

## CANN E-Link: Connecting Newcomers with Settlement Services using a Proactive Outreach Approach

### What is CANN E-Link?

The [Community Airport Newcomers Network \(CANN\)](#) E-Link program uses technology to connect new immigrants to BC, Alberta, Manitoba, and Saskatchewan with settlement provider organizations (SPOs) in their intended destination.



CANN E-Link uses an e-notification and information sharing system that informs SPOs of newcomers who are settling in their community or region.

Eligible newcomers who consent to be part of E-Link are referred to up to three SPOs in their area based on their destination postal code. Referred SPOs contact the newcomers directly by email or by phone.

CANN E-Link operates out of the Vancouver International Airport and is part of [S.U.C.C.E.S.S.](#), a non-profit social service agency.



### Why is this important?

Free settlement services are available to help newcomers to Canada settle in their new communities, but many newcomers are not aware of these services.



70% of surveyed newcomers who did not access federally funded settlement services were not aware of them.\*

Furthermore, newcomers who were aware of services often did not know how to get the services they needed.



58% of surveyed settlement service users did not know how to get the services they needed

24% of surveyed non-users did not know how to get the services they needed

\*Based on the [2011 Settlement Outcomes Highlight Report](#).

### CANN E-Link reduces service barriers by removing the burden of having to reach out to SPOs from newcomers.

An evaluation of CANN E-Link by the [Social Research and Demonstration Corporation \(SRDC\)](#) found that participating in the pilot increased newcomers' service usage speed and intensity. The pilot evaluation included counterfactual sample of comparison group users who also received CANN services but were not provided with E-Link services.

3 months after landing, E-Link users were more likely to have contact with a SPO

**84%** E-Link users **63%** Comparison Group



6 months after landing, E-Link users were more likely to have accessed settlement services

**72%** E-Link users **59%** Comparison Group

### E-Link users accessed 1.8x more services compared to the comparison group 6 months after landing.

### There is also evidence that E-Link accelerated newcomers' integration journey.

6 months after landing, E-Link users are more likely to receive a referral to other settlement services

**58%** E-Link users **44%** Comparison Group



6 months after landing, E-Link users are more likely to know where to find employment services

**73%** E-Link users **65%** Comparison Group

6 months after landing, E-Link users are more likely to have a lot of hope for the future

**84%** E-Link users **78%** Comparison Group



These differences in outcomes suggest that E-Link users were more settled and integrated in their first 6 months in Canada compared to non-users.

For more information about the evaluation of CANN E-Link, please visit the [project webpage](#). For more information about SRDC and its services, please visit <https://www.srdc.org/>

### Who's involved?

Funded by: Immigration, Refugees and Citizenship Canada

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