

Peer Advocate Outreach - NORPAC

- 4 rounds of outreach calls by Trade Act Navigators to **2,190 workers** with a larger percentage of monolingual speakers
- In person events held at time of certification during pandemic and then also reinstituted in person this events this past spring and summer following additional outreach
- May hired former NORPAC affected worker as peer advocate for 6 month contract to continue to call and support in person services. Stationed in two AJC offices.
- Ran June Spanish radio ads
- Reengagement as of 7/26/2022: 74 attended Trade Act Info Session, 12 completed Tech Pilot Assessment; 11 Completed Initial Assessment, 14 Provided Computer Delivery Basics Training, 47 submitted Requests for Determination, 45 no showed to in person event, 16 rescheduled