CANADIAN ORIENTATION ABROAD | ORIENTATION CANADIENNE À L'ÉTRANGER

DIGITAL INCLUSION OF REFUGEES AND THE O-CANADA MOBILE APP

EVIDENCE-BASED DIGITAL TOOL DEVELOPMENT IN PRE-DEPARTURE ORIENTATION FOR REFUGES

21 NOVEMBER 2023 • PATHWAYS TO PROPESRITY 2023 NATIONAL CONFERENCE
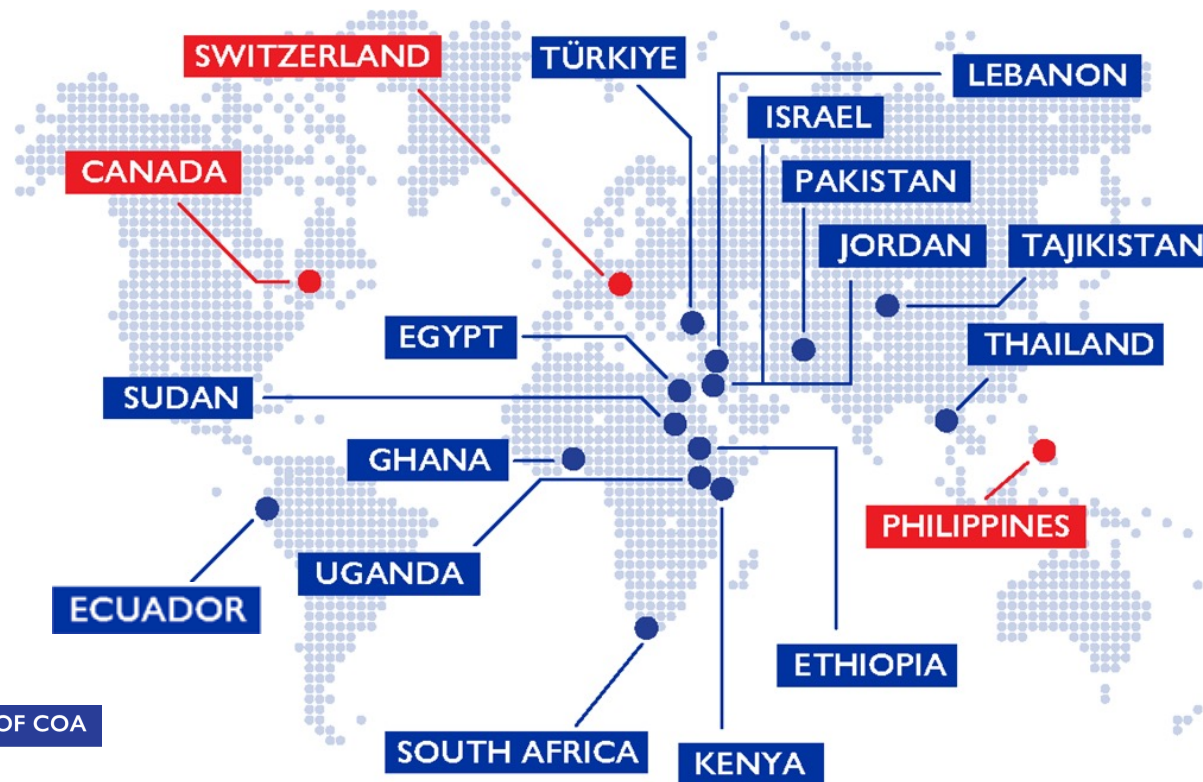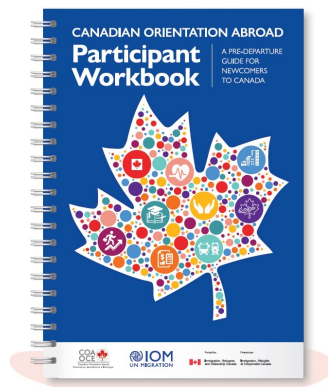
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AGENDA

- Program Introduction

- Research Methodology

- Research Findings

- Conclusions and Recommendations

- Evidence-based Tool Development: O-Canada App

- Digital roadmap for coming years

CANADIAN ORIENTATION ABROAD: PRE-ARRIVAL ORIENTATION FOR REFUGEES

CANADIAN ORIENTATION ABROAD
Participant Workbook
A PRE-DEPARTURE GUIDE FOR NEWCOMERS TO CANADA

DELIVERY MODALITIES OF COA

APRIL 2022 - MARCH 2023

33,555 CLIENTS

45% IN-PERSON

17% TELEPHONIC

38% VIRTUAL

SWITZERLAND
TÜRKIYE
LEBANON
ISRAEL
CANADA
PAKISTAN
JORDAN
TAJIKISTAN
EGYPT
THAILAND
SUDAN
GHANA
PHILIPPINES
UGANDA
ECUADOR
ETHIOPIA
SOUTH AFRICA
KENYA

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DIGITAL INCLUSION OF REFUGEES RESETTLING TO CANADA: OPPORTUNITIES AND BARRIERS

JUNE 2021

Financé par :

Funded by:

Immigration, Réfugiés et Citoyenneté Canada

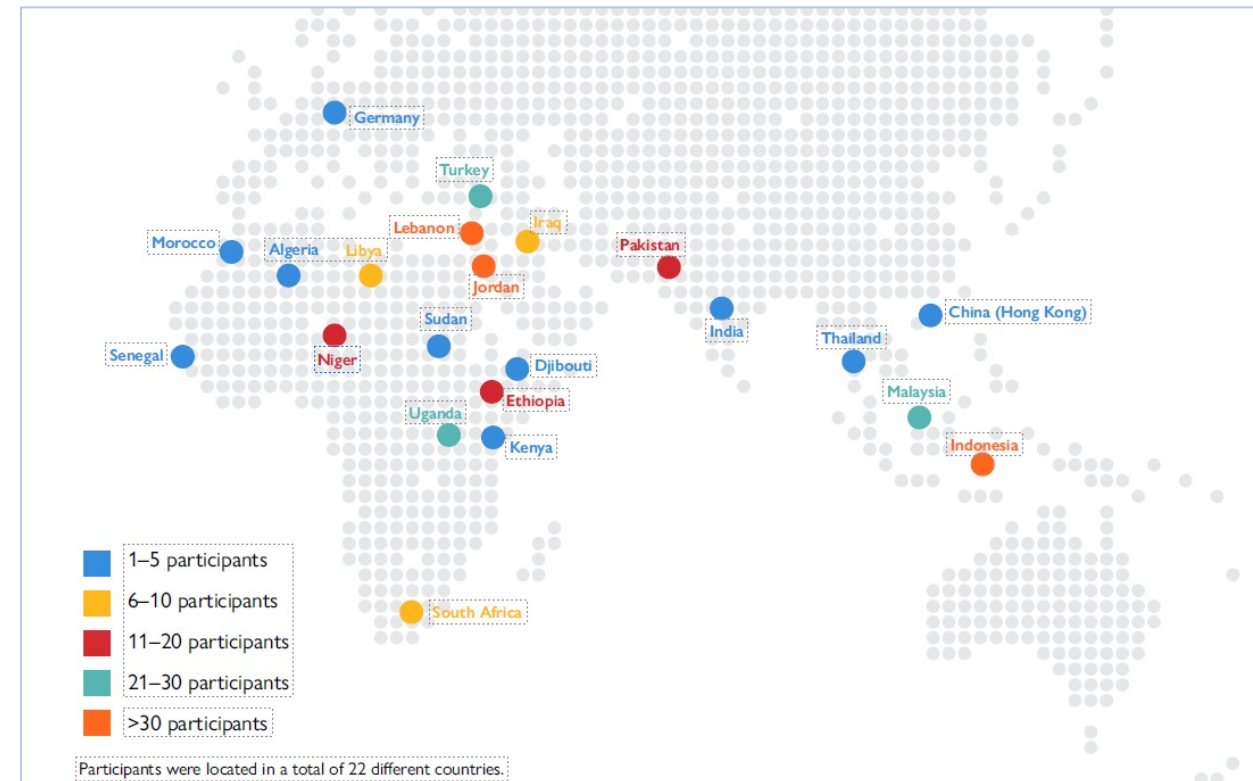Immigration, Refugees and Citizenship Canada

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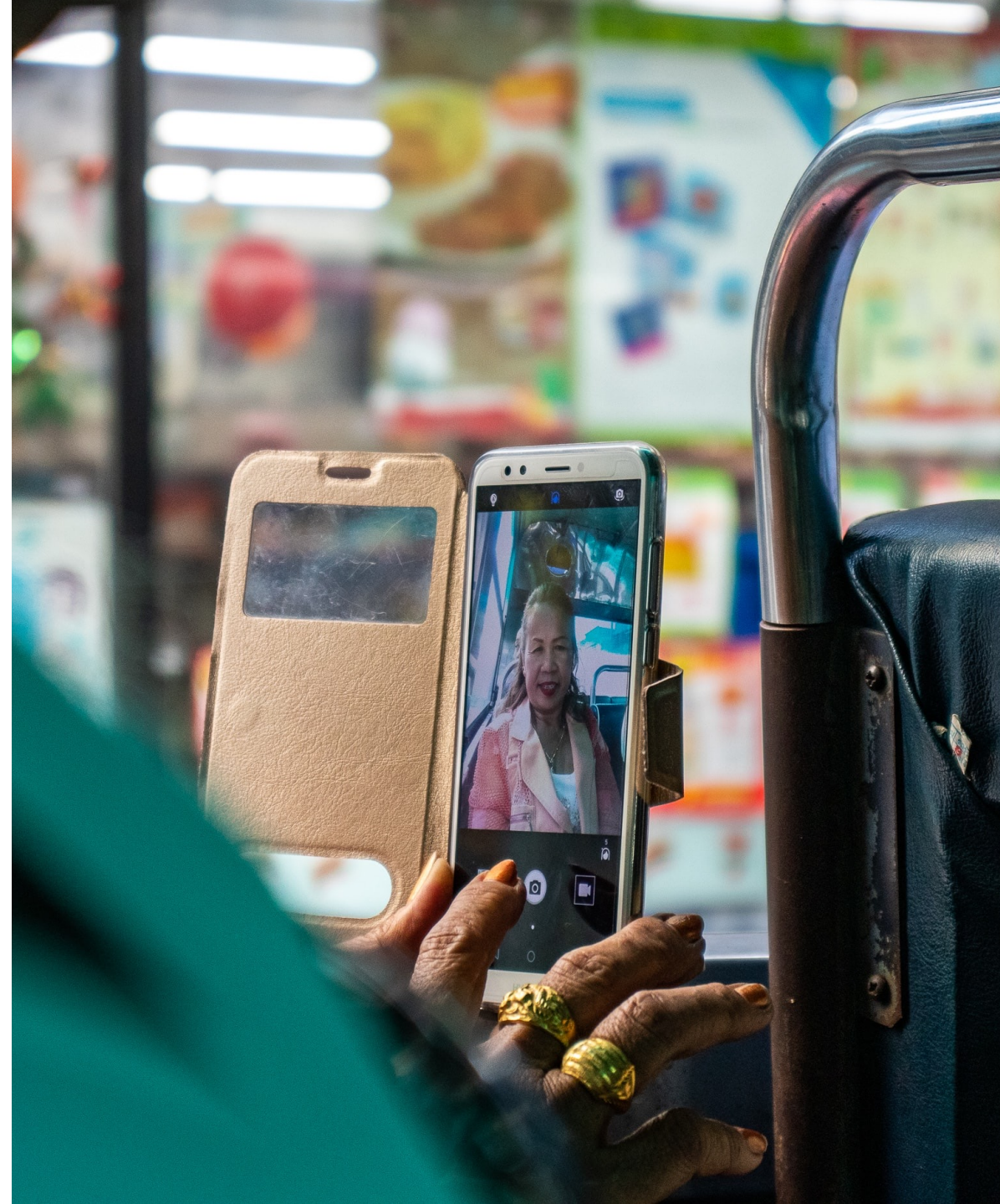COA OCE

RESEARCH METHODOLOGY

- Mixed-methods approach

- Review of system level trends and literature

- Refugees preparing to resettle to Canada in February 2021

- Telephonic survey of 310 refugees across 22 countries

  - Translated in 15 languages

  - Rolled out across 12 COA permanent sites

- Focus Group Discussions (FGD) in 3 regions

- Expert interviews with IOM, other pre-departure orientation (PDO) providers

Participants by location (country)

Germany
Turkey
Lebanon   Iraq
Morocco   Algeria   Libya   Pakistan
Jordan
Senegal   Sudan   India   Thailand   China (Hong Kong)
Niger   Djibouti   Malaysia
Uganda   Ethiopia   Indonesia
Kenya

■ 1–5 participants
■ 6–10 participants
■ 11–20 participants
■ 21–30 participants
■ >30 participants

South Africa

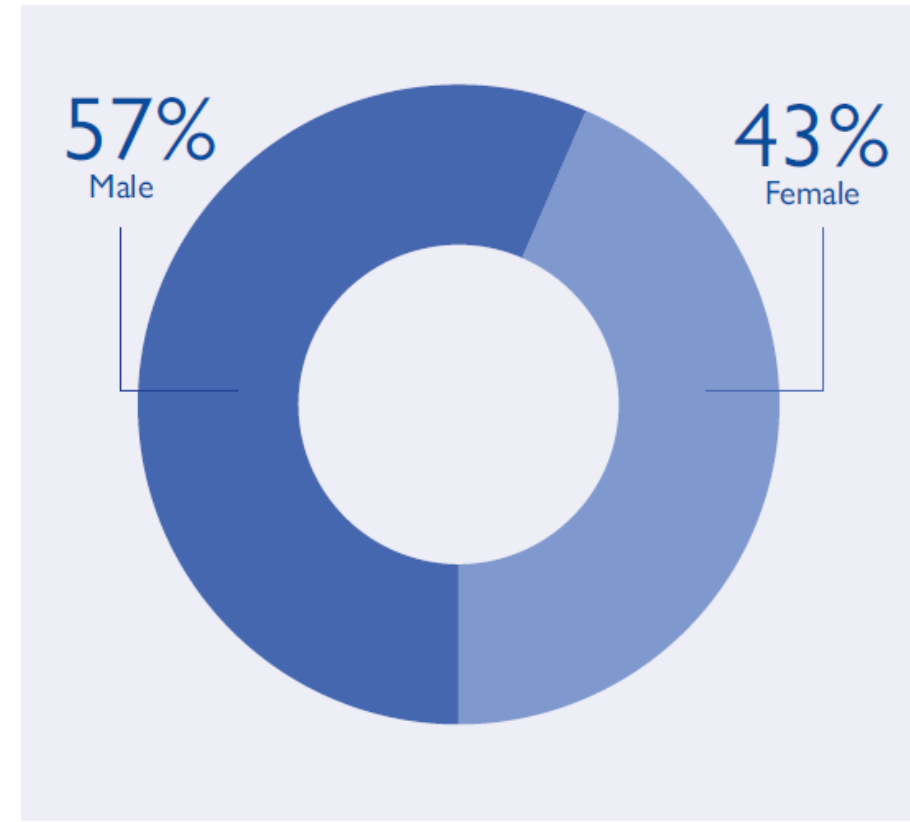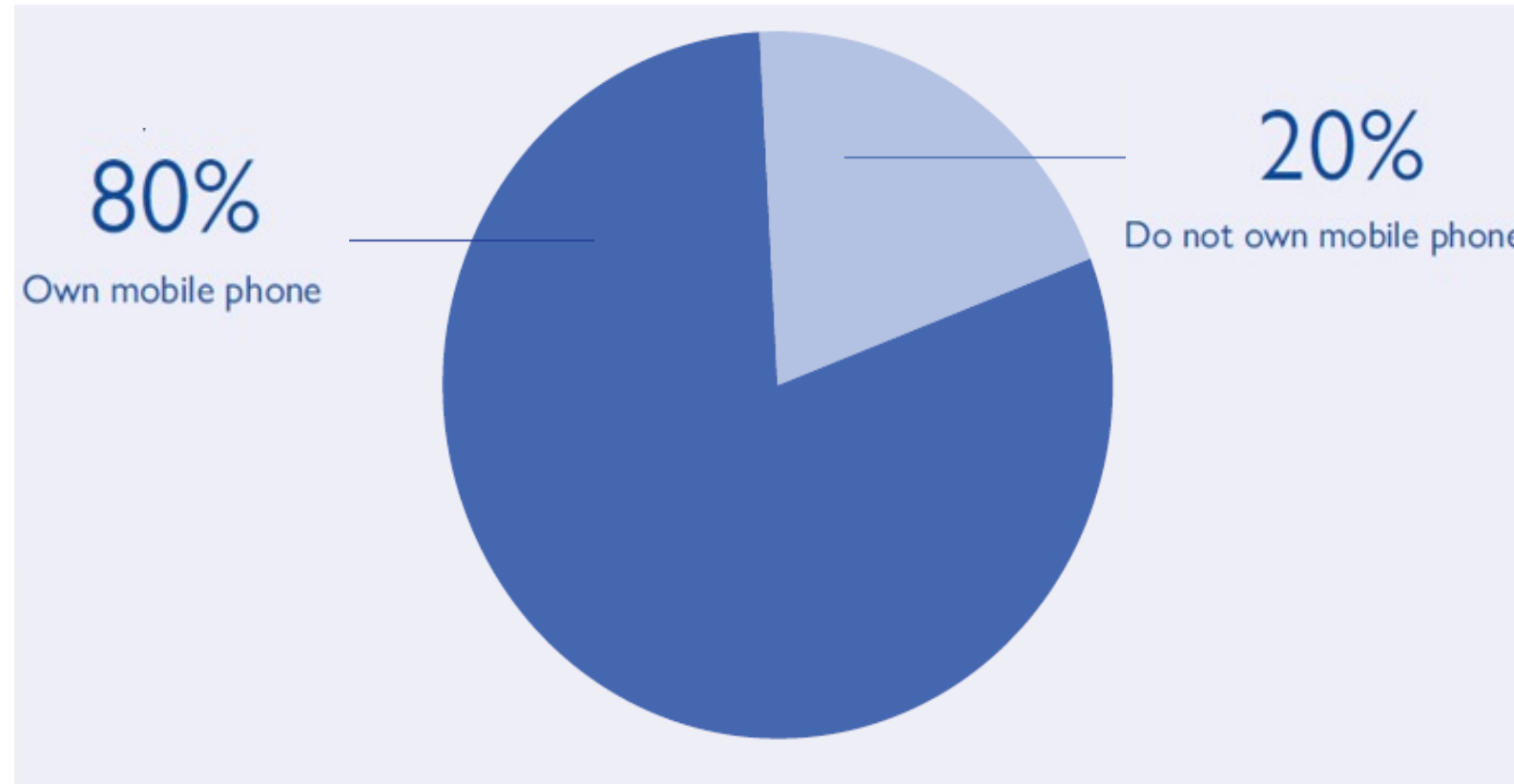Participants were located in a total of 22 different countries.

FACTORS THAT IMPACT DIGITAL INCLUSION OF REFUGEES

- Affordability

- Access

- Gender

- Digital Literacy

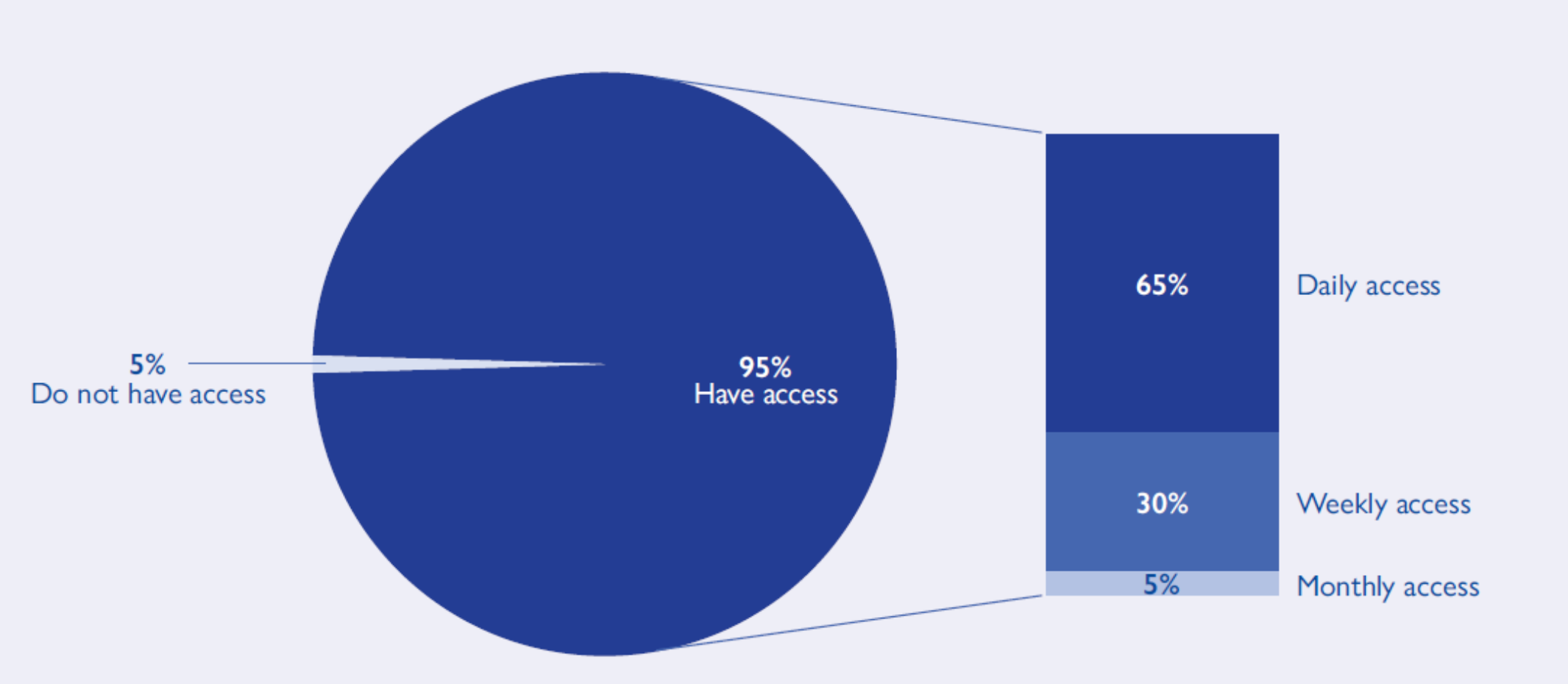- Trust

- Privacy & Security
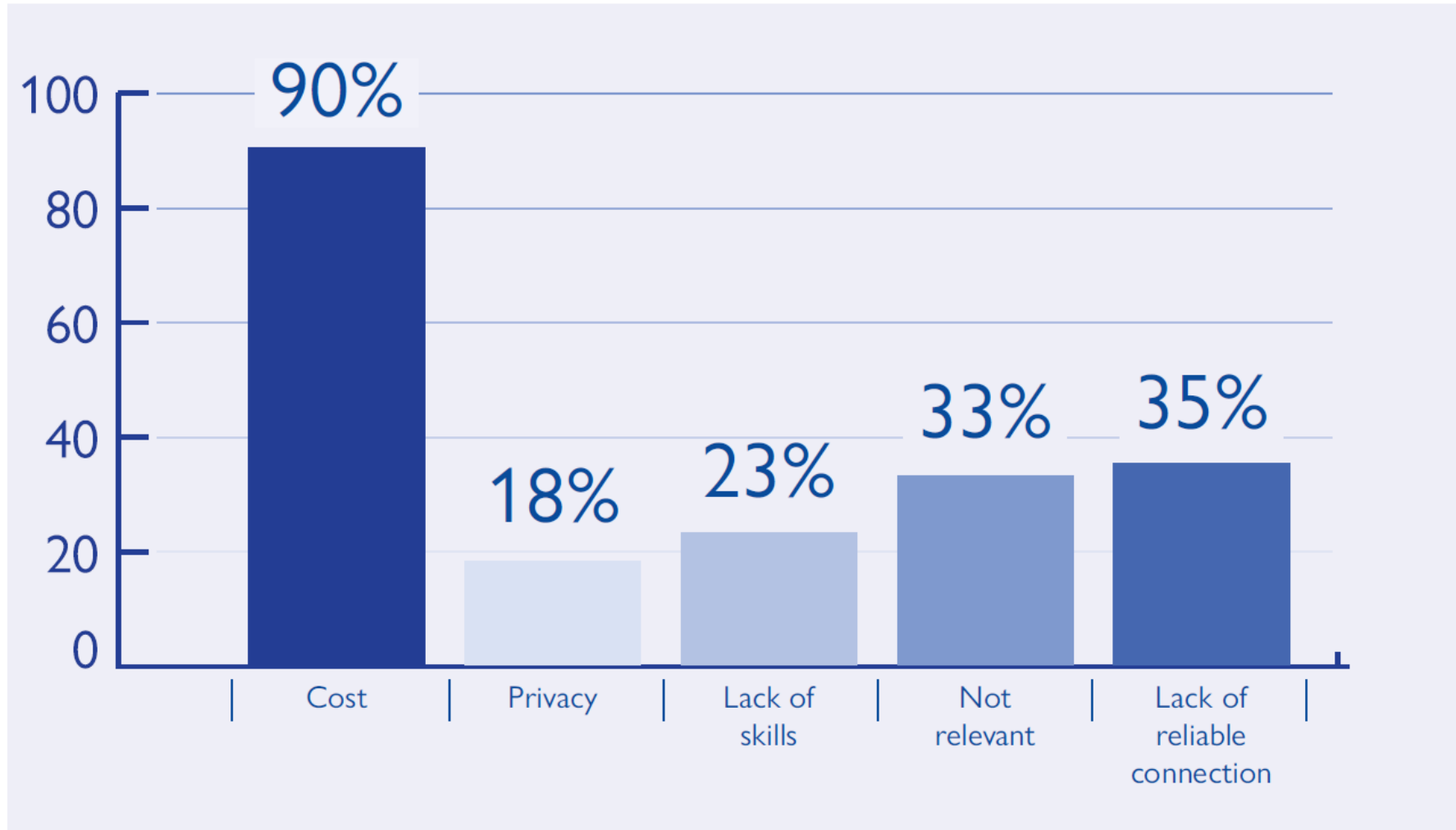
- Policy & Regulation

MOBILE PHONE OWNERSHIP

80%
Own mobile phone

20%
Do not own mobile phone

57%
Male

43%
Female

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ACCESS TO A DEVICE BELONGING TO SOMEONE ELSE

ACCESS TO MOBILE CONNECTIVITY AND INTERNET

Do you have access to a reliable mobile signal?

■ Always ■ Often ■ Sometimes ■ Never

Do you have access to a reliable internet connection?

■ Always ■ Often ■ Sometimes ■ Never
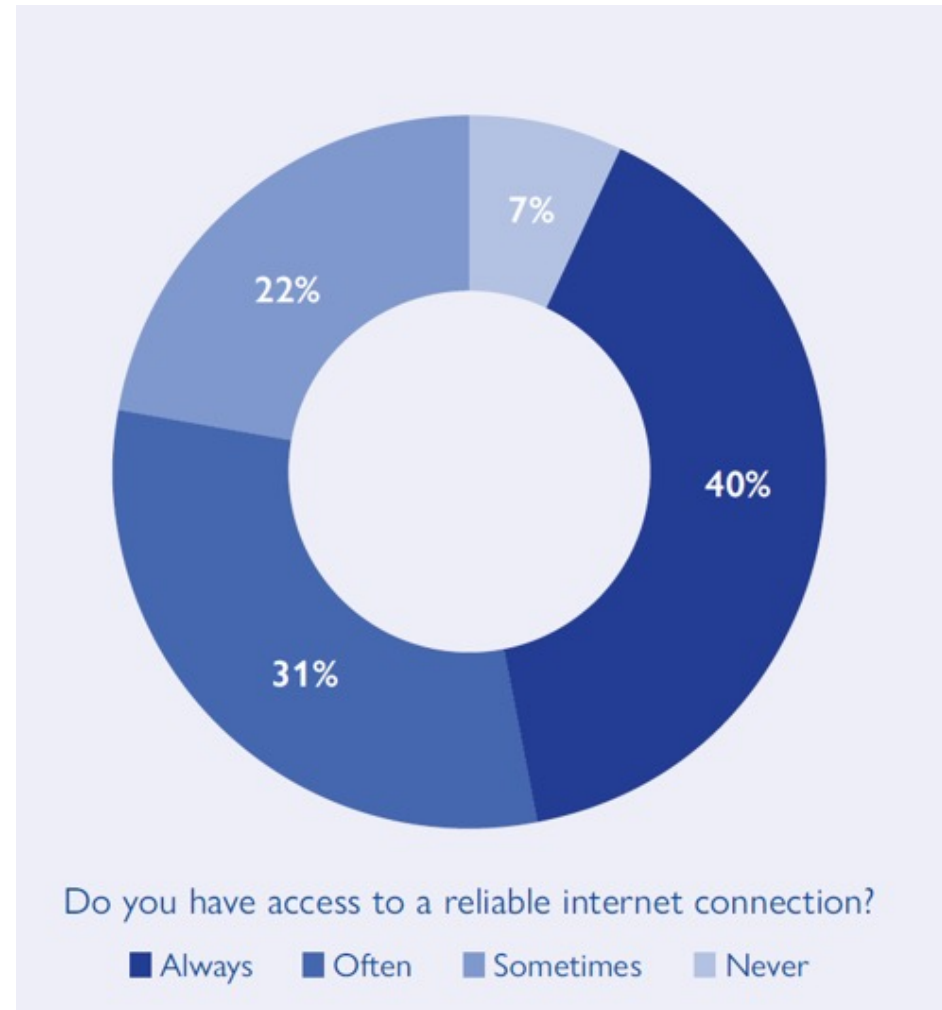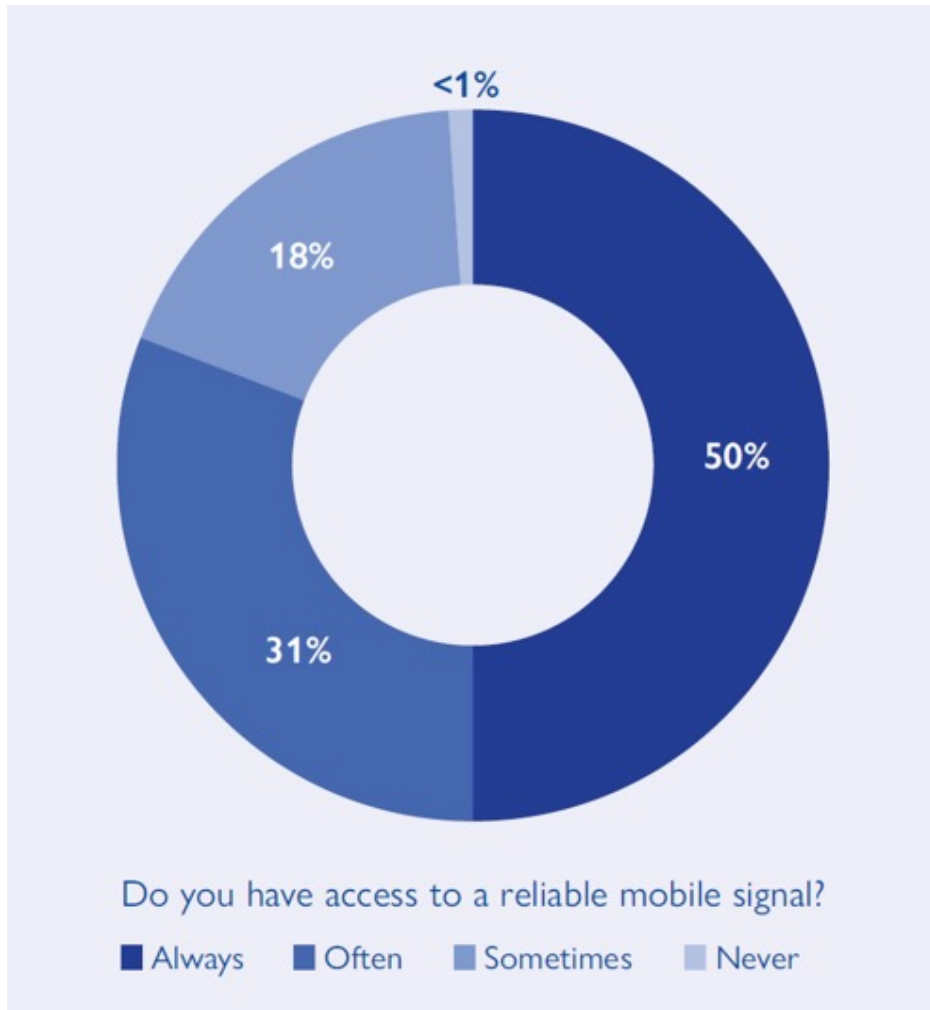
ACCESS TO AIRTIME/DATA & MOBILE PHONE BATTERY CHARGING

Do you purchase airtime/data to access internet?

- 26.5%
- 73.5%

■ Yes   ■ No

Do you have access to reliable charging?

- 1.5%
- 8%
- 23.5%
- 67%

■ Always   ■ Often   ■ Sometimes   ■ Never
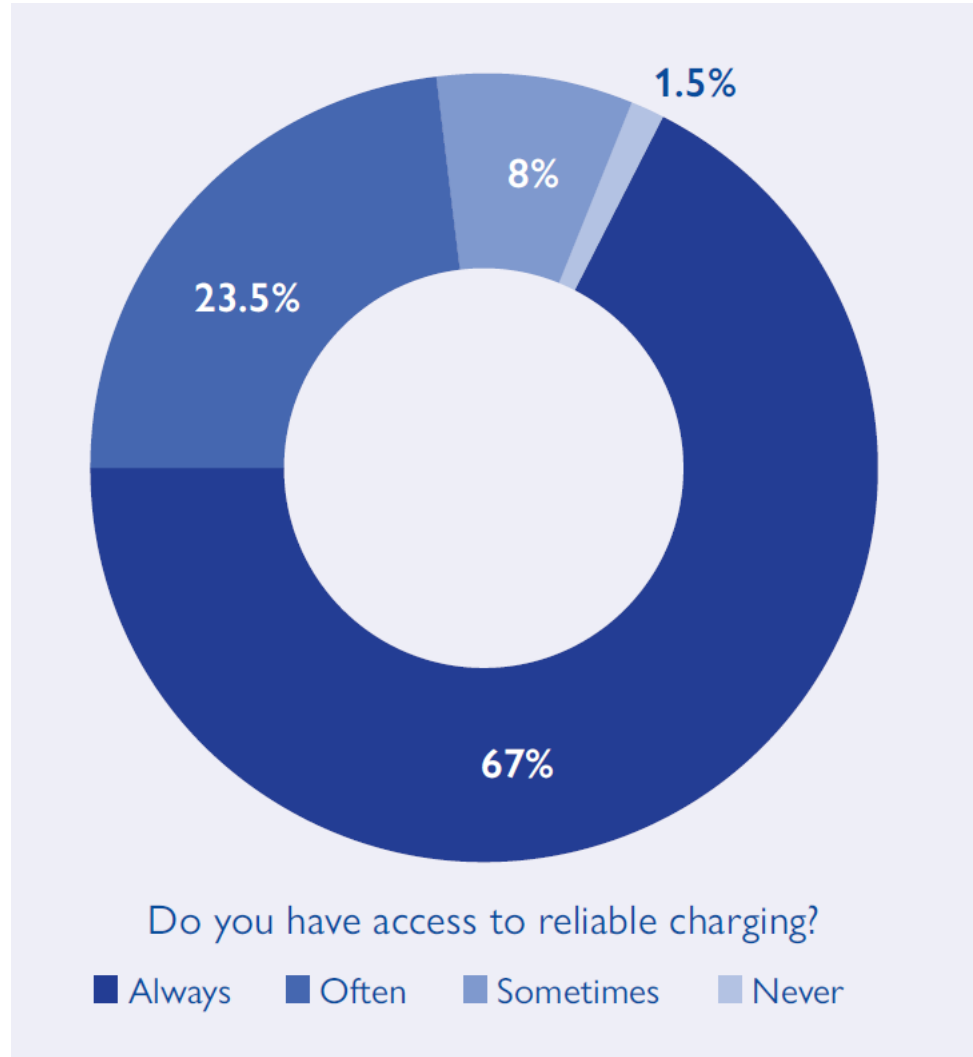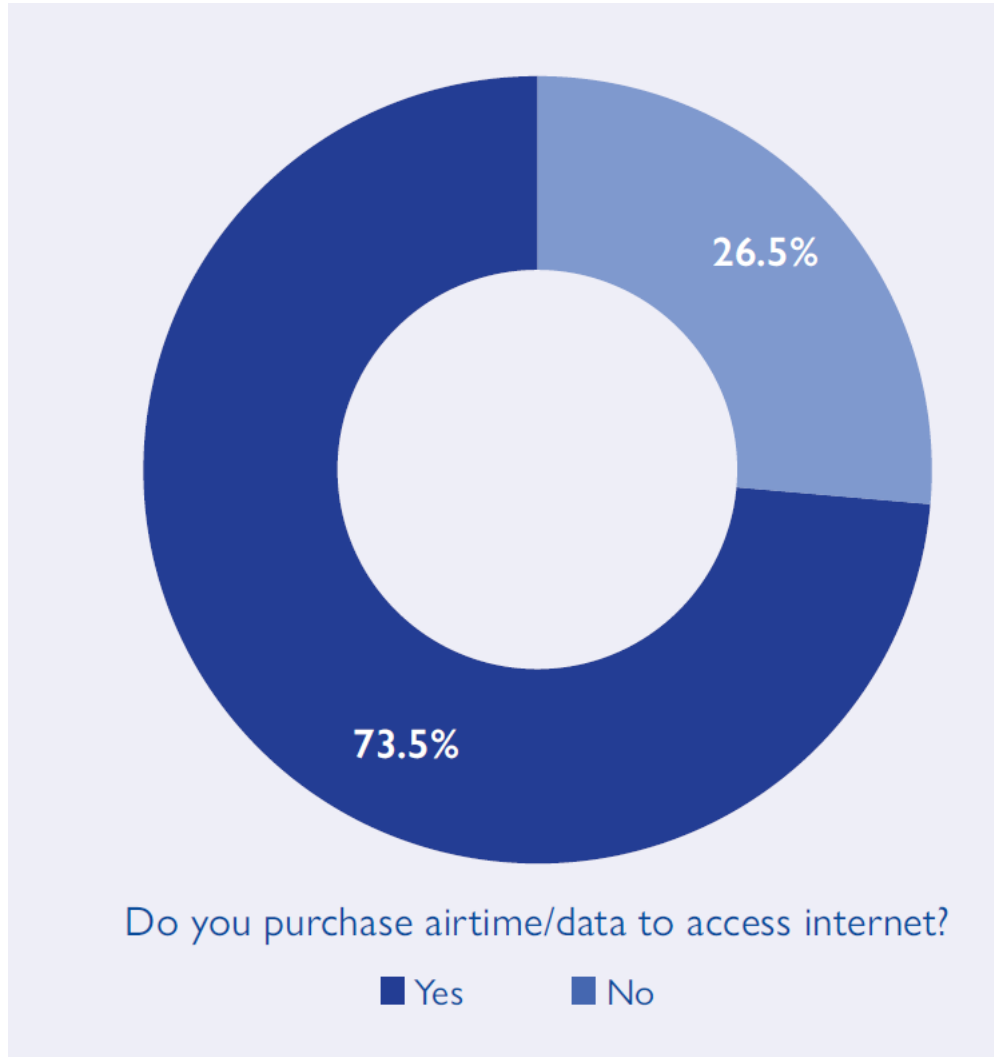
BARRIERS TO USE OF MOBILE INTERNET

Do any of the following limit your use of the internet on a mobile phone?

*Multiple answers allowed

- Cost (reported cost as a barrier)
- Privacy (were concerned about their privacy)
- Skills (reported not knowing how to use the internet)
- Relevance (people said content on the internet was not relevant or interesting to them)
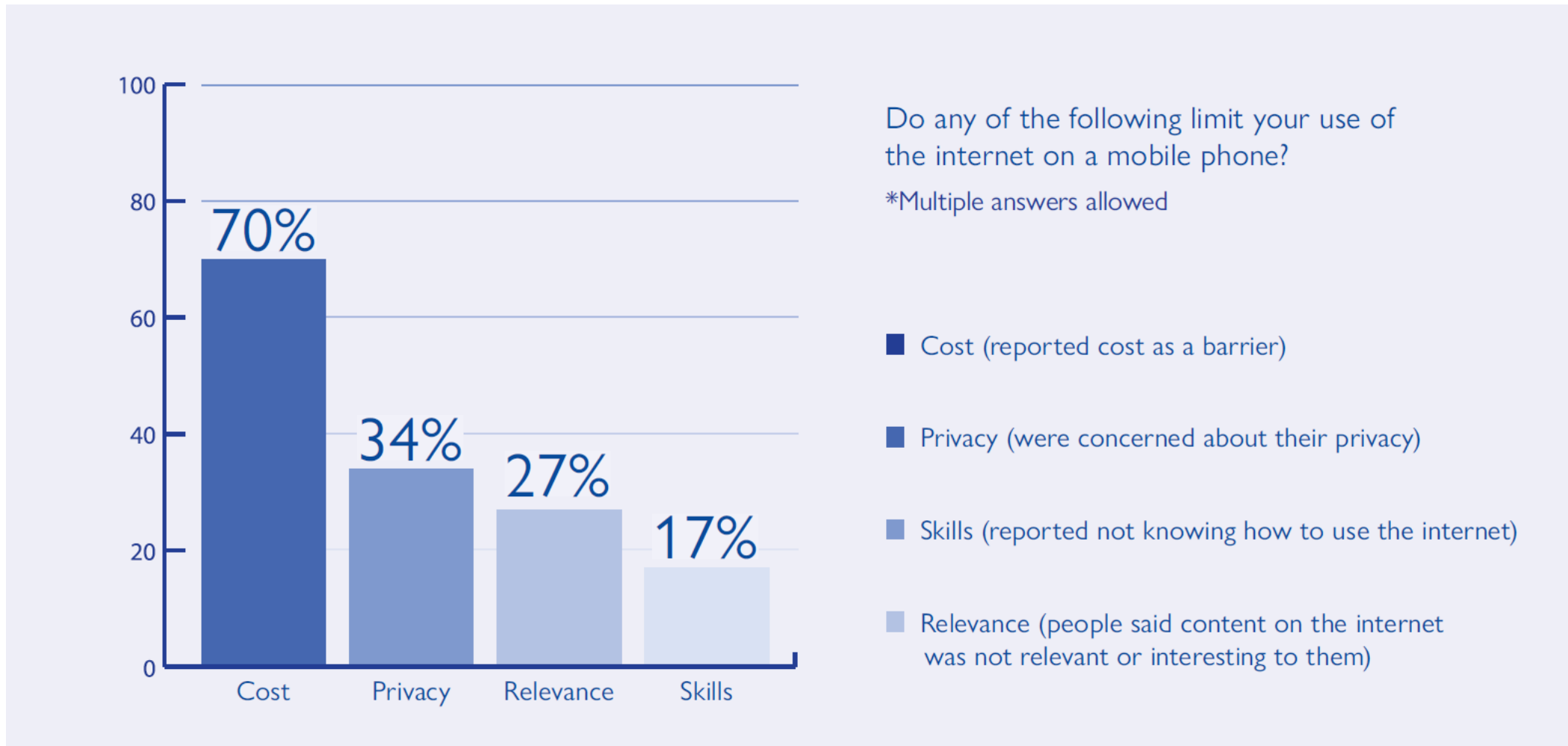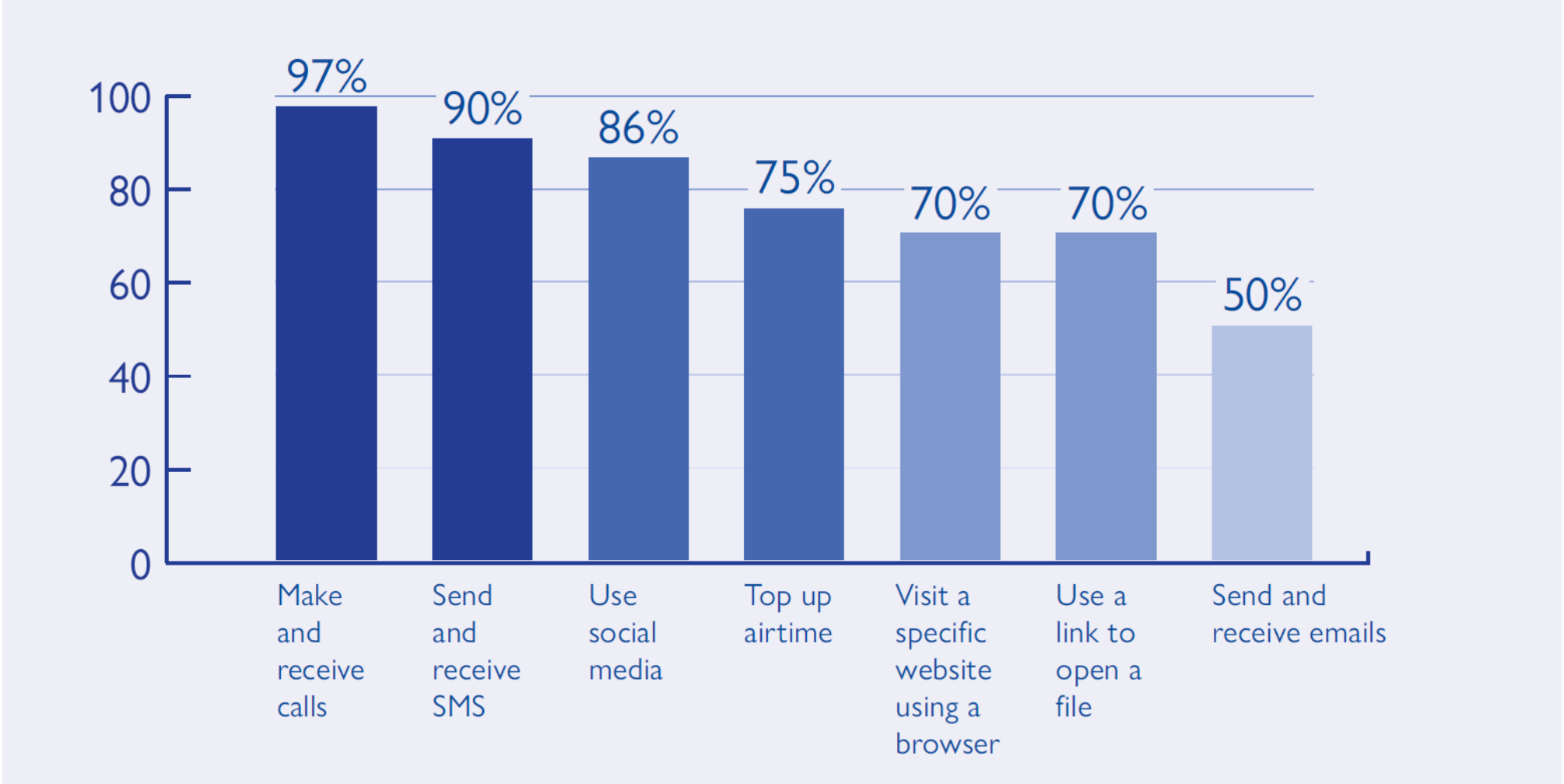
*Multiple Answers Allowed

DIGITAL SKILLS: WHICH OF THE FOLLOWING DO YOU KNOW HOW TO DO ON A MOBILE PHONE ?

	Make and receive calls	Send and receive SMS	Use social media	Top up airtime	Visit a specific website using a browser	Use a link to open a file	Send and receive emails
%	97%	90%	86%	75%	70%	70%	50%

CONCLUSIONS FROM PRIMARY RESEARCH

A. Digital technologies can offer a range of benefits to strengthen and extend pre-departure orientation services

B. Access to connectivity and digital tools is strong and growing, but it is uneven

C. While connectivity grows, digital skills and digital literacy remain a barrier

D. Continued assessment is needed to identify and mitigate the risk of digital exclusion, especially related to gender, age, disability and literacy levels

E. Strong buy-in and adoption of digital tools across organizations is critical to success

RECOMMENDATIONS

For COA:

1. Integration of digital skills/literacy training, including online security, as part of COA-offered content

2. Pragmatic assessment of the digital channels available to reach refugees

3. Prioritizing and investing in pre-arrival orientation content that can be shared through digital channels

4. Emphasis on the role of digital tools to augment and enhance, rather than replace in-person pre-arrival orientation

5. Continued assessments of digital access and literacy across sites is important to understand and manage inclusion/exclusion and addressing particular needs

For the sector:

6. Recognition of, and advocacy for the fundamental role that digital literacy and skills play in the success of refugees after their arrival in Canada

7. Change management and recruitment to support digital strategy execution

8. Initiating a Working Group or Community of Practice that spans pre- and post-arrival orientation service providers

EVIDENCE-BASED TOOL DEVELOPMENT: O-CANADA APP

Downloaded 6,699 times in 100 countries since June 2021

# IMPLEMENTING DIGITAL INCLUSION FOR REFUGEES

O-CANADA APP FEATURES	DIGITAL INCLUSION BARRIERS ADDRESSED
✓ Downloadable for free on major app stores	Cost; Trust; Access
✓ Compatible with older devices	Access; Cost
✓ Available in 8 languages	Language and literacy
✓ Access offline after download	Connectivity; Cost
✓ No personal data required	Data Privacy and Security; Trust; Access
✓ Multiple user profiles on one device	Access; Cost
✓ Visual content and video subtitles	Language and Literacy; Disability

THE O-CANADA MOBILE APP: RECOMMENDATIONS ON HOW TO MAKE A GOOD USER EXPERIENCE EVEN BETTER – *COMING SOON*

A study of the O-Canada app user experience (2023)
- In-person and remote testing with 52 refugees
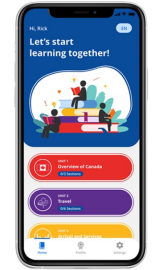- In 5 languages
- Across multiple countries
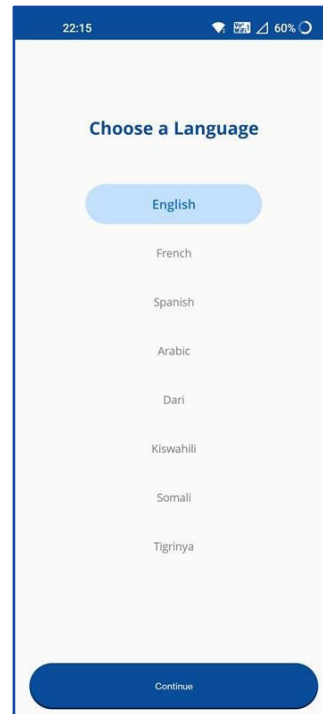
RECOMMENDATIONS

Overall satisfaction with the app was high

1. Improve the multilingual content

2. Make key features more visible and intuitive

3. Improve user journey

4. Improve accessibility and inclusion design features

DIGITAL ROADMAP FOR COMING YEARS

- Implement recommendations from the O-Canada app User Experience study

- Roll-out of multilingual, asynchronous, low-tech digital COA content to enhance facilitator-led sessions

- Leverage new digital channels to access COA content: YouTube, webpage, Zoom/Teams chat

- Equip COA facilitators to be champions of digital tools: O-Canada Desktop App for COA facilitators

- Educate refugees about online security and fraud as part of COA
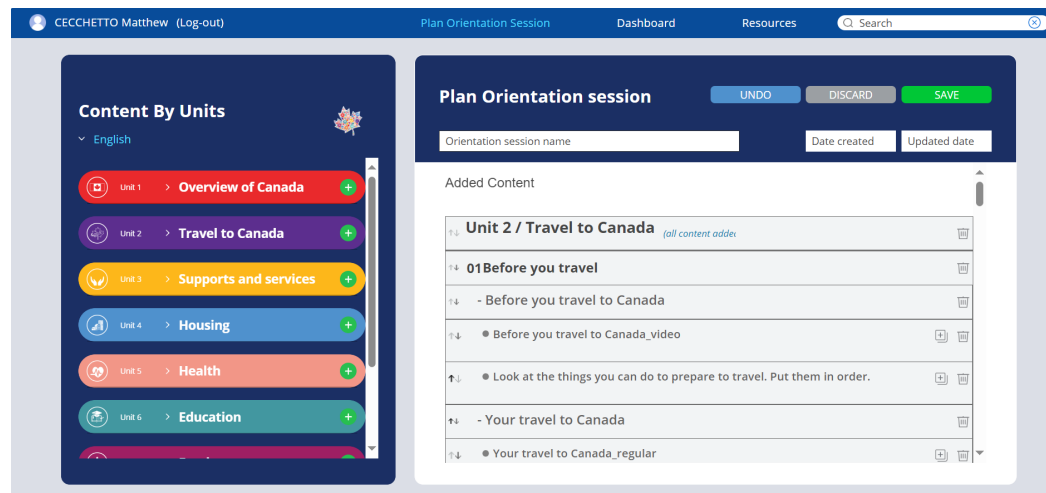
Connecting refugees to Canada

FOR MORE INFORMATION

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