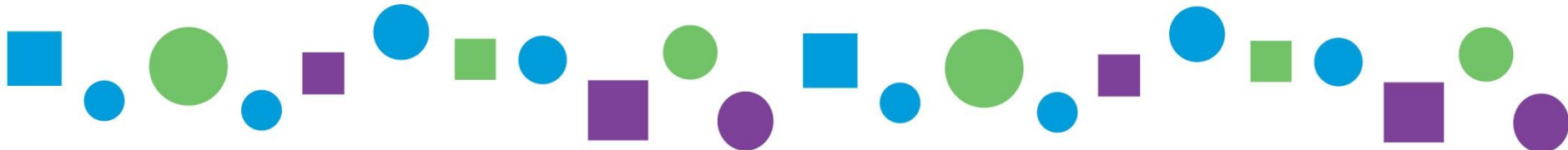


# How to engage Francophones-when you don't speak French!



June 11, 2012



# Welcome!



**Andrea  
Bodkin**



**Estelle  
Duchon**



# A few housekeeping notes

- \*6 to mute and #6 to unmute
- Chat board
- Downloading documents
- Full screen
- Evaluation Survey



# Today's Agenda!

1. Welcome and introductions
2. Background and contexts of Franco-Ontarians
3. Three simple steps to engage Francophones when you don't speak French
4. How to avoid common pitfalls
5. Questions, answers and participant sharing
6. Helpful resources and supports



# Learning objectives

- Increase your knowledge of the Francophone context in Ontario and Francophone key stakeholders
- Learn best practices on how to engage Francophones when you don't speak French
- Learn what resources and supports are available to you



# Who is here today?



# Why are we here?

- Equity
- Inclusion
- Sense of Belonging



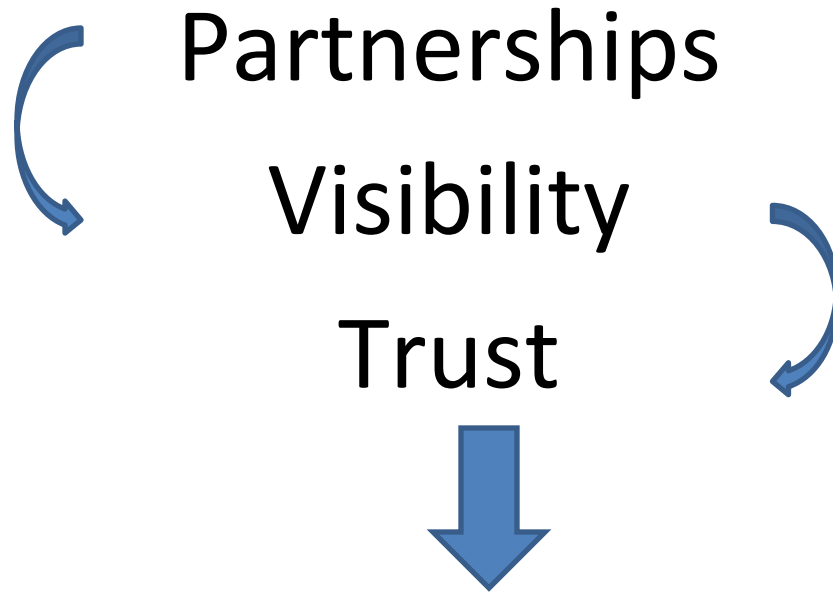
# Why is this important?

- Stronger sense of community  
belonging
- Culture and language are social  
determinants of health





# What do we want?



Access to quality services  
Improved health



**You CAN engage Francophones in  
your community work – even if  
you don't speak French.**



# Three simple steps...

1. Examine your motives
2. Take the time to understand the Francophone context
3. Find people to work with



# Step 1: Examine your motives

- Be clear on the objectives of your engagement strategy
- Determine what your next steps, what you will be doing with the results of the engagement process

Can you share with us reasons why you are planning to engage with Francophones?



# Examine your motives

- Do not consult unnecessarily!
- Set realistic attendance/participation objectives
- Remember it's a first step and you are building your relationship with the community



## Step 2: Understand the context

1. Understand the Francophone context not only in Ontario but also in your region
2. Where can you find the Francophones in your region?
3. Understand the Francophone context in your own organization

Do your homework!



# Understand the context

## Not only in Ontario but in your region

- Not only the general context ...
  - History: The French presence in Ontario dates back nearly 400 years.
  - Legislation
    - **French Language Services Act (FLSA)**, 1986
    - **Local Health System Integration Act (LHSIA)**, 2006
    - **FLSA Regulation 284/11**: Provision of FLS on Behalf of Government Agencies (by third parties), 2011

Resources:

[Working Together with Francophones in Ontario: Part 1 -](#)

[Understanding the Context](#) *HC Link* (5 pages, 235KB PDF, 2012)

[Working Together with Francophones in Ontario: Part 2 - Legislation and Institutional Support](#) *HC Link* (5 pages, 445KB PDF, 2012)



*“French has special status in Ontario under the **Constitution** and a number of provincial statutes. French also has special status by virtue of the contributions that Francophones have made in the past and continue to make today to the **fabric of Ontarian society**. Rights entrenched in the French Language Services Act are not special privileges accorded Francophones. Over the last centuries, the latter have fought long and hard, with courage, determination and conviction, to gain **political and legislative recognition of their rights**. Furthermore, there is often a tendency to forget that French is a langue d’accueil or second language for many newcomers.”*

Boileau, F. (2009)





# Understand the context

Not only in Ontario but in your region

- ...but also the local specificities
  - Ontario's Francophones share French as a common language.
  - As for the rest, this community is characterized by a wide diversity of ethnicity, religions, origins, education, culture, income, values and experience
  - Francophone community profile is really different in the different regions of the province

Resources:

Trillium/OFA : [Profile of Ontario's Francophone community](#)



# Understand the context

## Not only in Ontario but in your region

- Be inclusive: there is not ONE francophone community

« I am from Russia, my mother tongue is 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 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 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 »

- Adapt your speech / services



# Understand the context

## Where can you find the Francophones in your region?

- There are Francophones in every area of the province but Francophone neighbourhoods are rare
- There are places where Francophones gather
  - Schools and daycares
  - Place of worship
  - Francophone associations
- And there are Francophone media outlets



# Understand the context

## In your own organisation

- What is your organization history with Francophones? Has your organization ever tried:
  - to engage the francophone community? how did it work?
  - to partner with francophone organizations?
  - to offer FLS ? How were they received?



# Step 3: Identify stakeholders

1. Within your own organisation
2. Build ties to existing networks, structures and initiatives
3. Establish trust relationship
4. Identify French speakers to liaise with Francophones



# Identify stakeholders

## Within your own organization

- Is there REALLY no one that speak French? Take the time to ask!

BUT

- Be clear on what you expect from your Francophone staff
- Don't overwhelm your Francophone staff
- If no one speaks French...



# Identify stakeholders

## Build ties on existing network and initiatives

- Connect with institutional support
- Establish partnership with Francophone stakeholders



Chat:

Who do you or would you partner with to engage Francophones?



# Identify stakeholders

## Build ties on existing network and initiatives



- Connect with institutional support
  - Office of Francophone Affairs
  - French Language Services Commissioner
  - Ministries and Government French Services Coordinator
  - Regional Advisor and LHIN's French Language Services Coordinator
  - Health planning entities
  - French Language Health Services Networks

Resources:

[French Language Services at @ glance](#)  
(mandate and contact information)





# Identify stakeholders

Build ties on existing network and initiatives



- Establish partnerships with Francophone stakeholders
  - Francophone Community Health Centres
  - French school boards
  - Francophone community groups (Senior, faith, cultural, recreational ...)
  - Settlement agencies



# Identify stakeholders

## Build ties on existing network and initiatives

- Collaborate with other organizations planning to engage with Francophones
- Build on existing initiatives / events



# Identify stakeholders

## Establish trust relationship

- As for any collaborative work, the factors of success remain the same
- A partnership does not build itself. It takes work, resources, support mechanisms and time, as well as the necessary will and patience from all partners.
- What do you expect from your partners?
  - Information sharing and networking?
  - Collaboration on a specific activity or project?
  - Commitment to working together in the short term on a specific goal?
  - Commitment to working together in the long term on common goals, and sharing work, risks, results and benefits?
- What is your contribution?



# Identify stakeholders

## Establish trust relationship

- Creating a shared vision
- Having the right individuals at the table
- Creating a trust-based relationship and demonstrating openness and flexibility
- Working together in an approach toward consensus and consultation
- Establishing roles, responsibilities and expectations
- Respecting the mission of the organization, the limitations and expectations of each partner
- Sharing leadership, risks and responsibilities. Sharing power among equals within a group
- Joint investment in resources
- Encouraging commitment and permanence of the parties involved
- Celebrating and making known the success stories of the partnership



# Identify stakeholders

## Identify one person to liaise with Francophones

- Even if YOU don't speak French you need someone to liaise with Francophone communities and yes it helps if this person speaks French!



# Avoiding common pitfalls

1. Do not make unnecessary consultations!
2. Show that decision-makers are involved in the process
3. Be clear on what's going to be in French and in English
4. Don't make it a one person project - Make all employees aware of your initiative (will show the organization commitment)



# Keys for success

1. Understand the context and environment
2. Define the target groups according to the goals of community engagement
3. Start with the number of people you have
4. Involve Francophone at each step of the process (needs assesment, planning, consultation...)
5. Advertize in French in Francophone media
6. Take into account the different culture of the participant
7. Have a coordinator / facilitator who speaks fluent french
8. Report back to the Francophone community
9. Develop the capacity of your organization to be a viable potential partner on various francophone projects



# Questions





# Putting the pieces together....



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**Communiquez avec nous!**

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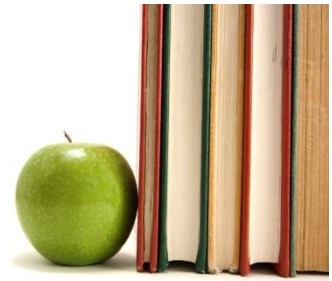
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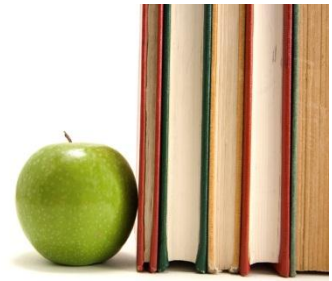
# Resources



- [Working Together with Francophones in Ontario: Part 1 - Understanding the Context](#) *HC Link* (5 pages, 235KB PDF, 2012)
- [Working Together with Francophones in Ontario: Part 2 - Legislation and Institutional Support](#) *HC Link* (5 pages, 445KB PDF, 2012)
- [Work Together With Francophones In Ontario: Understanding The Context And Using Promising Practices](#) *HC Link* (1.9MB PDF, 2011)
- [At a Glance: Community Engagement](#) *Lorna McCue, HC Link* (464KB PDF, 2011)
- [Engaging Francophone Communities](#) *Christiane Bouchard, Ontario's Heart Health Resource Centre* (636KB PDF, 2010)



# Resources



- [The French Language Services Act: An overview](#) , *Office of Francophone affairs* (2010)
- [Profile of Ontario's Francophone community](#), *Trillium Foundation / Office of Francophone affairs*
- [Annual Report Open to solutions](#), *French Language Services Commissioner of Ontario* (2009-2010)
- [Annual Report Open to solutions](#), *French Language Services Commissioner of Ontario* (2007-2008)
- [Making your organization bilingual](#) , *Heritage Canada Website*
- [Offering bilingual services in Francophone communities: Important elements to consider](#), *OHPE Bulletin 582* (2008)

