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 resettled 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

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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 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.

Google Translate

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.
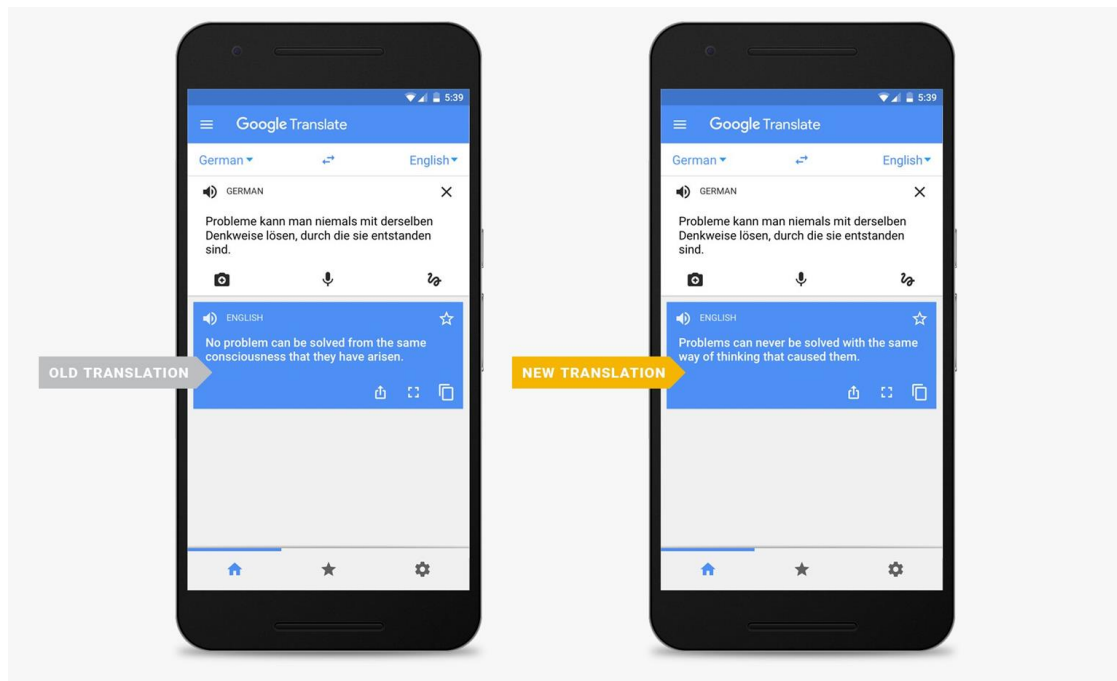
Google Translate Impact

- 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

Google Translate

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
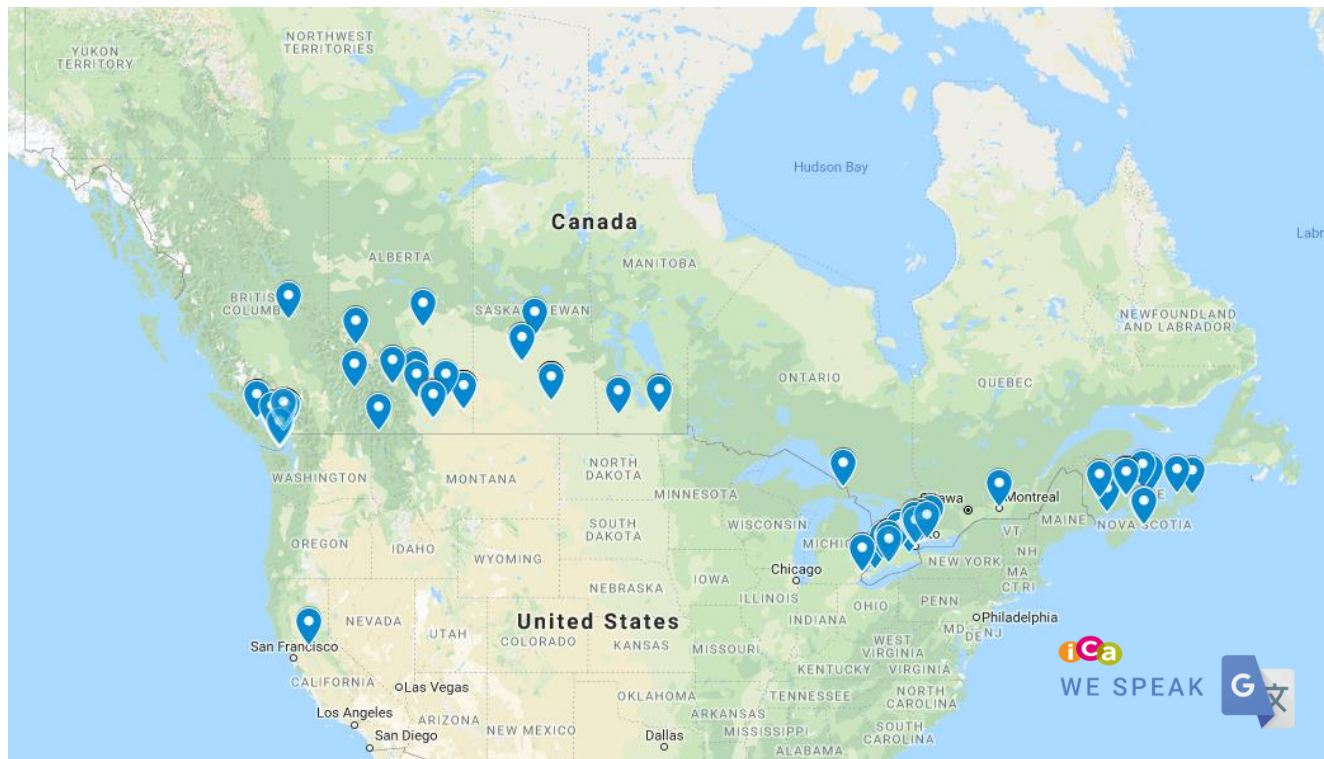
We Speak Translate Participants

- Service provider organizations

- Employment agencies

- Municipal governments

- Public health units

- Settlement organizations

- Local Immigration Partnerships

- School districts

- Public transit

- Post secondary institutions

"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

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

We Speak Translate Survey Respondent

G☆ Google Translate

WELCOME!

"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

G☆ Google Translate

Project and Training Evaluation
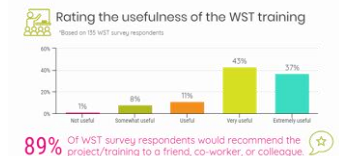
The #1 reason We Speak Translate participants took part in the training?

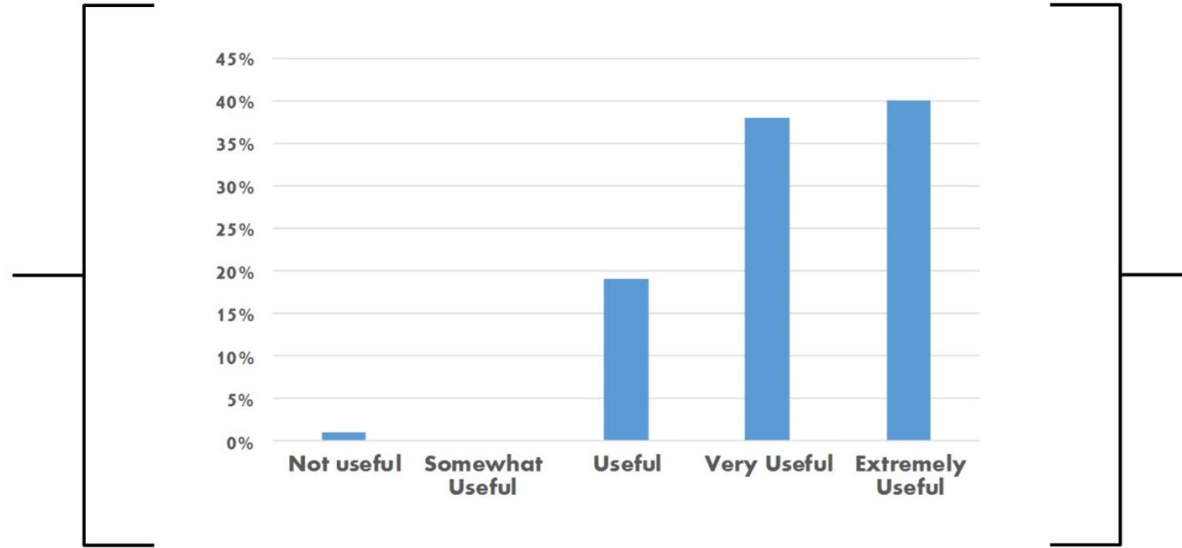**To improve service delivery and communication with new immigrants and refugees**

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#wespeaktranslatedoyou?

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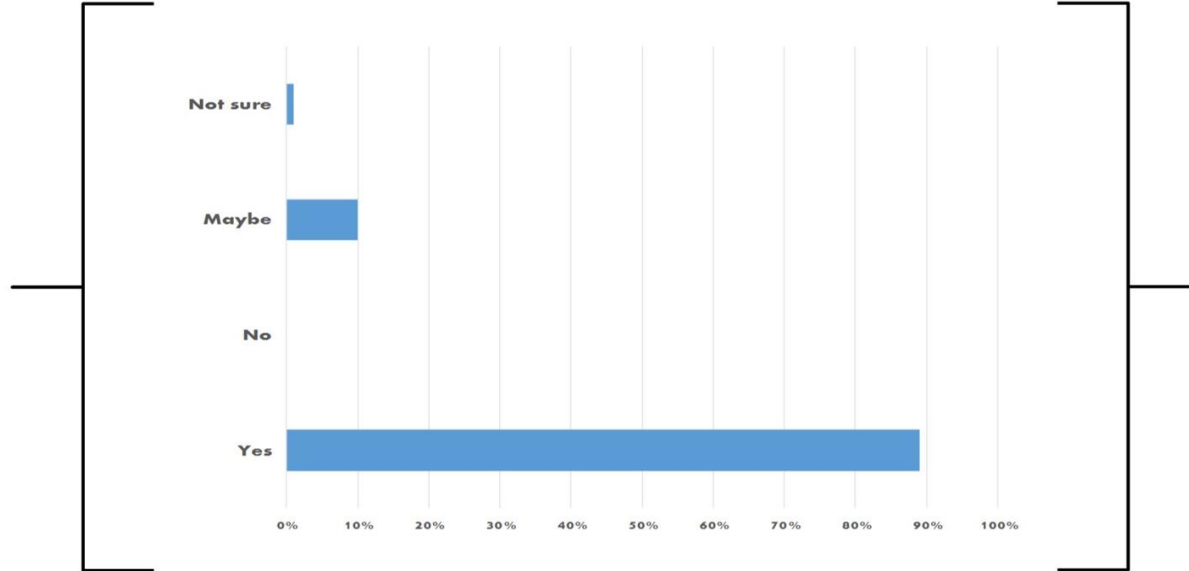

WE SPEAK

#wespeaktranslatedoyou?

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

WE SPEAK

#wespeaktranslatedoyou?

Why Translation Matters

Alberto's Story

From Syria to Canada

Google

We Speak Translate Project

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

Project Instagram: 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

Google