

WINNING STRATEGIES

FOR SERVING FRANCOPHONE CLIENTS



1 IDENTIFY ONE OR MORE CHAMPIONS/RESOURCE PERSONS

Best practice:

- Identify a person in a leadership position responsible for implementing organizational practices that foster a culture that's sensitive to the needs of Francophones and that improve the active offer of French-language services (e.g.: winning strategies).

Roles of the champion(s):

- Develop an action plan to implement winning strategies within the organization.
- Be aware of the direct relationship between the active offer of health services in French, the quality of services and client safety.
- Be sensitive to the realities, challenges and rights of Francophone minority communities.

Key indicator: number of champions

2 TRAINING STAFF MEMBERS ON THE ACTIVE OFFER OF HEALTH SERVICES IN FRENCH

Best practices:

- All staff, including members of the board of directors, complete the activeoffertraining.ca online training by the Réseau du mieux-être francophone du Nord de l'Ontario.
- Integrate the activeoffertraining.ca into the orientation training period for new employees and members of the organization's board of directors.

Key indicator: percentage of staff members who completed the activeoffertraining.ca.

3 IDENTIFY STAFF MEMBERS WHO HAVE FRENCH-LANGUAGE SKILLS

Best practices:

- All staff members complete a self-assessment of their French language skills.
- Create and maintain a directory of staff members who have French language skills.
- All staff members who have French language skills wear "Je parle français" identification in the workplace.
- All staff members who have French language skills have a bilingual electronic signature.

Key indicator: percentage of staff who have French language skills.

4 IDENTIFY FRANCOPHONE CLIENTS

Best practices:

- Greet clients in both official languages at all times: "Hello!, Bonjour!"
- From the first contact, collect verbally or through a form information on the mother tongue and the language in which the client is most comfortable receiving services.
- Add to the clients file information about their native language and the language in which they are most comfortable receiving their services.
- Before contacting clients, staff members make sure they know the language in which they are most comfortable receiving their services.

Key indicators: percentage of clients whose mother tongue is French; percentage of clients who are more comfortable receiving their services in French

5 MATCH FRANCOPHONE CLIENTS WITH STAFF MEMBERS WITH FRENCH LANGUAGE SKILLS OR REFER FRANCOPHONE CLIENTS TO ANOTHER PROVIDER OFFERING THE SAME SERVICES IN FRENCH OR USE AN INTERPRETATION SERVICE

Best practices:

- Match Francophone clients with appropriate staff members who have a sufficient level of French language skills ("advanced less" or higher).
- Ensure that a sufficient number of professionals with French language skills are available on each shift.
- Develop a formal process to ensure the same quality of service and similar waiting times for Francophone clients referred to another provider.
- Develop a process that allows clients to access an interpretation services.

Key indicators: percentage of clients served in French; percentage of Francophone clients referred to a partner for services in French; percentage of Francophone clients having received an interpretation service.

6 MEASURING RESULTS

Best practices:

- Add a question regarding satisfaction with services received in French in the client satisfaction survey.
- Collect and measure data on key indicators of winning strategies.
- Share key indicators of winning strategies with your Ontario Health Team annually.
- Share key indicators of winning strategies with your staff and board of directors annually.

Key indicator: Percentage of Francophone clients satisfied with services received in French.