

For Information

REPORT TITLE: **Improved Access to Translated Material**

FROM: Kathryn Lockyer, Interim Commissioner of Corporate Services

OBJECTIVE

To inform the Diversity, Equity and Anti-Racism Committee about the addition of translated material and translation functionality on Peelregion.ca.

REPORT HIGHLIGHTS

- The Region of Peel has committed to a vision of ***Community for Life*** where everyone enjoys a sense of belonging and access to the services and opportunities they need to thrive at each stage of their lives.
 - COVID-19 has accelerated the need to communicate in other languages with critical key messages.
 - Through translations into top languages spoken at home and the activation of a municipal network of community partners, the Region will communicate with residents in their preferred languages, increasing community awareness and access to information in a variety of languages.
 - The Translation approach supports key outcomes in the Marketing and Communications Strategy, a key organizational strategy which support the outcomes of the Region's 20-year Strategic Plan, helping to build a ***Community for Life***.
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DISCUSSION

1. Background

The Region of Peel is one of the most multicultural and multi-lingual regions in Canada, with residents speaking nearly 150 languages. Based on 2016 census information, 96 per cent of Peel residents speak and understand English, however 26 per cent of Peel's population speaks a non-official language most often at home.

The Region aims to communicate crucial information to all residents in an easy to access and understandable way. While efforts were underway to provide translation services on our website, the need to communicate in additional languages has been heightened during the COVID-19 crisis response. In order to protect the public health of the residents of Peel, staff have translated COVID-19 key messages on our social media channels and website. A translation function is now available on all pages of peelregion.ca.

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2. Inputs into the development of a COVID-19 Translation Approach

The approach to translations of key COVID-19 messages, primary and secondary data collection was examined:

a) Primary data collection:

2016 census data on languages spoken in Peel from the Peel Data Centre, including the most-spoken non-official languages in Peel, which help identify the languages that would reach the most residents who do not speak English at home, living in Peel.

b) Secondary data collection:

- Social media data on engagement through views, shares, comments and reactions on translated and multicultural posts.
- Website data on traffic (through navigation, social media links, or partner links).
- Identified needs from COVID-19 response teams including:
 - The Community Response Table
 - Human Services communications team
 - Peel Public Health communications team
 - Municipal Communications Task force (through Regional Emergency Operations Centre)

3. Translation Approach for the Region of Peel

The Region's approach uses data and research to target translation to the largest percentage of our multicultural population. (For more information on languages, messages, channels and performance, see Appendix I.)

a) Peel's top languages:

All key messages will be translated into Punjabi, Urdu, Chinese (Mandarin, Cantonese), Arabic, Polish, Spanish, Gujarati, Tamil, Italian and French (10 languages) if:

- There is an identified need for wide distribution of the message; and,
- The message will be unchanged for a reasonable amount of time.

Messages can be translated to other languages if there is a need identified.

b) Key messages:

The following key messages pertaining to COVID-19 were identified for immediate translation at the time of the development of this report; the list is dynamic and will change as messages are developed.

- Physical distancing
- Hand washing
- Self-isolation guidelines
- Self-isolation guidelines for caregivers
- Over 70? Stay home
- Seniors' shopping hours
- Donations of PPE
- Safe disposal of PPE
- Holidays will be different this year – mini social media campaigns for Easter, Ramadan, Mother's Day, Victoria Day, Father's Day

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c) Formats and channels

- Online – *Translate this Page* functionality makes all content on Peelregion.ca available in 15 languages.
- Posters – for printing and sharing with community groups and for direct download by residents from Peelregion.ca.
- Animated slideshows – fully translated social media messages to be used for greater impact of messaging and to target specific languages or communities.
- Videos of key Regional spokespersons (e.g. Dr. Lawrence Loh, Interim Medical Officer of Health) speaking in English with supporting translated messages.
- Peel Health Multilingual Community Ambassadors provide recorded COVID 19 related video messages in Punjabi, Urdu, Mandarin and French.

4. Implementation of the Translation Approach is underway with ongoing updates:

Phase 1 – Complete and ongoing	Delivery
Identify top 10 languages for Peel based on primary and secondary research	Feb. 26
Determine translation needs with input from response tables and partners	Mar. 9-present
Identify key messages and tactics for translation	Mar. 16-27
Update existing tactics with most up to date information	Mar. 23-Apr. 4
Translate messages into the top 10 languages	Apr. 7-present
Distribution and implementation of translations (share, online, print, etc.)	Apr. 7-present
Weekly update of performance, new messages and channels	Apr. 10-present
Phase 2 – Q3 2020	
Develop and implement multicultural Media Strategy for earned and paid media coverage in multicultural outlets	April 27-present
Invite multicultural media outlets to English interview with key Regional spokespersons (e.g. Dr. Lawrence Loh)	May
Development and implementation of online Media Registration process	June

5. Initial performance indicators as of May 13, 2020:

- a) The translated resources page on Peelregion.ca has received 465 unique page views since it was launched and 423 downloads of translated resources. The average time on page is 2:25 mins., indicating high level of engagement.
- b) Peel's translated posts on Physical Distancing and Holiday celebrations have reached more than 88,000 people across the Region, producing 166,534 video views. Residents have shown great interest in engaging with these posts, sharing them more than 1000 times, with 115 comments and 2,339 post reactions (likes/loves, etc.).

6. Next steps:

- a) Continue work with Community Response Table to fulfil their needs for a multicultural tactical plan.

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- b) Continue to reach out to multicultural media with an initiation for interviews with COVID-19 leaders, including a media kit with translated tactics.
- c) Create mini campaigns around physical distancing for Victoria Day and Father's Day and monitor success (up to date at time of report development). Continue to recognize summer holidays and cultural observations.
- d) Finalize Multicultural Media Strategy including advertising registration process and new media page for Peelregion.ca.

FINANCIAL IMPLICATIONS

It is estimated that the development and implementation of the Translation Approach for key COVID-19 messages will be supported with current resourcing in the Communications and COVID-19 budgets. Translations services are estimated at approximately \$15,000 for the duration of the COVID-19 response with ongoing annual translation estimated between \$5000 to \$15,000 per year.

CONCLUSION

The translation of key messages for the COVID-19 response expedited the overall Regional approach to translations and multicultural media, Efforts to develop communications in multiple languages will continue throughout the response and beyond.

APPENDICES

Appendix I - Translation Quick Facts

For further information regarding this report, please contact Lisa Duarte, Director, Marketing and Communications, Lisa.Duarte@peelregion.ca, 1 905-791-7800 x4862

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Reviewed and/or approved in workflow by:

Department Commissioner and Division Director.

Final approval is by the Chief Administrative Officer.



N. Polsinelli, Interim Chief Administrative Officer