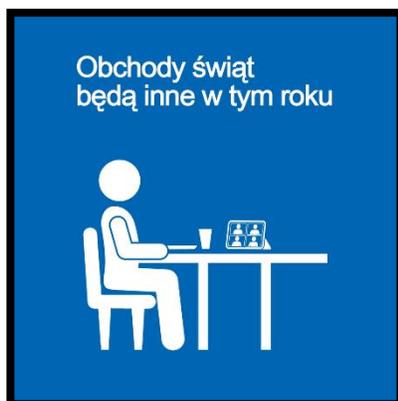


Appendix I Improved Access to Translated Material

Translation Quick Facts

Top public health messages in Peel are translated into top ten languages. Messages will grow over time. Focus is on building Public Health awareness to share information into non-English speaking communities within Peel.



Website

- The website has been updated with a **Translate this Page** function. All the content on our website is now accessible in multiple languages.
- Pre-translated messages are available on the website at: <https://peelregion.ca/coronavirus/translated-resources/> for public download, and more are added each week.
- The Municipal Communications Task force are aware of this work and have shared and distributed messages as well.
- The page has received **465 unique page** views since it was launched and **423 downloads** of translated resources. The **average time on page is 2:25**, indicating engagement.

Social media

- 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.).
- Urdu posts have shown great pickup, driving the most conversation and shares among that active community.
- Campaigns have been targeted to celebrations for Easter, Ramadan, Mother's Day, Victoria Day and Father's Day.

Community Response Table

- The Community Response Table have shared the translated materials to support local community partners, agencies, and the not-for-profit sector in communicating with our most vulnerable residents.

Multicultural media relations

- Peel Public Health have engaged multicultural media for weekly media availability for Dr. Loh
- Multilingual Community Ambassadors (MCAs) share recorded video updates to media on behalf of Peel Public Health in Punjabi, Urdu, Mandarin and French. Media advisories are going out this week and MCAs will be sharing messages on physical distancing around Victoria Day and Father's Day.
- Multicultural media strategy is in development to guide both media relations and advertising.

Appendix I Improved Access to Translated Material

Languages

It is recommended that all tactics be translated into 10 languages [Punjabi, Urdu, Chinese (Mandarin and Cantonese/ Simplified and Traditional), Arabic, Polish, Spanish, Gujarati, Tamil, Italian and French] if there is an identified need for wide distribution of the message and the message will be unchanged for a reasonable amount of time.

English and French were included as Canada's official languages. Other languages were chosen because they represent at least 1.5 per cent of the non-official languages most often spoken at home, based on information from the 2016 census, for either Peel (purple shade) or lower tier municipality (yellow shade) in order to capture significant language communities in Peel. Messages can be translated to other languages by request of the communications specialist.

Non-official languages spoken most often at home											
Peel	% of Peel	# of residents	Brampton	% of Bram.	# of residents	Caledon	% of Cal.	# of residents	Mississauga	% of Miss.	# of residents
Punjabi	7.89%	10,855	Punjabi	15.56%	9216	Punjabi	3.62%	240	Urdu	3.65%	2620
Urdu	2.99%	4114	Urdu	2.53%	1497	Italian	1.76%	117	Mandarin	2.88%	2067
Mandarin	1.66%	2284	Gujarati	2.09%	1237	Polish	0.54%	36	Arabic	2.68%	1924
Arabic	1.57%	2160	Tamil	1.67%	988	Spanish	0.52%	34	Polish	2.39%	1716
Polish	1.47%	2202	Hindi	1.44%	852	Portuguese	0.37%	25	Punjabi	2.05%	1472
Spanish	1.30%	1789	Spanish	1.15%	680	Mandarin	0.27%	18	Cantonese	1.82%	1307
Tamil	1.24%	1706	Portuguese	0.85%	503	Russian	0.21%	14	Spanish	1.50%	1077
Gujarati	1.24%	1706	Tagalog	0.83%	491	Hindi	0.17%	11	Tagalog	1.43%	1027
Cantonese	1.13%	1555	Vietnamese	0.61%	361	Urdu	0.16%	11	Vietnamese	1.08%	775
Tagalog	1.10%	1513	Polish	0.46%	272	Gujarati	0.15%	10	Portuguese	1.03%	739

Table 1: data sourced from Peel Data Centre's 2016 Census Bulletin on Languages

Key COVID-19 key messages

Phase 1 and 2 (complete). Messages will be monitored and added as more messaging is prepared.

- ✓ Physical distancing – poster, video, social media
- ✓ Hand washing – poster, video, social media
- ✓ Self-isolation guidelines – poster
- ✓ Self-isolation guidelines for caregivers – poster
- ✓ Over 70? Stay home – video, social media
- ✓ Seniors' shopping hours – video, social media
- ✓ Donations of PPE – video, social media
- ✓ Safe disposal of PPE – video, social media

Next steps:

- Continue work with Community Response Table to fulfil their needs for a multicultural tactical plan
- Continue to reach out to multicultural media with an initiation for interviews with Dr. Loh, including a media kit with translated tactics
- Create mini campaigns around physical distancing for Victoria Day and Father's Day.
- Finalize Multicultural Media Strategy including advertising registration process and new media page for Peelregion.ca.