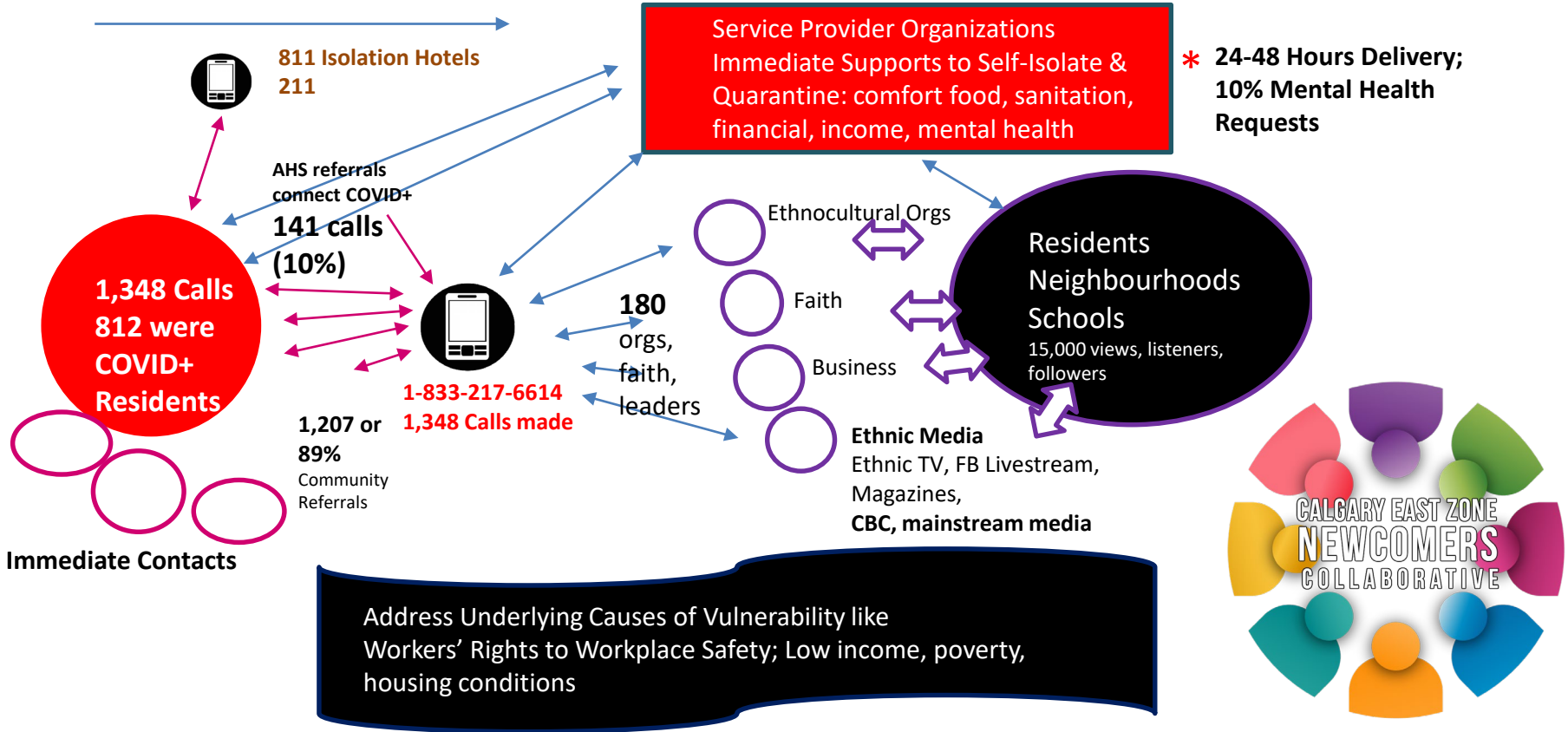




CALGARY EAST ZONE NEWCOMERS COLLABORATIVE

Multi-Lingual Emergency Response COVID 19
Dec 17, 2020 – Jan 24, 2021

Call Centre with Cultural Brokers: 1-833-217-6614



Outreach

Cultural Broker Profile: Multi-lingual Emergency Response to COVID (MERC)

- Total members MERC Team: **20**
- Total hours worked: **approximately 2,850 hours**

Language Queue	# of Cultural Brokers
Punjabi, Urdu, Hindi, Gujarati, Nepali or Sindhi	6
Filipino or Tagalog	3
Vietnamese	3
Dari, Farsi, Pushto	1
Cantonese, Mandarin	1
Spanish, Italian, French	2
Arabic, Somali, Tigrinya, Amharic	4
(and English)	
Total	20

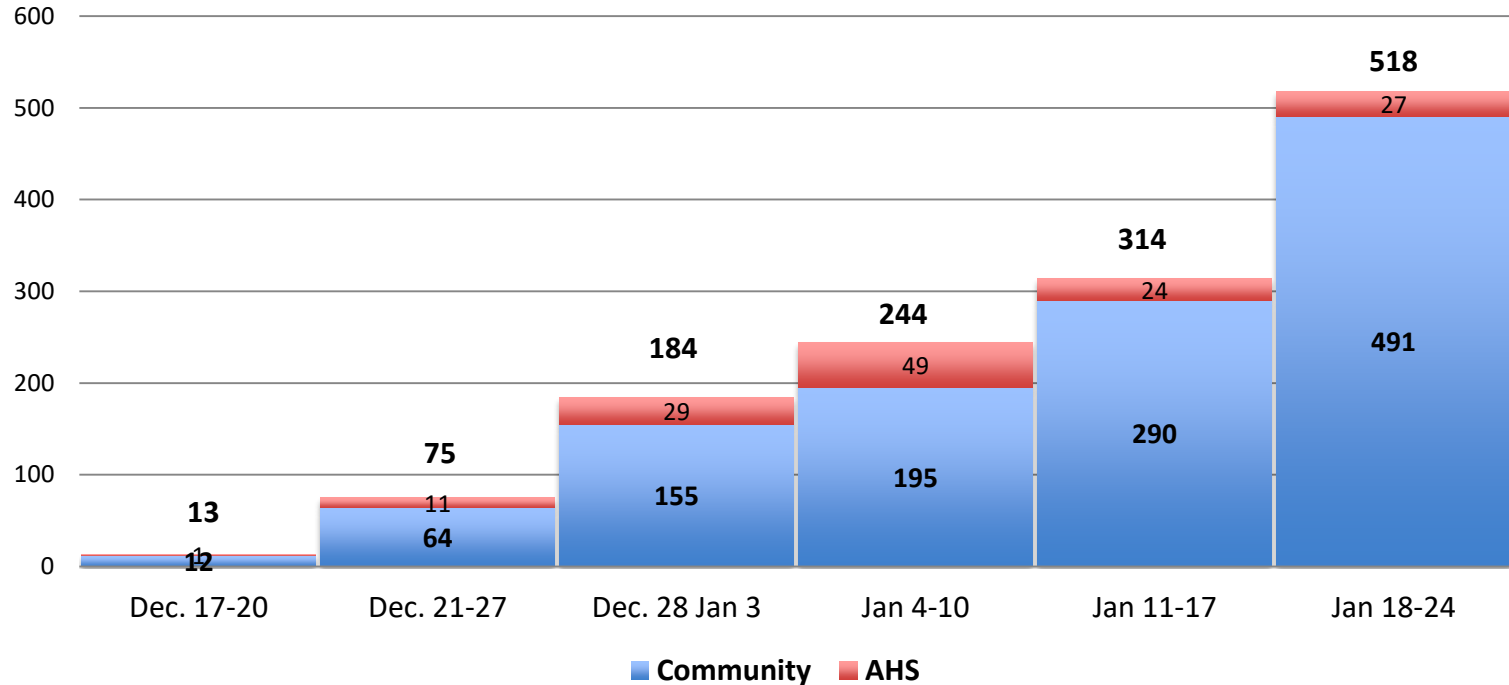
Outreach

Community Outreach by Cultural Brokers and agencies

Organizations, Faith groups, businesses, ethnic media through community meetings, calls, flyers, social media (livestream FB, twitter, WhatsApp, Instagram), and mainstream media

- Black (African, Caribbean) : **45**
- Chinese: **16**
- Filipino: **53**
- Latino: **33**
- Nepali: **10**
- South Asian: **33**
- Vietnamese: **30**
- **Total = 220**

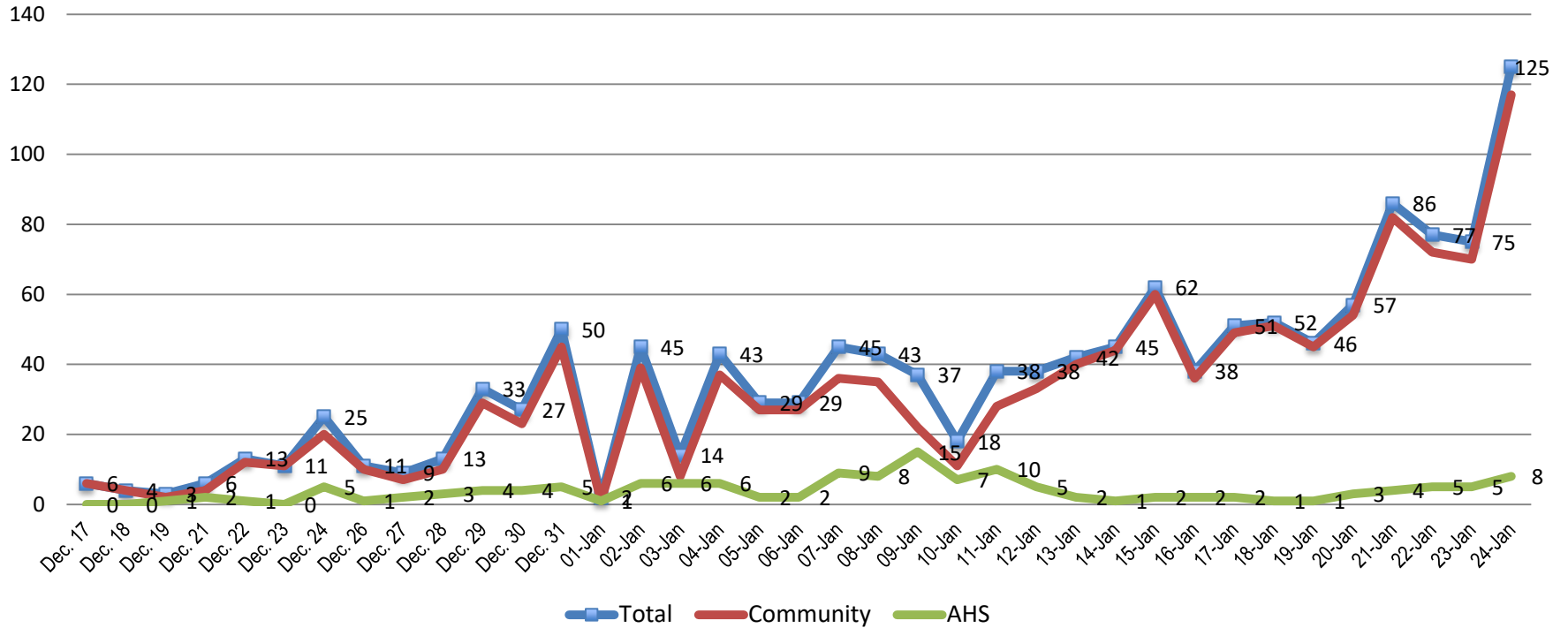
Individual Callers by Week, (n=1,348) Dec. 17, 2020 - Jan. 24, 2021



With an average of 4 family members: reached an estimated 5,392 people

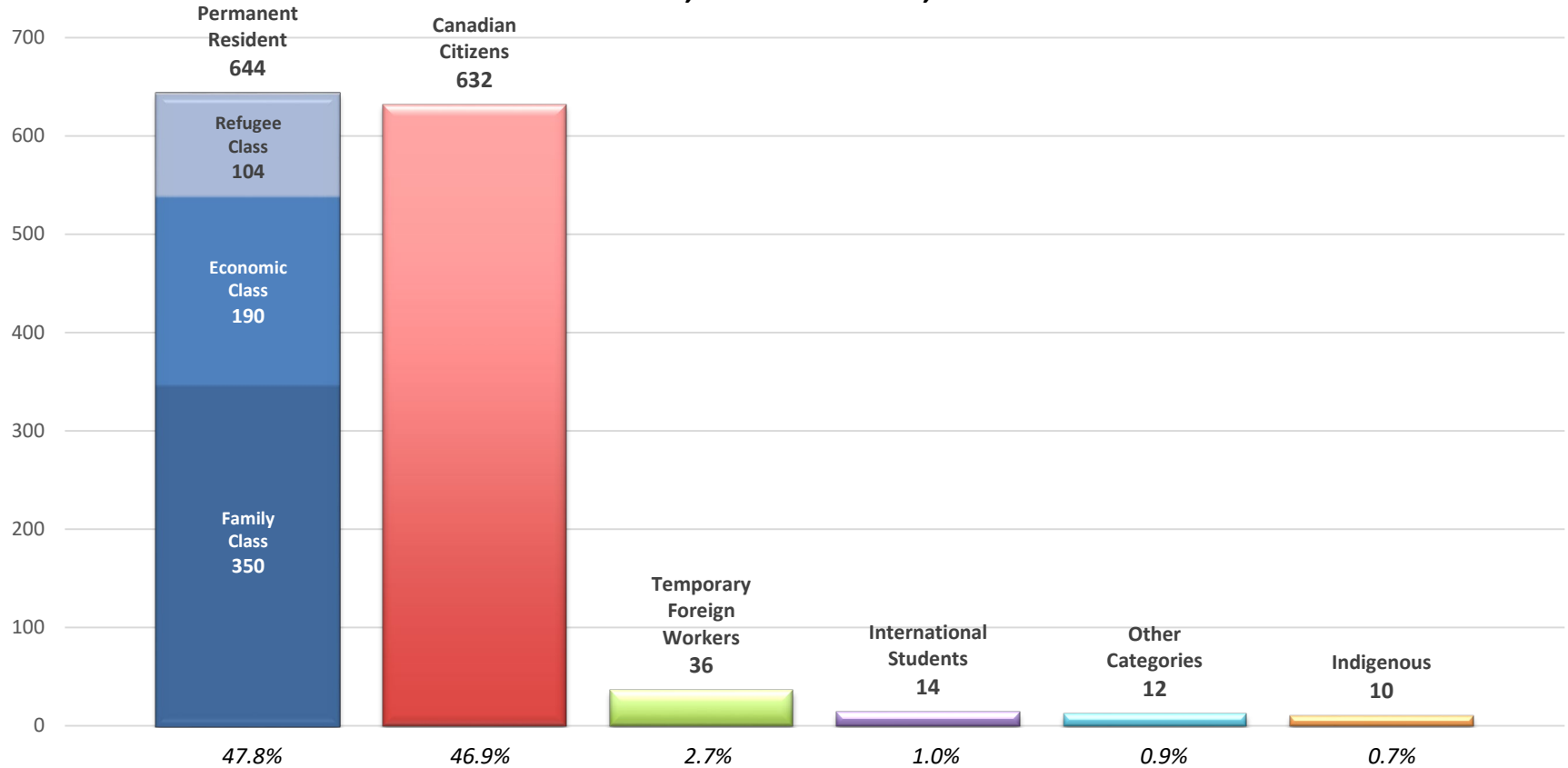
Daily Individual Callers, (n=1,348)

Dec. 17, 2020 - Jan 24, 2021



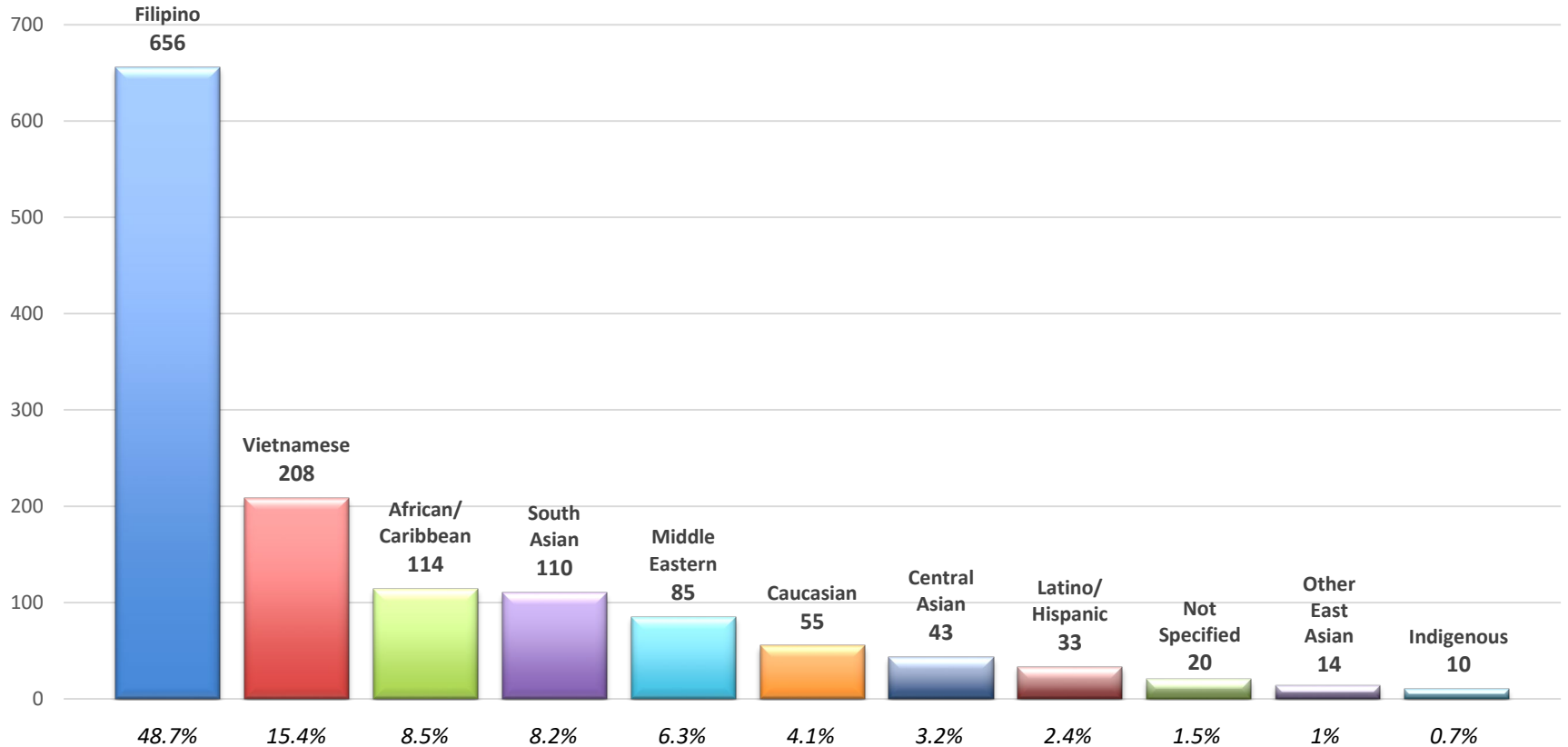
An average of 59 calls per day the last 14 days

Individual Callers as to Status (n=1,348) Dec. 17, 2020 - Jan. 24, 2021



**Other categories - visitor visa, open work permit, expired work permit*

Individual Callers Category (n=1,348) Dec. 17, 2020 - Jan. 24, 2021



Demographic Profile and COVID 19 Status

Gender Identity

Female : 961 (71.2%)
Male : 386 (28.6%)
Gender Diverse : 1
(0.07%)

Callers from Northwest and Southwest :*

334 (25%)

Average Age

44

Tested for COVID 19** : 757

Positive : 401
- %Positive to total calls –
30%

A family member with confirmed COVID 19** :

304 Yes (23%)

Other people in the house with confirmed COVID 19** :

107 Yes (8%)

***Reached and served a total of 812 COVID Positive (conservative estimate)*

28 Callers
form Outside
Calgary City

-
- Airdrie: **14**
 - Chestermere: **4**
 - Cochrane: **1**
 - Red Deer: **1**
 - Rocky Mountain House: **1**
 - Edmonton: calls **7**

Urgent Needs

Do you require food assistance?

1257 (93%)

Would you like to talk to a professional (i.e., social worker)?

111 (8.2%)

Do you need help for finance?

570 (42%)

Assistance in applying for government benefits:

254 (18%)

Are you seeking employment:

380 (28%)

Thank You