

## A brief overview of the report:

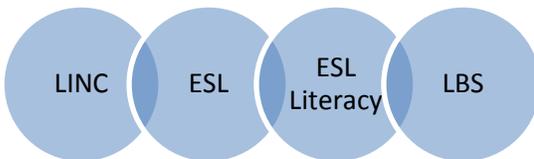
### Exploring the Gap between London's Immigrants and Local LBS Programs

This overview summarizes information gathered during Literacy Link South Central's 2014 Job Creation Partnership Project, which focused in part on promoting adult literacy programs to London's diverse multicultural communities.

According to Canada's 2011 National Household Survey, London and area has quite a high population of immigrants – well over 75,000, representing over 1/5 of the local population.

According to the Conference Board of Canada and the International Adult Literacy Survey, 63% to 65% of immigrants have inadequate literacy skills, while 45% of those born in Canada have inadequate literacy skills.

Recent local reports from EOIS-CaMS show that only 3.2% of those attending or who have attended LBS programming in 2013/2014 self-identified as "newcomer" or as "visible minority" – a very low number, given the numbers of immigrants in our community.



To help immigrants access the services they need to increase both their language and literacy levels, there must be a clear recognition of which type of program is best positioned to serve them. Programs may include LINC, ESL, ESL Literacy, and Literacy and Basic Skills (LBS).

This decision should be based on:

- the immigrant's literacy skills in their native tongue
- their current ability to communicate and understand in one of Canada's two official languages. Canadian Language Benchmarks (CLBs) are one way of measuring that ability
- and their learning goals

Each community offers different services and programs, so there must also be an awareness of what programs are available in the area, and where CLB assessments can be completed if necessary.

#### LLSC's 2014 multicultural outreach campaign:

- Over 45 one-on-one outreach meetings
- A focus group with 15 ESL learners
- A Multicultural Focus Group with 32 representatives from many of London's diverse communities
- Attendance at and support of cultural events and celebrations around London
- Articles written and published in a Spanish-language newspaper, and interviews on local cultural radio shows
- Development of a video campaign showcasing local learners from various cultural backgrounds, literacy experts and cultural community leaders sharing their stories about the impact of literacy on their communities

**Immigrants and multicultural Londoners were provided with an overview of what literacy programming was and could offer them, and they were asked to share:**

Their perceptions of literacy

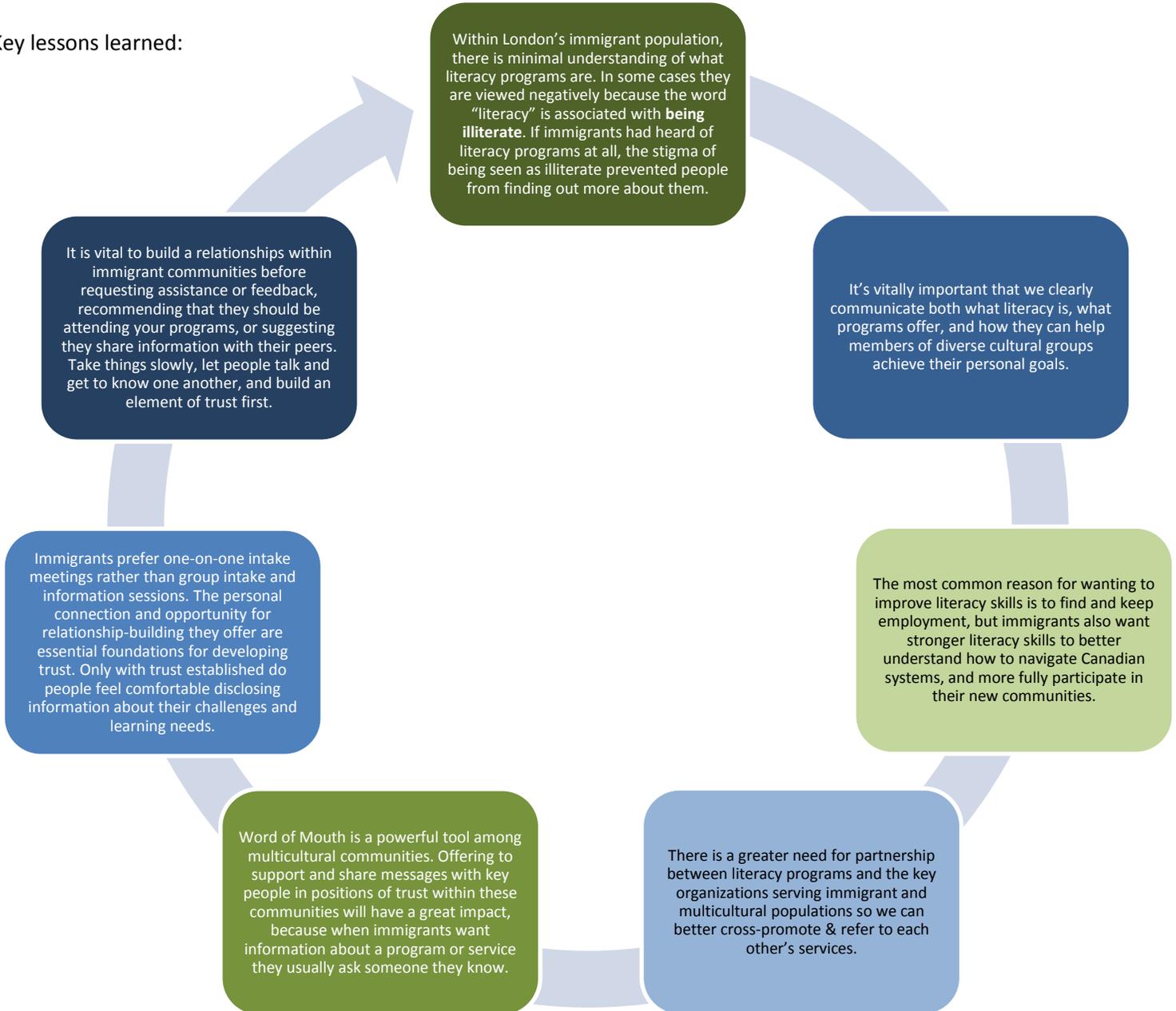
What literacy programming could offer that they would find valuable

What messaging would resonate with their communities

The best way to get that messaging to members of their communities

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### Key lessons learned:



In 2014, Literacy Link South Central increased their understanding of how immigrants think and feel about adult literacy, and in 2015 they are building upon this knowledge. Their 2015 Labour Market Partnership project will explore the types of employment immigrants have experience in and wish to pursue, and what types of adult literacy programming could/should be in place to assist them in securing these employment opportunities. The ultimate goal is to create a plan for the development of literacy and numeracy programming that can help bring immigrants closer to their employment goals.

The full report "Exploring the Gap between London's Immigrants and Local LBS Programs" is available here:

<http://www.llsc.on.ca/news/exploring-gap-between-londons-immigrants-and-local-lbs-programs>.

A webinar offering an in-depth look at the results of this project, and our next steps, is available here:

<http://www.llsc.on.ca/news/webinar-through-looking-glass-immigrant-perspectives-literacy>