
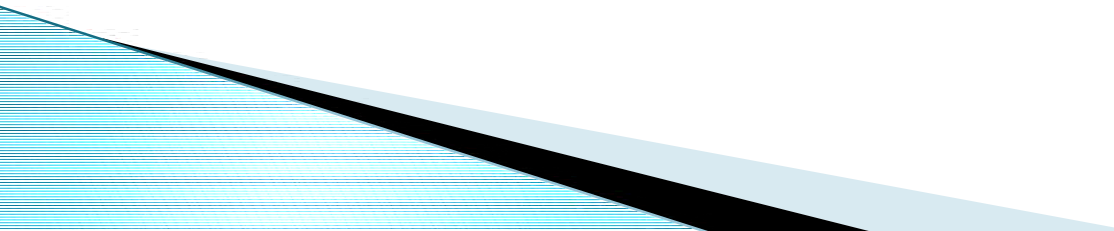


# Outreach Support

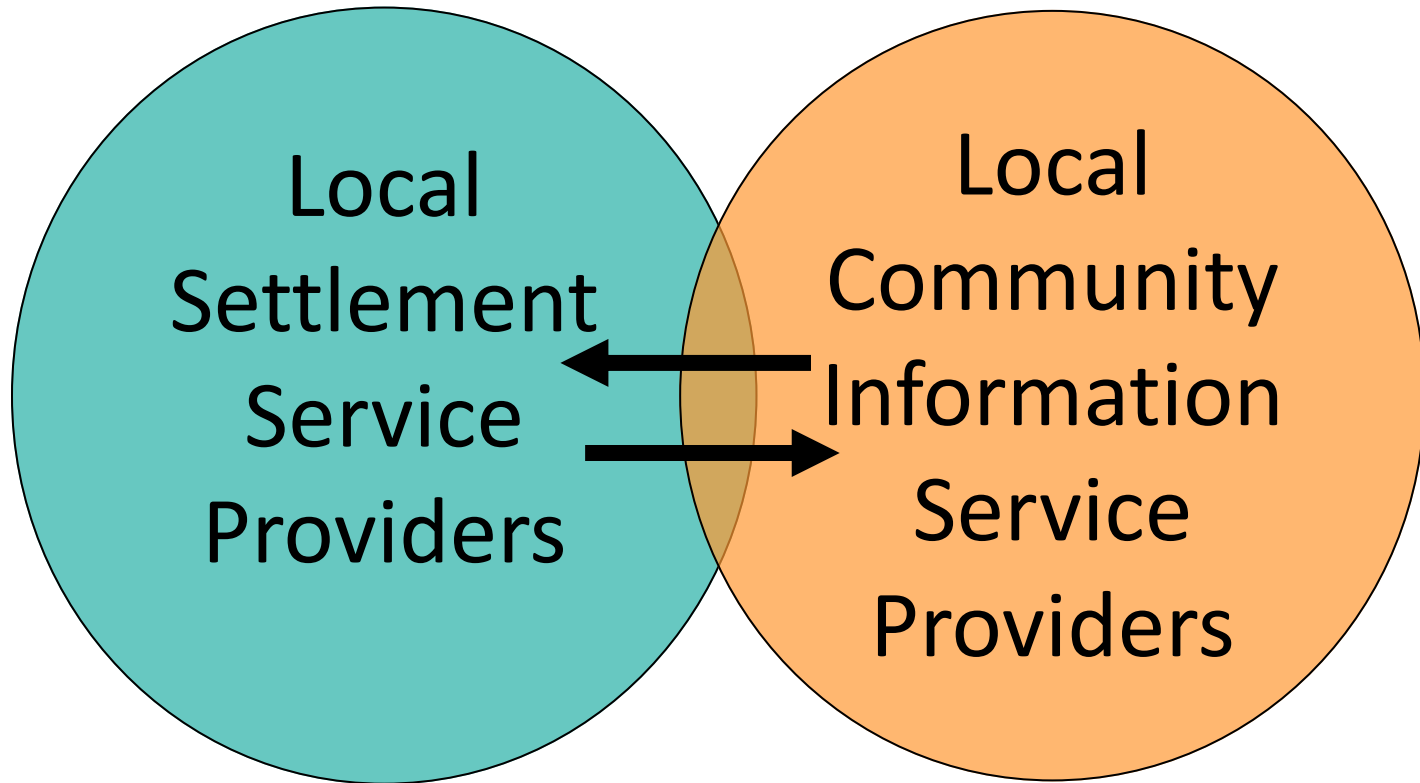
Presentation to  
*Toronto West Local Immigration Partnership*  
**Supporting Effective Referrals Forum**

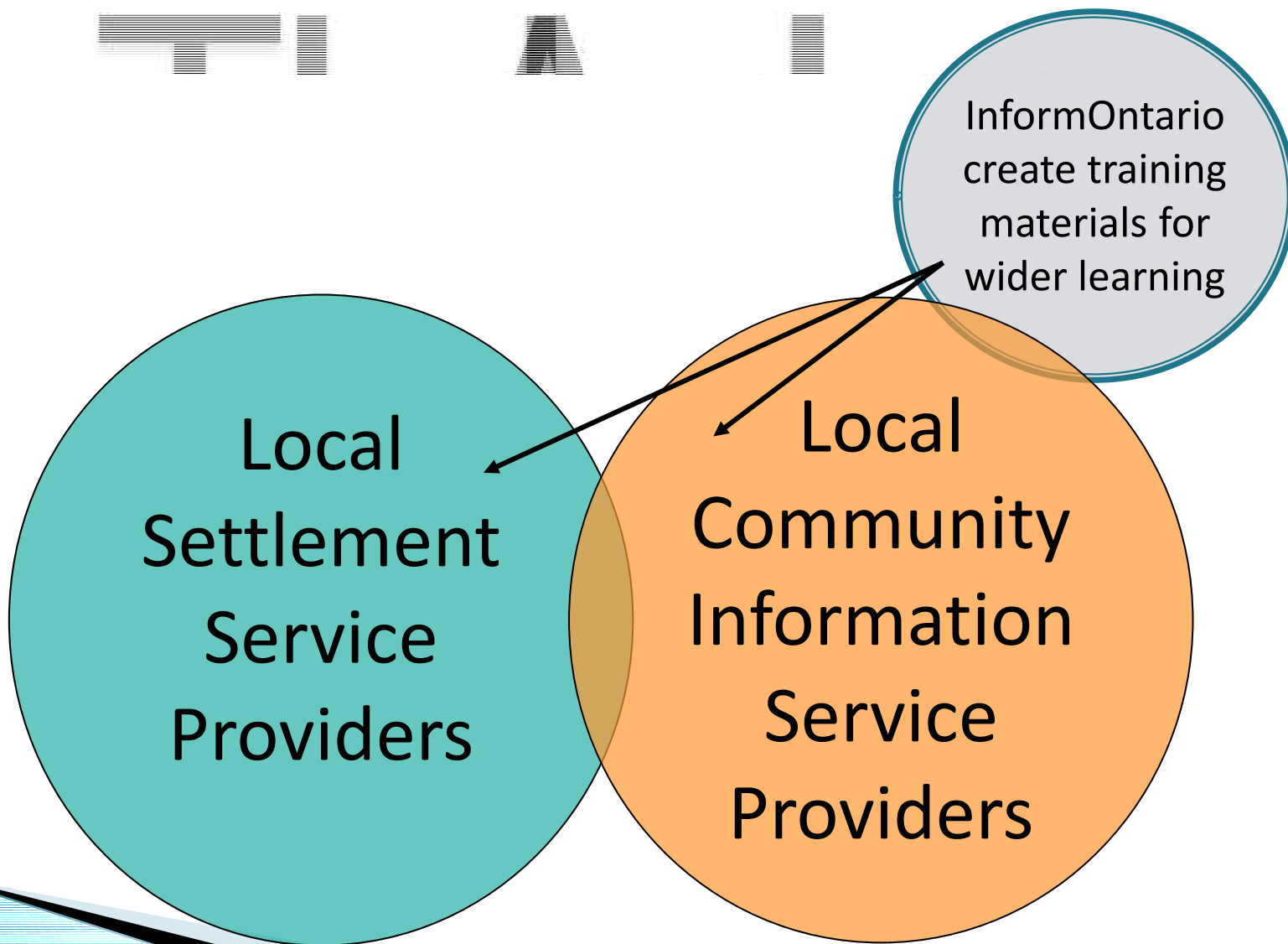
February 26, 2015 1:00–4:00 p.m.  
Rexdale Community Hub ~ Community Room B  
21 Panorama Court, Etobicoke

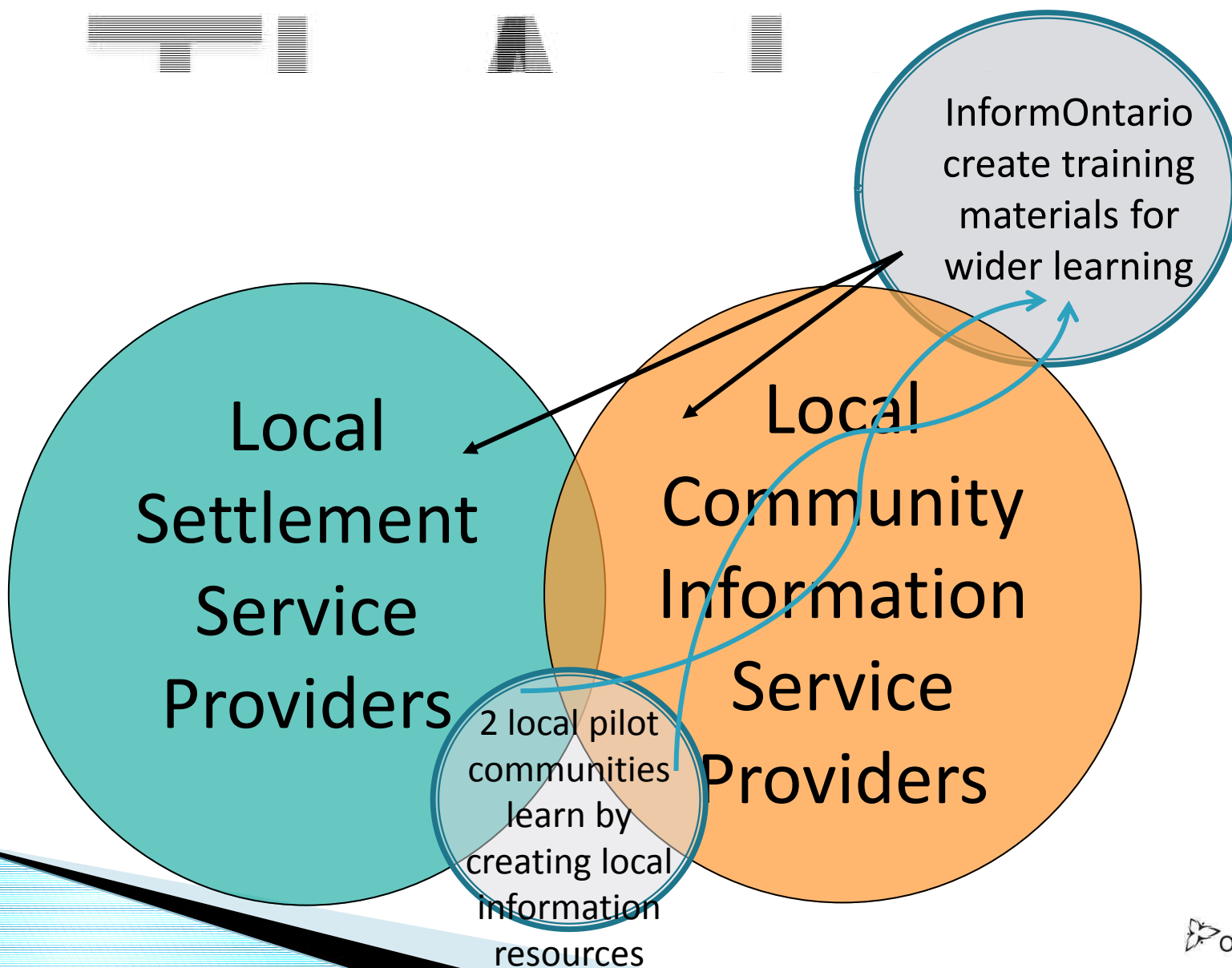
- 
- ▶ Give an overview of *Building Local Information Support to Ontario Newcomers (BLISON)* project and training
  - ▶ Present key points for managers wanting to support effective referrals in their agency
  - ▶ Introduce useful management assessment and planning tools
- 

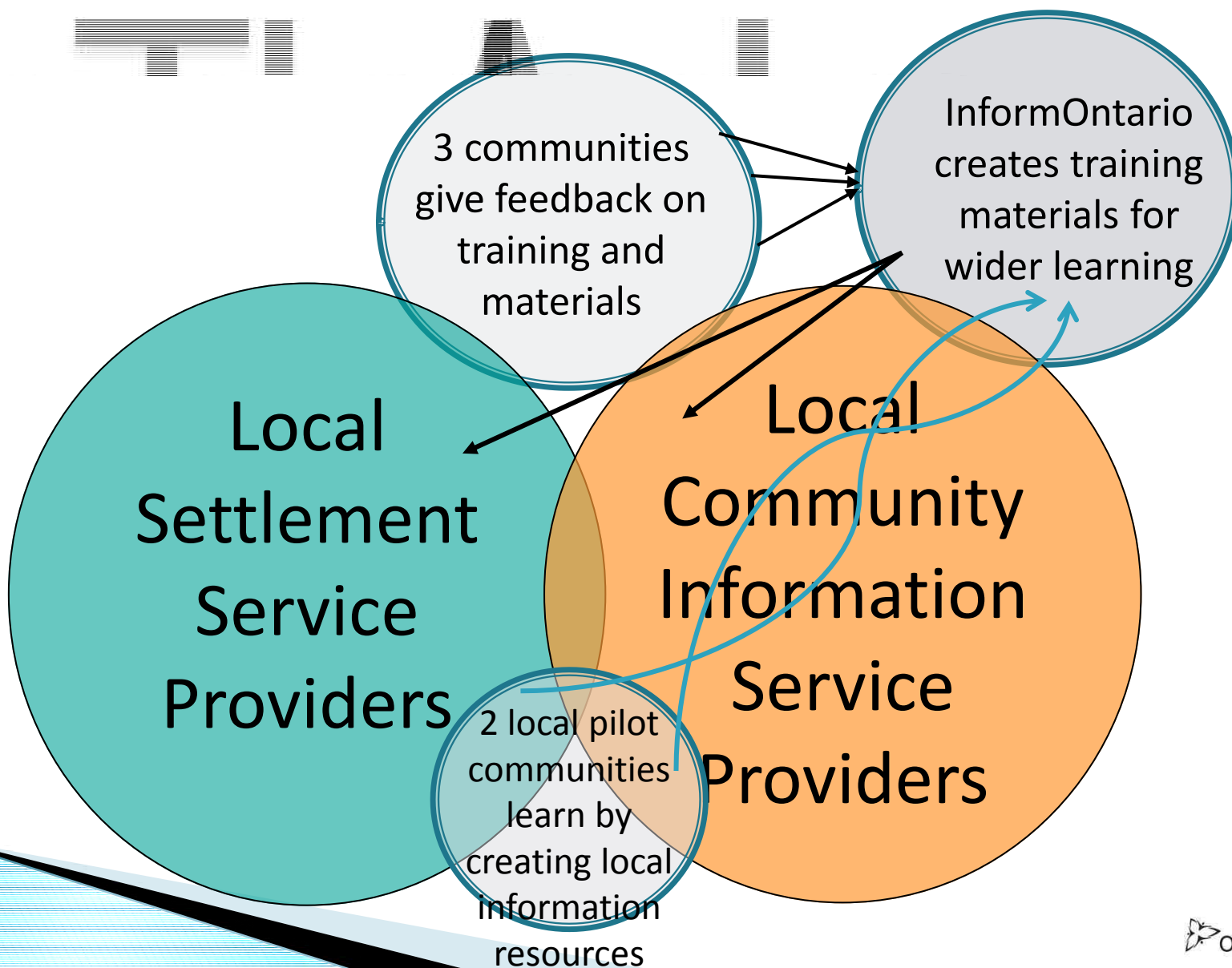
## Create Learning Materials Based on Local Experience

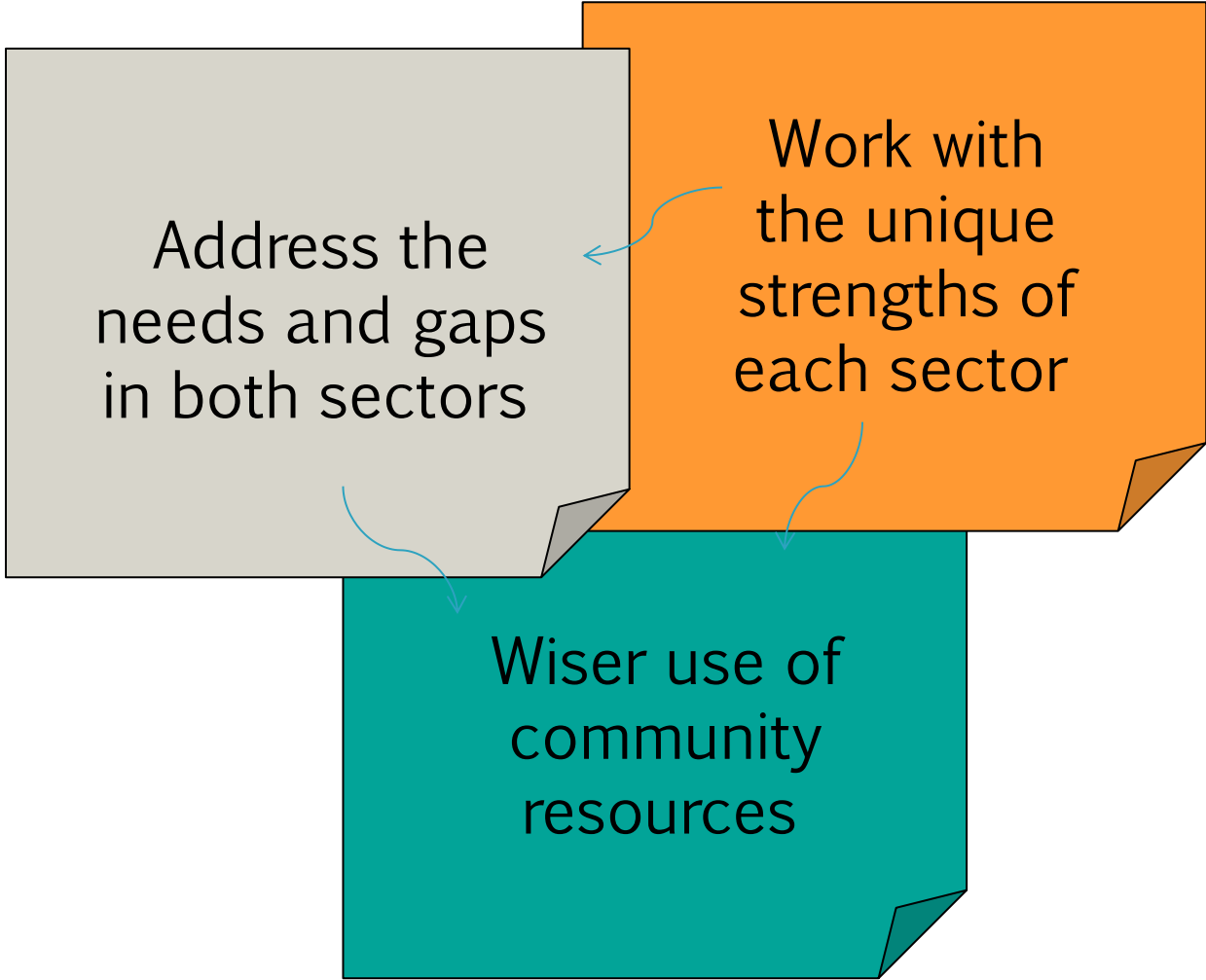












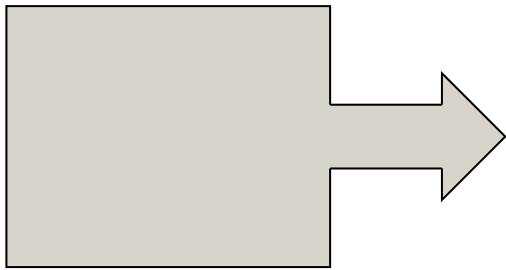
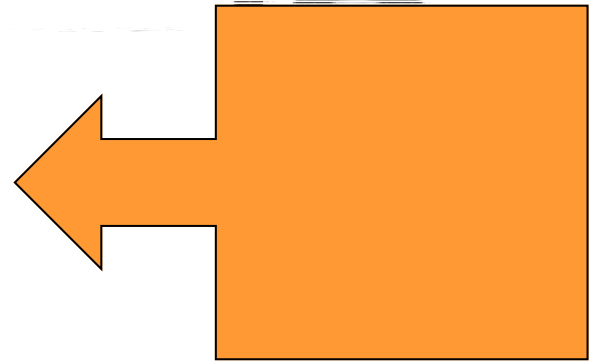
Address the  
needs and gaps  
in both sectors

Work with  
the unique  
strengths of  
each sector

Wiser use of  
community  
resources

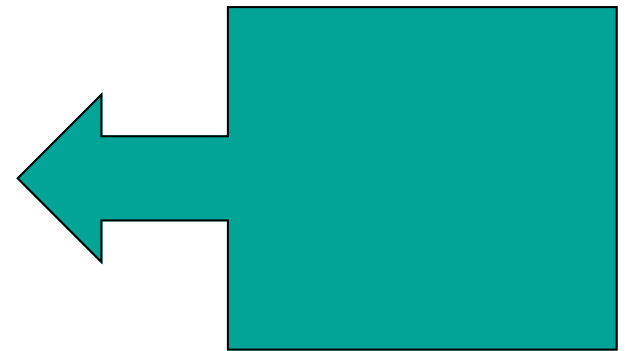


Responding to the increasingly  
diverse demographics of local  
communities



Ensuring information being  
maintained locally is used for  
more benefit

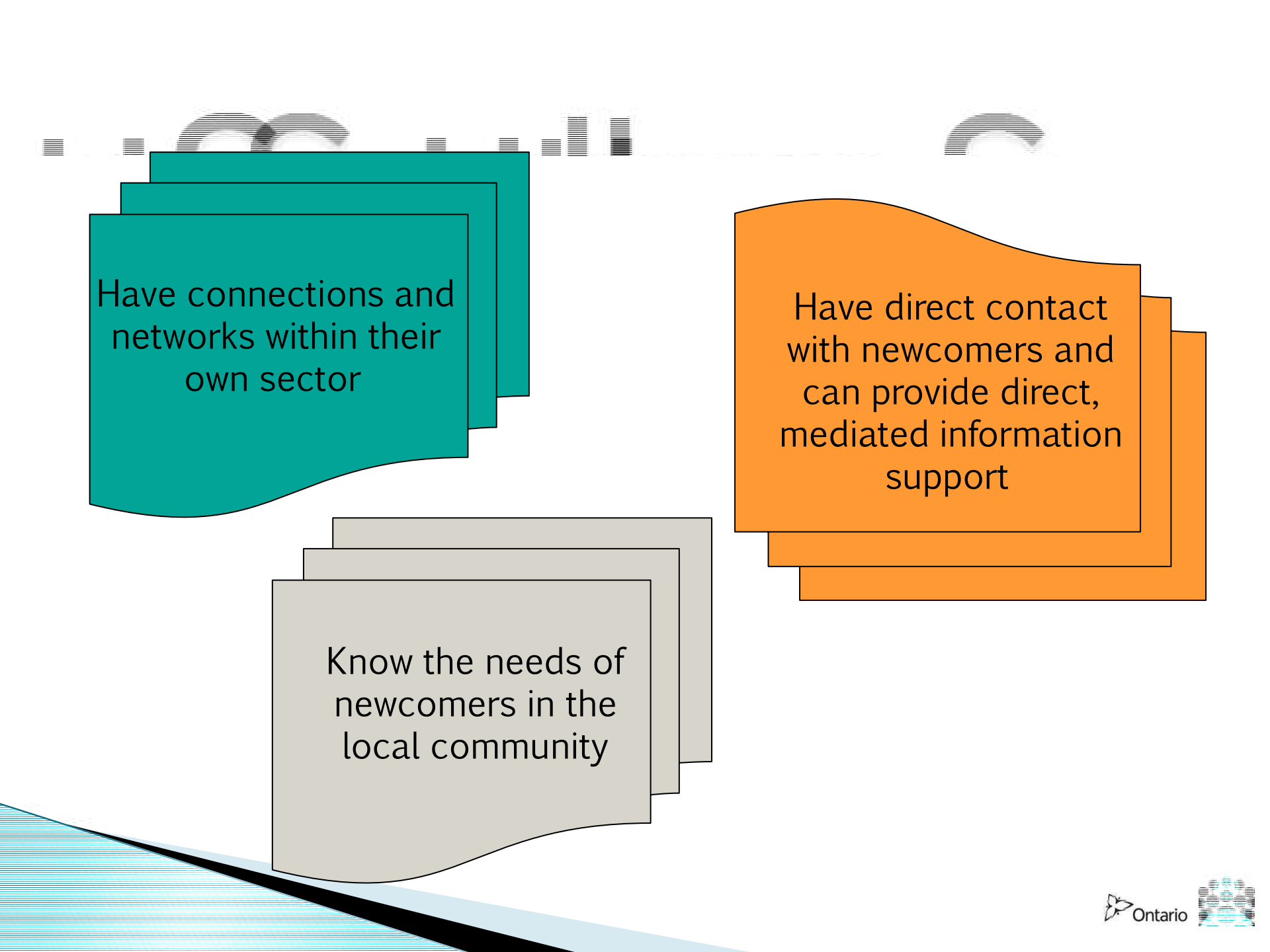
Enhancing professional  
development by increasing  
knowledge sharing between  
sectors



Not knowing all of  
what is available in  
the community

Having current  
and up to date  
information


Having the right  
information when  
needed: dynamic,  
flexible and reliable



Have connections and  
networks within their  
own sector

Know the needs of  
newcomers in the  
local community

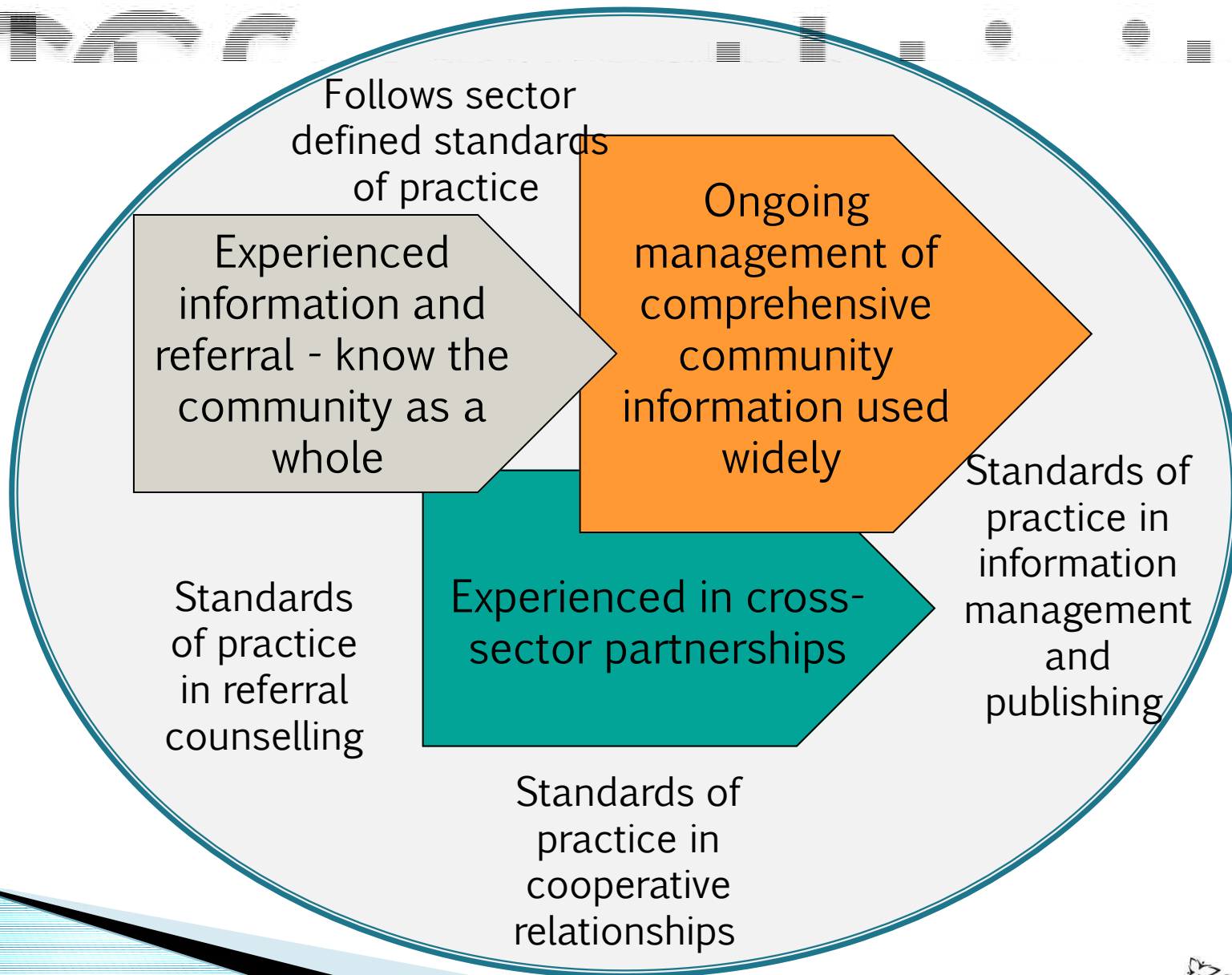
Have direct contact  
with newcomers and  
can provide direct,  
mediated information  
support

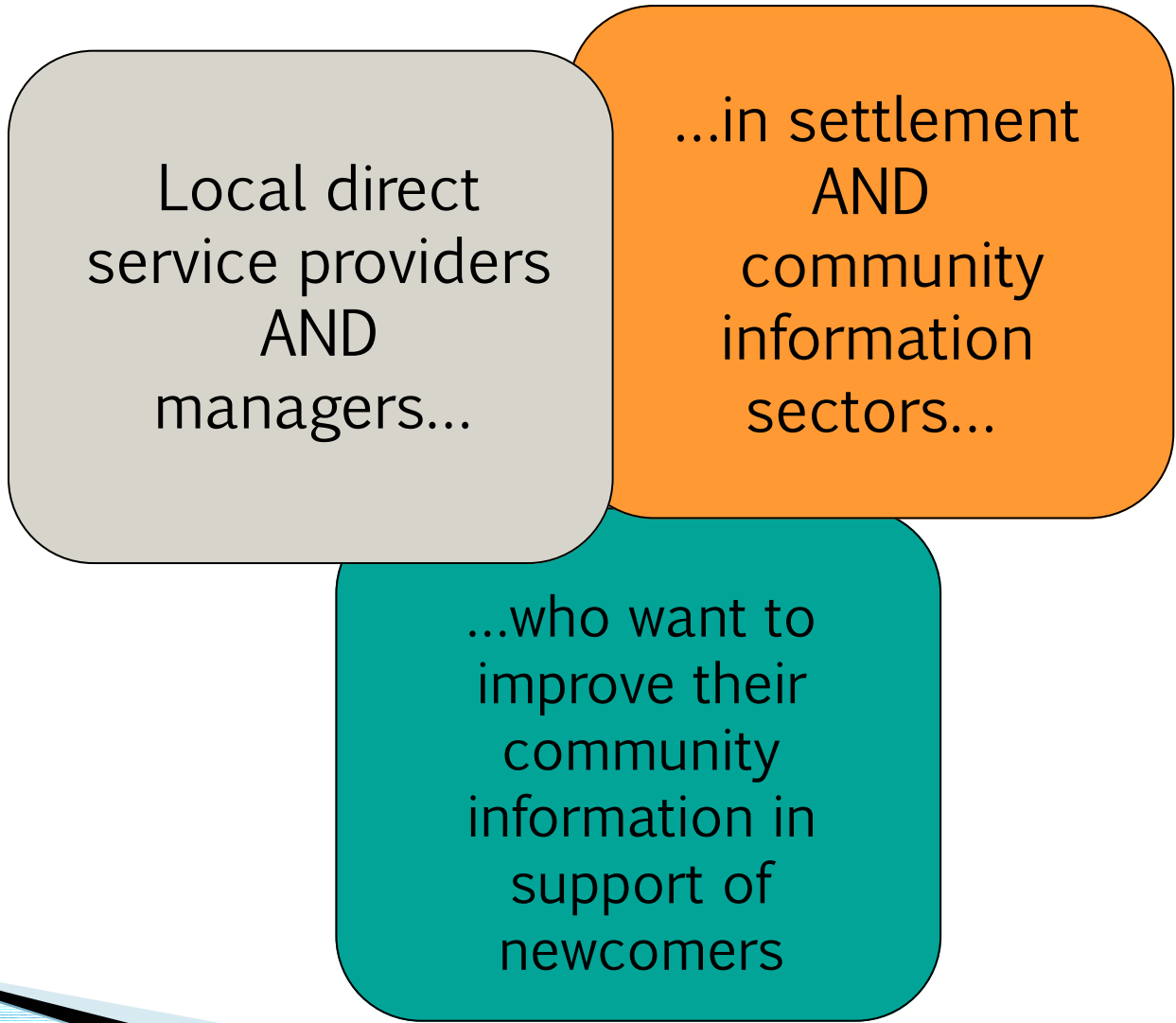



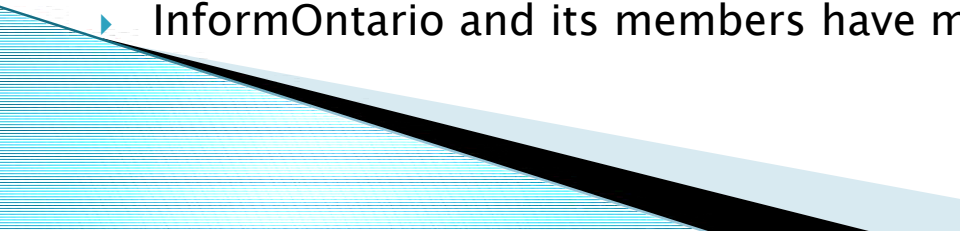
Experienced  
information and  
referral - know the  
community as a  
whole



Ongoing  
management of  
comprehensive  
community  
information used  
widely

Experienced in cross-  
sector partnerships





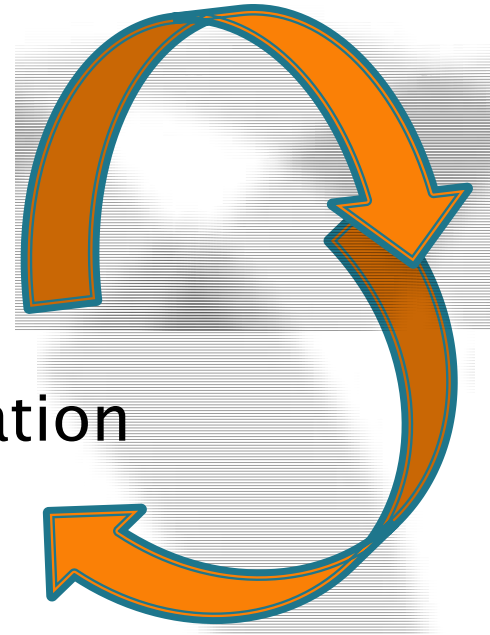
- 
- ▶ Assumptions validated – many factors work against collaboration
  - ▶ Commitment of time and staff are required – also need patience
  - ▶ New and unique resources created in York and Waterloo Region; more meaningful, useful and sustainable because local input was engaged
  - ▶ One size doesn't fit all communities but similarities are a good place to start
  - ▶ It is essential to engage local players and know local needs and to develop resources with local input – collaboration is central
  - ▶ It is important to make local I&R provider good practices and experience explicit to increase trust as an authoritative info source
  - ▶ York and Waterloo Region community information centres have stronger connections with settlement service providers in their communities and these will continue
  - ▶ InformOntario and its members have models to follow and tools of practice
- 

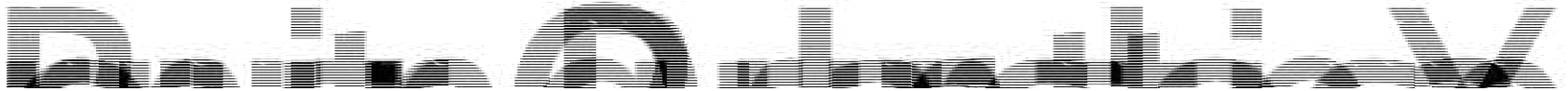
- 
- ▶ Web Directory  
<http://is.gd/WRSettlementDirectory>
  - ▶ EverFresh Links – package for service providers
  - ▶ EverFresh Links – public poster
  - ▶ Agency In-service training workshops
  - ▶ Local sector network sessions
- 



# Local Resource Findings

- ▶ Work with a local advisory group
- ▶ Determine local information needs
- ▶ Define inclusion criteria
- ▶ Design how to organize the information
- ▶ Evaluate the resource
- ▶ Give ongoing feedback for continuous improvement
- ▶ Engage sector peers to use and give feedback

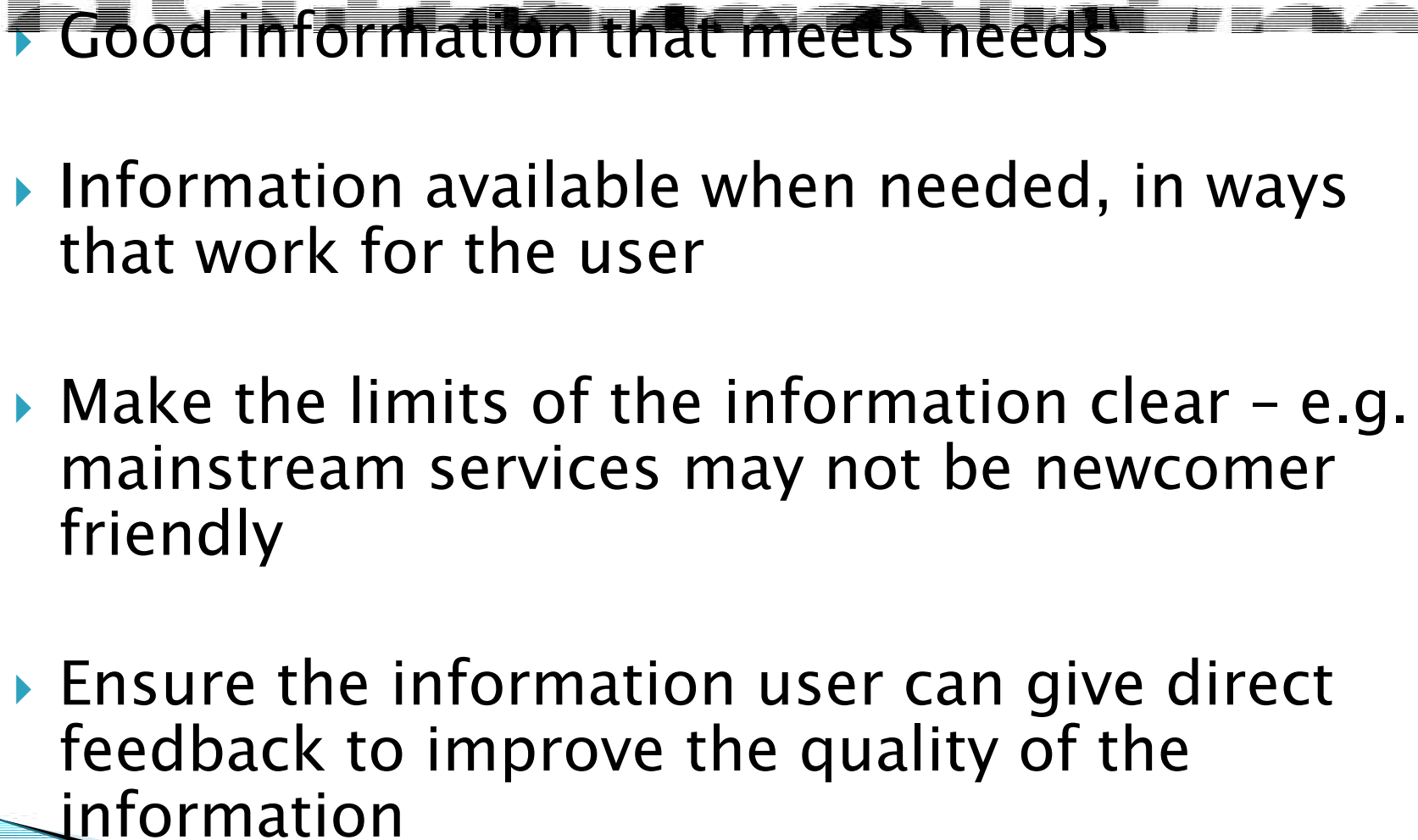


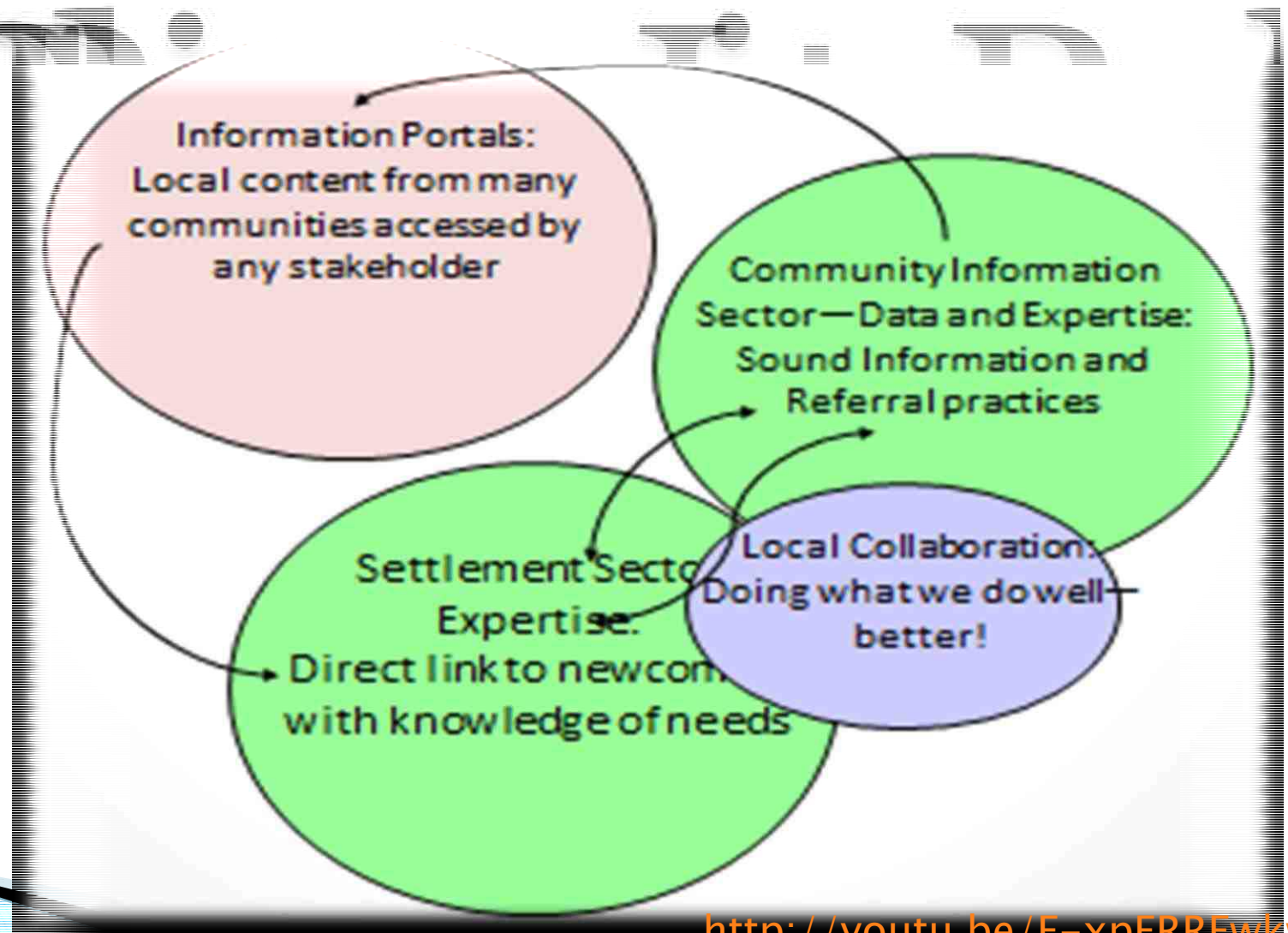


- ▶ Understand the information needs of your clients and your staff
- ▶ Assess your information management capacity
- ▶ Don't duplicate effort in maintaining information if there is an existing information centre that has established the foundation for the information you need – e.g. good practice, dedicated staff
- ▶ Understand your local landscape –which relationships will you strengthen?
- ▶ Assess information resources – assess these good information resources and do these meet the needs of your clients and/or service staff
- ▶ Assess your readiness to collaborate
- ▶ Set your goals for collaboration – expect a local information service provider to be a member of InformOntario and to follow established standards for data management, information and referral services AND collaboration – ask them to work with you (readiness to move on collaborative planning)
- ▶ Work with your local information centre to develop resources that work with existing capacity, provides mutual benefit and provides regular feedback

# TOOLKIT

- ▶ Newcomer Information Needs Assessment
- ▶ Service Provider Information Needs Assessment
- ▶ Mapping Your Community Landscape
- ▶ Assessing Information Resources
- ▶ Assessing Information Management Capacity
- ▶ Collaboration Readiness Assessment
- ▶ Examples of Collaborative Agreements

- 
- ▶ Good information that meets needs
  - ▶ Information available when needed, in ways that work for the user
  - ▶ Make the limits of the information clear – e.g. mainstream services may not be newcomer friendly
  - ▶ Ensure the information user can give direct feedback to improve the quality of the information




The success of this project is due to the co-creation efforts of project participants, supporters and contributors.

Pilot sites: York Region & Waterloo Region advisory groups.  
Test site: Toronto & other InformOntario testers

Their knowledge and skills are valued.





For information about the  
Building Local Information Support to Ontario  
Newcomers Project, visit:

<http://learning.informontario.on.ca/>

Or email:

[info@informontario.on.ca](mailto:info@informontario.on.ca)

