

WE ARE HERE TO HELP YOU: TESTING A PROACTIVE OUTREACH APPROACH TO SETTLEMENT SERVICE DELIVERY

Settling in a new country often involves adapting to a new language and culture, navigating new systems, finding housing and employment, and establishing social and professional networks. While free settlement services are available to help newcomers to Canada achieve these goals, many newcomers are not aware of these services (IRCC, 2021). Indeed, seventy per cent of surveyed newcomers who did not access federally funded settlement services were not aware of them. Furthermore, surveyed newcomers who were aware of services often did not know how to access them.

In order to accelerate newcomers' connections to settlement services, **S.U.C.C.E.S.S.** piloted the **Community Airport Newcomers Network (CANN) E-Link** project. CANN E-Link used technology to connect settlement provider organizations (SPOs) with newcomers proactively, instead of relying on newcomers to contact SPOs first. **CANN E-Link employed an arrival e-notification and information sharing system that informs SPOs of newly arrived newcomers who are settling in their local community or region.** Eligible newcomers who received services at the CANN kiosk at the Vancouver International Airport and consented to be part of E-Link were referred to up to three SPOs in their area based on their destination postal code. The referred SPOs would then contact the newcomer directly by email or phone.



The Social Research and Demonstration Corporation (SRDC) is the research and evaluation partner for this project.

Lessons Learned



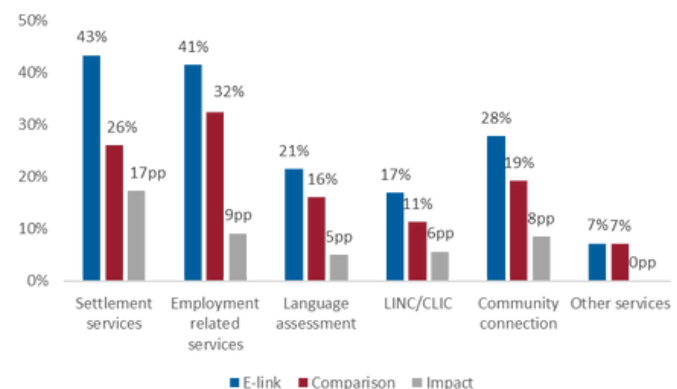
CANN E-Link's *proactive outreach* to newcomers at the right time increases newcomers' access to settlement supports and services.

Applying *behavioural insights* to identify the best opportunities to engage and support newcomers along their settlement journey is the basis of E-Link's success.



Results

The evaluation of the E-Link pilot program found that proactive outreach to newcomers by settlement providers increases their service usage rate and intensity. E-Link increases the connection between newcomers and SPOs by 21.4 percentage points and reduces the time to access their first settlement service by an average of 10 days. It also **increases the usage of settlement services among newcomers by 12.7 percentage points** (from 58.8% to 71.5%) in the first six months of settling in Canada. Figure 1 shows E-Link's impact on different types of settlement services.



There is also evidence that E-Link accelerated clients' integration journey by helping them find the supports they need. E-Link clients are 14 percentage points more likely to get a referral to other settlement services, 4.3 percentage points less likely to not know where to find the settlement services they needed, and 7.5 percentage points more likely to know where to get employment services. E-Link increases the proportion of newcomers with a sense of hope about the future by 5.9 percentage points – suggesting that newcomers settled and integrated better in their first six months in Canada.



To learn more about the project:

✉ cannelink@srdc.org

Implications

Increase settlement service uptake by identifying the most effective timing for proactive outreach: CANN E-Link has been effective because it is offered at a port of entry. There may be other effective contact points for proactive outreach, such as during the pre-arrival period, or after a longer period of time post-arrival.

Being mindful about sensitive information may increase trust between newcomers and settlement service providers and improve access: For example, removing the need for newcomers' government ID number to receive services could increase their level of trust in SPOs.