



We Speak Translate Project and Training

Presented by Kate Longpre, M.A.

Community Integration Coordinator
Inter-Cultural Association of Greater Victoria

The Inter-Cultural Association of Greater Victoria (ICA)

- Settlement service provider organization, in Victoria, BC, Canada
- Provide settlement services to new immigrants and refugees
- Refugee Assistance Program (RAP) for Government Assisted Refugees (GAR's)
- Sponsorship Agreement Holder (SAH) with the Canadian Government to resettle refugees through the Private Sponsorship Program
- Language Instruction for Newcomers (LINC)
- Employment programs, youth programs, daycare, Community Partnership Network



Community Integration: Challenge and Opportunity

- Barrier to newcomer inclusion: language
- Technology for community integration
- Community stakeholders are integration actors



Collaborating with Google

Google is humbled and excited to be supporting this project with the goal of helping New Canadians make the often challenging transition to life in Canada through language and engagement.

- *Roque Silva, Interaction Designer, Google Translate*



"We are thrilled to see the continued success of this program, which helps newcomers overcome the challenge of settling into a new environment with a new language. Happy anniversary, We Speak Translate!"

- *Barak Turovsky, Google Translate's Head of Product*

We Speak Translate Project

The We Speak Translate project is a first of its kind collaboration between Google Translate and the Inter-Cultural Association of Greater Victoria (ICA), BC, Canada, which uses the Google Translate app to aid in refugee resettlement and newcomer inclusion in communities. The We Speak Translate project address the number on barrier to new immigrant integration – language – by repurposing technology as a tool and symbol for welcoming communities – which value diversity and inclusion.



WE SPEAK



We Speak Translate Project



The project involves training community stakeholders, organizations, business and institutions in the Google Translate app.

Familiarity with the Google Translate app establishes a common platform for communication while newcomers develop their English language skills.

Upon completion of the free, 50 minute training session, participants receive a We Speak Translate decal. A visible symbol of their community to promote diversity and communication across language barriers.



Project Strengths

- Low-cost tangible tool that promotes inclusion
- Google as a symbol and support of diversity
- Builds on existing technology and familiarity

Project Limitations

- Translations not always 100% accurate
- Google Translate cannot replace professional translators/interpreters



Google Translate

- Debut in 2006
- One of Google's most reliable and popular products
- Serves 500 million + monthly users
- Integrated feature within Gmail, Chrome, and many other Google offerings
- Free, quick, readily available



What is Google Translate?

Google™ Translate is a free translation service that provides instant translations for over 100 different languages.

It can translate words, sentences and web pages between combinations of supported languages.

Google Translate hopes to make information universally accessible and useful, regardless of the language in which it's produced.



How does Google Translate work?

When Google Translate generates a translation, it looks for **patterns in hundreds of millions of documents** to help decide on the best translation for you. By **detecting patterns in documents that have already been translated by human translators**, Google Translate can make intelligent guesses as to what an appropriate translation should be. This process of seeking patterns in large amounts of text is called "**statistical machine translation**". Since the translations are generated by machines, not all translation will be perfect. The **more human-translated documents that Google Translate can analyze in a specific language, the better the translation quality will be**. This is why translation accuracy will sometimes vary across languages.

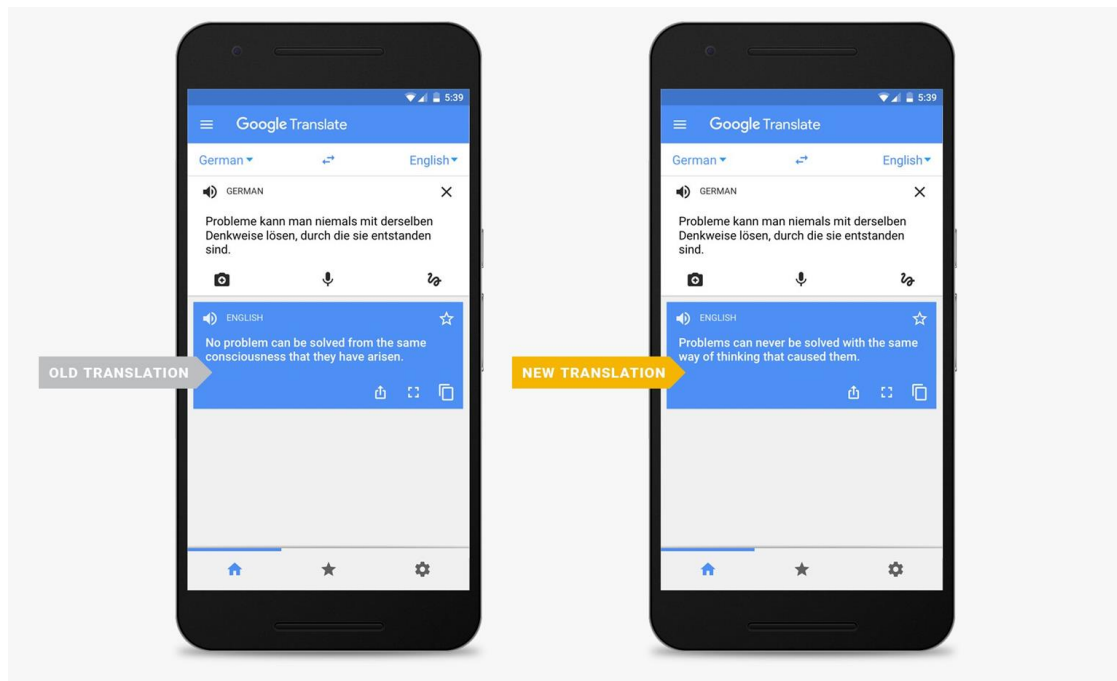


Google Translate

Improving Translations with A.I.

In 2016, Google made the switch from phrase-based translation to **Google Neural Machine Translation**, essentially using A.I. to translate whole sentences in context rather than individual phrases.

Not available in all languages yet.



Google Translate Impact



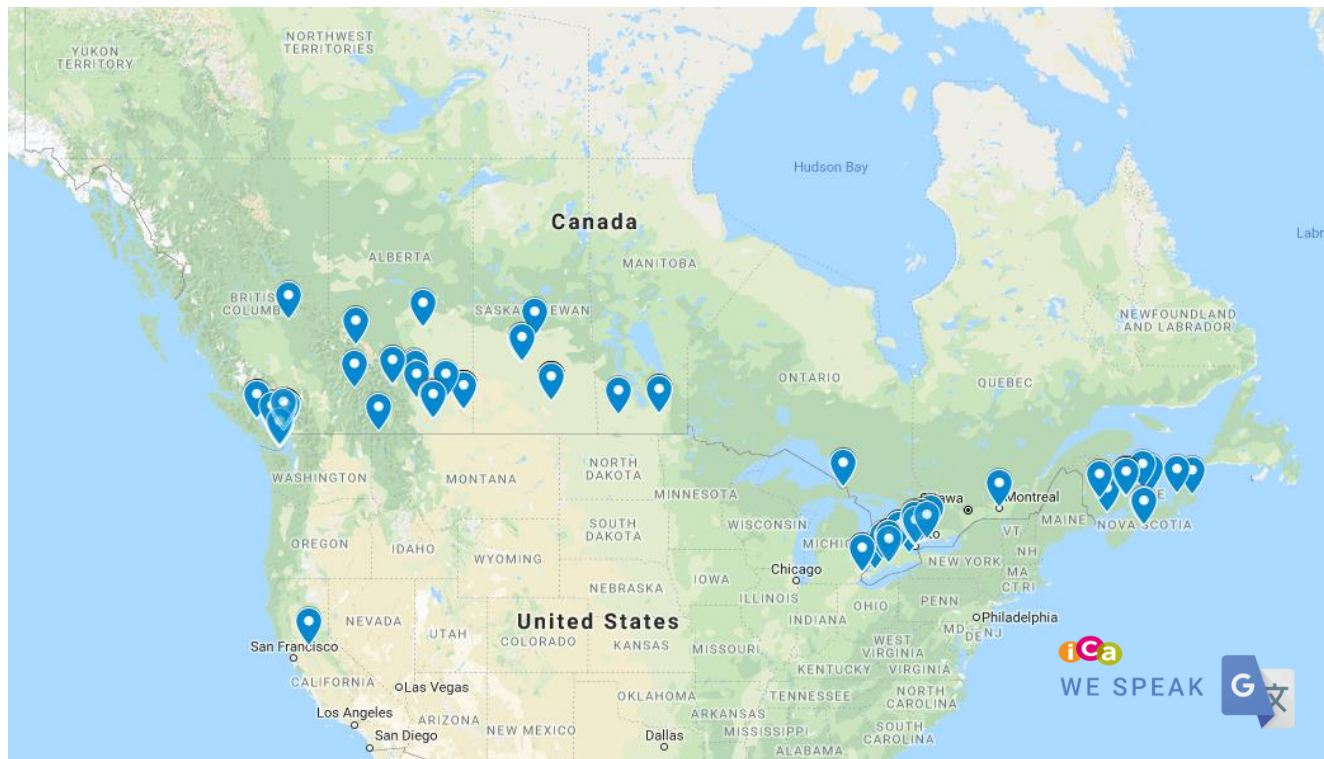
- Google Translate translates more than 100 billion words per day
- 92% of Google Translate users are outside of the US
- Geopolitical importance as a result of refugee crisis
- For example, 5x increase in translations between Arabic and German

We Speak Translate Project Impact

- Since the project launched over 2500 participants trained across Canada
- City of Victoria endorsed the project.
- Project presented and included as [Cities of Migration, Good Ideas.](#)
- Project receives 2018 Victoria Community Leadership Award
- Project presentation accepted at 2018 World Community Development Conference and 2018 International Metropolis Conference
- Project included in the Canadian Race Relations [2018 Best Practices Reader](#)
- Training hosted by the Canadian Council for Refugees



We Speak Translate Interactive Map



We Speak Translate Participants

- Service provider organizations
- Employment agencies
- Municipal governments
- Public health units
- Settlement organizations
- Local Immigration Partnerships
- School districts
- Public transit
- Post secondary institutions



WE SPEAK





The We Speak Translate project and Google Translate app is an important new tool for staff at our organization.

We Speak Translate Survey Respondent

“When I see the We Speak Translate stickers in a window, I feel confident that people want to speak with me and get to know me.”

Resettled Refugee, Ibrahim Hajibrahim



“As the Local Immigration Partnership (LIP) in Regina, we wanted to share the We Speak Translate training opportunity with our community stakeholders as a way to build capacity and to better welcome and communicate with newcomers.”

Carol Brouwers
Regina Region LIP Project Manager

Project and Training Evaluation



To date, over 2300 participants have taken the training.

What do participants say about the WST project?

"We are doing skills training for newcomers in Construction and this has been an invaluable tool for both our instructors and our newcomer trainees."

"When I conduct an intake with a new client, or help them develop their resume, we can understand each other across language difficulties in spoken and written form using the Google Translate app."

"It enabled job training that otherwise would not have been possible."

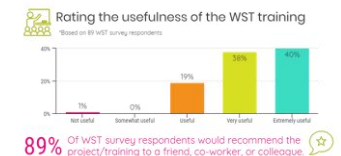
"I was sitting in a workshop with a client. I saw they were having trouble with some of the vocabulary. I used Google Translate to translate some words. She was clearly focused by my effort to help her, and appreciated being able to participate in the workshop."

"Google Translate has enabled us not to use family members as interpreters and build communication and relationships with clients."

On average, WST project participants rated the accuracy of the Google Translate app.

3.5/5

★★★★☆



Since the We Speak Translate project launch in April 2017, over 1500 participants have taken the training.

What do participants say about the WST project?

"It has helped to bridge the language gap between myself and new immigrants or refugees that I would like to assist with the use of our services."

"I work at a settlement agency, the GT app is incredibly helpful in those cases when we don't speak the language readily, or can't find a appropriate staff or interpreter. The project promotes accessibility and inclusion, and as an agency we know language remains when of the most settlement barrier and we want newcomers to feel welcome. As well, there has been numerous webinars held for external community members which have been incredibly popular and we have received great feedback. A lot of agencies don't have multi-lingual staff or interpretation budgets, so having additional tools to support staff and providing quality services is important."

"In my own neighborhood I have been able to communicate with newcomer families, whereas before it was difficult to do so."

"The voice translate is very helpful when communicating with clients who have no or low level of English."

"Google Translate is very helpful when translating documents to our clients first language."

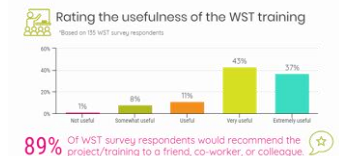
"It's a great resource."

"Builds bridges in conversation where there are roadblocks."

On average, WST project participants rated the accuracy of the Google Translate app.

3.5/5

★★★★☆



**The #1 reason We Speak Translate
participants took part in the training?**

**To improve service delivery
and communication with new
immigrants and refugees**

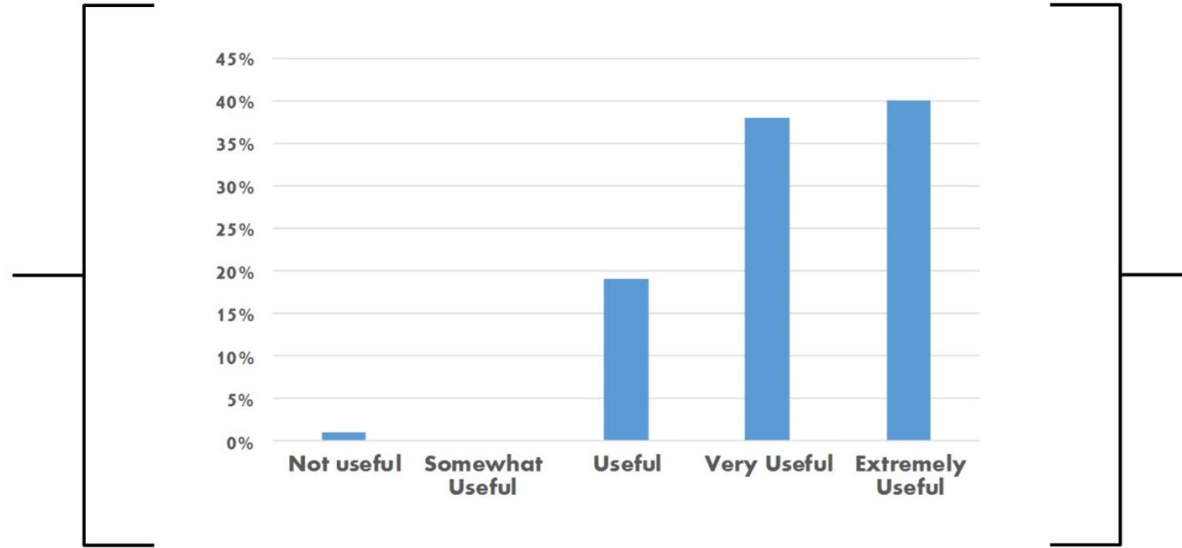


WE SPEAK



#wespeaktranslatedoyou?

We asked We Speak Translate participants to rate the usefulness of the training?

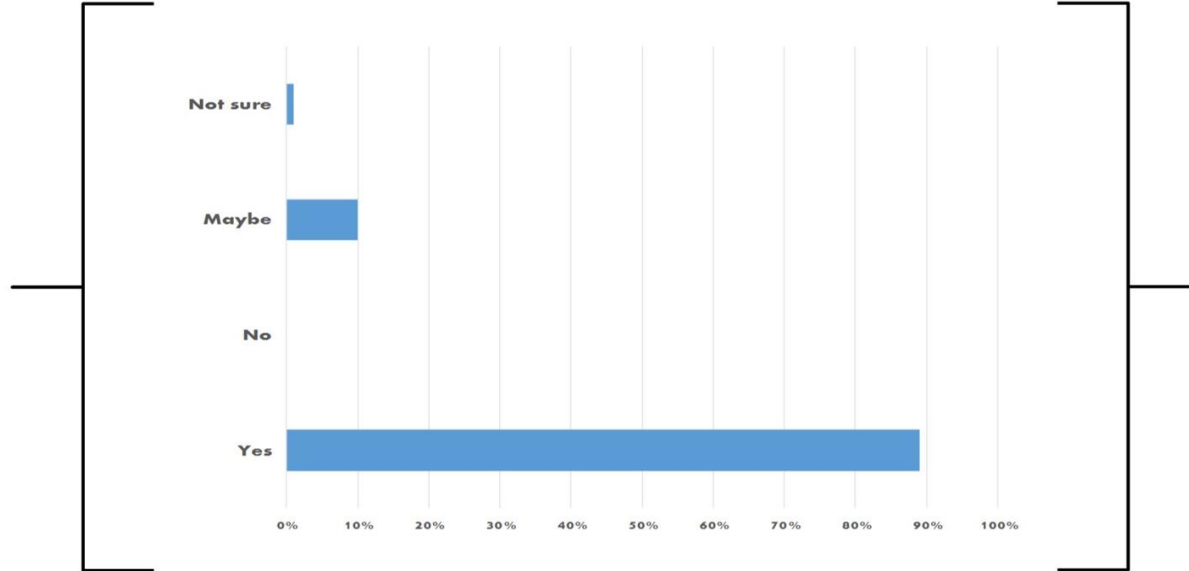


WE SPEAK



#wespeaktranslatedoyou?

Would you recommend the We Speak Translate training to a friend, co-worker or colleague?



#wespeaktranslatedoyou?

Why Translation Matters



Alberto's Story



From Syria to Canada

We Speak Translate Project

Project website: <http://www.icavictoria.org/community/we-speak-translate/>

Project Instagram: [wespeaktranslateica](https://www.instagram.com/wespeaktranslateica)

ICA Facebook/Twitter: @icavictoria



Arrange a We Speak Translate Training

The We Speak Translate training can be delivered in person or via webinar at a date, time and location convenient to your organization and community stakeholders.

To arrange a FREE We Speak Translate training contact:

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Thank you