



CREATIVES EMPOWERED

2026 YEG ANTI-RACISM VIDEOS

IMPACT REPORT







A message from our Executive Director.



Anti-racism is needed now more than ever. The current state of our world makes this very clear.

Anti-racism is also fundamentally about human rights. We are all human. And we all have the right to be here.

Creative Empowered's **YEG Anti-Racism Video Project** was a powerful way to convey these sentiments through beautiful storytelling, while also capturing the depth and nuance of the lived experiences Indigenous, Black and People of Colour often have. These films successfully empower the reflection we all need, to help shift the perspective on racism in our society.

Shivani Saini

Shivani Saini, Founder, Executive & Artistic Director, Creatives Empowered

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YEG ANTI-RACISM VIDEOS

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What we did.

In March 2026, Creatives Empowered commissioned **five** Indigenous, Black & People of Colour (IBPOC) content creators to produce **five** short anti-racism videos (3-5 mins in length).

The YEG Anti-Racism Videos conveyed the effects of racism on mental health, the need for active anti-racism efforts in society, and worked to change how the community talks about racism publicly. The videos served as a public service campaign launched in October.

The YEG Anti-Racism Videos were shared widely on Creatives Empowered's website, social media, email newsletter and through traditional media coverage.



YEG ANTI-RACISM VIDEOS

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Watch the Films.

In Murmuration: Ubuntu
by Ivan Touko
& La Connexional

Through movement, rhythm and the philosophy of Ubuntu, In Murmuration answers racism with a reminder of our interconnectedness: we belong to one another and to the natural world.

Watch the Film





In Our Own Voices by Hadi Zounji, Johanna Silver & OCD Produktions



Through a raw, powerful spoken-word performance, three Racialized young people confront racism, navigate questions of identity, and reclaim their right to belong on their own terms.

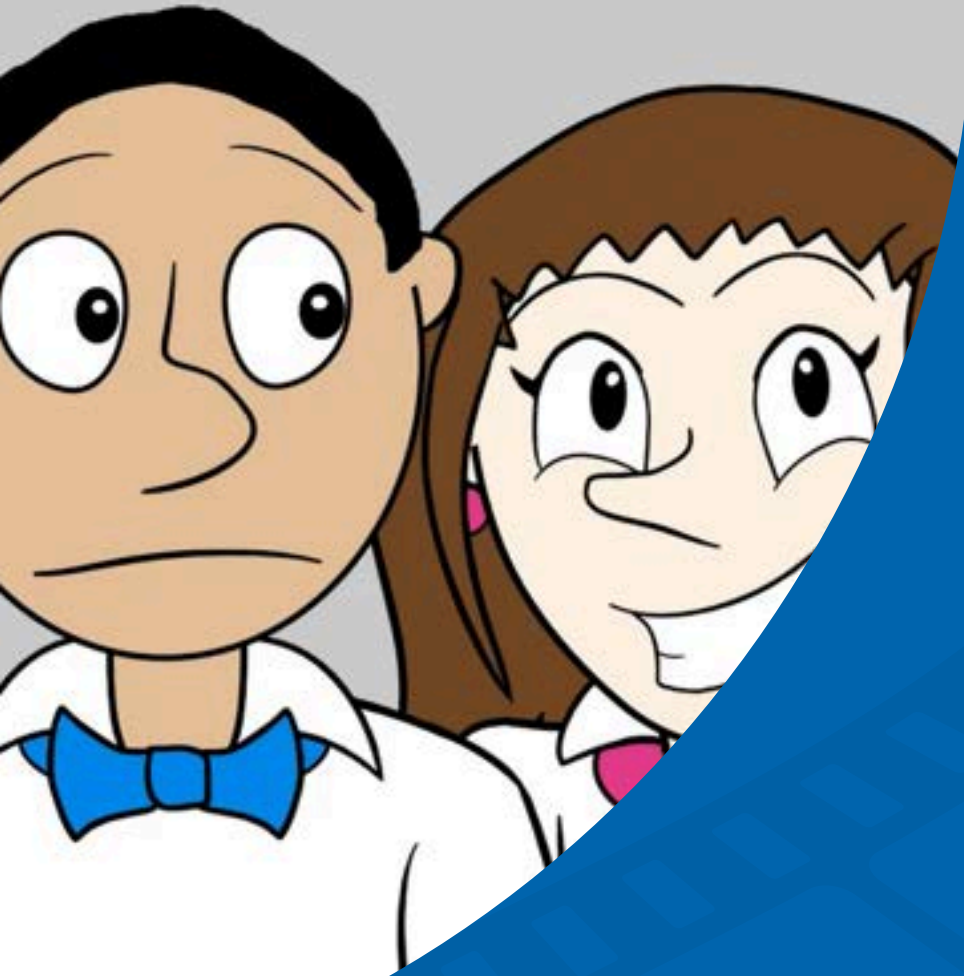
Watch the Film



The Resume by Adetola Tamunokubie, & Value Board Media

When a highly qualified Nigerian newcomer is repeatedly overlooked by a biased hiring system, she makes the choice to abandon her birth name in a desperate bid for employment, only to discover that the opportunity she fought for comes at the cost of her identity. To be seen, she had to become someone else.

Watch the Film



Unheard
by Taghreed Saadeh, & RAM Film Production

In a boardroom dominated by white decision makers, a Person of Colour struggles to have their voice heard as their ideas are repeatedly ignored, revealing the difference between being included and truly being heard.

Watch the Film

You Don't Need to Follow Me
by Daniel Foreman & Treaty 6 Productions

A young Indigenous woman navigates the subtle and not-so-subtle realities of everyday racism, where seemingly ordinary encounters reveal the weight of prejudice and the power of standing up for herself.

Watch the Film



Local IBPOC Filmmaker Impact.








100% said IBPOC-centred opportunities are **essential**, that they felt supported and **empowered** and that participation in the project reinforced or shaped how they use creative work to address **social issues or inspire change**.



"Thank you to Creatives Empowered and the whole cohort. This project gave me a real opportunity to share an African and Francophone voice, and I'm excited to see where the films go."

- Ivan Touko

"This project marked my first film directorial debut, following my previous documentary work making it a deeply rewarding experience. **Seeing my vision come to life while using my platform and skills to advocate for the underrepresented was the most valuable aspect.**"

- Adetola Tamunokubie

YEG ANTI-RACISM VIDEOS

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Community & Audience Impact.



1005 video views

YouTube



45,677 post views

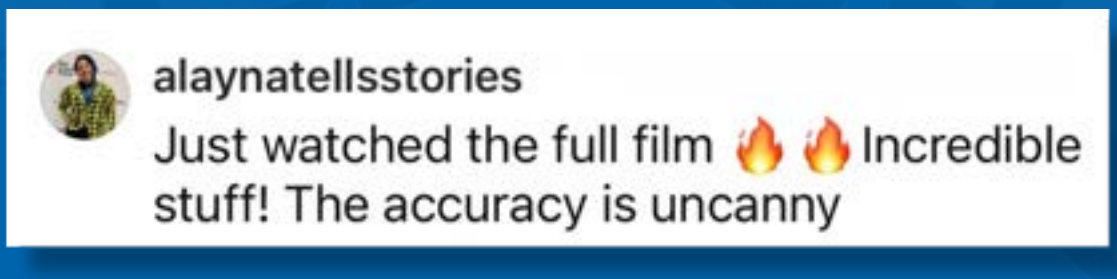
Facebook, Instagram, LinkedIn

Data period: October 16-November 16, 2026

Community & Audience Impact.



1,926 engagements
Facebook, Instagram, LinkedIn



1,383 website page views

Data period: October 16-November 16, 2026

Community & Audience Impact.

100+ survey responses



Nearly 70% increased understanding

of racism and its impact on mental health after watching the films

Increased
67%

Stayed the same
33%

Data from 106 audience survey respondents.

Community & Audience Impact.



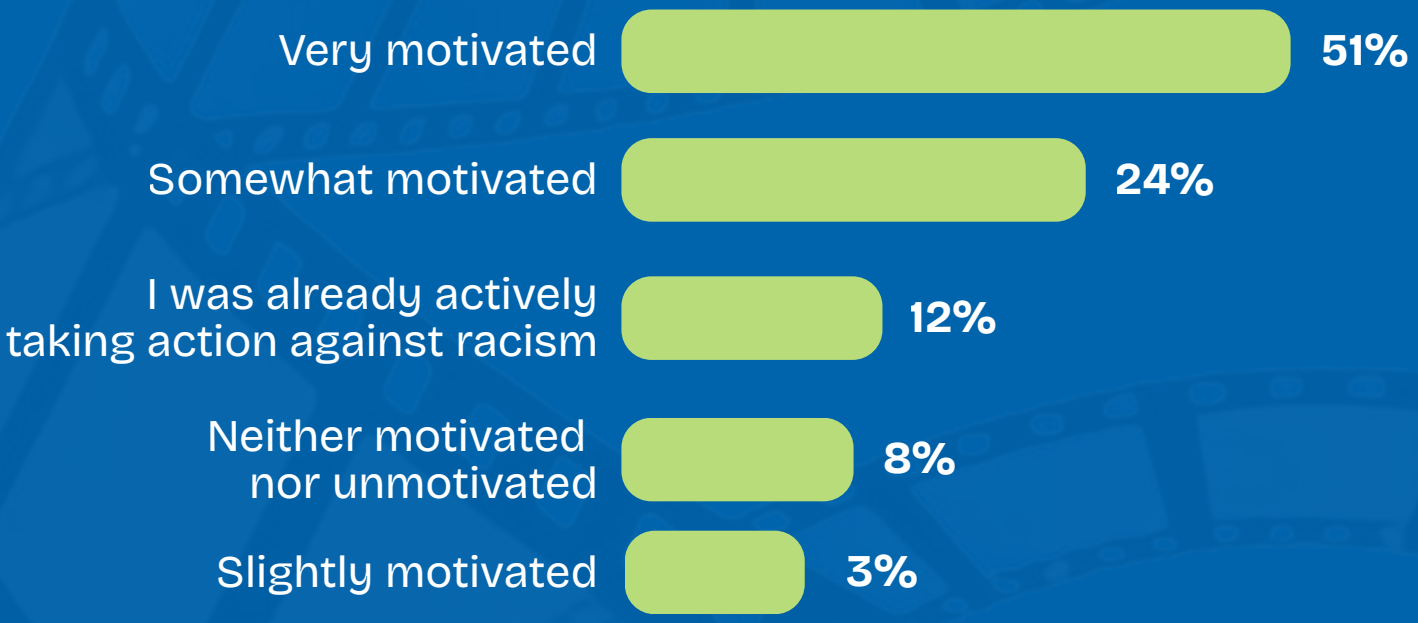
Film Impact

- **22%** Increased awareness of how racism can affect mental health and well-being
- **26%** Helped me better understand lived experiences of people affected by racism
- **18%** Helped me recognize racism in situations I may not have considered before
- **22%** Encouraged me to reflect on my own attitudes, assumptions or biases
- **18%** Inspired me to have conversations about racism with others
- **8%** Motivated me to learn more about racism and anti-racism

Data from 106 audience survey respondents.

Community & Audience Impact.

Taking Action



75% felt somewhat or very motivated

to take action against racism and discrimination after watching the films



Data from 106 audience survey respondents.

Community & Audience Impact.

64% perspective changed

the films successully challenged or shifted their perspective on racism



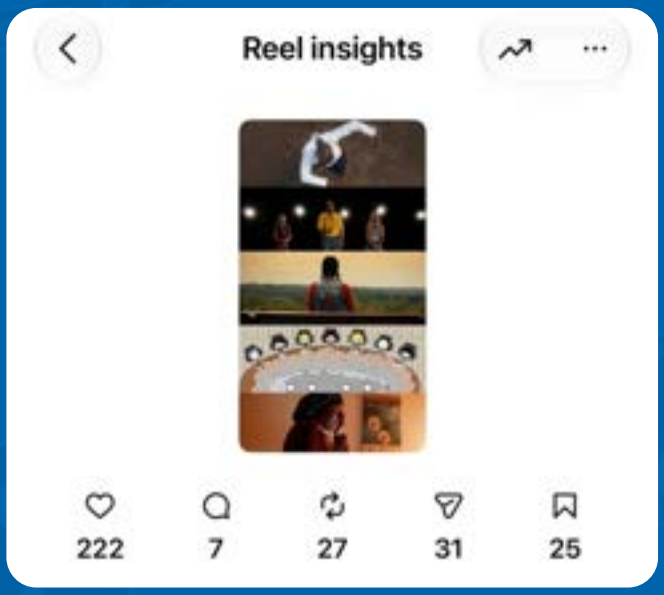
32% somewhat • 31% significantly
31% reinforced existing understanding

Data from 106 audience survey respondents.

Influencer Partnership.

As part of the campaign roll-out, we partnered with Edmonton-based influencer **Linda Hoang @lindork**, known for sharing locally reflective content including anti-racism and social issues, to amplify the short films and reach a wider audience.





Views

4,922

Viewers

3,625

Watch the Influencer video

Media Coverage.

The YEG Anti-Racism Videos project included pitches to local media outlets for coverage to raise awareness about the important topic of anti-racism and mental health.

Global News Edmonton, CityNews Edmonton, CBC Edmonton, as well as the Edmonton Arts Council provided coverage about the films and intended impact.



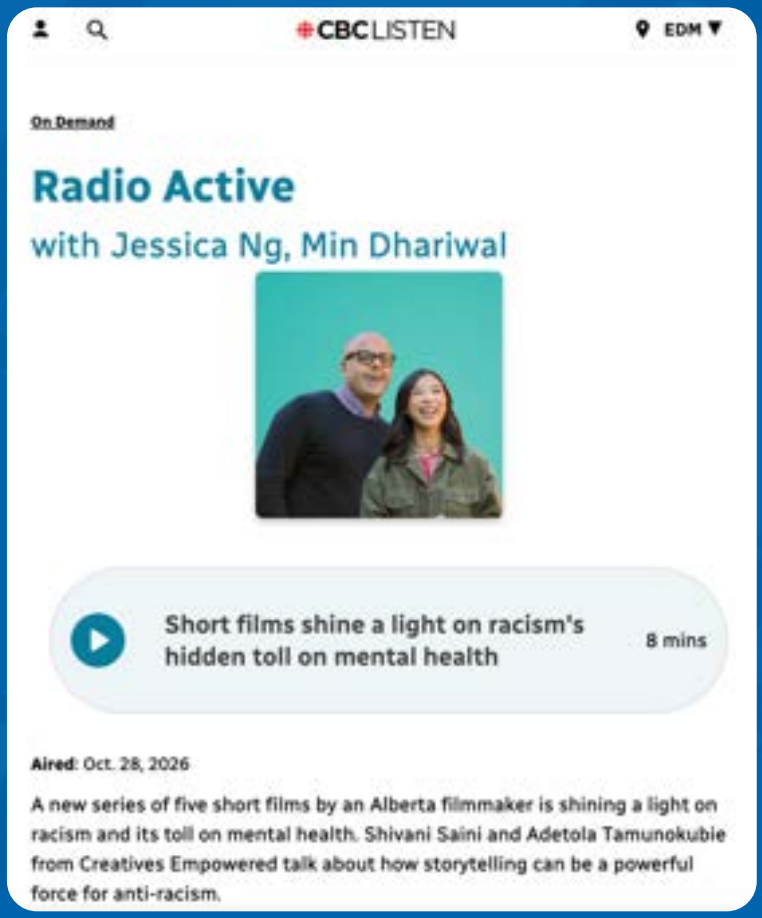


"It opens a lot of perspective, it opens a lot of ways for people to see those other perspectives and opens channels to talk to each other."

- Hadi Zounji on CityNews Edmonton

Watch the CityNews story

Media Coverage.





"Resume whitening is when people come into Canada and change their name, make it sound Westernized so that it can be appealing to a hiring manager and when people change their name, it loses its essence and it's meaning which impacts their mental health."

- Adetola Tamunokubie on CBC Edmonton AM

Listen to the CBC radio interview

Thank you

YEG Anti-Racism Videos were produced with the generous support of the **City of Edmonton**'s Anti-Racism Grant Program, the **Government of Alberta** Anti-Racism Grant Program and **FAVA** (The Film and Video Arts Society of Alberta). A special thanks to Reena Samra and the **BIPOC Healing and Wellness Centre** for clinically-informed guidance on mental health topics.

Edmonton Alberta FAVA

Alberta Foundation for the Arts

edmonton arts council