

# TOOLS TO SUPPORT THE **ACTIVE OFFER** of health and wellness services in both official languages IN NEW BRUNSWICK



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Several strategies to support the implementation of active offer have been developed. Bouchard et al. (2017) proposes six strategies in favor of active offer. Based on this model, the Société santé et Mieux-être en français du Nouveau-Brunswick (SSMEFNB) offers examples of tools to support active offer. This is not an exhaustive list but examples of tools relating to each of the six strategies in favor of active offer.

The following interactive tool is an adaptation of the model proposed by Bouchard, P., Savard, J., Savard, S., Vézina, S. et Drolet, M. (2017). **NEW INSIGHTS INTO SAFE, Quality Services in Official Language Minority Communities in Accessibility and active offer: Health care and Social Services Linguistic Minority Communities** (2017), p.375-407.

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## Legal and Political Levers

This strategy calls on language rights (Canadian Charter of Rights and Freedoms, laws, policy, etc.) as well as political actions that will support active offer.

- Active offer: A culture of respect, a culture of excellence (2017)
- Language Rights of Linguistic Minorities: A Practical Guide for Implementation - Special Rapporteur on minority issues (2017)
- Access to Health and Social Services in Official Languages Standard (in progress)
- History of Official Languages
- Your language rights in New Brunswick

Adaptation of the model proposed by Bouchard, P., Savard, J., Savard, S., Vézina, S. et Drolet, M. (2017). **NEW INSIGHTS INTO SAFE, Quality Services in Official Language Minority Communities** in Accessibility and active offer: Health care and Social Services Linguistic Minority Communities (2017), p.375-407.





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## Strategies to Educate and Engage Future Professionals

This strategy supports the fact that the improvement of services in French is linked to the mobilization and commitment of future professionals. It is therefore associated with supporting the training of health professionals (educational tools, teaching related to the active offer in the curriculum, etc.) and also of managers (scheduling tools based on linguistic needs, promotion of employees , etc).

- Café de Paris : An innovative approach to learning French or maintaining French Language skills in support of the active offer. Société Santé et Mieux-être en français du Nouveau-Brunswick, Réseau de santé Horizon, Association Régionale de la Communauté francophone de Saint-Jean inc. et Gouvernement du Nouveau-Brunswick
- Active offer online training. Réseau du mieux-être francophone du Nord de l'Ontario
- Interpretation Guide for Health Care Professionals. Accueil francophone de Thunder Bay
- English-French Phrase Book for Health Professionals
- Interpretation guide Phone Application. Accueil francophone de Thunder Bay
- Medi-Lexico series of 4 mobile applications
- Carte-éclair Anki Application for medical terminology
- Active offer Theme Directory
- Thematic sheets – Active offer





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## Promoting an Organizational Culture Oriented Toward Active Offer

The premise supported in this strategy is associated with the safety and quality of services in both languages. Ultimately, language barriers have an impact on the quality of services and represent an obstacle that can affect the safety of minority communities. The organizational culture focus on raising the awareness of managers and directors on the importance of active offer through management centered on the needs of individuals.

- Organizational and community resources self-assessment tool for active offer and continuity of healthcare and social services for OLMCs – GreFoPS
- Access to Health and Social Services in Official Languages - HSO Health Standards

Adaptation of the model proposed by Bouchard, P., Savard, J., Savard, S., Vézina, S. et Drolet, M. (2017). **NEW INSIGHTS INTO SAFE, Quality Services in Official Language Minority Communities** in Accessibility and active offer: Health care and Social Services Linguistic Minority Communities (2017), p.375-407.





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## Leadership of Social Actors and Communities

According to this strategy, the client and stakeholder relationship is paramount. The paradigm of collaboration between the person requesting services and the person providing the services is key. Thus, a person in the community who is better informed about the importance of obtaining services in their language, will be able to influence the offer.

- Don't wait for them to ask, Provide an active offer!
- Active offer of French-language health services – Société Santé en français

Adaptation of the model proposed by Bouchard, P., Savard, J., Savard, S., Vézina, S. et Drolet, M. (2017). **NEW INSIGHTS INTO SAFE, Quality Services in Official Language Minority Communities** in Accessibility and active offer: Health care and Social Services Linguistic Minority Communities (2017), p.375-407.





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## Recruiting and Retaining Bilingual Social Service and Health Care Providers in Minority Communities

This strategy focuses on the support offered to bilingual employees (incentive, recognition, etc.). Actions must support employees by setting up a support network, proactive employers who provide guidance, government authorities who offer financial support and organizations who claim rights in order to recruit and retain bilingual employees.

- Framework for recruitment and retention of bilingual health human resources – SSF and Réseau Franco-Santé du Sud de l'Ontario
- Welcoming and Integrating Student Trainees Able to Serve Francophone Clients in Francophone Minority Communities: Handbooks – GReFoPS
- Occupational Integration in Healthcare by French-speaking Immigrants Living in Minority Communities – Goss Gilroy Inc

Adaptation of the model proposed by Bouchard, P., Savard, J., Savard, S., Vézina, S. et Drolet, M. (2017). **NEW INSIGHTS INTO SAFE, Quality Services in Official Language Minority Communities** in Accessibility and active offer: Health care and Social Services Linguistic Minority Communities (2017), p.375-407.





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## **Mobilization, Collaboration, and Networking**

By mobilizing all the players concerned, we will be able to meet the challenges related to the active offer and the delivery of health services in both official languages. We must promote the collaborative approach, which is rooted in the specificities and contexts of the regions.

- eQUNITY Link Platform– Réseau franco-santé du Sud de l'Ontario, 2021
- Measure of the Active Offer of Social and Health Services in French Minority Contexts – GREFoPS
- Joint position statement: Active offer of health and wellness services in New Brunswick – SSMEFNB
- Portail Savoir-santé – Société santé en français

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