



partenariat local d'immigration  
**windsor essex**  
local immigration partnership

# Getting the Word Out: Insights from the **We Speak Language Access Initiative**

**November 10, 2021**

Funded by:

Financé par :



Immigration, Refugees  
and Citizenship Canada

Immigration, Réfugiés  
et Citoyenneté Canada

# HOW IT CAME TO BE

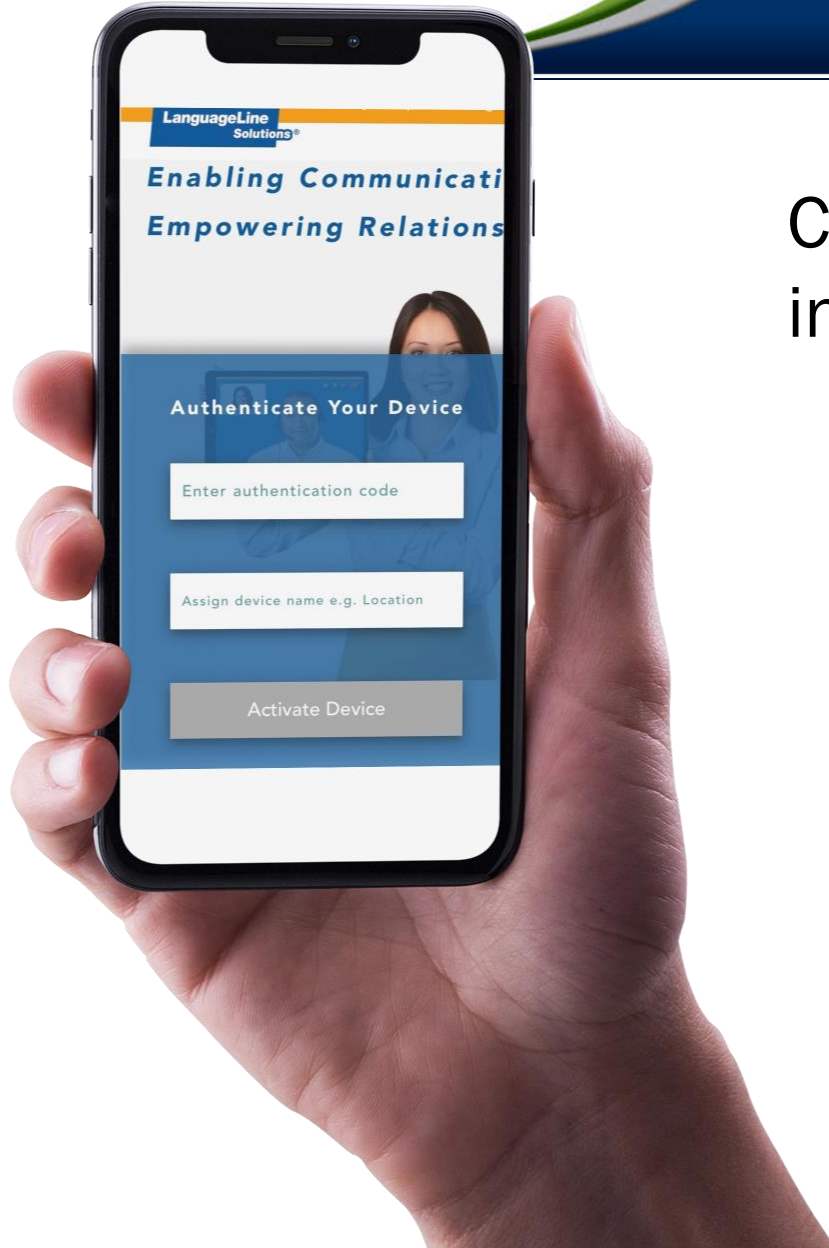
**1 in 4** community members in Windsor-Essex is an immigrant (2012)

**42%** of newcomers surveyed used the Emergency Department as their source of primary care (2014)

**90%** of health service providers used family members as interpreters, with only 12% having an actual interpretation budget (2018)



# WHAT IS WE SPEAK?



Centralized access to professional interpreters by **phone**, **video**, or **in-person**.

180+ languages

Available 24/7

No monthly fees or subscriptions

No minimum use required

Lowest cost for usage

# ORIGINAL GOAL

**Purpose:** To reduce language barriers experienced by persons seeking healthcare services in the Erie St. Clair region.

**Goal:** To increase regional health service provider agencies' knowledge and use of available services, technologies, tools, and approaches that effectively reduce language barriers.







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# HOW TO GET THE WORD OUT?

# INCLUDE **PARTNERS** IN THE PLANNING

30+ organizations  
from the Health  
Equity for  
Newcomers and  
Immigrants (HENI)  
Committee



# CREATE SIMPLIFIED & RECOGNIZABLE BRANDING:

Windsor  
Essex  
Service  
Providers  
Enabling  
Access to  
Communication

+

30+  
community  
organization  
representatives  
(PLUS LOGOS!)

=

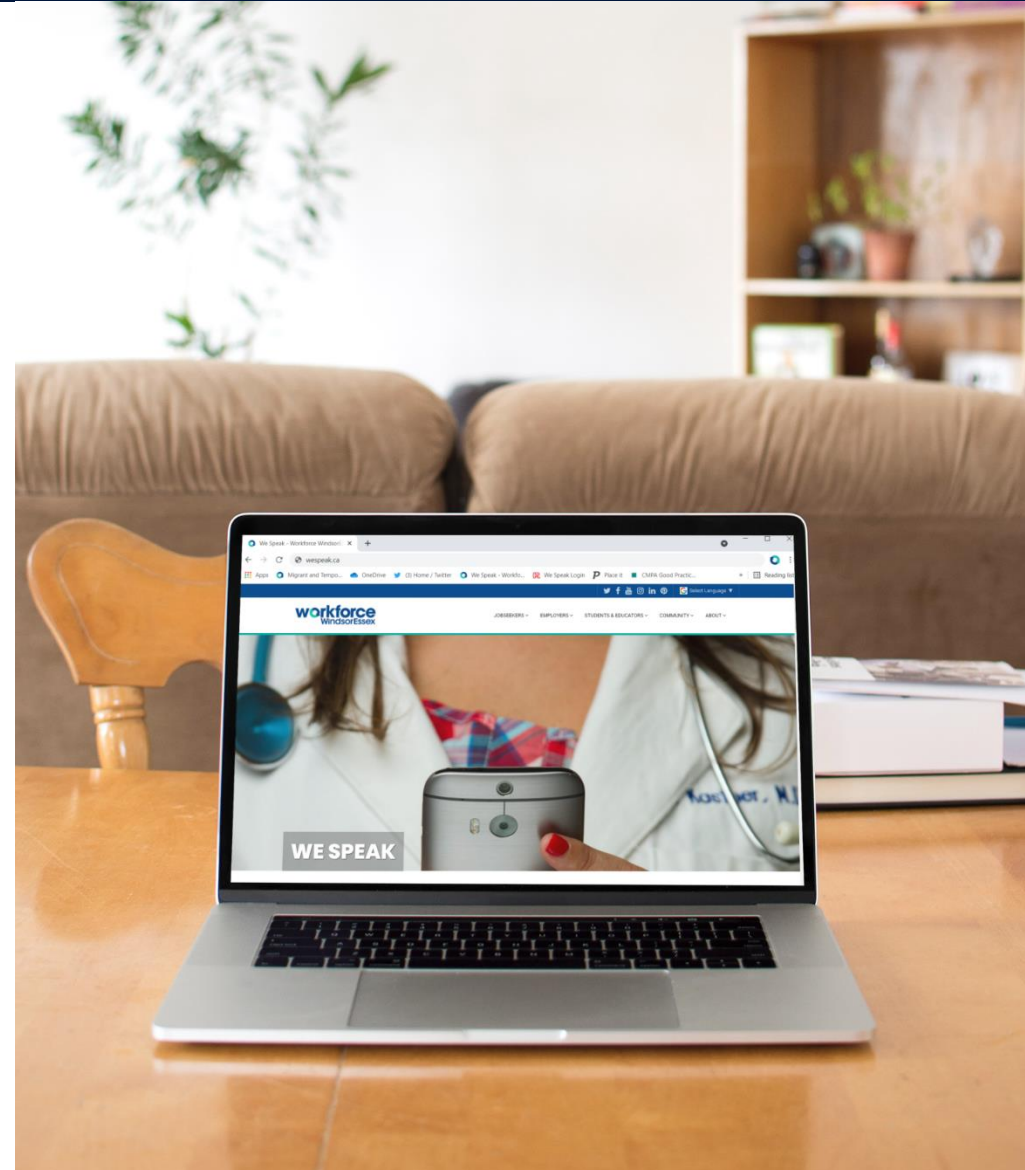
We   
Speak



## HOST A **WEBSITE**

**[www.WeSpeak.ca](http://www.WeSpeak.ca)**

Website is easily shareable & provides opportunities to learn more, fill in information gaps, see We Speak in action, read testimonials, and reach out for more information.





# MEDIA (SOCIAL & TRADITIONAL)

Press Release

Mailers & Branded Products

Social Media



@WindsorEssexLIP



@WindsorEssexLIP



Les services d'interprétation sont essentiels pour l'équité en matière de santé et la prestation de services de qualité.

Apprenez comment [#WeSpeak](#) peut vous aider à répondre aux besoins de vos patients.

[WeSpeak.ca](#)  
Translate Tweet



# TALK ABOUT IT EVERY **CHANCE YOU GET:**

Meetings with Hospitals,  
Health Teams,  
Conferences, Annual  
General Meetings,  
Committees, One-on-one





## SHOW IT IN ACTION

Learning new systems can be hard.

The ability to see the service in action, how easy and accessible it is, can help overcome hesitancy.



## USE WORD OF MOUTH

“I usually attend medical appointments with a friend who interprets for me. **I can't always rely on friends or family to be available, and I feel like a burden on them when I ask them to come with me.** I really liked having a professional interpreter that I did not have to search for or inconvenience.”

~Patient Testimonial



“I was just introduced to We Speak virtual translation application and was incredibly impressed! **The translator was professional, their interpretation of health conditions was accurate and the tool was incredibly easy to use.** As the Executive Director of a Family Health Team, I feel We Speak provides reassurance to clinicians that they are understanding of the patients' health needs and providing them with comprehensive healthcare despite language barriers.”

~ Margo Reilly, Harrow Health Centre Inc.

## EXPANDED USERS & NEW PARTNERS



Health care professionals

Direct to user

Settlement service  
providers

Employers and Industries

Educational Institutions

Local Immigration  
Partnerships

Social service providers

# NEW GOALS

**Purpose:** To reduce language barriers experienced by persons seeking services in **Ontario**.

**Goal:** To increase **Ontario** service provider agencies' knowledge and use of available services, technologies, tools, and approaches, **including We Speak**, that effectively reduce language barriers.





[www.WeSpeak.ca](http://www.WeSpeak.ca)



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