



<p>Team Name: French Language Services</p> <p>Team Lead: Regional Director – Communications and FLS</p> <p>Approved by: Executive Director – Mid</p>	<p>Reference Number: ORG.1111.PL.002</p> <p>Program Area: Communications/French Language Services</p> <p>Policy Section: French Language Services</p>
<p>Issue Date: September 18, 2014</p> <p>Review Date:</p> <p>Revision Date: November 1, 2018</p>	<p>Subject: French Language Services (FLS) – Communications in Official Languages</p>

POLICY SUBJECT:

French Language Services (FLS) – Communications in Official Languages

PURPOSE:

The purpose of the policy is to ensure with integrity, compassion, excellence and respect:

- the Active Offer of French-language health services and the delivery of health services in both official languages;
- that services in French are evident, readily available, easily accessible and are of comparable quality to those offered in English; and
- a value-added practice through effective bilingual communication in Southern Health-Santé Sud.

This is in accordance with the:

- Government of Manitoba French Language Services Policy (ORG.1111.PL.001.SD.01);
- French Language Services Regulation under the Manitoba Regional Health Authorities Act (ORG.1111.PL.001.SD.02); and
- Concentration of francophone population in Southern Health-Santé Sud as indicated in the Government of Manitoba French Language Services Policy and current census data (ORG.1111.PL.001.SD.03)

BOARD POLICY REFERENCE:

Executive Limitation (EL-1) – Global Executive Restraint & Risk Management
 Executive Limitation (EL-2) – Treatment of Clients
 Executive Limitation (EL-3) – Treatment of Staff

POLICY:

1. Southern Health-Santé Sud communicates in both official languages with the general public, whether provided by verbal, written or digital means.
2. As required, sites, programs and services consult with the FLS Unit to determine when communication to the general public is issued in both official languages.
3. The primary language of operation¹ in all Southern Health-Santé Sud bilingual sites, programs and services is English. The primary language of operation in Francophone sites, for example in Designated Affiliate Health Corporations or community-owned sites, is French.

PROCEDURE:

1. Verbal Communication for Active Offer of French-language health services – designated bilingual sites and positions

1.1. Telephone

1.1.1. Employee answers the telephone in both official languages. The conversation continues in the official language chosen by the caller.

Where circumstances are such that the person answering the telephone cannot respond to enquiries in French, the employee will make efforts to accommodate the client in his/her official language of choice.

1.1.2. Voice mail and pre-recorded messaging are developed appropriately in both official languages.

1.2. Interactions in person

1.2.1. Employee/reception greets the public in both official languages. The conversation continues in the official language chosen by the person.

Where circumstances are such that the employee cannot respond to enquiries in French, the employee will make efforts to accommodate the client in his/her official language of choice.

1.3. For more information, see ORG.1111.PL.002.SD.01 FLS Greeting Tool.

2. Public Consultations/Meetings/Messages

When public consultations, meetings and messages are aimed at the general public across the region:

2.1. Written communication is made available in both official languages;

¹ Upon consultation with the Health, Healthy Living and Seniors FLS Coordinator and the Francophone Affairs Secretariat, 'language of operation' reflects the *language of business* which is different from the *language of client service delivery*, acknowledging that there are circumstances where use of the Southern Health-Santé Sud language of operation may be required. (September 2014)

- 2.2. Employees with an adequate bilingual capability and knowledge of the issues in question are made available at meetings to provide bilingual information and to respond to inquiries; and
- 2.3. Partial or complete bilingual content is considered in meetings held in areas of higher francophone population.

3. Print/Visual Communication

- 3.1. Corporate Identification – The Southern Health-Santé Sud identity is bilingual. Compliance to the Graphic Standards Manual is essential in applying the corporate identity.
- 3.2. Bilingual Format
 - 3.2.1. Print/visual communication adheres to provincial guidelines and the region’s Graphic Standards Manual.
 - 3.2.2. English and French content have equal visual weight.
 - 3.2.3. In general, English precedes the French content.
- 3.3. Correspondence
 - 3.3.1. Correspondence aimed at the general public or organizations across the region is issued in both official languages, ie. RMs, School Divisions, etc.
 - 3.3.2. Southern Health-Santé Sud responds to written communication in the official language used by the correspondent, acknowledging that there are circumstances where a response in the language of operation may be required.
- 3.4. Signage, Public Notices and Advertisements (including digital)
 - 3.4.1. The visual environment reflects the bilingual nature of designated bilingual sites, including exterior and interior signage in both official languages. In general, Regional Offices also display signage in both official languages.
 - 3.4.2. If a designated bilingual position is housed within a non-designated site, interior signage and public notices within the designated bilingual employee’s workspace are in both official languages.
 - 3.4.3. In accordance with the provincial “Designation Policy for Francophone and Bilingual Facilities, Programs and Services”, designated bilingual sites and offices for designated bilingual positions housed within non-designated sites display a public notice, clearly visible in affected service areas indicating their designation.
- 3.5. Client Education or Information Materials
 - 3.5.1. All materials (print, audio-visual, digital or other) developed by Southern Health-Santé Sud, and intended for the education or information of clients are available in both official languages, and in accordance with the Graphic Standards Manual.
 - 3.5.2. Measures are taken to ensure that outside-authored comparable material are available in both official languages.

- 3.6. All stationery, business cards and appointment cards are in bilingual format.
- 3.7. E-Signature and Out-of-office Email Messaging
- 3.7.1. Bilingual employee in a designated position: Bilingual
 - 3.7.2. Non French-speaking employee in a designated position: English only
 - 3.7.3. Non French-speaking employee in a non-designated position: English only
 - 3.7.4. Bilingual employee in a non-designated position: encouraged to choose a bilingual format
- 3.8. Employee Personal ID Badges - All employees are issued bilingual employee name tags in accordance with the Employee Identification Policy. Bilingual employees in designated positions have *Je parle français!* incorporated on their personal ID badge. Bilingual employees in non-designated positions are encouraged to choose this option.
- 3.9. Forms - All forms used by and intended for the general public are in bilingual format.
- 3.10. Media Relations - Media releases are in English with an appropriate disclaimer and contact coordinates should the media seek a French interview. When related directly to a designated bilingual site, dealing with topics of particular interest to the francophone community or having a direct impact on that community, material is prepared in both official languages and a bilingual designate or appropriate spokesperson is identified.
- 3.11. Public Website – The Southern Health-Santé Sud public website is in both official languages.
- 3.12. Translation - For translation, see Southern Health-Santé Sud policy ORG.1111.PL.004 French Language Services – Translation.

SUPPORTING DOCUMENTS:

- [ORG.1110.PL.008.SD.01](#) Graphic Standards Manual
- [ORG.1111.PL.001](#) French Language Services (FLS) – General Policy
- [ORG.1111.PL.001.SD.01](#) Government of Manitoba French Language Services Policy
- [ORG.1111.PL.001.SD.02](#) French Language Services Regulation under the Manitoba Regional Health Authorities Act
- [ORG.1111.PL.001.SD.03](#) Concentration of francophone population in Southern Health-Santé Sud
- [ORG.1111.PL.001.SD.04](#) Development and Approval Process for Multi-Year Strategic FLS Plans of RHAs
- [ORG.1111.PL.002.SD.01](#) FLS Greeting Tool
- [ORG.1111.PL.003](#) French Language Services (FLS) - Designation of Bilingual Sites and Positions
- [ORG.1111.PL.004](#) French Language Services (FLS) – Translation

REFERENCES:

- Provincial [Guidelines Manual for the Implementation of FLS](#)
- Chartier, Honourable Judge Richard. [Above All, Common Sense](#) - Report and Recommendations on French Language Services within the Government of Manitoba (Commissioned by the Government of Manitoba). May 1998
- The Manitoba Regional Health Authorities Act (C.C.S.M. c. R34) – [French Language Services Regulation](#) 46/98. March 30, 1998
- [Francophone Community Enhancement and Support Act \(2016\)](#)