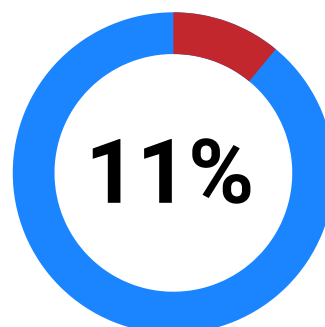
After completing the consultations, the board of directors decided to drop the word "Edmonton" before putting the name to a membership vote, completing the selection process. This decision was made for three reasons:

1. Keeping "Edmonton" in our name would limit our ability to grow programming across Alberta in the future. Further, there are already folks accessing our organization that live outside of Edmonton.

2. The area we call Edmonton has other, preexisting, names such as Amiskwaciwâskahikan. Moving away from the colonial place name Edmonton is in line with our organizational values as we continue to work towards better serving Indigenous members of the 2SLGBTQ+ community.

3. QTHC (rather than EQTHC) is a simpler, and more memorable, acronym.

11% of our survey respondents did not live in Edmonton

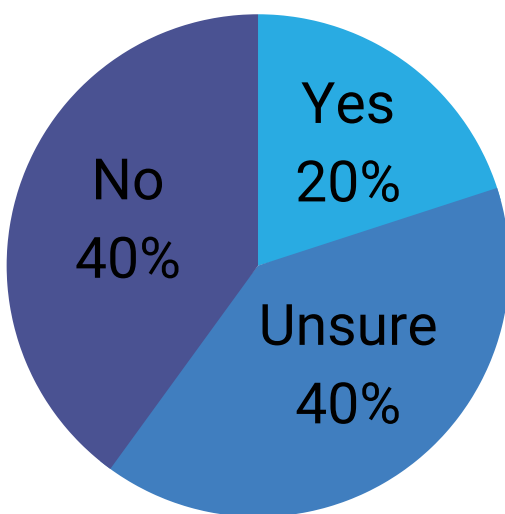
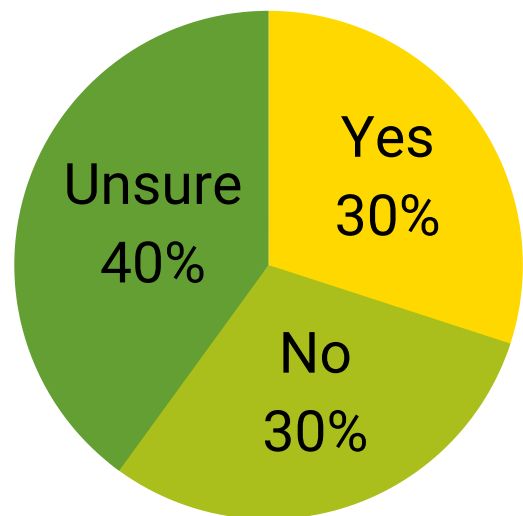


Why didn't we include '2S' in the new name?

We didn't include "2S" or "Two Spirit" in any of the proposed names because we wanted to consult Indigenous community members before making this addition.

In our Community Consultation Survey, respondents who self-identified as Indigenous completed an additional section to gather their feedback on the option of including "2S" in our new name. Only 30% of respondents said they would be more likely to access programming if our new name included "2S" and only 20% thought that we should include "2S" in our new name.

Would having 2S in our name make you more likely to access our programming and services?



Do you think we should include 2S in our name?

Additional comments from Indigenous survey respondents were mixed. Although some felt this would be a positive addition, many felt unsure

“ This [including 2S in the name] would send a clear message that this is a group that is part of the organization. ”

- Community Consultation Survey,
Indigenous Respondent

“ It really depends how much the organization is committing to serving this community. Putting it in the name and not doing anything in particular to make sure 2S voices are heard and included are not equivalent. ”

- Community Consultation Survey,
Indigenous Respondent

“ I think it would be difficult to have 2S in the name because I am not certain or aware of the organization approaching any elders or knowledge keepers nor have I seen that on your platforms. ”

- Community Consultation Survey,
Indigenous Respondent

Based on this feedback, we did not have clear support for including 2S in our name and thus decided not to do so.

Acknowledgements

We would like to thank all of the community members and key stakeholders who took the time to participate in our community consultation process, providing valuable feedback on our name change.

We would also like to thank Brynn Day, Finn St. Dennis, and JP Armstrong who carried out the community consultation process and contributed to the development of this report.



QTHC