

EASIEST is a new project that brings together Immigrant Serving Organizations (ISOs) in British Columbia to work in collaboration to develop innovative, low-cost solutions that make their services as easy to access as possible.



For newcomers to Canada, the settlement process can be challenging as they find themselves in an unfamiliar and complex environment.

Many newcomers to Canada do not access newcomer services and supports. Barriers to access include lack of awareness, limited language and literacy skills, factors related to gender, culture and the complexity of services provided that are delivered in isolation.

Goal of EASIEST

To improve newcomers' outcomes and settlement by helping service providers deliver the most appropriate services at the right time, for the right duration.

THE EASIEST APPROACH

EASIEST will use a 4-phase approach to identify, develop and test behavioural strategies to improve the design and delivery of settlement services.

DISCOVERY

Identify opportunities for service improvements.

DIAGNOSE

Examine service bottlenecks.

DESIGN

Innovate a new approach along the user journey.

DELIVERY

Test the approach and analyze the data.

How EASIEST WILL ACHIEVE ITS GOALS?

Behavioural Insights (BI) will be used to understand how newcomers to Canada make decisions about the services and supports they access.

BI acknowledges that individuals do not always make rational decisions, especially in a complex environment. The choices they make are influenced by a myriad of factors.

- ❖ **Findings** from a literature review, focus groups with newcomers and interviews with service providers will help to inform settlement service needs of newcomers.
- ❖ **Selected ISOs** will work together to examine “bottlenecks” in the processes and develop innovations to improve service delivery models, with the aim of better meeting the needs of newcomers.
- ❖ **These innovations** will be implemented and tested by the ISOs within their working groups.

WHAT IS IN IT FOR PARTICIPATING ORGANIZATIONS?

Organizations will **build their capacity** to identify evidence-based service innovations using behavioural insights and strategies. These tools will **empower** practitioners to **improve services**, performance and outcomes for newcomers within their own organizations.



TO GET INVOLVED IN EASIEST:

Register for the online forum on

Thursday November 29th, 2018, 11:00am to 1:00pm

Forum Link

Contact

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