

**North Bay & District
Community Capacity & Needs Report**

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Background & Methodology

This “Community Capacity Inventory – Settlement Services in North Bay” study was conducted by researchers at Nipissing University, in partnership with The Welcoming Communities Initiative and the University of Western Ontario. Assistance was provided by the North Bay and District Multicultural Centre through an initial contact database. This study is a replication of the methodology used to examine “London & Middlesex Local Immigration Partnership Community Capacity and Needs Report” prepared by The University of Western Ontario and the Welcoming Communities Initiative with London & Middlesex Local Immigration Partnership Project.

The purpose of this study is to gain a better understanding of the services being provided to new migrants into the North Bay area and to identify the strengths, as well as the weaknesses, in the community. All responses were collected through a structured interview format, with interviews conducted in person or by telephone.

The initial contact list had 45 organizations within the area identified as providing settlement or integrative services to clients. Within a 3 month span, organizations on the list were contacted during business hours by our researchers and asked if they were interested in participating in this study. Sixteen organizations responded positively and allowed us to interview a member of their management team.

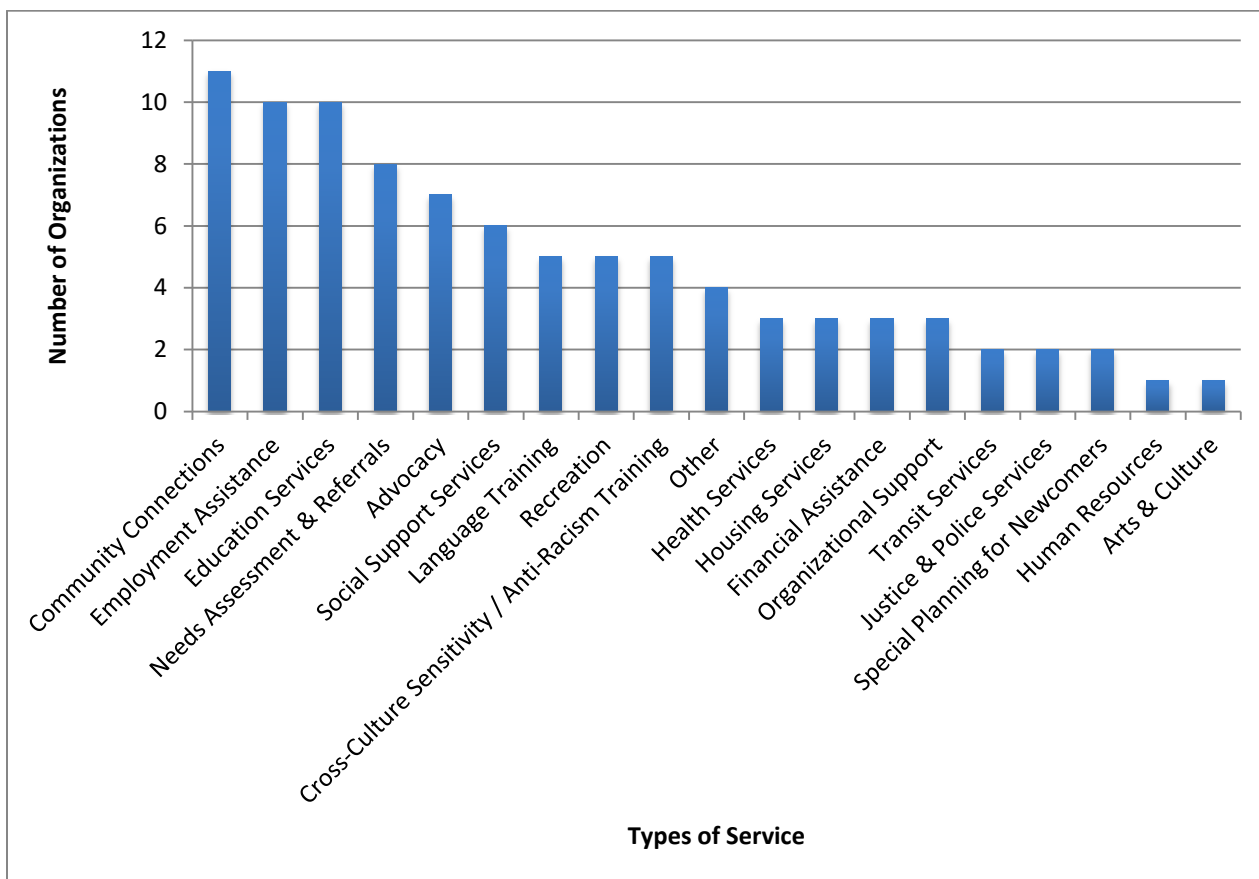
The primary benefit of the study resides in the development of a general picture of settlement services offered to New Canadians in the North Bay area, as well as to assess North Bay’s relative standing of services rendered, the service gaps, and resources used. The final results will be provided through the Ontario Welcoming Communities Initiative website.

Community Capacity

Organizations Participating in the Inventory

Types of Services

Which of the following services do you provide and please briefly describe each (check off and describe all that apply)



Note: This is based on the responses of 17 organizations (38% of contact list).

Community Connections – 11 (64.7%) of the organizations participating in the inventory provide community connection services.

Employment Assistance – 10 (58.8) of the organizations participating in the inventory provide employment assistance.

Education Services – 10 (58.8%) of the organizations participating in the inventory provide education services.

Needs Assessment and Referrals – 8 (47.1%) of the organizations participating in the inventory provide needs assessments and referrals.

Advocacy – 7 (41.2%) of the organizations participating in the inventory provide advocacy services.

Social Support Services – 6 (35.3%) of the organizations participating in the inventory provide social support services.

Language Training – 5 (29.4%) of the organizations participating in the inventory provide language training.

Recreation – 5 (29.4%) of the organizations participating in the inventory provide recreational services.

Cross-Cultural Sensitivity or Anti-Racism Training – 5 (29.4%) of the organizations participating in the inventory provide cross-cultural sensitivity and/or anti-racism training.

Other – 4 (23.5%) of the organizations participating in the inventory provide other services, including mentoring, resume writing, daycare for clients and addiction services.

Health Services – 3 (17.6%) of the organizations participating in the inventory provide health services.

Housing Services – 3 (17.6%) of the organizations participating in the inventory provide housing services.

Financial Assistance – 3 (17.6%) of the organizations participating in the inventory provide financial assistance.

Organizational Support – 3 (17.6%) of the organizations participating in the inventory provide organizational support services.

Transit Services – 2 (11.8%) of the organizations participating in the inventory provide transit services.

Justice and Police – 2 (11.8%) of the organizations participating in the inventory provide justice and police services.

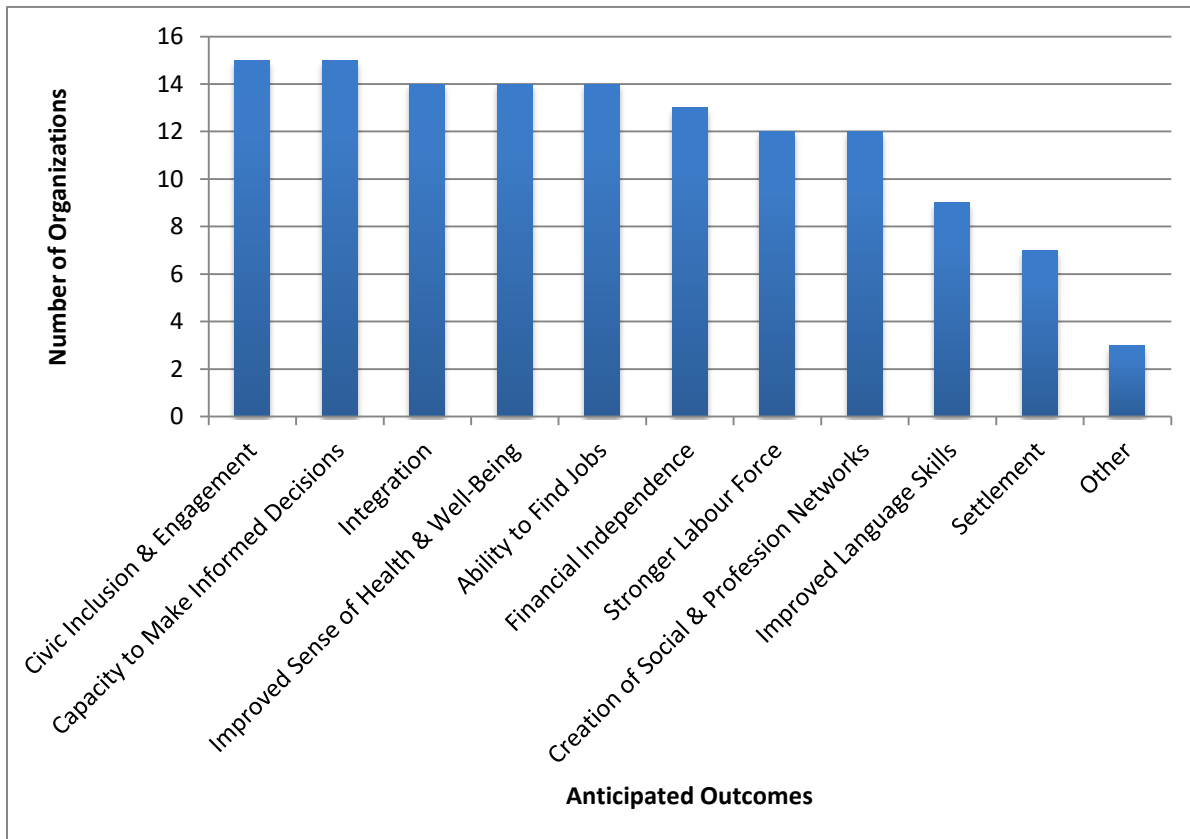
Special Planning for Newcomers – 2 (11.8%) of the organizations participating in the inventory provide support planning for newcomers.

Human Resource Services – 1 (5.9%) of the organizations participating in the inventory provide human resource services.

Arts & Cultural – 1 (5.9%) of the organizations participating in the inventory provide arts and cultural services.

Anticipated Outcomes

What is the anticipated outcome of your service(s)? (Check off all that apply)



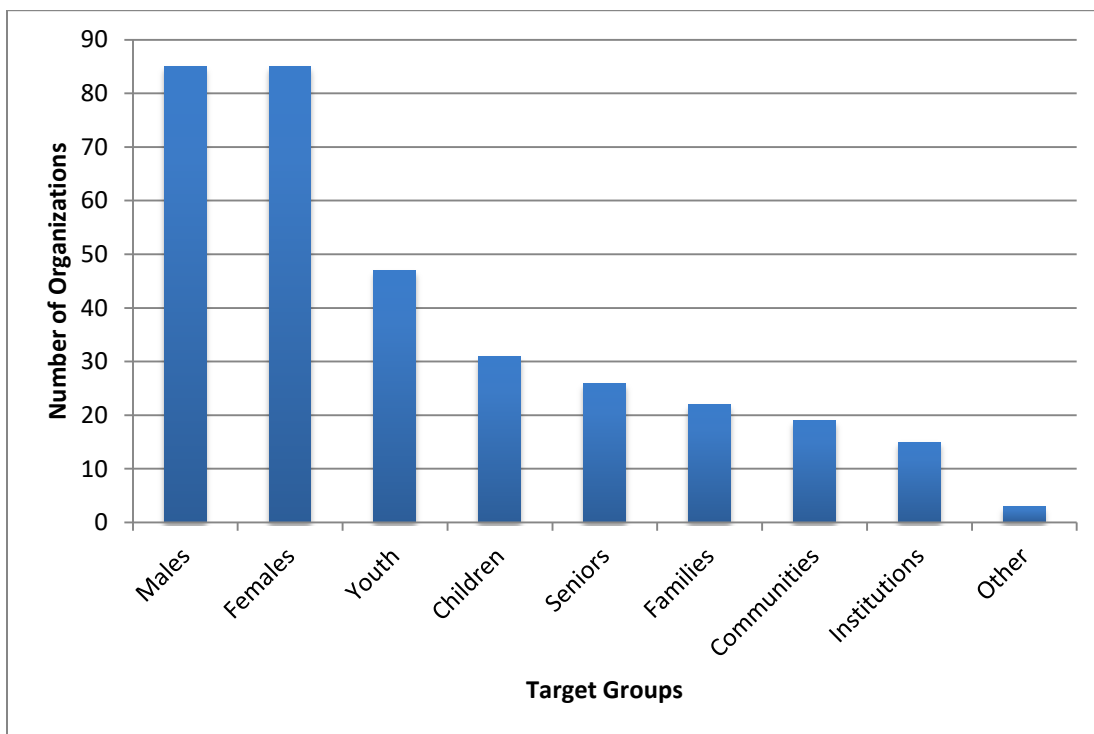
Note: This is based on the responses of 17 organizations (38% of initial contact list)

- 15 (88.2%) of the organizations participating in the inventory anticipate **civic inclusion & engagement** to be an outcome of their service(s)
- 15 (88.2%) of the organizations participating in the inventory anticipate **capacity to make informed decisions** to be an outcome of their service(s).
- 14 (82.4%) of the organizations participating in the inventory anticipate **integration** to be an outcome of their service(s)
- 14 (82.4%) of the organizations participating in the inventory anticipate **improved sense of health & well-being** to be an outcome of their service(s).
- 14 (82.4%) of the organizations participating in the inventory anticipate **ability to find jobs commensurate with skills and education** to be an outcome of their service(s).

- 13 (16.5%) of the organizations participating in the inventory anticipate **financial independence** to be an outcome of their service(s).
- 12 (70,6%) of the organizations participating in the inventory anticipate **a stronger labour force** to be an outcome of their service(s).
- 12 (70.6%) of the organizations participating in the inventory anticipate **creation of social and professional networks** to be an outcome of their service(s).
- 9 (52.9%) of the organizations participating in the inventory anticipate **improved language skills** to be an outcome of their service(s).
- 7 (41.2%) of the organizations participating in the inventory anticipate **settlement** to be an outcome of their service(s).
- 3 (17.6%) of the organizations participating in the inventory anticipate **other outcomes** of their service(s), including: creating opportunities for skilled professionals from other countries and the ability to work towards the end of violence within the community.

Target Groups

For each service identified above, please identify its target groups (check off all that apply)



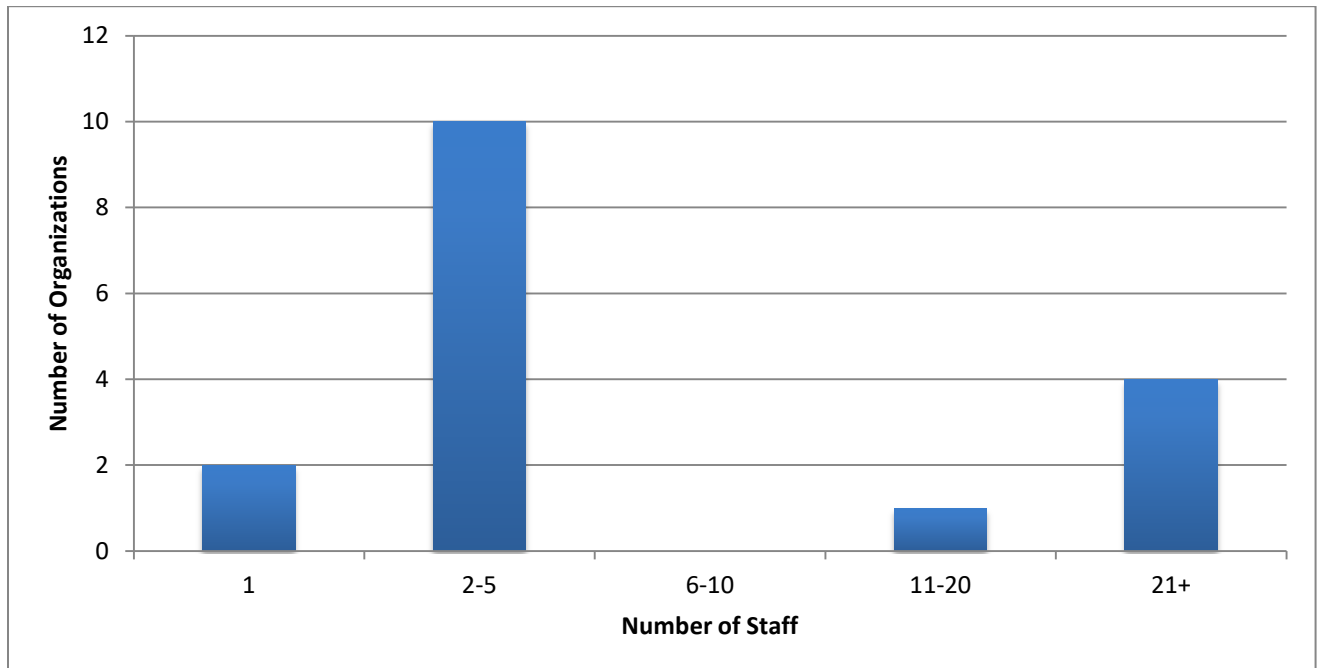
Note: Based on 92 programs offered by 17 organizations (38% of initial contact list)

- 92 (100%) of the organizations participating in the inventory identified **males** as a target group.
- 92 (100%) of the programs offered by the organizations participating in the inventory identified **females** as a target group
- There is no gender targeting from the organizations interviewed.
- 47 (51.1%) of the organizations participating in the inventory identified **youth** as a target group.
- 31 (33.7%) of the organizations participating in the inventory identified **children** as a target group.
- 27 (29.3%) of the organizations participating in the inventory identified **seniors** as a target group.
- 24 (26.1%) of the organizations participating in the inventory identified **families** as a target group.

- 23 (25%) of the organizations participating in the inventory identified **institutions** as a target group.
- 19 (20.7%) of the organizations participating in the inventory identified **communities** as a target group.
- 3 (3.5%) of the organizations participating in the inventory identified **other** target groups, namely employees.

Number of Staff

For overall services for immigrants, please provide information on your total number of staff

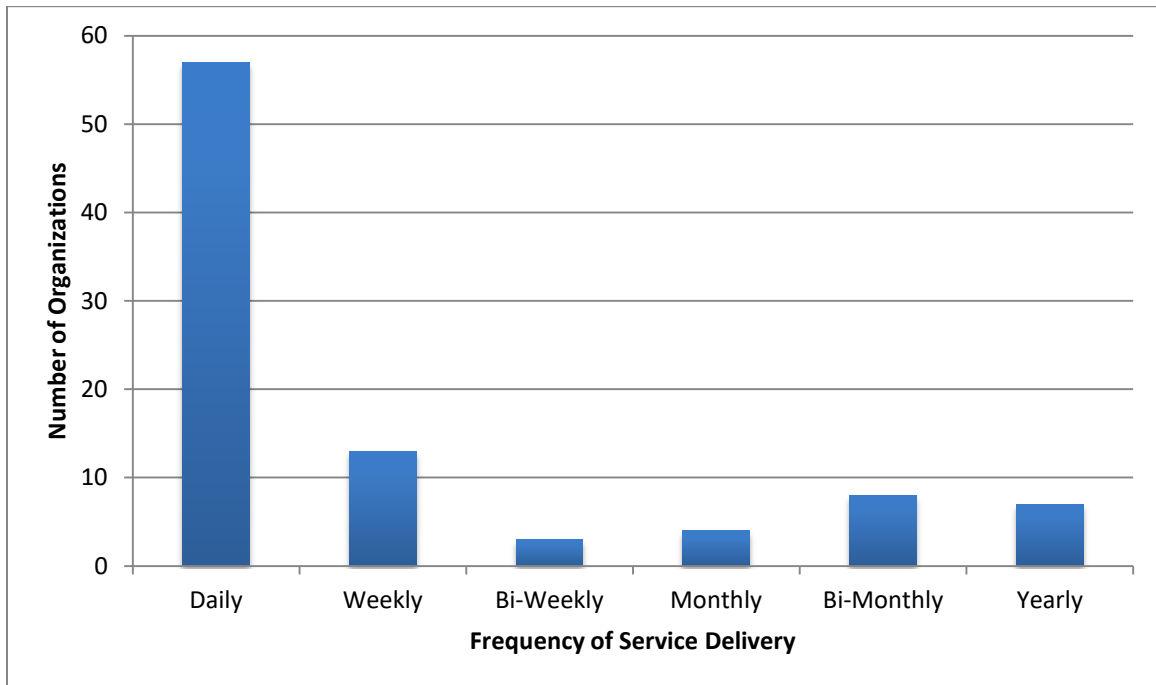


Note: This is based on the responses of 17 organizations (38% of the initial contact list)

- 2 (11.8%) of the organizations participating in the inventory have **one** staff member providing overall services for immigrants.
- 10 (58.8%) of the organizations participating in the inventory have **two-five** staff members providing overall services for immigrants.
- 0 (0%) of the organizations participating in the inventory have **six-ten** staff members providing overall services for immigrants.
- 1 (5.9%) of the organizations participating in the inventory have **eleven - twenty** staff members providing overall services for immigrants.
- 4 (23.5%) of the organizations participating in the inventory have **twenty-one or more** staff member providing overall services for immigrants.

Frequency of Service Delivery

Please indicate the frequency of your organization's service delivery



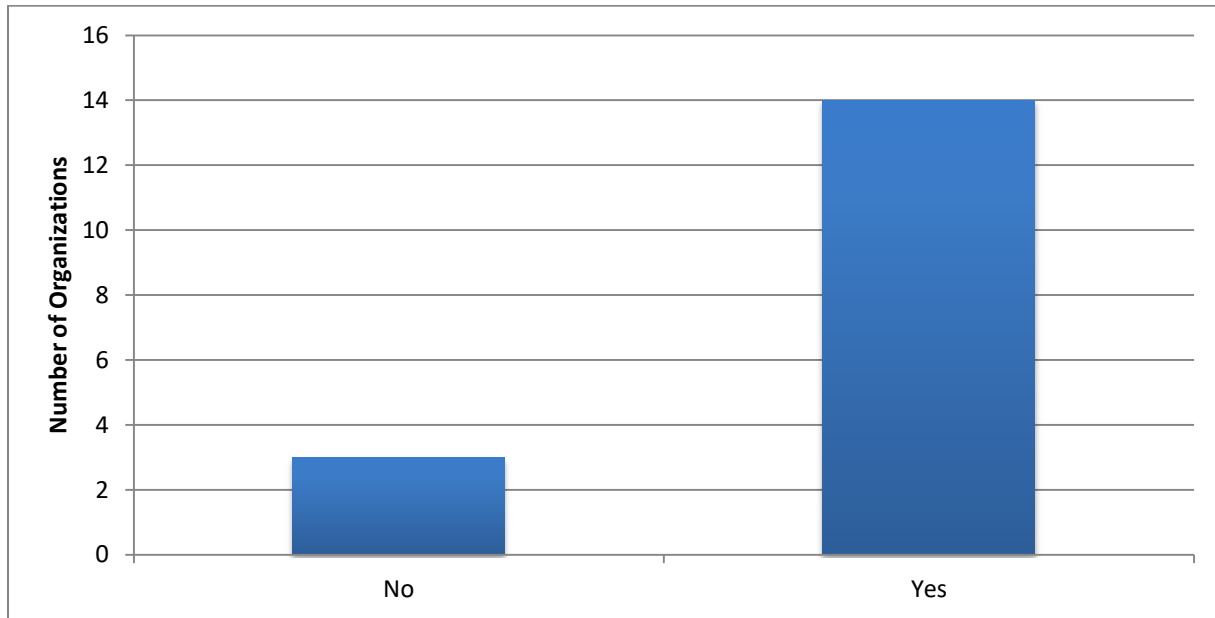
Note: This is based on 85 services provided by 17 organizations (38% of the initial contact list)

- 57 (62%) services provided by organizations participating in the inventory are delivered on a **daily** basis.
- 13 (14.1%) services provided by organizations participating in the inventory are delivered on a **weekly** basis.
- 3 (3.3%) services provided by organizations participating in the inventory are delivered on a **bi-weekly** basis.
- 4 (4.3%) services provided by organizations participating in the inventory are delivered on a **monthly** basis.
- 8 (8.7%) services provided by organizations participating in the inventory are delivered on a **bi-monthly** basis.
- 7 (7.6%) services provided by organizations participating in the inventory are delivered on a **yearly** basis.

Support Services

Established Support Linkages

Do you work with other organizations (in North Bay) to run your programs?

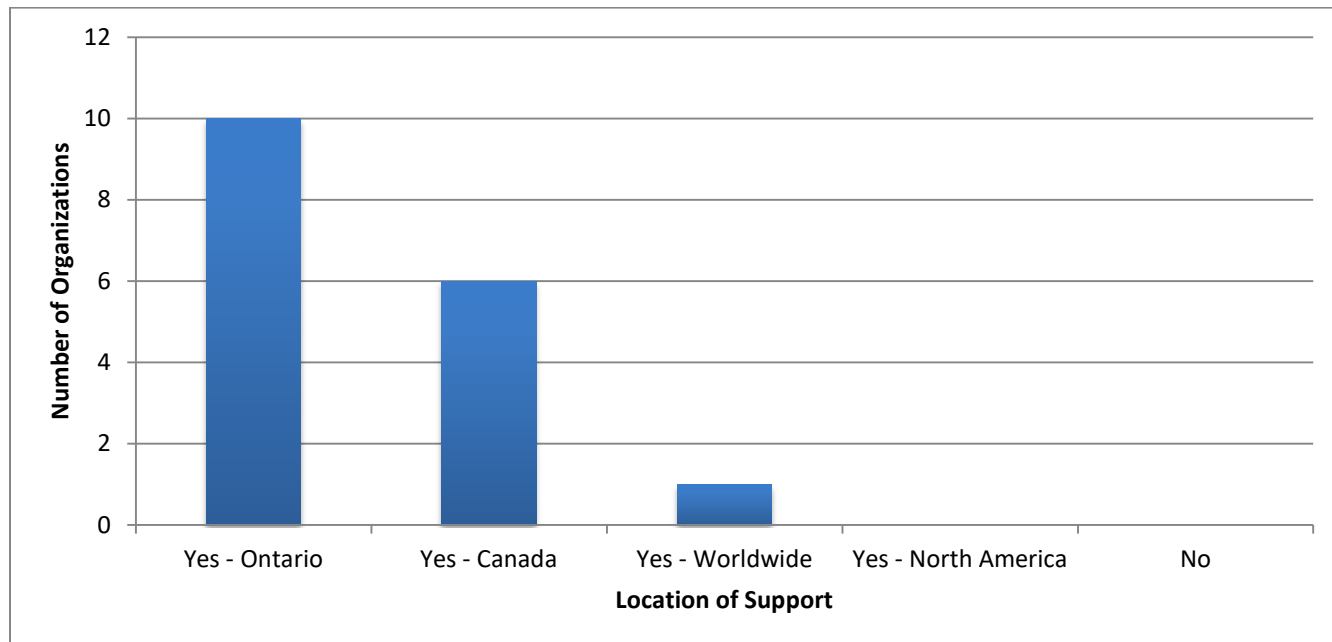


**Note: based on the responses of 17 organizations (38% of the initial contact list)*

- 3 (18.8%) of organizations do not work with other organizations within North Bay.
- The majority (81.3%) of the 16 organizations do collaborate with other organizations within North Bay.

Support Location

Do you have links with similar organizations in other cities in which you can share lessons and best practices?

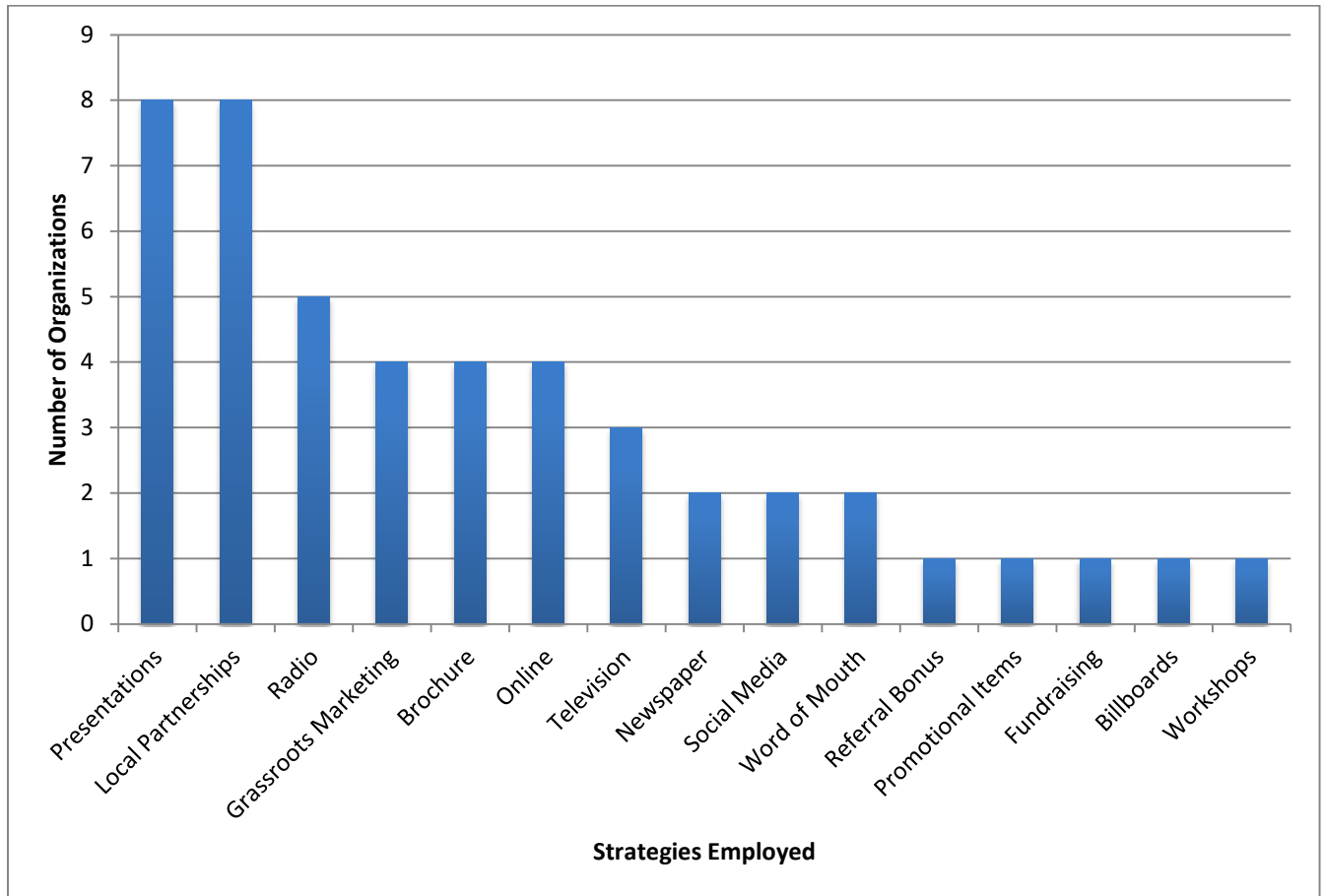


**Note: Based on the responses of 17 organizations (38% of the initial contact list)*

- All of the participating organizations collaborated with other related organizations to share lessons and best practices.
- 10 (58.8%) organizations have links exclusively within **Ontario**.
- 6 (35.3) organizations have links **nationally**.
- 1 (5.9%) of the organizations have links **worldwide**.
- None of the organizations have links exclusively within **North America**.

Community Awareness Efforts

What outreach strategies have you used to increase awareness and access to your service?



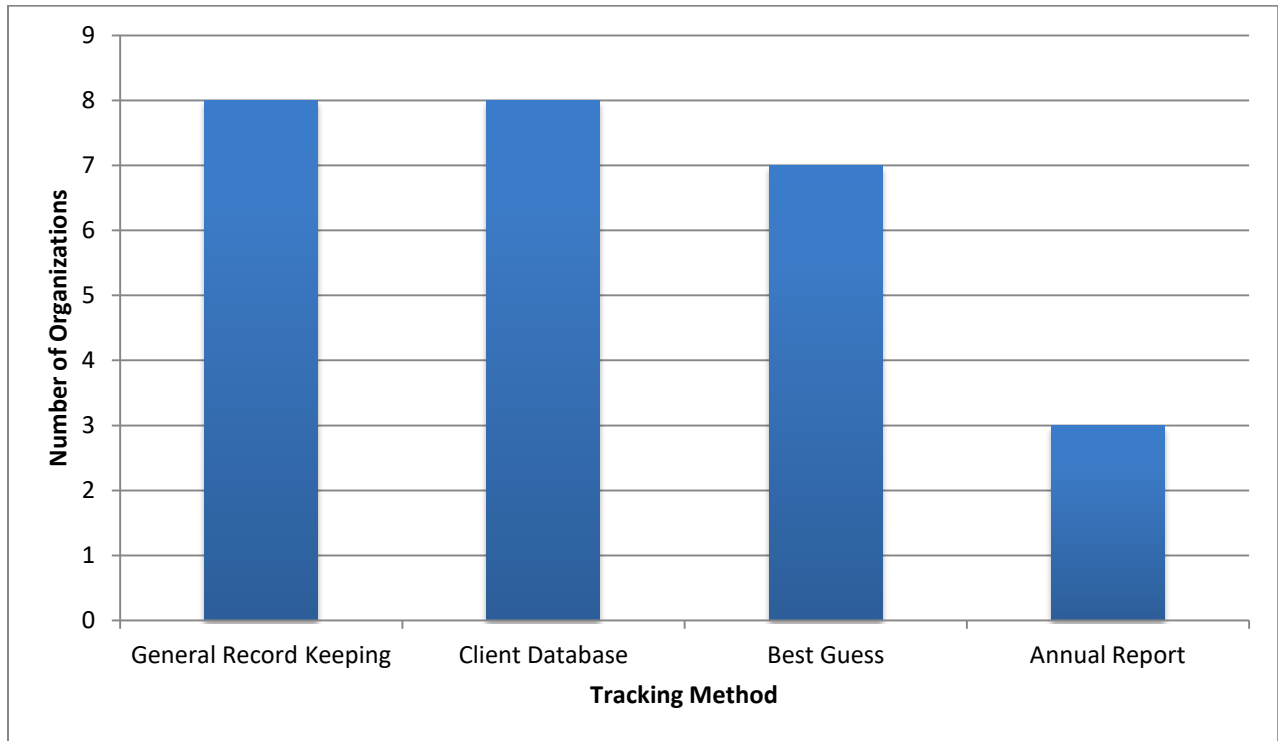
**Note: Based on the responses of 17 organizations (38% of initial contact list)*

- 8 (47.1%) of organizations have used **presentations** to increase awareness and access to their service.
- 8 (47.1%) of organizations have used **local partnerships** to increase awareness and access to their service.
- 5 (29.4%) of organizations have used **radio** to increase awareness and access to their service.
- 4 (23.5%) of organizations have used **grassroots marketing techniques** to increase awareness and access to their service.
- 4 (23.5%) of organizations have used **brochures** to increase awareness and access to their service.

- 4 (23.5%) of organizations have used **online mediums** to increase awareness and access to their service.
- 3 (17.6%) of organizations have used **television** to increase awareness and access to their service.
- 2 (11.8%) of organizations have used **newspaper** to increase awareness and access to their service.
- 2 (11.8%) of organizations have used **social media** to increase awareness and access to their service.
- 2 (11.8%) of organizations have used **word of mouth** to increase awareness and access to their service.
- 1 (5.9%) of organizations have used **a referral bonus** to increase awareness and access to their service.
- 1 (5.9%) of organizations have used **promotional items** to increase awareness and access to their service.
- 1 (5.9%) of organizations have used **fundraising initiatives** to increase awareness and access to their service.
- 1 (5.9%) of organizations have used **billboards** to increase awareness and access to their service.
- 1 (5.9%) of organizations have used **workshops** to increase awareness and access to their service.

Tracking Effectiveness

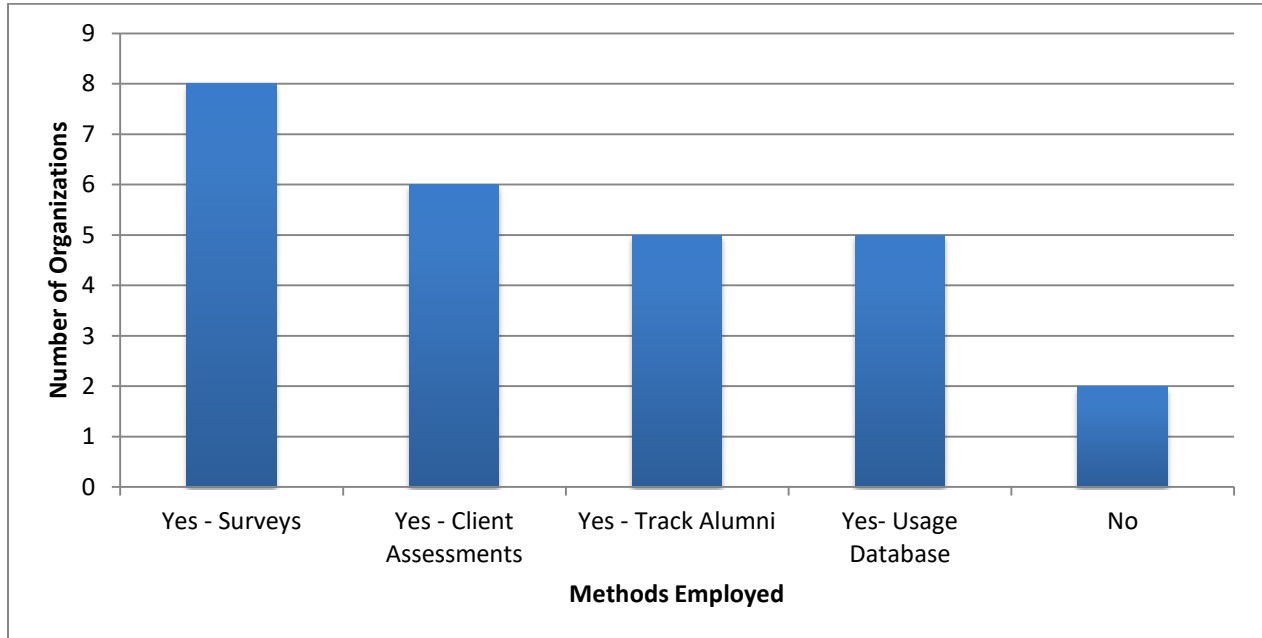
How does your organization track service usage? (Check all that apply)



**Note: Based on the responses from 17 organizations (38% of initial contact list)*

- 8 (47.1%) of organizations have a **general record keeping** method to keep track of service usage.
- 8 (47.1%) of organizations use **client databases** to keep track of service usage.
- 7 (41.2%) of organizations use **best guess** estimates to keep track of service usage.
- 3 (17.6%) of organizations track service usage for their **annual report**.

Do you try to evaluate the effectiveness of your service?

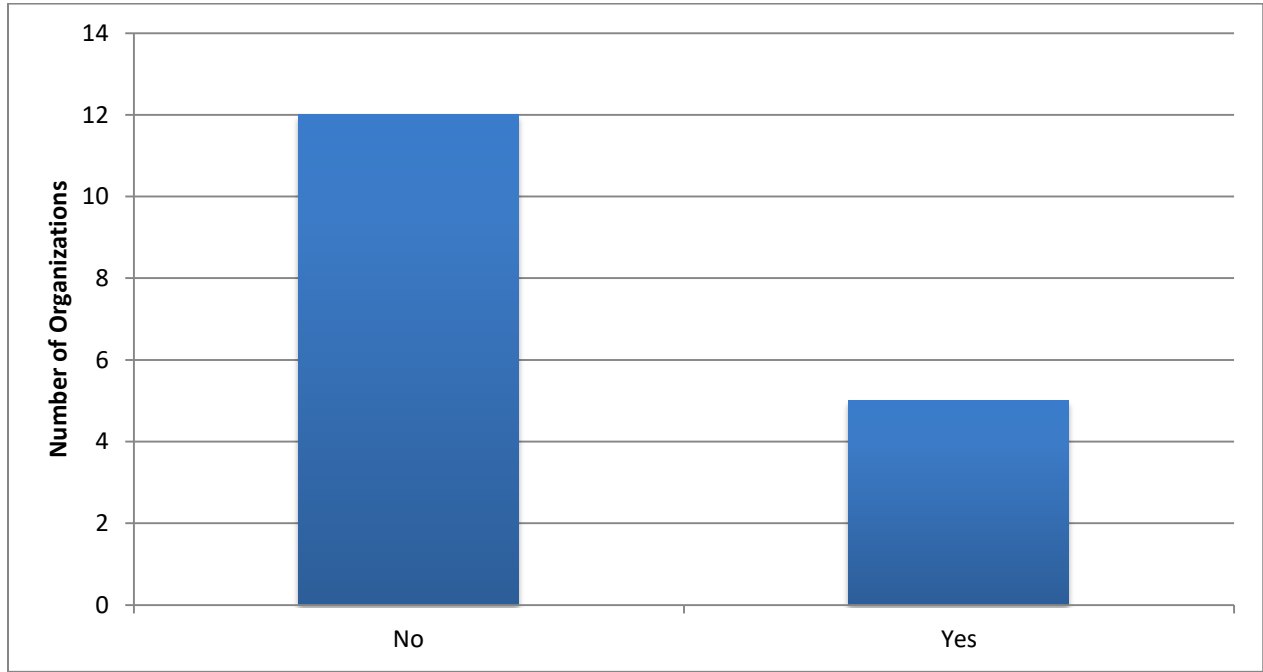


**Note: based on the responses of 17 organizations (38% of initial contact list)*

- 8 (47.1%) of the organizations use **surveys** to evaluate the effectiveness of the services being offered.
- 6 (35.3%) of the organizations use **client assessments** to evaluate the effectiveness of the services being offered.
- 5 (29.4%) of the organizations **track alumni** in order to evaluate the effectiveness of the services being offered.
- 5 (29.4%) of the organizations use a **usage database** to evaluate the effectiveness of the services being offered.
- 2 (11.8%) of the organizations do not try to evaluate the effectiveness of the services being offered.

Post-Secondary Research

Have you ever worked with any post-secondary institute researchers to evaluate or improve your services?



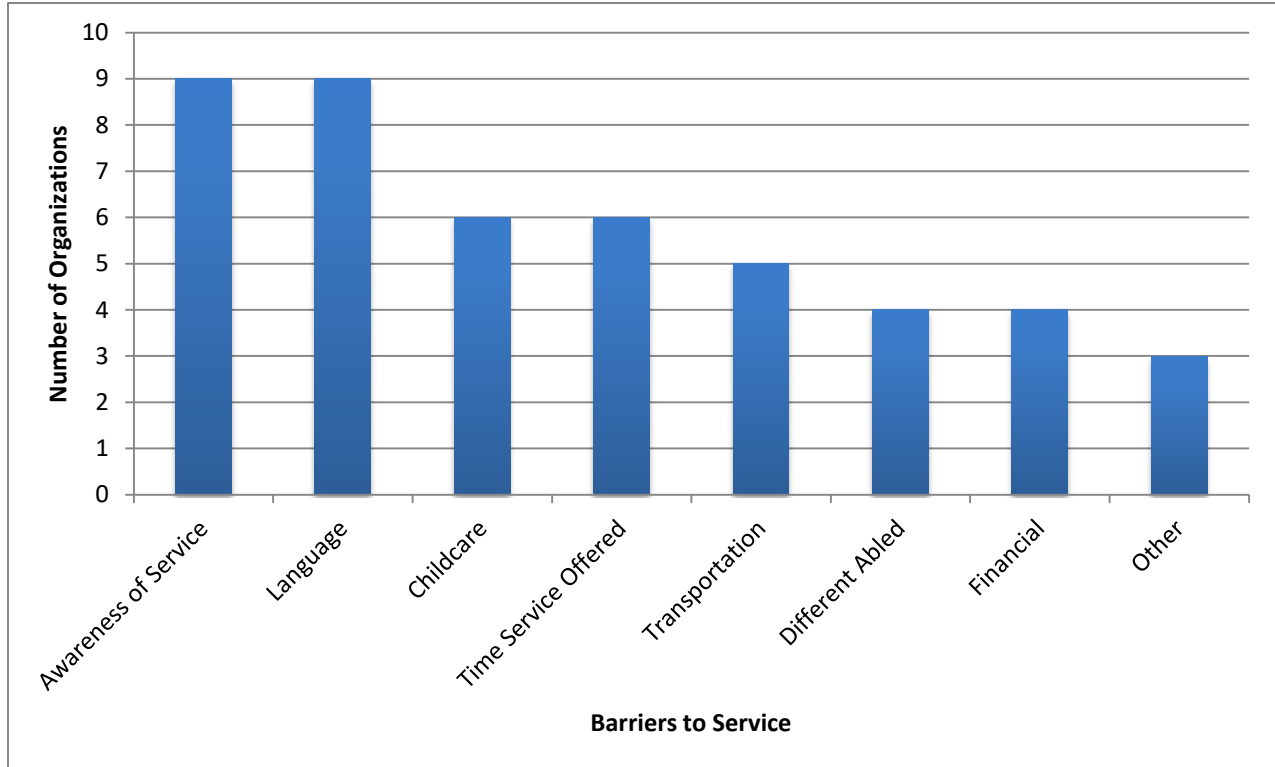
**Note: Based on the responses of 17 organizations (38% of initial contact list).*

- 12 (70.6%) of organizations have not worked with any post-secondary institute researchers to evaluate or improve your services.
- 5 (29.4%) of organizations have not worked with any post-secondary institute researchers to evaluate or improve your services.

Needs & Best Practices

Barriers Restricting Access to Service

Do any of the following barriers restrict access to your services? (Please describe)



**Note: Based on the responses of 17 organizations (38% of initial contact list)*

Awareness of the Services – 9 (52.9%) of the organizations participating in the inventory identified awareness of the services as a barrier restricting access to services.

Language – 9 (52.9%) of the organizations participating in the inventory identified language as a barrier restricting access to services.

Childcare – 6 (35.3%) of the organizations participating in the inventory identified childcare as a barrier restricting access to services.

Time When the Service is Offered – 6 (35.3%) of the organizations participating in the inventory identified time when the service is offered as a barrier restricting access to services.

Transportation – 5 (29.4%) of the organizations participating in the inventory identified transportation as a barrier restricting access to services.

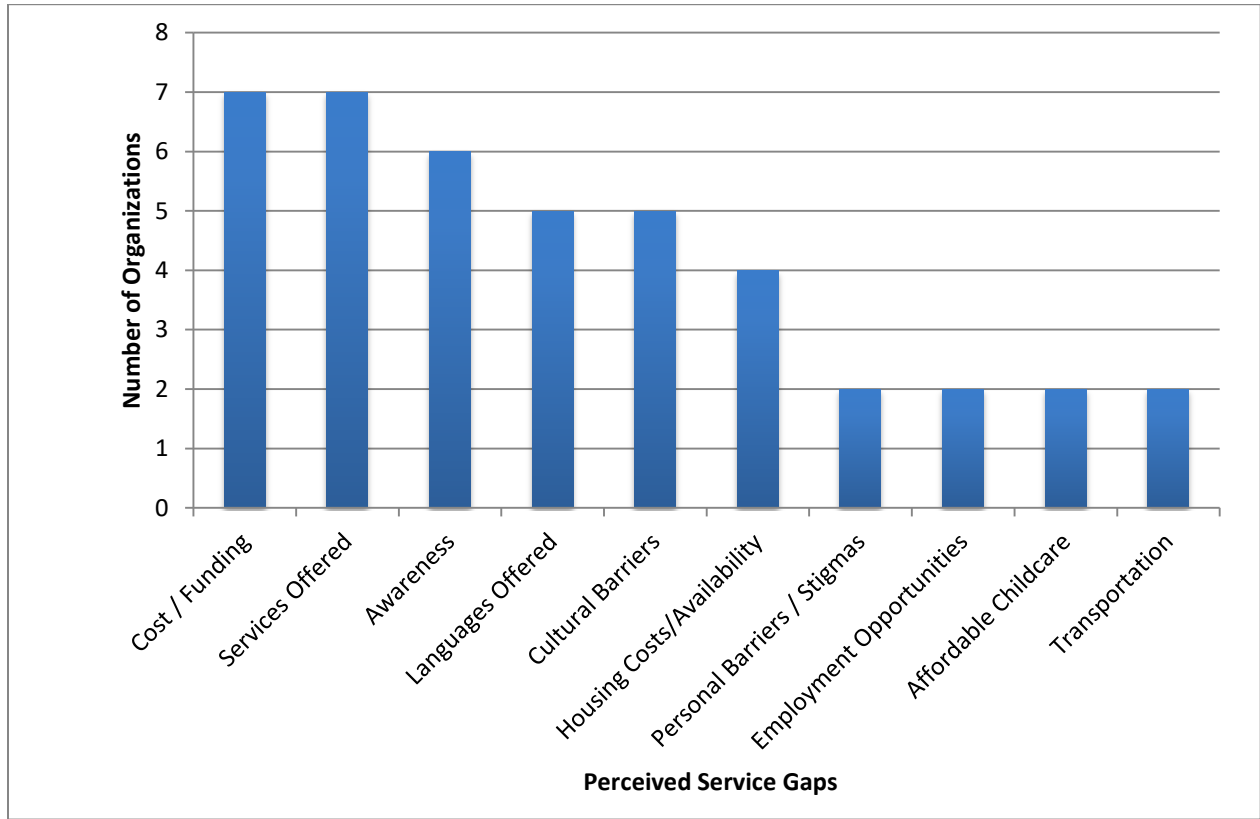
Different-Abled – 4 (23.5%) of the organizations participating in the inventory identified barriers to the differently-abled as restricting access to services.

Financial – 4 (23.5%) of the organizations participating in the inventory identified finances as a barrier restricting access to services.

Other – 3 (17.6%) of the organizations participating in the inventory identified other barriers restricting access to services, including: staffing limitations, waitlisted programs

Service Delivery Gaps

Please list the top three gaps you see in service delivery within the community.



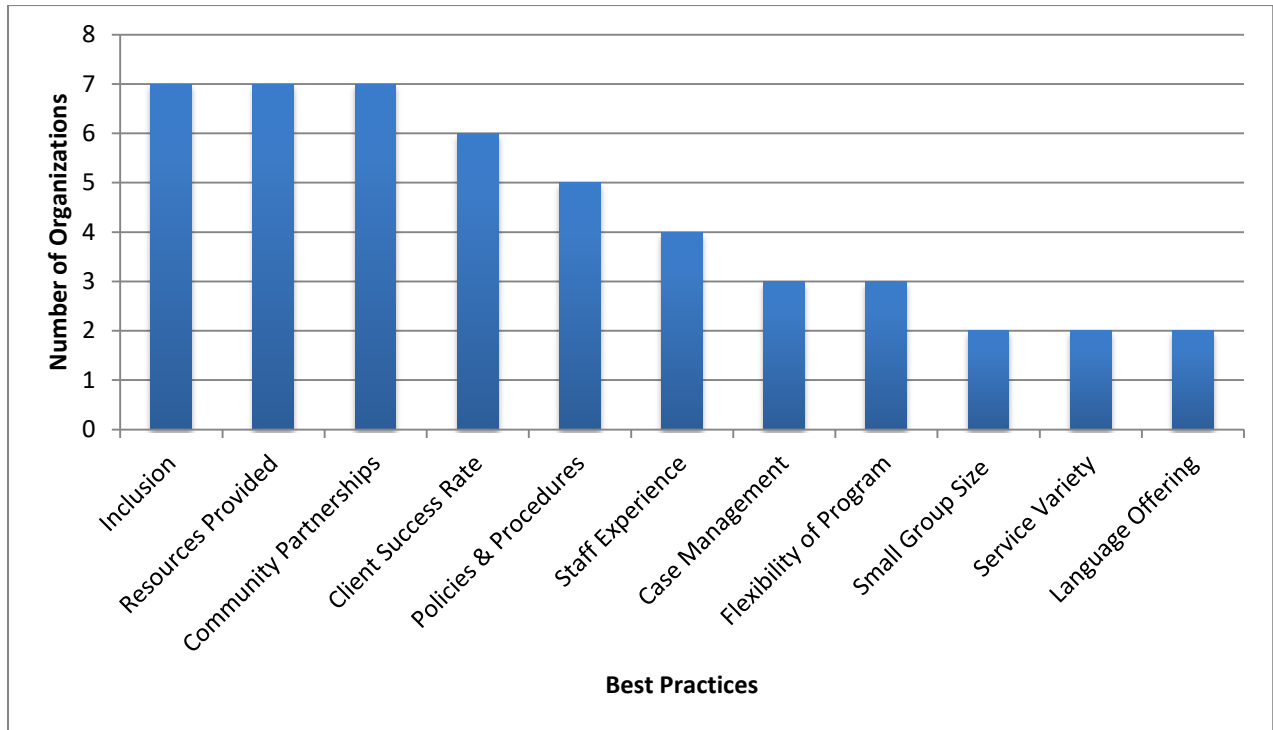
**Note: Based on the responses of 17 organizations (38% of the initial contact list)*

- 7 (41.2%) of the organizations identified **service awareness** as a service delivery gap within the community.
- 7 (41.2%) of the organizations identified **cost of service delivery or lack of funding** as a service delivery gap within the community.
- 6 (35.3%) of the organizations identified **services offered** as a service delivery gap within the community.
- 5 (26.4%) of the organizations identified **languages offered** as a service delivery gap within the community.
- 5 (29.4%) of the organizations identified **housing costs and availability** as a service delivery gap within the community.

- 4 (23.5%) of the organizations identified **cultural barriers** as a service delivery gap within the community.
- 2 (11.8%) of the organizations identified **personal barriers or stigmas** as a service delivery gap within the community.
- 2 (11.8%) of the organizations identified **employment opportunities** as a service delivery gap within the community.
- 2 (11.8%) of the organizations identified **affordable childcare** as a service delivery gap within the community.
- 2 (11.8%) of the organizations identified **transportation** as a service delivery gap within the community.

Best Practices

Could you please list the top three best practices of your organization, and describe why each is effective:



**Note: This is based on the responses from 17 organizations (38% of initial contact list)*

- 7 (41.2%) of the organizations identified **inclusion** of participants to programs and services as one of their best practices.
- 7 (41.2%) of the organizations identified **resources provided** as one of their best practices.
- 7 (41.2%) of the organizations identified **community partnerships** as one of their best practices.
- 6 (35.3%) of the organizations identified **client success rate** as one of their best practices.
- 5 (29.4%) of the organizations identified **policies and procedures** as one of their best practices.
- 4 (23.5%) of the organizations identified **staff experience** as one of their best practices.
- 3 (17.6%) of the organizations identified **case management** as one of their best practices
- 3 (17.6%) of the organizations identified **flexibility of programs** as one of their best practices.

- 2 (11.8%) of the organizations identified **small group size** as one of their best practices.
- 2 (11.8%) of the organizations identified **service variety** as one of their best practices.
- 2 (11.8%) of the organizations identified **languages offered** as one of their best practices.

Summary

This study highlights that there are still a significant number of organizations that do not acknowledge they are providing integrative and/or settlement services as a key component to their community service. However, it is also apparent to see that one of North Bay's strengths is the partnerships and linkages that organizations have with other local and province-wide organizations to maximize outcomes in the region.

The provision of services in both official languages and the lack of awareness of the services available to individuals who need the assistance represent large concerns to the organizations surveyed. To increase the community's awareness about services, organizations have primarily leveraged local partnerships for referrals and to communicate information about services. Organizations are also active in awareness building activities through presentations to schools/local groups and through radio advertisements.

One key trend in the responses is that organizations do evaluate the effectiveness of their services offered. The evaluation methods utilized seems to be determined by the type of programs offered and the information required to maintain their funding. Most of the organizations have never worked with any post-secondary institutions to improve services or identify service gaps.

Some additional summary points:

- Many of the organizations are concerned with the level of funding provided versus the actual costs of providing the services to the community.
- The researchers note that none of the organizations identified themselves as providing gender specific programming.
- Levels of staff employed at these organizations show a bi-modal distribution with many having 2-5 employees or 21+ employees. The large number of smaller organizations enhances the importance of building local networks to support the community.
- Networking is critical and the majority of organizations (81%) work with community partners to share best practices and provide the appropriate services. 56% of organizations also have networks at the provincial level and 37.5% have connections at the national level, which allows for greater information sharing and improved problem-solving.

Initial Contact List

Those that participated in the survey are denoted with “”.*

AIDS Committee of North Bay *

Alliance Centre – Sturgeon Falls

Amelia Rising

Big Brothers Big Sisters of North Bay *

Call Edge

Canadore College

Centre de Formation du Nipissing

Children’s Aid Society of North Bay & Parry Sound

Community Counseling Centre

Community Living – North Bay

Conseil Scolaire Catholique Franco-Nord*

Conseil Scolaire Public du Nord-Est de l'Ontario *

Crisis Centre North Bay

CTS Career College *

Disability Employment Opportunities Centre *

District of Nipissing Social Services Administration Board

Early Years Centre

Family Enrichment Program

Gateway Treasures *

Grade Learning *

Hands

Helicopters Canada

Legal Aid *

Les Compagnons

Lever

Low Income People Involvement of North Bay

National Network for Mental Health / Built Network *

Near North District School Board

Nipissing & Parry Sound Districts Housing Authority

Nipissing Parry Sound Catholic School Board

Nipissing Parry Sound Student Transport

Nipissing University *

North Bay General Hospital

North Bay Literacy Council *

North Bay Parry Sound District Health Unit *

One Kids Place *

Professions North

Salvation Army

Skills International

Sturgeon Falls Women’s Shelter

The Canadian Mental Health Association – Nipissing Regional Branch *
Transition House
True Self Employment & Training *
Yes! Employment Services *
YMCA – North Bay