



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:



Immigration, Refugees
and Citizenship Canada

Financé par :

Immigration, Réfugiés
et Citoyenneté Canada

HOW IT CAME TO BE

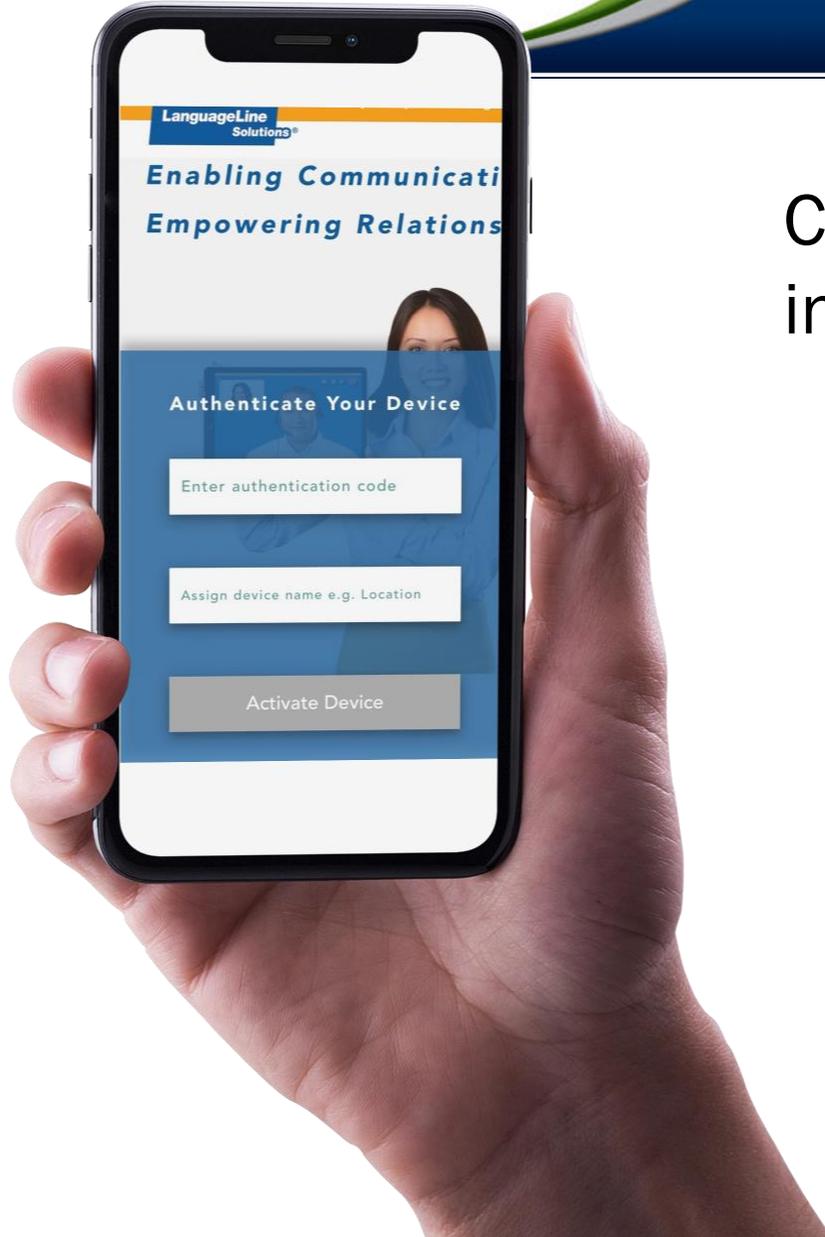
1 in 4 community members in Windsor-Essex is an immigrant (2012)

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!)

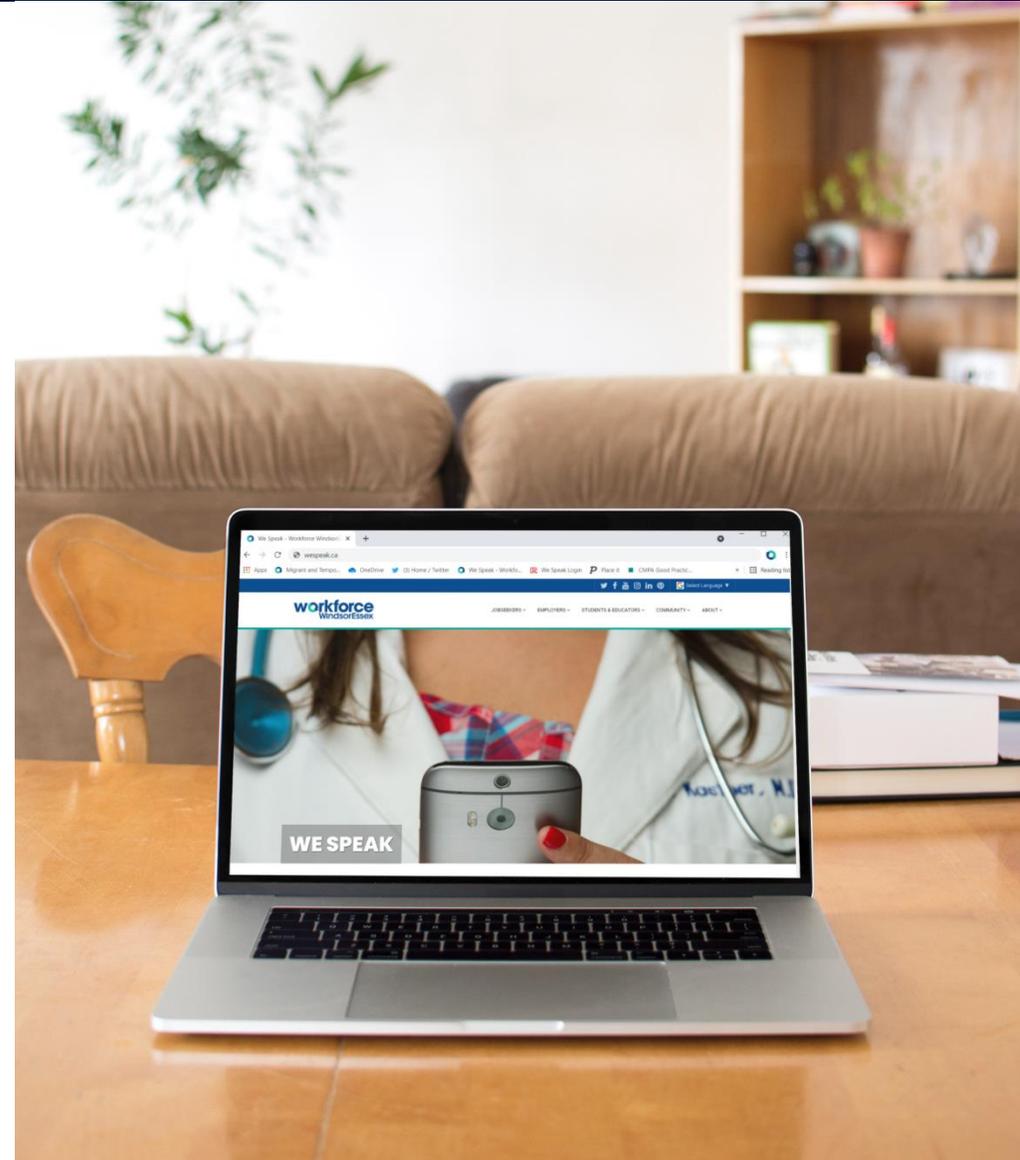
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We 
Speak

HOST A **WEBSITE**

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

Local Immigration
Partnerships

Educational Institutions

Social service providers

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



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