First Steps to FLS Planning

JUNE 9th 2015

Andrea Bodkin
HC Link Coordinator

Patrick Delorme
Bilingual Health Promotion Specialist
Francophones are more likely to report poor health than Anglophones.
French Language Services Act guarantees Francophones access to health services in their own language
Clients who receive services in their language follow advice and instruction more closely.
Service Providers who offer FLS can offer higher quality services
Today’s Agenda

1. History and context of Francophones in Ontario
2. Identifying your Francophone audience and their needs
3. Developing an FLS Plan
Sources
HC Link Resources

Getting started with...

PLANNING FRENCH LANGUAGE SERVICES

The last several decades have taught us a great deal about the conditions that support health and where we, as health promoters, should focus our efforts. We know the factors which need to be addressed in order to support and improve population health. These factors—the determinants of health—include language and culture. Evidence strongly suggests that clients who receive services in their language follow health advice and instructions more closely, have less need for hospital services and stay healthier. Service providers who offer services in French have a better understanding of their francophone clients and can offer higher quality services that are more closely suited to their needs.

A willingness and desire to be able to provide services in French must be accompanied by a number of factors and components in order for an organization to effectively develop and deliver French-Language Services (FLS) and ultimately, improve the health of francophone communities.

This issue of “Getting Started” lists a variety of resources that HC Link has developed on the topic of working and engaging with francophones and delivering French Language Services.

Resources

- Hiring Staff, Recruiting & Retaining Bilingual Staff
  This issue of “at a glance” covers three important steps that improve an organization’s success in maintaining bilingual staff: recruiting bilingual employees, retaining them and developing strategies to keep them in the organization. The resource is part of HC Link’s series aimed at building the capacity of organizations to deliver services in French. [French version]

- Creating a Bilingual Organizational Culture
  This issue of “at a glance” provides an overview of HC Link’s seven-step model to develop a bilingual organizational culture and profiles practical examples from organizations that have had success in this area. [English version]

- How to Engage Francophones... When You Don’t Speak French!
  This issue of “at a glance” explores three simple steps, practical ways to meaningfully engage Francophones even when you do not speak French. Common pitfalls as well as keys for success are also outlined. [French version]

Work Together With Francophones In Ontario: Understanding The Context And Using Promising Practices

Prepared by the Healthy Communities Consortium

www.HCLinkOntario.ca  www.ReseauCS.ca
Part one: History and Context

Source: www.ontario400.ca
History of Francophones in Ontario

- 1610: Explorations of Étienne Brûlé
- 1639: Sainte-Marie-Among-the-Hurons established
- 1763: First Treaty of Paris
- 1867: Confederation
- 1909: Association canadienne-française d'éducation de l'Ontario (ACFEO) established
- 1912: Ruling 17
- 1913: Daily newspaper Le Droit established
- 1927: Bilingual schools re-established
- 1969: French-language schools authorized
- 1975: Raising of Franco Ontarian flag
- 1984: Courts Justice Act
- 1986: French Language Services Act
- 2011: Local Health System Integration Act
Inclusive Definition of Francophone

Those 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

Office of francophone Affairs, 2009
French Language Services Commissioner

Francois Boileau
Demographic Profile of Francophones in Ontario

611,500

= 4.8%

Statistics Canada, 2011 Census of Population
Where do Franco-Ontarians live?

Distribution

- East: 42%
- Central: 40%
- Southwest: 5.70%
- Northeast: 20%
- Northwest: 1.20%

Statistics Canada, 2011 Census of Population
French Spoken at Home

- 54% of Franco-Ontarians speak French at home
- In Northeastern Ontario, 80% speak French at home
- In Eastern Ontario, 84% speak French at home

Statistics Canada, 2011 Census of Population
Understand the context
Not only in Ontario but in your region

Francophone community profile varies across the province
More than a language
The Diversity of Francophone Communities

“I am from Russia, my mother tongue in Russian, I lived in France, I speak French, English and Russian at home, and I live in Kingston. I am an Ontario Francophone”

“I am from Marocco, my mother tongue is Arabic, I speak French at home, I live in Windsor. I am an Ontario Francophone”

“I am from Quebec, my mother tongue is French, I live in Toronto. I am an Ontario Francophone”

“I am Nigerian, my mother tongue is Haoussa, I married a woman from Quebec, I speak French at home, and I live in Ottawa. I am an Ontario Francophone.”
What is your organization’s history with Francophones?

Has your organization tried:
• to engage the francophone community?
• to partner with francophone organizations?
• to offer FLS?
Living as a linguistic minority influences life and health
Symbolic Violence

Action(s) by the dominant group to force the linguistic minority(s) to speak the dominant language

Pierre Bourdieu and Jena-Clause-Passeron
Expressions of Symbolic Violence

Can you speak English?

I don’t speak French

Why should we offer services in French? French is not one of our priorities. We have many more clients who speak other languages.

It’s not polite to speak a language other people can’t understand.
Externalized Oppression

The unjustified exercise of authority and power of one group over another
When oppression becomes internalized…

Francophones believe and act as though the beliefs, values and lifestyles of Anglophones are the only reality
Internalized Oppression is manifested by:

- I’m afraid I won’t get services if I demand them in French
- No one will listen if I speak in French
- I don’t fit in here. I don’t want to be a part of this community
- If I complain they’ll think I’m a whine
- I think the English services are better
Language and culture as a determinant of health

Dispersion

Double minority status

Sense of belonging
Part Two: Your audience and their needs
Where can you find the Francophones in your region?

• There are Francophones in every area of the province but Francophone neighbourhoods are rare
Identify stakeholders

1. Within your own organisation
2. Build ties to existing networks, structures and initiatives
3. Establish trust relationships
4. Identify French speakers to liaise with Francophones
Part Three: Developing your FLS Plan

• Keep it simple!
• Be realistic!
• Plan wisely!
The FLS Plan should include all aspects of work carried out by staff and your organization:
Governance

Purpose: ensures that Francophones are present in the decision-making process and that the board is committed to delivering FLS

• Francophone reps on BoD
• Establishing an internal FLS committee
• Including FLS in accountability frameworks
• Including FLS in policies and procedures
Active Offer

The regular and permanent offer of services to the Francophone population.
Human Resources
Evaluation

What did we plan to do?

Adjust and plan for next year

What DID we do?