

Connecting with the Ethnic Communities



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April 30, 2010

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The Changing Landscape



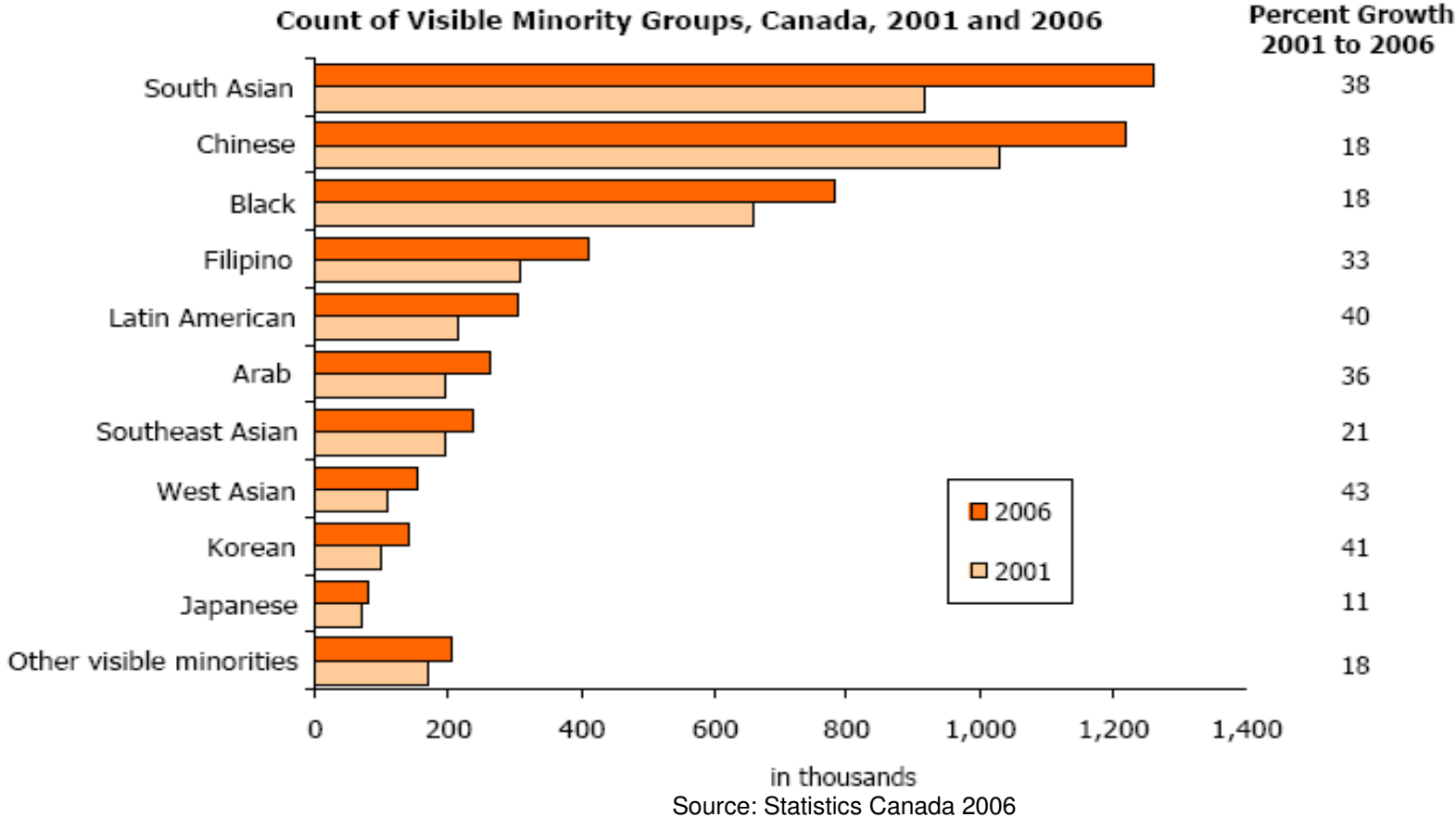
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Scale And Scope Of Ethno-Cultural Diversity In Canada

- **Immigration is the key to sustaining population growth**
 - 67% of population growth now comes from immigrants
- **By 2017, 1 in 5 Canadians will be a visible minority**
 - In Vancouver and Toronto over 50% of population are a visible minority
- **Over 1 million South Asians and 1 million Chinese in Canada (majority in Toronto and Vancouver)**
- **86% of immigrants are under 40 years old (youthful skew)**



South Asians Are The Largest Visible Minority Group Surpassing Chinese



Note: 'Other visible minorities' includes multiple visible minority and visible minority, not included elsewhere.





China
Mandarin

Pakistan
Punjabi, Urdu

India
Hindi, Punjabi, Tamil,
Urdu, Bengali, Gujarati
and many more

Nepal

Bhutan

Bangladesh
Bengali, Urdu

Taiwan
Mandarin

Hong Kong
Cantonese

Philippines
Tagalog

Sri Lanka
Sinhalese, Tamil

Maldives

Diversity Of Population By CMA

Toronto	Vancouver	Montréal	Calgary	Ottawa-Gatineau	Edmonton
South Asian 32%	Chinese 43%	Black 29%	Chinese 28%	Black 25%	Chinese 27%
Chinese 22%	South Asian 23%	Arab 17%	South Asian 24%	Chinese 18%	South Asian 23%
Black 16%	Filipino 9%	Latin American 13%	Filipino 11%	Arab 16%	Black 12%
Filipino 8%	Korean 5%	Chinese 12%	Black 9%	South Asian 15%	Filipino 11%
Latin American 5%	Southeast Asian 4%	South Asian 12%	Southeast Asian 7%	Southeast Asian 7%	Arab 7%

Source: Statistics Canada 2006.
 Percentage of Visible Minority Population



The Ethnic Media Landscape



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Understanding Media Usage

Ethnic Canadians stay in touch through online and cultural media
The strength of the individual media differs by language group



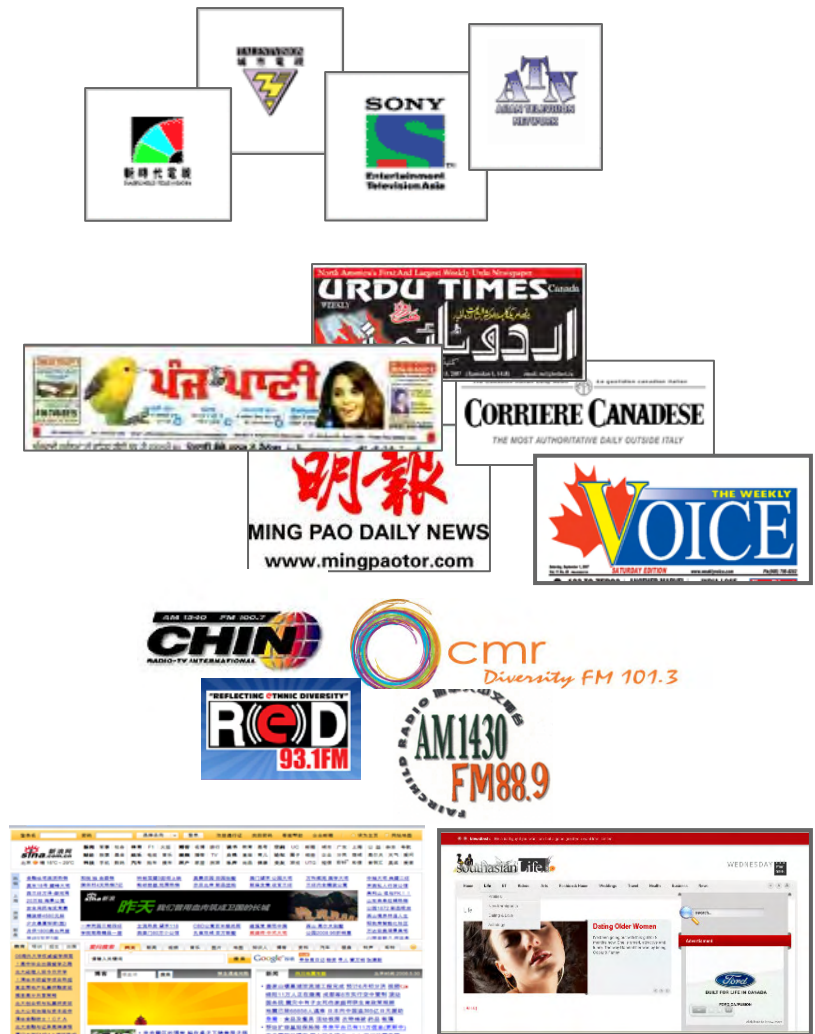
- Ethnic newspaper, radio or TV used in the past week
 - Chinese 75%
 - South Asian 75%

- Internet
 - Vital media option for all ethnic groups; Chinese spend an average of 2.4 hrs/day vs. total Canadian usage of 1.7 hours



Ethnic Media in Canada

- TV
 - Over 28 South Asian and 14 Chinese channels plus OMNI
- Print
 - Over 400 newspapers and magazines catering to 44 different cultural groups
- Radio
 - Over 47 stations covering over 70 different ethnic groups
- On-line
 - High use of both local and homeland sites
- Events
 - Grassroots opportunities to connect face to face
 - Demonstrates community support
- Word of Mouth
 - 80% of consumers trust recommendations from family and friends (Source: National opinion poll)





Creating Opportunity



Targeting International Health Professionals

○ Insight

- Foreign born health professionals have been frustrated due to the lack of opportunity to practice in Ontario
- Health Force Ontario Access Centre was set-up to assist Internationally Educated Health Professionals from India, Pakistan, China and Philippines on how to qualify to practice in Ontario's regulated health profession

○ Strategy

- A multi-media campaign targeted at new immigrants and their family
- A call to action with a telephone number/web site



Targeting International Health Professionals

○ **Tactics**

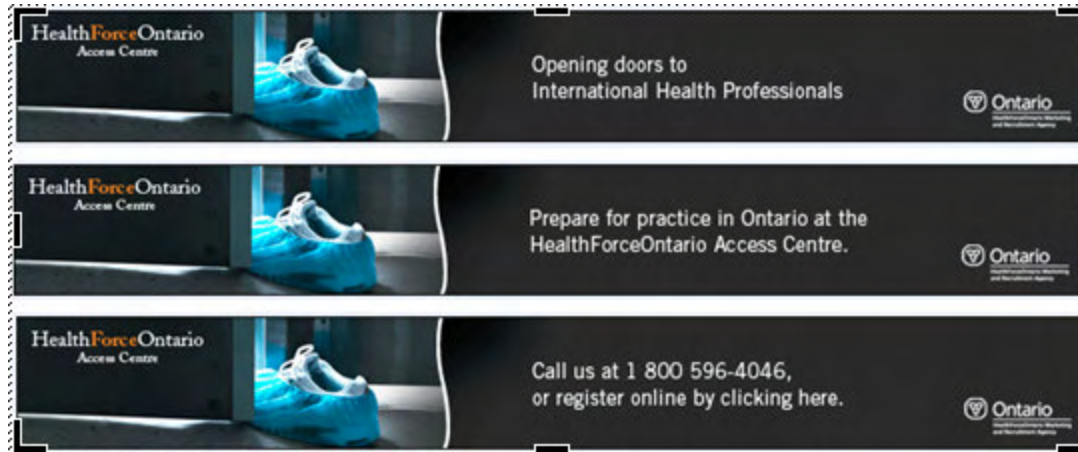
- Media – Language and ethnic English dailies
- Online – Banner ads on newspaper web sites and landing page
- TV – Billboards on ethnic news programs
- Geo-targeting – Posters with tear-away at grocery stores, restaurants, community centres, libraries, etc'

○ **Results**

- Registrations were around 150 per month during Jan – Aug. following opening of centre
- These shot up to over 350 per month during Sept – March 2008 upon launch of media campaign.



On-line Banner Ads



HealthForceOntario
Access Centre

Opening doors to
International Health Professionals

Ontario
Ministry of Health
and Long-Term Care

HealthForceOntario
Access Centre

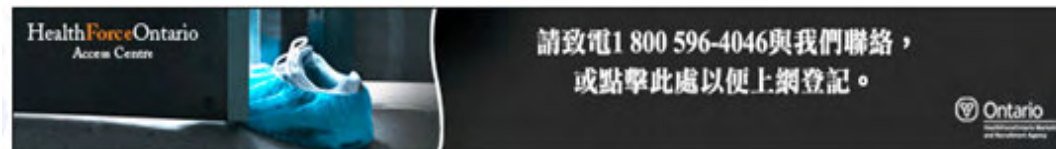
Prepare for practice in Ontario at the
HealthForceOntario Access Centre.

Ontario
Ministry of Health
and Long-Term Care

HealthForceOntario
Access Centre

Call us at 1 800 596-4046,
or register online by clicking here.

Ontario
Ministry of Health
and Long-Term Care



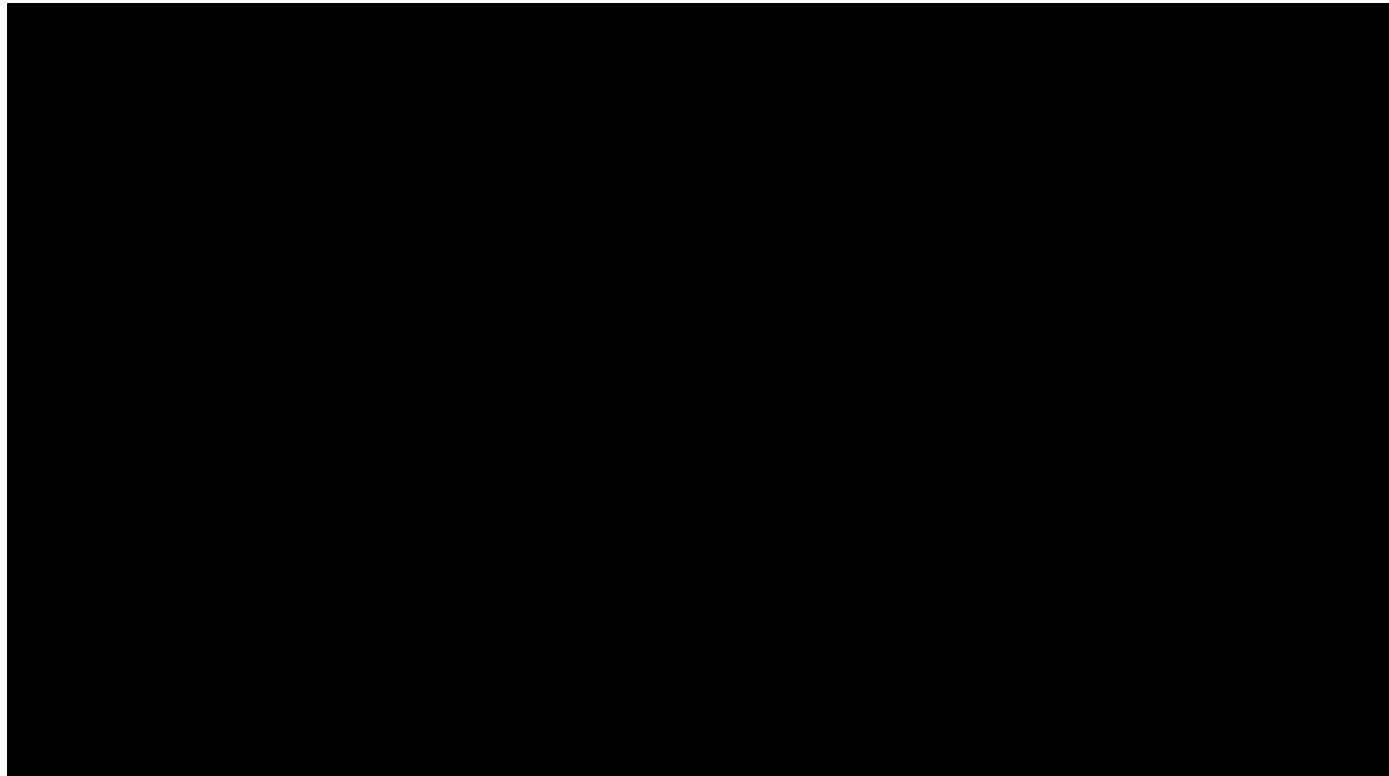
HealthForceOntario
Access Centre

請致電1 800 596-4046與我們聯絡，
或點擊此處以便上網登記。

Ontario
Ministry of Health
and Long-Term Care



Television - Billboard



Geo-Targeting

HealthForceOntario
Access Centre

We're opening doors to International Health Professionals.

The HealthForceOntario Access Centre helps internationally educated health professionals prepare for practice in Ontario. Knowledgeable advisors work one-on-one to review your experience, explain steps to qualification and assess your opportunities.

Register online at HealthForceOntario.ca or call us at 1 800 596-4046

HealthForceOntario Access Centre

The HealthForceOntario Access Centre opens doors to internationally educated health professionals and helps prepare them for practice in Ontario.

Register online at HealthForceOntario.ca or call 1 800 596-4046.

HealthForceOntario Access Centre

HealthForceOntario Access Centre ਨੇ ਦੁਨੀਆਂ ਭਰ ਤੋਂ ਆਏ ਪੜ੍ਹੇ ਲਿਖੇ ਚੈਲਕ-ਪੇਸ਼ੇ ਵਪਿਆਂ ਵਾਸਤੇ ਦਰਵਾਜ਼ੇ ਖੋਲ ਦਿੱਤੇ ਹਨ, ਅਤੇ ਉਨ੍ਹਾਂ ਨੂੰ ਓਨਾਦੀਰਿ ਵਿਚ ਕਮ ਕਰਣ ਯੋਗ ਠਹਾਉਣ ਲਈ ਤਿਆਰ ਕਰਦੇ ਹਨ।

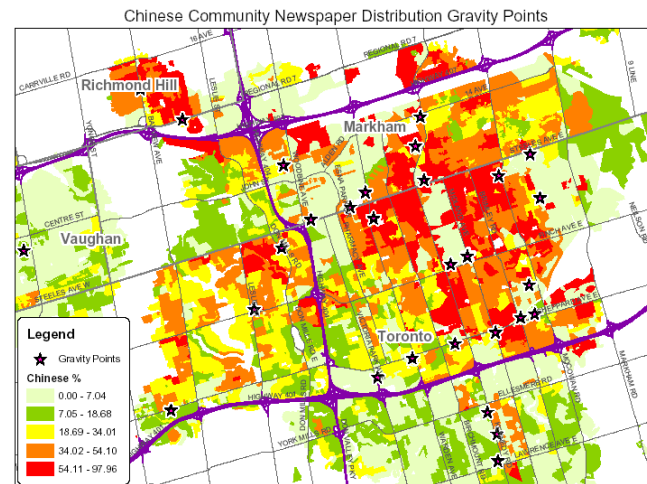
ਅੱਜੋਕਾਲੀਨ, ਨਾਮ ਦਰਜ ਕਰਣ ਲਈ ਵੈੱਬਸਾਈਟ HealthForceOntario.ca ਤੇ ਜਾਓ। ਜਾਂ 1-800-596-4046 ਤੇ ਫੋਨ ਕਰੋ।

HealthForceOntario
Access Centre

ਅੱਜੋਂ, ਦੁਨਿਆਂ ਭਰ ਤੋਂ ਆਏ ਪੜ੍ਹੇ ਲਿਖੇ ਚੈਲਕ-ਪੇਸ਼ੇ ਵਪਿਆਂ ਵਾਸਤੇ ਦਰਵਾਜ਼ੇ ਖੋਲ ਰਹੇ ਹਾਂ।

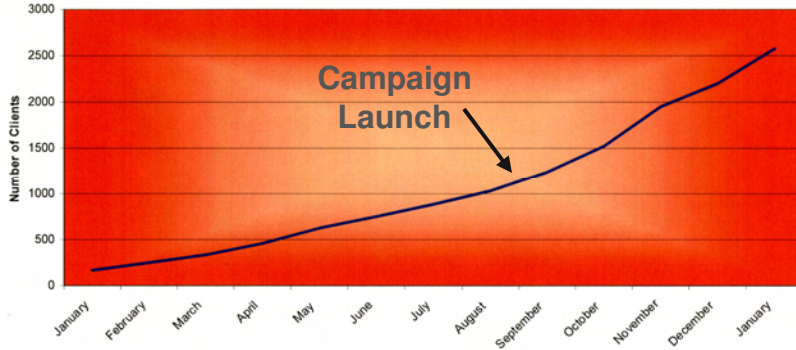
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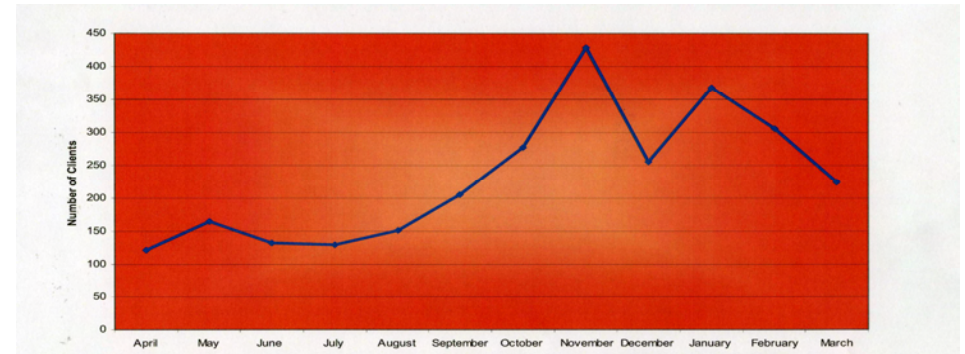


Results

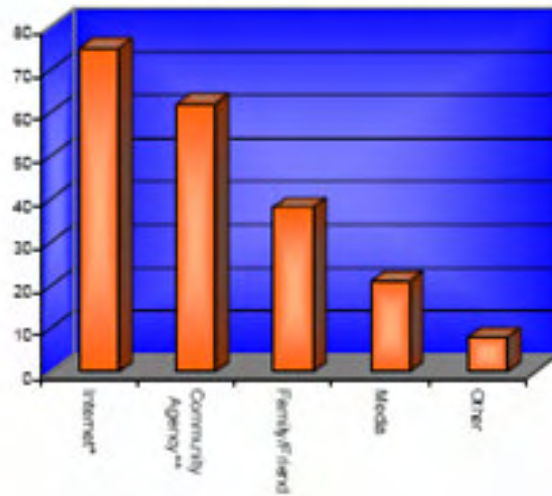
Total New Clients by Month



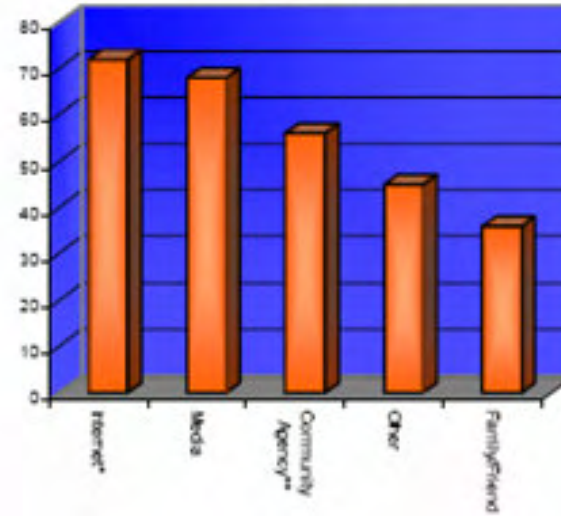
Total Clients: 12 Month Trend



September 2007



October 2007





Dankie

Faleminderit

Thank you

Shukran

Grazie

Toda

Shenorhagal em

Webale

Mhuway su'

Efcharisto

Köszönöm

Dhanyawaad

Xie xie

Domo arigato

Dziekujemy

Merci

Miharbaanee

Jag tackar

Shukriya

Ngiyabonga

