

Health Equity and Multilanguage Research

COVID-19 Vaccine Experience

19 August 2021

Land Acknowledgement



Purpose

- Share findings from service design research on two related projects:
 - Heath Equity
 - Multi-Languages

Agenda

1. Intro

10:15 - 10:35

- Project Overview
- Research Approach

2. Research Findings - Health Equity

10:35 - 11:10

- Lived Experience
- COVID-19 Experience
- Discussion

3. BREAK

11:10 - 11:20

4. Research Findings - Multi-Languages

11:20 - 11:55

- Outreach
- Web Usability
- Content
- Discussion

5. Wrap-Up

11:55 - 12:15

- Review and Discussion
- Deliverables and Next Steps

Project timeline

2021



Project timeline

2021

Jan.

Apr.

Jun.

Aug.

Health Equity Research 1

Health Equity Research 2

COVID-19 Vaccine Experience

From looking for information, to after getting vaccinated, how are people experiencing COVID?

Multi Language Research

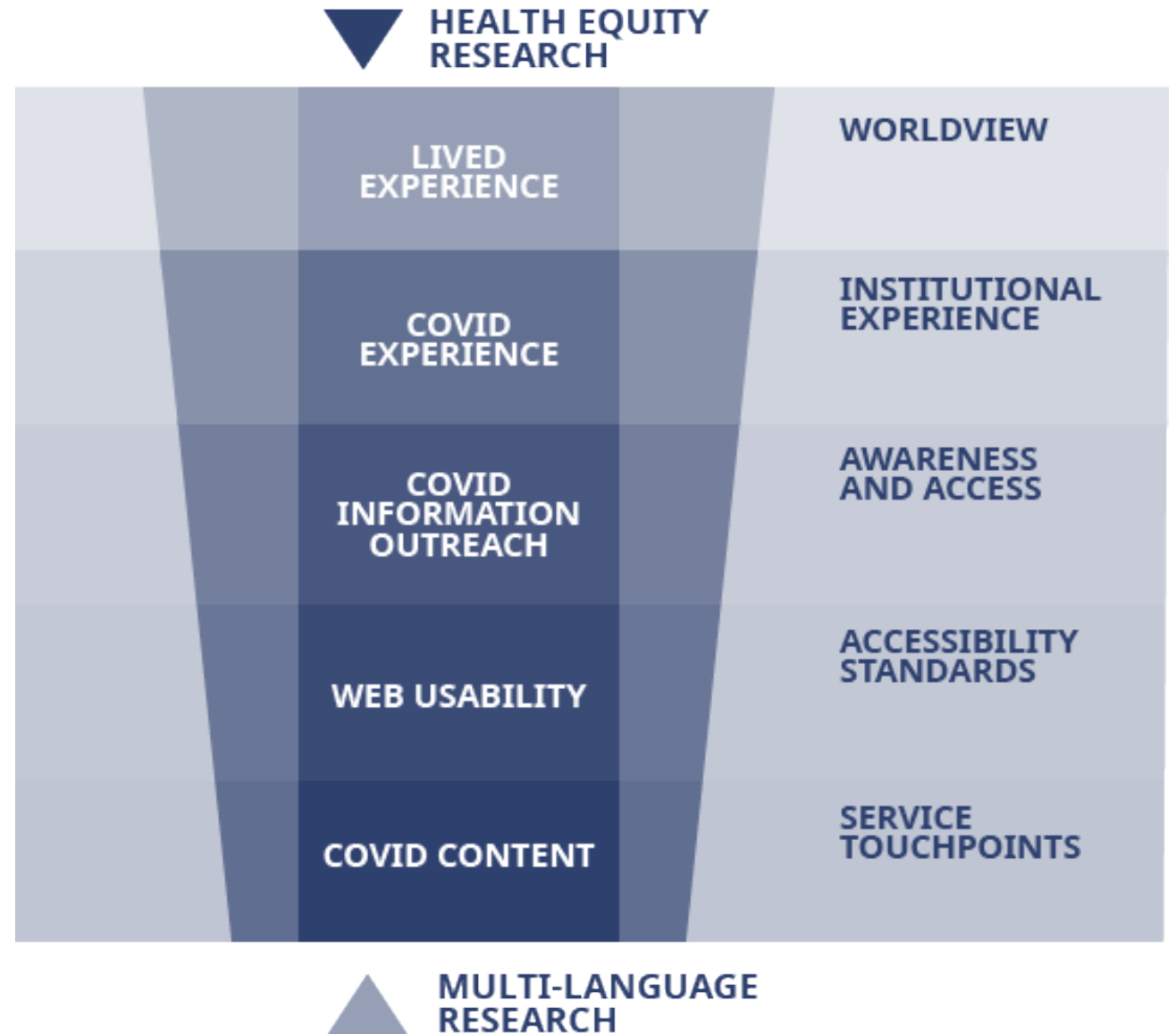
How is multi-lingual COVID information reaching communities in BC?

Health & Vaccine Equity

How to ensure that the most vulnerable communities in BC have the ability to get vaccinated?

Approach

Access points for multi-language and health equity in understanding different communities' challenges



Research Approach

Health Equity

Research Approach

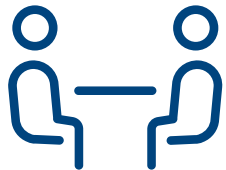
Research Questions

- How can government provide equitable access to health content, information, and services?
- How are existing health inequities impacting how underserved populations access COVID information and services?

Methodology

Intersectional health equity framework based on different demographic factors and systemic barriers to identify disproportionately impacted groups in the **north and interior health region**:

- **Folks living or working close to the street**
- **Migrant workers or undocumented folks**
- **Youth in or aging out of care**



Community
org-centred
interviews



Desk research &
existing reports



Quantitative
COVID data

Recruitment



10

**Community
support
organizations**

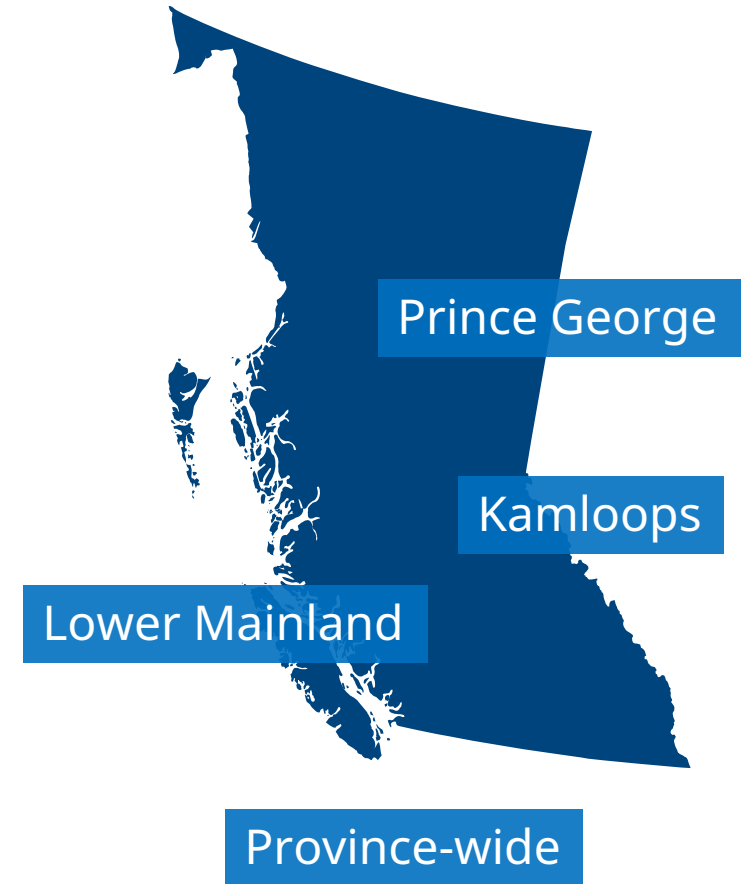
- Migrant Workers Centre
- Prince George New Hope Society
- MAP BC
- Federation of Social Services BC
- AMSSA (Affiliation of Multicultural Societies and Service Agencies of BC)
- Federation of BC Youth in Care Networks
- Umbrella Multicultural Health Co-op



6

**Health authorities +
partners**

- Interior, North, Coastal, Fraser, Island communications teams
- BCCDC knowledge translation team



Limitations

Lack of time and structure for trust-building

- Need to move at the speed of trust – challenging in remote environment and positionality within govt (proximity to service delivery changes)
- Community partner and participant capacity
- COVID restrictions, online communications

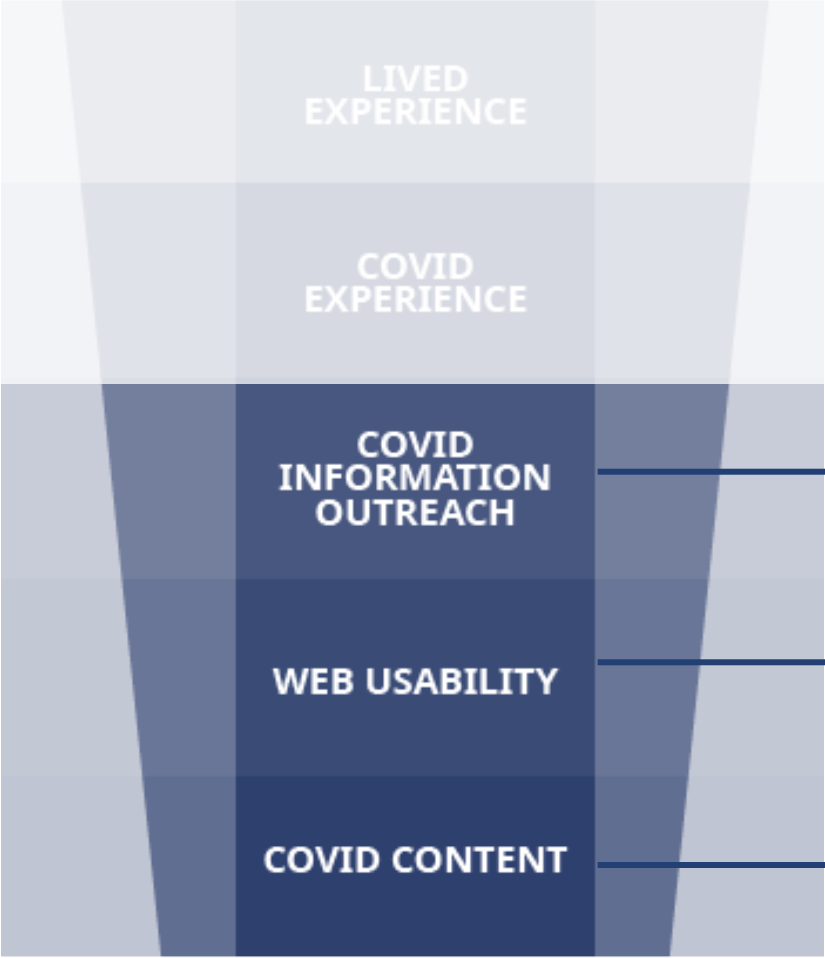
Limitations to what we can 'build' & where we can implement

- Research approach limited to opportunities and timely findings – co-design requires time, sustained relationships, and clear space for implementation and accountability

Multi-Language

Research Approach

Research Questions

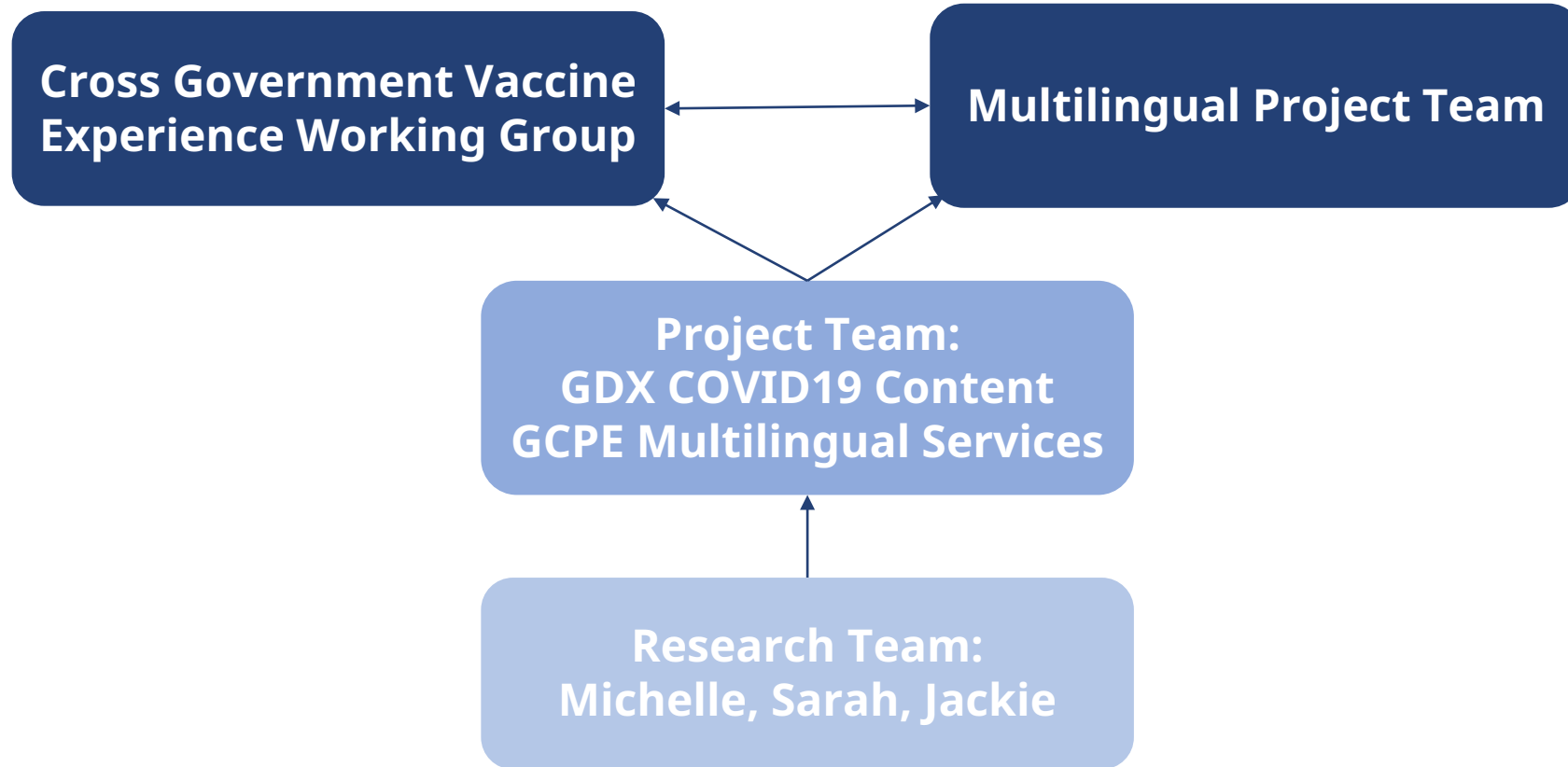


*Where are people finding information about COVID?
How are support organizations sharing COVID information?*

*How are people navigating through our webpages?
Are the pages well formatted?*

*Are the translations meeting needs?
Is our information answering the right questions?
How is it being perceived by people of all cultural backgrounds?*

Project governance: Multi-Languages



Methods

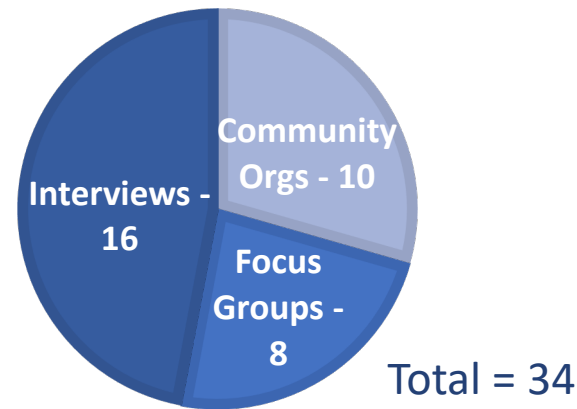
Goal: Speak to 3 people from each language group, of the 12 languages we provide translated content in.

- 1:1 virtual conversations with community organizations
- Focus groups with settlement workers who support newcomers
- 1:1 virtual interviews and focus group with screen share, with speakers of:
 - Arabic
 - Cantonese (Traditional Chinese)
 - Mandarin (Simplified Chinese)
 - Farsi
 - French
 - Hindi
 - Japanese
 - Korean
 - Punjabi
 - Spanish
 - Tagalog
 - Vietnamese

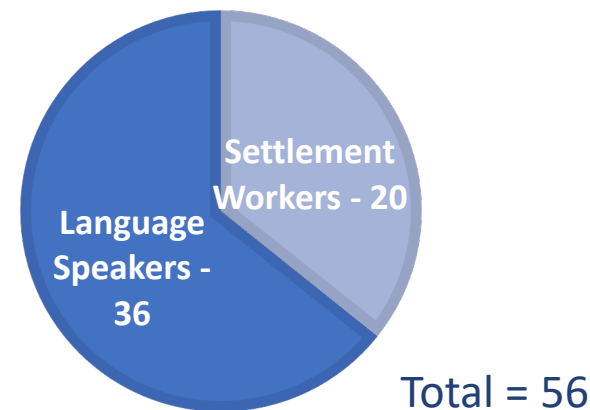
Research Approach: Multi-Languages

Recruitment

Types of Engagements



Participants by Role



Participants by Language

Arabic	7
Cantonese - TC	7
Mandarin - SC	6
Farsi	6
French	1
Hindi	2
Japanese	3
Korean	3
Punjabi	2
Spanish	4
Tagalog	3
Vietnamese	0
Not described*	12

Total = 56

Participants' attributes

- In Canada <1 to >10 years
- Wide range of:
 - Levels of digital literacy
 - English proficiency
 - Reading levels
 - Access to tech



Thank you to the community organizations who connected us with participants!

Limitations & Challenges

Impacts to quality and depth of feedback

- Virtual interviews - Limits trust and safer space building
- Working with interpreters - Limits collaborative conversation

Small, non-representative sample

- No culture or language is a monolith

Connecting with the disconnected

- Reaching the hard to reach takes time and trust
- Participants may not have felt safe enough to share dissenting thoughts

Translation and Interpretation

- Scheduling with interpreters and participants
- Interpretation means less time to ask questions
- Verbal and written responsive outreach - Emails, phone calls, consent forms
- Time required to translate recruitment messaging, consent forms, gift card information

Research Findings

Lived Experience & The COVID Experience

Health Equity Research Findings

Key Themes

Layers of mistrust:

- Systemic, institutional, process and experience

Lived experiences impacts ...

- The way folks access services and information – this is informed by who/ what they trust to support them in the way they need to be supported
- Folks feel lack of agency over their own lives – vaccine seen as another thing they're being told to do

Location and Resourcing

- Disproportionately under-supported due to geography (allocation of resources and capacity)

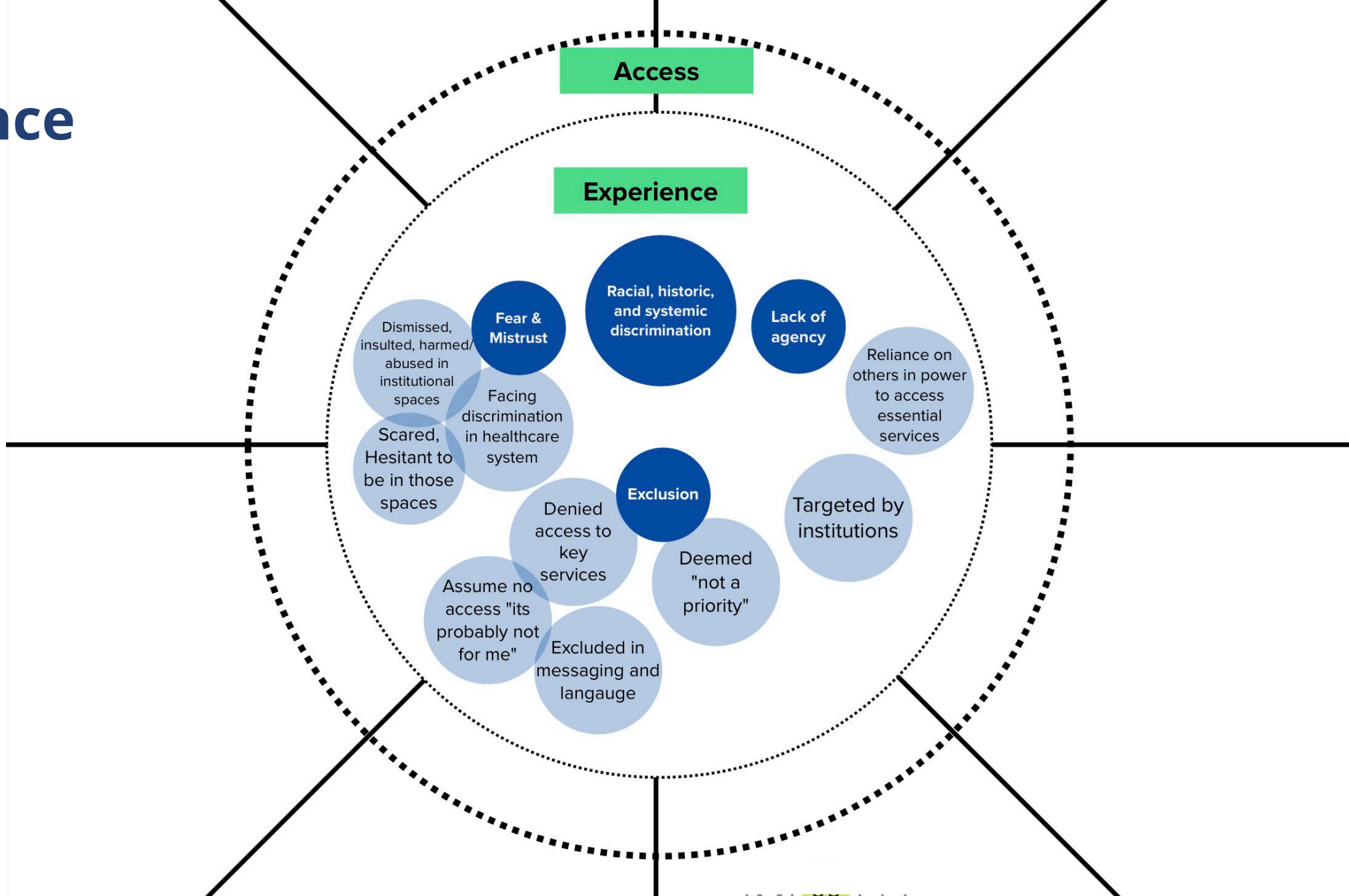
Where and why does mistrust of government happen?

Our experiences impact how we access services, our perceptions, and decision-making

- Experiences inform what we expect, who we trust, and which channels of information we rely on



Experience Themes



Migrant Worker based in the Interior



“*I could **lose my job and be deported** for missing work because of a vaccine appointment.*”

Lived Systemic Barriers

Power imbalance

Dependent on employer for all access to services/ resources – visa status tied to employer

Surveillance & control

Lack of mobility, often limited to workplace

Fear of deportation

Uncertainty and fear of what will affect status or livelihood

Disconnected from healthcare services

Lack of permanent resident status or MSP

Lack of PR and labour rights

No knowledge of protections and rights as an undocumented worker

Value-based Needs

Economic stability:

Having work to support family overseas

Familiarity:

Trusts info and support from home country, in 1st language

Assurance of safety:

Ability to make informed decisions without impacting status

Language and cultural barriers:

Lack of access and awareness of supports (translation, navigating Canadian systems)

Migrant Worker



Lack of vaccine access, cramped living lead to rise in COVID-19 outbreaks among migrant workers in Quebec

The Canadian Press · Posted: Jun 13, 2021

Housing conditions for migrant workers in Canada 'worse than if we were in prison,' new report says

CBC News · Posted: Jun 10, 2021

Advocates call for more rights for migrant workers amid deaths on the job

The Canadian Press · Posted: Jun 13, 2021



COVID-19's impact on migrant workers adds urgency to calls for permanent status

February 24, 2021 11:11am EST

February 24, 2021 11:11am EST

Demonstrators march in Ottawa to demand permanent status for all migrants, refugees

CBC News · Posted: Jul 25, 2021 6:02 PM ET

MIGRANT WORKERS
Alliance for Change

Unheeded Warnings:

COVID-19 & Migrant Workers in Canada,
June 2020

“

We know our boss will use this virus to enforce rules he wanted already. He's using the pandemic as an excuse to get control over us. He shouldn't be allowed to

“

If we couldn't reach anyone think our boss would let us starve before helping. He doesn't care about us.

“

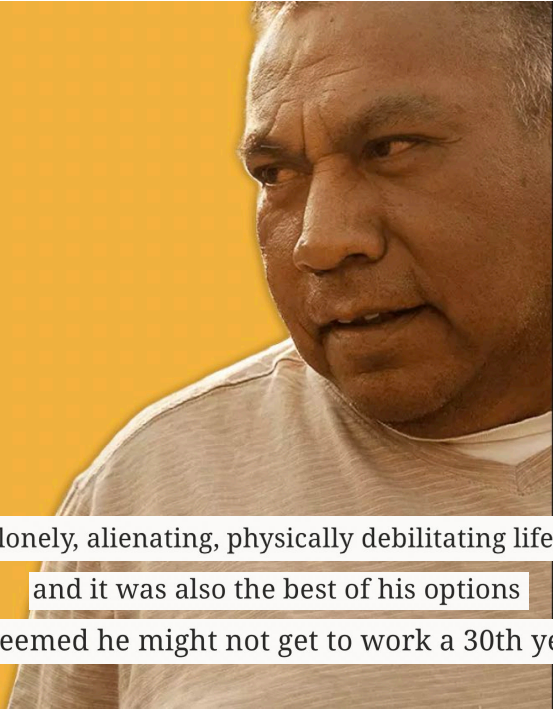
The boss gets money from the government for quarantine costs and still we get a bill for soap and grocery. He's taking bread from our kids' mouths - we need to send that money to our families back home!

- Winston, seasonal tree nursery worker for 5 years, father of two.

Undocumented workers hesitant to get COVID-19 vaccines, fear deportation: advocates

Camille Bains, The Canadian Press

Published Friday, March 26, 2021 5:56AM EDT



lonely, alienating, physically debilitating life

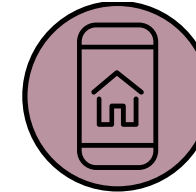
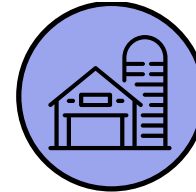
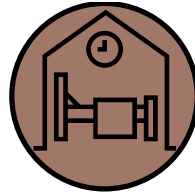
and it was also the best of his options

it seemed he might not get to work a 30th year.

**ROOTS
OF A
DREAM**

HE WORKED OUR FARMS FOR DECADES, HOPING TO MAKE CANADA HOME. THEN THE PANDEMIC CHANGED THE LANDSCAPE

Migrant Worker based in the Interior



Steps

Travel and border procedures during pandemic

Hotel Quarantine
some vaccinations

COVID, worksite
and crowded
communal living

Contact outreach
worker for support

Access Vaccine
appointment

Challenges

Uncertainty,
confusion, and
Limited rights

Discrepancy in
migrant workers
vaccinated

Employers neglect
COVID precautions

Access to contact
information
Safety and job
security

Vast power
imbalance of
employer

Opportunities

Information at
official touchpoints

Touchpoint for
health services
and vaccines

Better policies to
insure rights for
workers

Build network of
support workers
for migrant
workers

More information
on Permanent
Residence
permits

Women who are living or working close to the street



“*We’ve been told what to do our whole lives. The vaccination feels like another thing we don’t have a choice over.*”

Lived Systemic Barriers

Abuse & trauma:

Intergenerational trauma, colonial, racialized, and gender-based violence

Discriminatory institutions:

Being turned away, abused by government healthcare and authorities

Lack of agency:

“I’ve been told what to do my entire life.”

Value-based Needs

Agency & Autonomy:

Ability to make own informed decisions

Feeling heard & understood:

Support and help from familiar and trusted folks

Safe spaces:

Reliable and non-judgemental spaces for care, shelter, and community

Women who are living or working close to the street

Sex Workers Treated as Criminals, and Left Without Support, During COVID-19

The Trudeau government hasn't yet acted on promised changes to protect their labour rights.



Lack of legal protection for migrant sex workers: advocates

When it comes to sex workers and migrants, Kong said that a lack of rights and stereotypes held by governments and law enforcement make these communities even more unsafe.

Sex workers face new risks during COVID-19 pandemic

'Desperation has kicked in' for vulnerable, undocumented workers unable to access help

NINA GROSSMAN / Apr. 3, 2020 5:30 p.m. / [LOCAL NEWS](#) / [NEWS](#)

Non-accessible COVID-19 relief

Most sex workers do not qualify for the [Canada Emergency Response Benefit](#) (CERB) because they cannot prove they have [earned at least \\$5,000](#) in the past year. Due to [federal criminal laws](#) around prostitution, even those who can provide such proof [are afraid](#) to apply and draw the attention of the authorities via their [CERB application](#) and/or the 2020 tax filing requirement.

Pandemic forces Kelowna sex workers turn to unsafe survival tactics to make money

Sex workers lack support and resources, especially during the pandemic

PAULA TRAN / Jul. 21, 2021 5:00 a.m. / [LOCAL NEWS](#) / [NEWS](#)

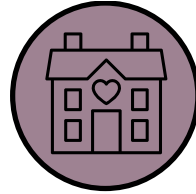
“People engaged in sex work have fewer outlets and supports to address unsafe situations.”

Women who are living or working close to the street

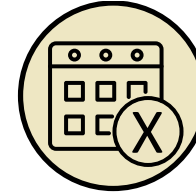


Steps

Hears of vaccines from news, word of mouth, and drop-in centre



Goes to local drop-in centre for more info



Unsure of ability to show up to booked appointments



Unable to make informed decision – where or how to get questions answered

Challenges

No access to mainstream news or gov channels

Drop-in centre no longer has nurse practitioner due to cut funding

Uncertainty of day to day – potentially missing appointment, discouraged to book again

Feels lack of agency, afraid of going to institutional health services – gives up on getting a vaccine

Opportunities

Direct info and updates for support orgs

Options for access to healthcare and to ask questions in trusted spaces

Drop in options for health clinics

Trauma-informed medical practitioners for support and answering questions

Youth in or aging out of care



“ *I haven't had good care experiences – my interactions with govt representations don't serve me in the ways I need or hear me **the way I need to be heard.*** ”

Lived Systemic Barriers

Systemic discrimination:

Intergenerational trauma, colonial, racialized, and violence

Institutional trauma:

Poor experience with gov institutions (MCFD, healthcare system, etc.)

Lack of agency:

“These youth have been moved around so much and been told what to do my entire life.”

Lack of stability:

Being left out, feeling transient between care support systems

Value-based Needs

Agency:

Ability to make own informed decisions

Being included and heard:

Having a say in decision-making that affects their lives

Safe, peer-led spaces:

Spaces for dialogue and community with youth and trusted support workers

Lived Experience & Context

Youth in or aging out of care

Supporting youth 12–24 during the COVID-19 pandemic: how Foundry is mobilizing to provide information, resources and hope across the province of British Columbia

[Marco Antonio Zenone](#) , [Michelle Cianfrone](#), [Rebecca Sharma](#), more...

[Show all authors](#) ▼

YOUTH TRANSITIONING OUT OF CARE IN BC:

A preliminary report

McCreary Centre Society's Youth Research Academy, 2021

A Parent's Duty:

Government's Obligation to Youth
Transitioning into Adulthood

BC Representative for Child &
Youth; December 2020

Karen Campbell: COVID-19 has exposed lack of safety net for B.C.'s vulnerable children

Opinion: The practical result of strictly applying age-of-majority legislation to young people in the child protection system is that they are deprived of critical support as they are starting out in life.

Karen Campbell

May 24, 2021 • May 24, 2021 • 4 minute read • [Join the conversation](#)



Youth in or aging out of care



Steps

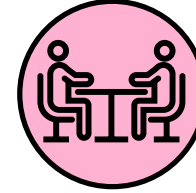
Transitions out of government care system



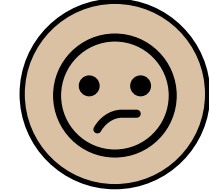
Reaches out to community orgs for support (e.g. housing, mental health, etc.)



Tires of physical distancing measures and loss of relationships



Learns about COVID through peers and support workers, and youth-specific resources



Unsure about vaccine safety, impact, and what will change in the future

Challenges

Facing placement and job instability because of COVID

Lose access to services and resources when you turn 19

Feeling isolated and anxious, with no one to turn to; Feeling lack of agency over own life

Lack of youth-specific vaccine information that is easy to understand

Lack of access to technology (data plans, internet, etc.) and spaces to ask questions and address fears

Opportunities

Transition support workers that can support and connect them to resources after they age out

Content co-developed with youth, specifically for the youth experience

Work with youth orgs to directly share information and updates

Peer-facilitated spaces for information sharing, dialogue, participating in decision-making

Common Themes: Experiences and Channels

- Discrimination and violence in institutional spaces
- Feeling unsafe, uncomfortable in institutional and healthcare spaces
- Trust and reliance on local support centres, informal sources of information and support
- **Channels used:**
 - Word of mouth (drop-in centres, social workers, peers, etc.)
 - Physical spaces (bulletin boards, food banks, Service BC pamphlets, etc.)
 - Social media & news (shared in peer networks, WhatsApp, WeChat, comms from home country)

Support Organizations



“Some of *our clients* have ***experienced trauma*** and don't have the attention to look for COVID info. ***We try to keep it simple for them***”

Systemic Barriers

Lack of capacity:

Filling service gaps and aiming for systemic change without adequate resources

Lack of funding:

Project-based funding makes it difficult to build necessary infrastructure and respond to emerging needs

Burnout and exhaustion:

Feeling jaded by imbalance of effort and impact

Unclear supports and resources

Navigating: information silos in multiple systems to help people they serve

Value-based Needs

Care & Connection:

Ability to connect with and provide direct support to underserved populations

Clarity:

Clear and useful information that can be easily shared out

Trauma-informed:

Acknowledging most people they serve have survived trauma and need extra support

Lived Experience & Context

Support Organizations

Charities and non-profits in trouble seek federal support

CBC News · Posted: Apr 06, 2021 4:00 AM ET

Canadian charities and non-profit organizations devastated by the pandemic are looking to the federal government to help keep their doors open.

Pandemic driving more young people to seek mental health help

CBC News · Posted: Jan 18, 2021 4:00 AM ET

"We are at capacity," he said. "Our volunteers have really stepped up and they've really worked really hard, but we can't do more with what we have and the demand ... is definitely there."

Vital People: Recovery grants help non-profits survive after pandemic ravaged fundraising

Pedro Arrais / Times Colonist

JULY 25, 2021 06:00 AM

Coronavirus: Where to donate and how to help Canada's most vulnerable

By Claire Sibonney
April 9, 2020

From donating vital protective gear to frontline workers to offering emotional support for local seniors, there are many ways you can give and get involved

Kids Help Phone says it has seen a dramatic surge in calls—**about 350 per cent**—since the crisis hit Canada

Canadian women's shelters, sexual assault centres and community anti-violence programs are still operating during the pandemic but they are pleading for more resources as many face overcapacity. You can donate to

Imagine Canada's

Sector Monitor

Ongoing Effects of the COVID-19 Pandemic

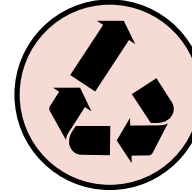
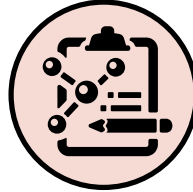
David Lasby, Director, Research

February, 2021

There is a **growing gap between demand and capacity**. Many charities are experiencing higher demand, while at the same time grappling with staff and volunteer shortages. Organizations are being stretched to do more, and the increased pressure is taking a toll on employees.

Currently, charities are about 1.6 times more likely to report increased demand than increased capacity. The end result is that just over a third (34%) are seeing demand rise faster than organizational capacity.

Direct Support Organization



Steps

**Service
Access and
Family Risk**

**Making Sense
of COVID**

**Repurposing
Content**

**Providing
emergent
support**

**Filling in resource
gaps themselves**

Challenges

Had to diversify modes of providing service and communicating with folks

Overwhelmed by amount of info and having to direct specific content to specific people

Vast amount of content from a variety of sources.

Understanding and meeting emerging needs with little capacity. Supporting disproportionately affected communities

Facing burnout and exhaustion after providing direct support over COVID

Opportunities

Create content to support sharing on diverse platforms

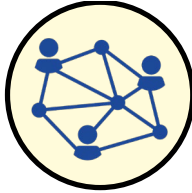
More tailored information from government. Cross government collaboration and sharing.

Government and partners provide more contextual info from gov partners

Informed and designated role in gov to support comms for community partners

Tailored Information, Support resources, Emergent support

Umbrella Support Organization



Steps

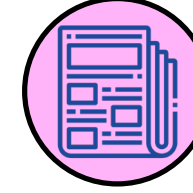
Building relationships with local and direct support organizations



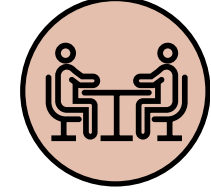
Creates space for members to share information with each other



Participates in government roundtables; shares on-the-ground insights



Compiles and shares out information to member organizations



Unsure what communication will look like after COVID

Challenges

Low capacity of direct support orgs because of COVID

Compiling information from multiple sources and interactions to share both ways

Sifting through govt content to find information relevant for member organizations

Info often out of date by the time it reaches individuals

Losing opportunities to share info with gov as provincial priority shifts away from urgency of COVID

Opportunities

HMW support the creation of networked support?

Shared space for govt and support orgs to exchange information

Designated contact in govt to facilitate information sharing

HMW ensure information reaches the right people at the right time?

HMW maintain community connections formed during COVID?

Common Experiences and Channels

- COVID has helped establish connections between orgs working at different levels
- Support orgs are key channels of information sharing for populations that distrust government and other formal institutions
- Gathering info through e-mail blasts, cross-sector meetings, some gov content.
Disseminating through:
 - Whatsapp groups
 - Emails and phone calls
 - Infographics for website, emails, whatsapp, social media
 - Fact sheets and guidance documents

Discussion

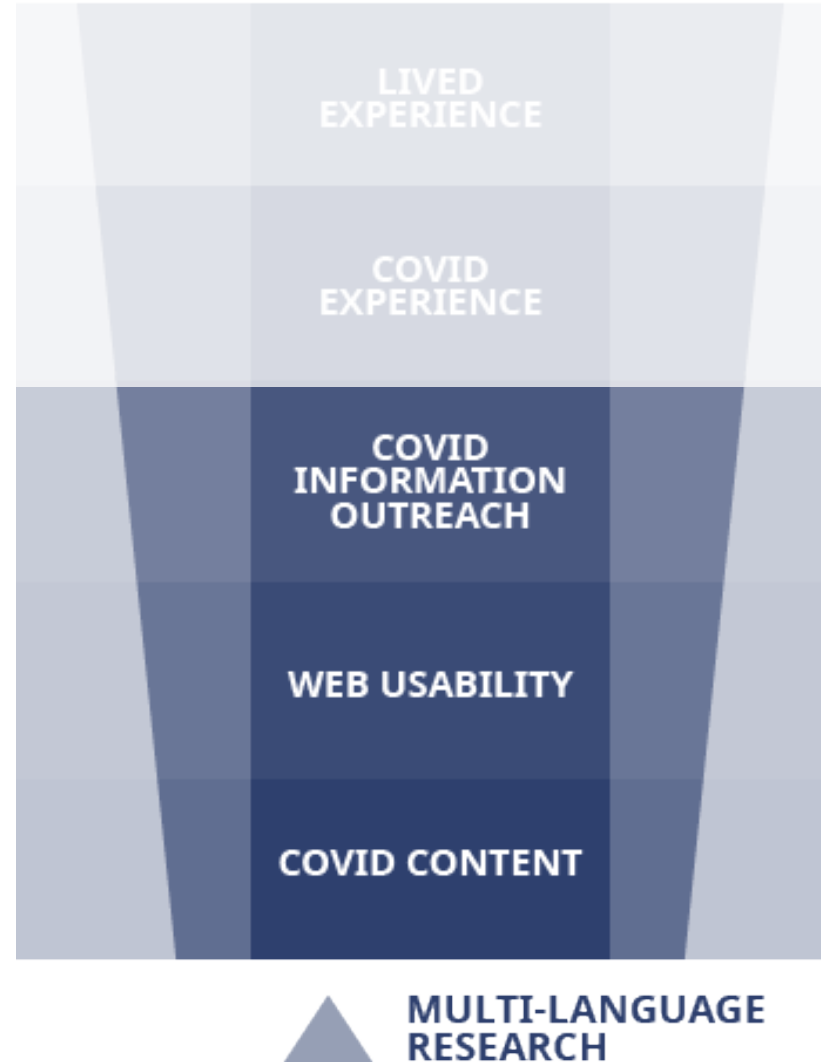
Health Equity Findings & Opportunities

Break

Return 11:20

Research Findings

Outline



COVID Information Outreach

Multi-Languages Findings

Overview

Value is high, awareness is low

- Most people don't know about our translated pages

Information journey is fragmented

- People are looking for information across different channels and get lost

Where are people going to for COVID-19 info and support?



News

Routine and Reliable

- News channels (radio, TV)
- Newspapers
- Multilingual broadcasting
- News from home country



Community

Trusted and Supportive

- Community-based support groups
- Social media - Facebook, Instagram
- Friends & family
- Videos - YouTube
- Messaging apps - WeChat, Line, FB messenger



Health + Government

Credible but Complicated

- Bonnie Henry
- BCCDC
- Health Authorities
- gov.bc.ca
- Government of Canada site
- Doctor and local health services

Literacy and time in Canada influences sources of access and channel preference

Channels and Trust

Challenges

- Awareness of BCPS in-language pages is low
- “Government” sources are seen as monolith, while info is spread across a number of websites and platforms
 - *“Our clients are in different health regions. We had to navigate lots of different info to support our clients.” – Settlement worker*

Working Well

- Availability of in-language BCPS info is welcomed surprise
- Government sources generally seen as trusted***
- Connectors are effective at conveying timely, specific, and sometimes in-language information
 - Schools
 - Employers
 - Community Organizations
- Community-specific websites and social media have many users and link to in-language information
- Word-of-mouth is seen as most trusted by some cultures

How might we...

- Increase the awareness of our in-language content?
- Better understand and leverage different communities’ most used online channels?
- Align and streamline across “government” channels – HAs, BCPS, HealthLink, BCCDC?
- Better support and learn from community organizations and their approach to info sharing?
- Create more easily sharable content?
- Use videos as an accessible way to convey information?

Settlement Worker

Challenges

- Difficult to find newcomer specific information
- Information is spread out across gov.bc.ca and other channels
- Referral pathways broken during COVID
- Supporting clients with intersecting identities who face multiple barriers to access

Needs

- To support clients not just with COVID info but also connecting them to the essentials of life and other services – like housing, and foodbanks
- Pivot to offering services online
- Learn about new service capacities and referral pathways
- To translate content for clients

How might we...

- Better support community organization with timely, in-language information?
- Design an improved information and service journey for newcomers?

Google Search

Needs

- All participants used Google to search for info
- Many rely on Google Translate to read search results and webpages

Working Well

- Searching in-language sometimes produced links to gov.bc.ca in-language pages

Challenges

- Search terms in other languages did not consistently produce links to gov.bc.ca pages
- Searching in English for BC COVID-19 info in a specific language linked to English pages only.
 - Example search: “BC COVID-19 Korean”

How might we...

- Optimize our search engine results on Google?
- Offer training for staff on search engine optimization?

Web Usability

Multi-Languages Findings & Opportunities

Overview

Importance of Page Consistency

- Users looking at in-language pages expect the same functionality as English pages

Considerations for Mobile View

- Need to consider what our website looks like on mobile devices

Navigating using a Smart Phone

Needs

- More participants searched for info on phones – preference and necessity
 - *"I have a hard time navigating pages like this – I use a cell phone usually. And a website like this is better to look on a laptop but I'm not usually on my laptop."*

Challenges

- Browsing on phone was difficult on longer pages and large images

Working Well

- Phones are an easy way to link from social media and instant messaging to web pages

How might we...

- Improve the usability of gov.bc.ca on smart phones?
- Leverage the use of smart phones to increase sharing of our content?

Images

Challenges

- Some images are confusing
 - *"It's not clear that it speaks to COVID information"*
- Expect images will be linked
 - *"Would be nice to have multiple clickable links like in the photo, not just the blue button."*
- Blank areas in header image look like title is missing

Working Well

- Diversity reflected in some images
- Communicate consistent branding
- Help to communicate meaning
 - *"The pictures are more impressive to see the story."*

How might we...

- Leverage images as a more universal and accessible way to communicate information across languages?
- Partner with GCPE's Digital Comms to prototype and test info graphics that can be shared via messaging apps?

Font and Alignment

Challenges

- Font not large enough in some languages: Punjabi, Hindi, Farsi, Arabic
- Seniors prefer larger font

"Font size may be too small for seniors"
- Varying ability to zoom-in to view pages

Working Well

- Right aligned languages with images, headers, and body text aligned
- Formatting is clear and easy to understand

How might we...

- ✓ Ensure that all languages have visually similar font sizes?
- Continue to test font size as changes are made?
- Ensure that all fonts meet industry standards?

Navigating Across Languages

Challenges

- Translated pages look different from English pages
 - Sameness communicates quality and importance
- Switching between languages is challenging (but improved with recent changes)
 - Bilingual users reference both languages to make sense of content and to share
- Links from in-language page to English sites are jarring
 - Links to English vaccine booking page
- Search function and Chatbot in English

Working Well

- Improved findability of phone number to book vaccine

Needs

- Language options at top of page, above fold, on all devices

How might we...

- ✓ Provide consistent formatting between English and translated pages?
- ✓ Indicate to users when they are linking to an English page?
- Increase the functionality of gov.bc.ca in multiple languages - i.e. search, chatbot, forms?
- Provide info on accessible in-language supports when online info is only available in English?
- ✓ Provide accessible language selection?

Booking Process

Challenges

- System does not recognize people with two names - system did not accept hyphens

"Our Chinese names have hyphens and the name field didn't accept this. So we had to call in to register. Many of us have two first names and the system doesn't accept this. It was the same for Covid testing."

- Contact information needs to be front and centre

"It's easier to find contact info now, how to register. It's important so that client are able to access in-language more easily."

- Difficult to reach interpreter through the phone

"When people call and hear English on other line they will hang up."

- Some participants were recognized as CEV but they were not kept informed about their second dose

Working Wells

- Friends and family usually able to help call or register online

How might we....

- Answer frequently asked questions through the content?
- Provide information for residents with different statuses?
- Provide access to translated updates?
- Condense information without compromising on detail?
- Reduce scroll on mobile?
- Provide printable versions of the web content?
- Reduce the reading level of all our content?

COVID Content

Multi-Languages Findings & Opportunities

Overview

Information overload continues

- Newcomers especially find the pages long
- Looking for most up to date information only

Most translations are meeting needs

- Style of the translation sounds professional

Current Information

Challenges

- Notice when pages aren't as updated as the English pages
 - Reinforces idea that translated content is not fully reliable and English content should still be the go-to

"I noticed once that a gov site in Japanese wasn't updated."

"Most of the updated content is in English everywhere."

"Those updates should be automatically on the BC government website. Nothing about what's happening today is on there."

Working Wells

"Last Updated" people notice and appreciate

- Important to let users know that information needs to still be updated in-language so they know to seek out English content if information they are looking for is time-sensitive

How might we....

- ✓ Show that the translated pages are updated in-line with the English pages (when they are)?
- Ensure that users are not getting used to knowing in-language content is often not updated immediately?

Amount of Information

Challenges

- Those with low literacy are more likely to feel overwhelmed by the abundance of information
- Lots of information but lacks daily updates and specific details, questions left unanswered

"I've been to bc gov several times and click on c19 info – but this content is very basic, I'm talking about daily news that's updated daily."

- Lengthy scroll on mobile (preferred device)
- Content not formatted to be print-friendly

"I would like to know where could get physical copy or prints for people who need it."

Working Wells

- Tables and point form content help users digest content

How might we....

- Answer frequently asked questions through the content?
- Provide information for residents with specific statuses?
- Provide access to translated updates?
- Condense information without compromising on detail?
- Reduce scroll on mobile?
- Provide printable versions of the web content?
- Reduce the reading level of all our content?

Quality of Translation and Tone

Working Wells

- Much better than Google Translate

"This has been done by professional translators. I know that some of these things you have to translate the meaning rather than wording. That's where google fails."

- Numbers in English are easier to understand compared to translated numbers

"I feel more comfortable to read the numbers in English. Our phone is in English, keyboard, etc. That's really good."

Challenges

- With exception of Japanese

"It's accurate, but the tone and the direct translation, the English is redundant anyway – it's the same words in different ways."

- "B.C.", "vaxx" - worked for some languages but not for others

Needs

- Tone is serious and professional, some prefer conversational tone

"It's a correct and formal way of conveying information."

"Possible translation could be ...[less] formal, to be more accessible to younger audiences who are reading the info."

How might we....

- Balance a professional and conversational tone?
- Balance branding with providing in-language information that meets needs?

Questions and Gaps

Children

- When will they get their vaccines?

Migrants & International Students

- Looking for specific information about relevant to their statuses

Culture-Specific Guidelines

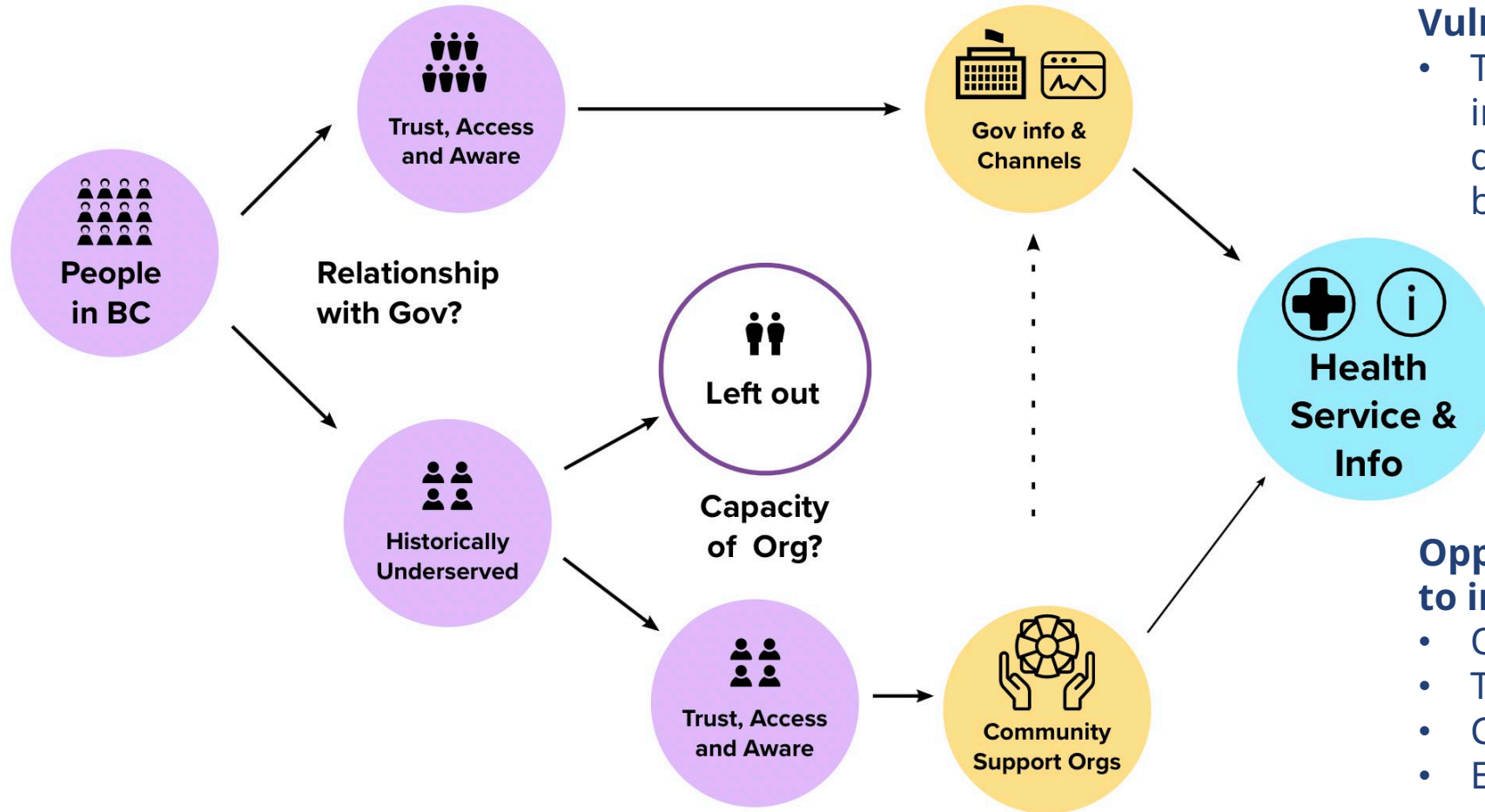
- Need to provide info on culturally specific gestures, practices, dress, etc.
that are relevant to physical distancing, sanitation, and mask wearing

Discussion

Multi-Languages Findings & Opportunities

Opportunities

Risks and Impact of Status Quo



Continued Risks for the Vulnerable Populations in BC

- The status quo will continue inequity, exclusion and discrimination for many even beyond the pandemic

Opportunities for government to intervene

- Ongoing dialogue + feedback
- Targeted messaging
- Community relations coordinator
- Enhanced Design for Equity with structured Community Collaboration

Key Opportunities

Service & Access

- Providing healthcare access when it's needed in safe, trusted, and familiar spaces

Channels & Communication

- Designated contact person in gov for community outreach and communications
- Community partner-informed language and channels for info
- Aligned, strategic comms and outreach via trusted spaces and sources
- Opportunities for dialogue and providing feedback

Key Opportunities

Design for Equity

Multidisciplinary Project Team to Address Health Inequity

- Interdepartmental team of designers, researchers and health professionals
 - Outside of siloed government working
- External Community Partners on Design Team
 - Sufficient Structures for Sustained Co-Design established before project begins
 - Project based grants to community organizations sustain community support during project.
- Interdepartmental Steering Committee
 - Ensure the project team has executive grounding to support power to enact equity

Key Opportunities

Outreach

- Promote BC Gov multi language content (web and social) to individuals and organizations via local community in-language channels
- Streamline COVID-19 and health information journey across “government” channels
- Provide public with lists of community orgs for multilanguage support
- Providing obvious, accessible, reliable in-language and translation/interpretation options
- Work more closely with community organizations to better support them and their clients

Key Opportunities

Web Usability

- Ensure consistency between in-language and English pages
- Consider access on different devices- prioritizing mobile view
- Leverage preference towards images and videos in social media
- Increase website multi-language functionality for forms, search, and chatbot

Content

- Ensure role of caregiver and connector is reflected
- Consider different reading levels and tone preferences during translation
- Prioritize plain language content
- Being conscientious of slang/acronym translations
- Balance between thorough and detailed information and condensed delivery

Next Steps

Next steps:

- Create and share final deliverables:
 - One-page summary of findings and opportunities
 - Slide decks
 - Lessons learned on conducting multi-language research and working with community organizations
 - Journey maps & contexts
- Share back findings with community partners

Thought & Questions?

Thank you!

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