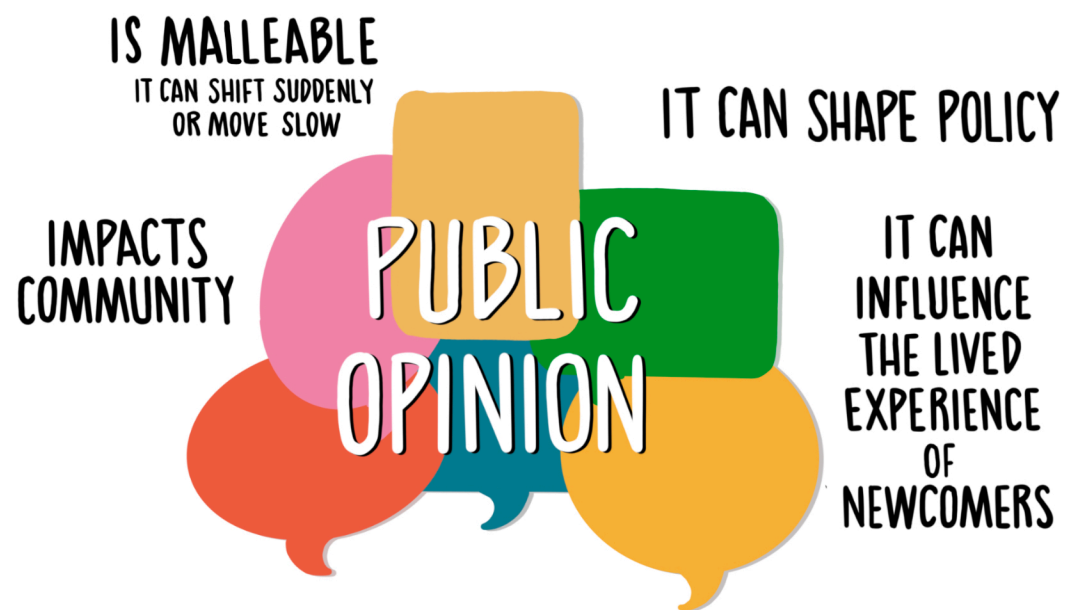


2023 IRCC B.C. - YUKON SUMMIT USING RESEARCH TO INFORM programming & key priorities

PRESENTER: VINCE HOPKINS • UBC CENTER FOR MIGRATION STUDIES



Can POLICY COMMUNICATION
INFLUENCE SUPPORT FOR IMMIGRANTS?



LESSONS for CONCRETE ACTION

COMMUNICATIONS

- OUTREACH: TAILORING COMMUNICATIONS ABOUT CLIENTS, WITHOUT STEREOTYPING
- MESSAGING: VALUE OF EMPHASIZING THE CONTRIBUTIONS OF "LOWER-SKILLED" NEWCOMERS.

* QUESTION THE "HIGH-SKILLED / LOW-SKILLED" SILOS & HOW THE TERMS AFFECT PERCEPTION

STRATEGIC CONTEXT

- CANADIANS ARE LESS FAMILIAR WITH "LOWER-SKILLED" IMMIGRATION; THIS LIKELY SHAPES THEIR RECEPTIVENESS TO NEW INFORMATION (POSITIVE & NEGATIVE)
- EDUCATION & CAREFUL POLICY COMMUNICATION PLAY A HUGE ROLE

