EASIEST

Easier **A**ccess to **S**ettlement, **I**ntegration and **S**kills **T**raining

HUB 1

Immigrant Serving Organizations (ISOs) in BC serving Newcomers to Canada

HUB 2

ISOs and other service providers serving all client groups including newcomers

14 ORGANIZATIONS

in British Columbia participated in EASIEST

EASIEST brought together two main approaches to support innovation – **Behavioural Insights** and **Design Thinking**

Behavioural Insights
Design Thinking

The goal was to support organizations to **identify improvements in organizational efficiencies by introducing small, low-cost innovations**

BEHAVIOURAL INSIGHTS (BI)

an approach to develop policies, practices and interventions **to assist organizations and individuals to make better decisions by understanding the rationale and process.** Key is to prioritize the user's perspective to improve program outcomes.

BI insights were used in EASIEST's 4 D approach to identify, design, and test behavioural strategies to **improve programs** and **address service delivery gaps**.

EASIEST 4 D APPROACH

DISCOVER
Identify opportunities for service improvements

DIAGNOSE
Examine service bottlenecks

DESIGN
Innovate a new approach along the user journey

DELIVER
Implement and test the approach and analyze the data

HUB 1 OUTCOMES

Improved communications between service providers and newcomers using BI informed texting innovation

Text messaging **increased clients' attendance at program events, activities, and workshops**

Hub 1 participants reported **increased capacity and knowledge about using BI and evaluating programs**

HUB 2 OUTCOMES

Focused on organizational response to the pandemic by developing resources to improve communications with staff and clients, staff engagement and support staff and clients to use online platforms.

Hub 2 participants reported **increased capacity to use BI** to improve service delivery processes and staff engagement.

An additional outcome was **increased collaboration between Hub 2 participants** to share resources that helped them respond to organizational challenges.

EASIEST's OVERALL OUTCOME

Increased organizational capacity to use behavioral insights **to innovate programs and improve services** to newcomers