

Active Offer of French Language Services

Complementary Presentation to the:
*Active Offer Strategic Planning and
Implementation Guide: A Guide for Health
Service Providers*

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Purpose of this Presentation

This PPT is a supplementary resource intended to support HSPs in their utilization of the *Active Offer Strategic Planning and Implementation Guide: A Guide for Health Service Providers*.



Methodology

Strategic Planning:

1. Establish the objectives and a timeframe (e.g., FSL committee, environmental scan)
2. Develop strategies for attaining the objectives (e.g., FLS and HR policies)
3. Implement the strategy
4. Monitor and evaluate progress

Active Offer Strategic Planning and Implementation Guide, p. 12



Questions to Inform the Process

1. Given the vision of the HSP and the key elements of the Active Offer (see Active Offer at a Glance) what do we want to see in place in the next few years?
2. What are the obstacles blocking us from realizing the Active Offer? How are they blocking us?
3. What is our current reality ?
4. What is going on in our society, in legislation, etc.?
5. When analyzing the findings from the SWOT scan, what can we do to deal with the obstacles and realize our objective?
6. What direction could we take to realize the Active Offer?
7. Who, what, when, where, how?



Strategic Planning Logic Model

Phase 1: Raise awareness about the local Francophone community and address relevant attitudes affecting FLS

Phase 2: Assess FLS capacity at all levels

Phase 3: Identify collaborative opportunities to engage the Francophone community

Phase 4: Develop a French Language Services Policy

Phase 5: Develop a Human Resources Policy

Phase 6: Produce a communications plan that supports the strategic plan

Phase 7: Monitor and evaluate the ongoing progress of implementation

Phase 1: Building Awareness



Why Offer French Language Services (FLS)?

- The Active Offer responds to both a legislative requirement and the population growth of Francophones
- There are over 611,000 Francophones in Ontario;
- Over 59,000 Francophones live in Toronto, and 120,000 in the GTA.
 - These statistics reflect the Inclusive Definition of Francophone as “persons whose mother tongue is French, plus those whose mother tongue is neither French nor English but have a particular knowledge of French as an Official Language and use French at home”;
- Almost half are foreign-born and nearly 75 % were born outside of Ontario; many Francophone immigrants belong to a racial minority;
- The Francophone population is a minority difficult to identify because of its diversity and dispersion among the greater population.

What is the Active Offer?

“Active offer means to offer, in a proactive way, and at first point of contact with the patient, services in the patient’s official language of choice.

More specifically, it means that we enable patients to express themselves and to be served in the official language they feel most comfortable.”

Source: Consortium national de formation. Boîte à outils sur l’offre active. On-line: www.offreactive.com

Active Offer Strategic Planning and Implementation Guide, p. 14



Features of Active Offer

The Active Offer is not about providing a fully bilingual service.

It is about giving the patient a choice to be served in French.

- ▣ The Active Offer facilitates access to FLS
- ▣ The Active Offer will enable HSPs to identify French-speaking patients
- ▣ The Active Offer is not a bilingual health service
- ▣ The implementation of the Active Offer will take time



Active Offer at a Glance

- Inform the public that the service is available in French at first point of entry
- Offer services are in French and in English on a consistent basis
- Ensure that the service is provided in a culturally appropriate way respecting the culture and diversity of the Francophone patient
- Ensure the service offered is of the same quality to that of the one offered in English.
- Establish protocols for referral with FLS agencies to facilitate access to French language services if the patient prefers face-to-face French-language health services
- Identify French-speaking patients/clients and promote community engagement

Active Offer Strategic Planning and Implementation Guide, p. 15



Who is responsible for the implementation of Active Offer?

- The Active Offer requires stakeholders to collaborate and share the responsibility together
- The Active Offer requires the involvement of the:
 - Policy makers
 - Health Services Providers
 - Professional health professionals
 - Francophone community

Source: Société Santé en français. Active offer of French Language Health Services for Francophone and Acadian minority communities in Canada



Current legislation

- ❑ French: One of Canada's two official language (Constitution)
- ❑ The French Language Services Act (FLSA 1989): Francophones' rights to services in French
- ❑ The Local Health System Integration Act (LHSIA 2006): 14 LHINs, 6 FLS planning entities
- ❑ Government stakeholders:
 - Office of Francophone Affairs
 - French language services Commissioner
 - French language services Office – Ministry of Health and Long-Term Care
 - French language Health Services Advisory Council
 - Local Health Integration Networks

Active Offer Strategic Planning and Implementation Guide, p. 7 and 24



Why is the Active Offer important?

- Respects the principle of equity
- Aims for the same quality of services offered in English
- Provides linguistically and culturally appropriate services
- Ensures patient safety
- Builds on a holistic approach of person-centered care

Source: Société Santé en français. Active offer of French-language health services: Joint position statement



Negative Impact of Language Barriers

- The Ontario Public Health Standards recognize that language and culture are determinants of health

- Linguistic and cultural barriers reduce the quality of health services by:
 - Negatively affecting the quality of services received (due to miscommunication)
 - Reducing patient self care (including preventive screening programs)
 - Increasing the use of high cost emergency department services
 - Preventing patients from seeking care for mental health problems
 - Increasing consultation visits, the number of diagnostic tests ordered, and diagnostic and treatment errors
 - Reducing the probability of patient compliance with their treatment

Source: Bowen, S. (2001) Language Barriers in access to Health Care. On-line: <http://www.hc-sc.gc.ca/hcs-sss/pubs/acces/2001-lang-acces/index-eng.php>

Active Offer Strategic Planning and Implementation Guide, p. 16-17



Video- Loss of English Language

My health, my language

Testimony from Ronald Bisson

<https://vimeo.com/156867035>

Source: Consortium national de formation en santé (CNFS Canada)

Active Offer Strategic Planning and Implementation Guide, p.17 -18



Positive Impact of Health Care Services in French

French-speaking patients able to communicating in their language makes it easier to:

- Ask for help
- Explain their experiences and conditions
- Express their needs and preferences
- Take charge of their own health

Health-care professionals able to communicate in French can:

- Convey critical health information
- Encourage clients to seek care and promote rehabilitation
- Establish relationships that help to maintain good health over the long term

Health-care agencies that offer FLS contribute to improving:

- Accessibility
- Efficiency and effective use of health care services
- Safe and healthy outcomes
- Patient satisfaction

Source: Réseau des services de santé en français de l'Est. The importance of French language health services.
On-line: <http://www.rssfes.on.ca/en/issues/the-importance-of-french-language-health-services/>



Phase 2: Assess FLS Capacity at All Levels



Environmental Scan Analysis

- ▣ Involve the board of directors, staff, external stakeholders
- ▣ Identify French-speaking employees
- ▣ Assess existing structures
- ▣ Identify opportunities and gaps

Internal factors:

- ▣ Strengths / Capacity
- ▣ Weaknesses / Limitations

External Factors:

- ▣ Opportunities / Possibilities
- ▣ Threats / Challenges



Active Offer Strategic Planning and Implementation Guide, p. 21

Utilizing SWOT Analysis to Inform HR Capacity

- Who speaks French in the organization?
- What is their level of competency?
- How do we assess their proficiency in French?
- How will we assess their French language proficiency?
- Where will we find bilingual staff?
- What will be our recruitment strategy?
- How do we deliver FLS if we do not have existing French language HR capacity?
- What is available to help us ensure FSL access to French-speaking patients/clients?
- How do we help staff enhance their French language skills?
- How do we retain bilingual staff?
- How do we train new staff in relations to the Active Offer?



Phase 3: Community Engagement

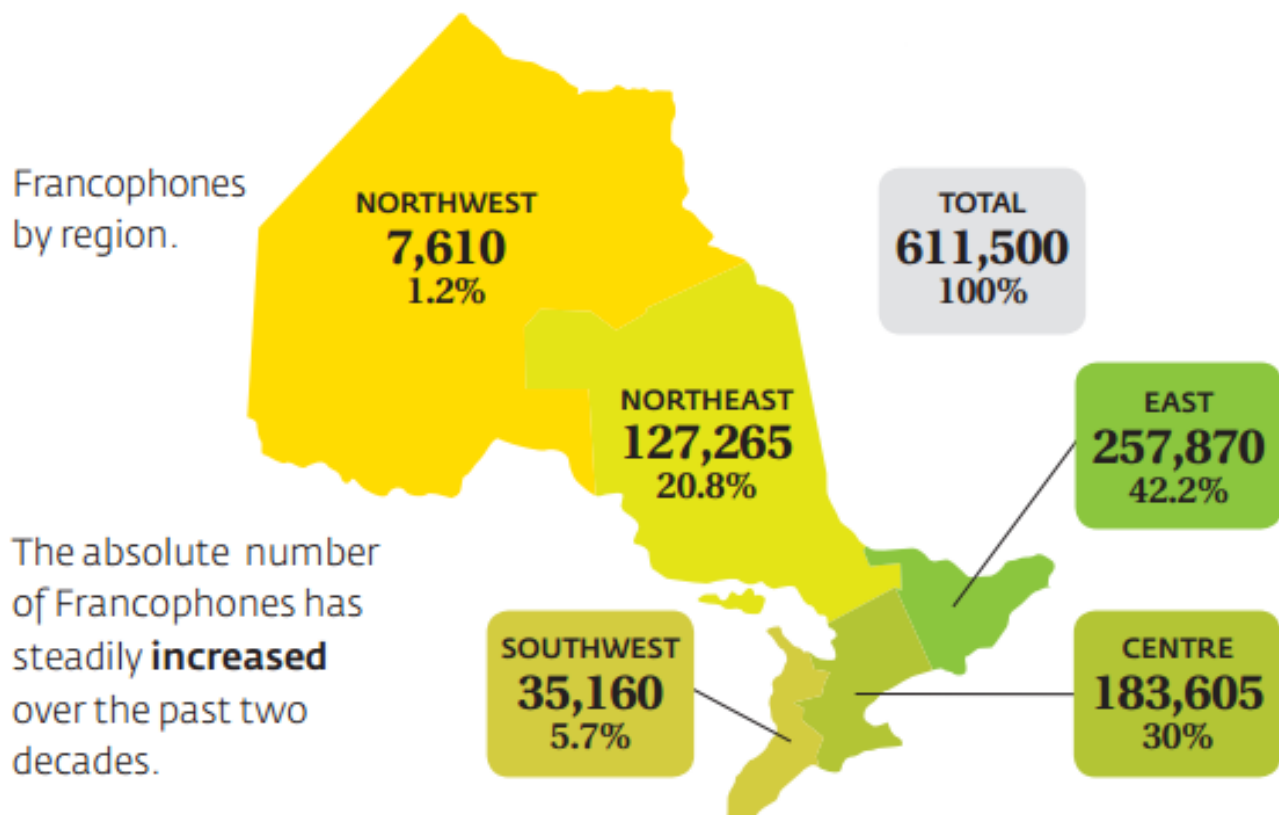
Advisory Committee for FLS

- ▣ Involve the Francophone community in the planning and communication of FLS to gain perspective and insights that will inform the FLS strategic objectives
- ▣ Create an advisory committee for FLS to seek information during the planning and the delivery of the Active Offer.
- ▣ Establish direct relationships with the Francophone community
 - ▣ may also result in better outreach outcomes, such as recruiting qualified bilingual talent or communicating.

Active Offer Strategic Planning and Implementation Guide, p. 22 and Appendices E,F and G

Where are the Francophones?

Nearly 612 000 Francophone live in Ontario = 1 individual in 20 = 4,8%;



Source: Office of the French Language Services Commissioner of Ontario - Infographic
Statistiques Canada, 2011

Phase 4:
Develop a French Language
Services Policy



French Language Services (FLS) Policy

Purpose, Policy Statement

- Sets a clear mandate on the Active Offer and the delivery of equitable quality patient-centered health services
- Establishes expectations and implementation objectives
- Operationalized by senior and middle management once approved by the board of directors
- Background and regulations

Active Offer Strategic Planning and Implementation Guide, p. 24-25



FLS Policy (Con't)

Objectives and Procedures:

- ❑ Identify the level of integration of French language services needed in the organization (in relation to designated, identified or non-identified /non-designated HSP) such as:
 - ❑ The designation of bilingual positions e.g. manager, frontline staff an health professionals
- ❑ Include short-term and Long-term goals to integrate FLS
- ❑ Quality Control and Complaints

Active Offer Strategic Planning and Implementation Guide, p. 25-26



Phase 5: Human Resources Policy

- Components in the Human Resources Policy
- Linguistic profile and French language assessment
- Interpretation services
- Translation Tools for Bilingual Health Professionals

Active Offer Strategic Planning and Implementation Guide, p. 26-30



Human Resources (HR) PLAN

1. Integrate HR planning in the FLS strategic planning and policy.
2. Assess current HR capacity (based on environmental analysis)
3. Forecast the HR needs related to the bilingual designated positions to build long-term capacity
4. Plan for recruitment, training and retention
5. Align process with the Communications plan regarding partnerships and community engagement



HR Policy Components

1. Designation of bilingual positions
2. Language proficiency standards for bilingual designated positions and language proficiency assessment (*Guide, p. 29-30*)
3. Identify the existing French language capacity
4. Recruitment strategy
5. Strategies to increase bilingual capacity and retain qualified staff
6. Information packages and orientation sessions on the Active Offer for new staff

Active Offer Strategic Planning and Implementation Guide, p. 26-30

Cultural Competency Interpretation Resources

- ❑ Cultural competency and Cultural Medical Interpretation
- ❑ Language Services Toronto (LST) program
- ❑ Translation Tools for Bilingual Health Professionals
 - ❑ *Interpretation Guide for Health Care Professionals*
 - ❑ *Med Interpret on-line resource/App*

Developed by Accueil francophone de Thunder Bay

<http://www.accueilfrancophone.com/?lang=en>

Active Offer Strategic Planning and Implementation Guide, p. 31-36

Phase 6: Communications Plan



Communications Plan Overview

- Determine early in the planning process the internal and external communication plan
- Local Francophone community outreach
- Partnerships with French Language services organizations and media relations coordination
- Posting Bilingual Positions
- Website, promotion, news releases

Active Offer Strategic Planning and Implementation Guide, p. 36-38 and Appendix N



Phase 7: Success Metrix

Organizations already monitor and assess the progress and outcomes of change initiatives, but it is particularly important for leaders to evaluate the implementation of the Active Offer because it is a new initiative that is not widely known.



Monitor and Assess FLS Implementation

Quantitative data such as:

- Clients accessing bilingual forms
- Patients who self-identify as Francophone
- Specific requests for receiving services in French
- Teleservice interpretations used

Qualitative data such as:

- External and internal stakeholder feedback
- Evaluations and survey with Francophone clients
- Feedback from bilingual staff supporting service delivery
- Feedback from non-bilingual staff to assess advocacy or resistance to FLS

Active Offer Strategic Planning and Implementation Guide, p. 39 and Appendix O

Summary

- ❑ The Active Offer responds to both a legislative requirement and the population growth of Francophones
- ❑ The *French Language Services Act (1990) (FLSA)* guarantees an individual's right to receive services in French from Government of Ontario ministries and health agencies in the 26 designated regions, including the following regions covered by the territory of the Toronto Central LHIN:
 - ❑ Toronto and the Regional Municipality of Peel in Mississauga and Brampton
- ❑ Toronto Central LHIN has several Identified HSPs, all of which have the responsibility of planning for and implementing services in French in the programs for which they have been identified.
- ❑ All non-identified/non-designated HSPs in Toronto Central LHIN's territory are obligated to provide French-speaking clients with service in French through translation, interpretation or by facilitating access to a designated or identified for FLS.

Summary

To build awareness and support among staff and board members about the organization's strategic planning for the Active Offer of FLS:

- Respect the culture and values of your organization while implementing active offer.
- Explain that certain positions will be designated, not the individual members and employees.
- Emphasize that the transition will take place gradually and that it will be flexible and adapted to your organization's needs.
- Present the alignments to the HSP's mission, vision and values
- Promote the advantages of delivering FLS to the patients and to the organization.

Source: Inspired by Government of Canada, Canadian Heritage, *Making your Organization Bilingual*, 2014, p. 3.

The successful implementation of the Active Offer will positively impact the health of the Francophone community by providing quality patient-centred services that are linguistically and culturally adapted to their needs.

Merci! Thank you!

Reflet Salvéo: 647-345-5502

<http://refletsalveo.ca/contact-us/?lang=en>

