



# The Leadership Training on Active Offer

# Our Audience

- ▶ Front-Line Health Care Providers
- ▶ Managers and Decision Makers





# The Objectives

- ▶ Know the definition of Active Offer
- ▶ Understand the benefits of Active Offer of French Language Services
- ▶ Apply the best practices of Active Offer
- ▶ Assess your readiness to implement Active Offer
- ▶ Have a plan for implementation of Active Offer





# Who is Entité 3?

- ▶ One of 6 French Language Health Planning Entities in Ontario
- ▶ Established in 2010
- ▶ Our mandate:
  - ❖ Plan French Language Services (FLS)
  - ❖ Promote the Active Offer of Health Services in French
  - ❖ Engage and mobilize the Francophone Community





# How can Entité 3 support Health Service Providers?

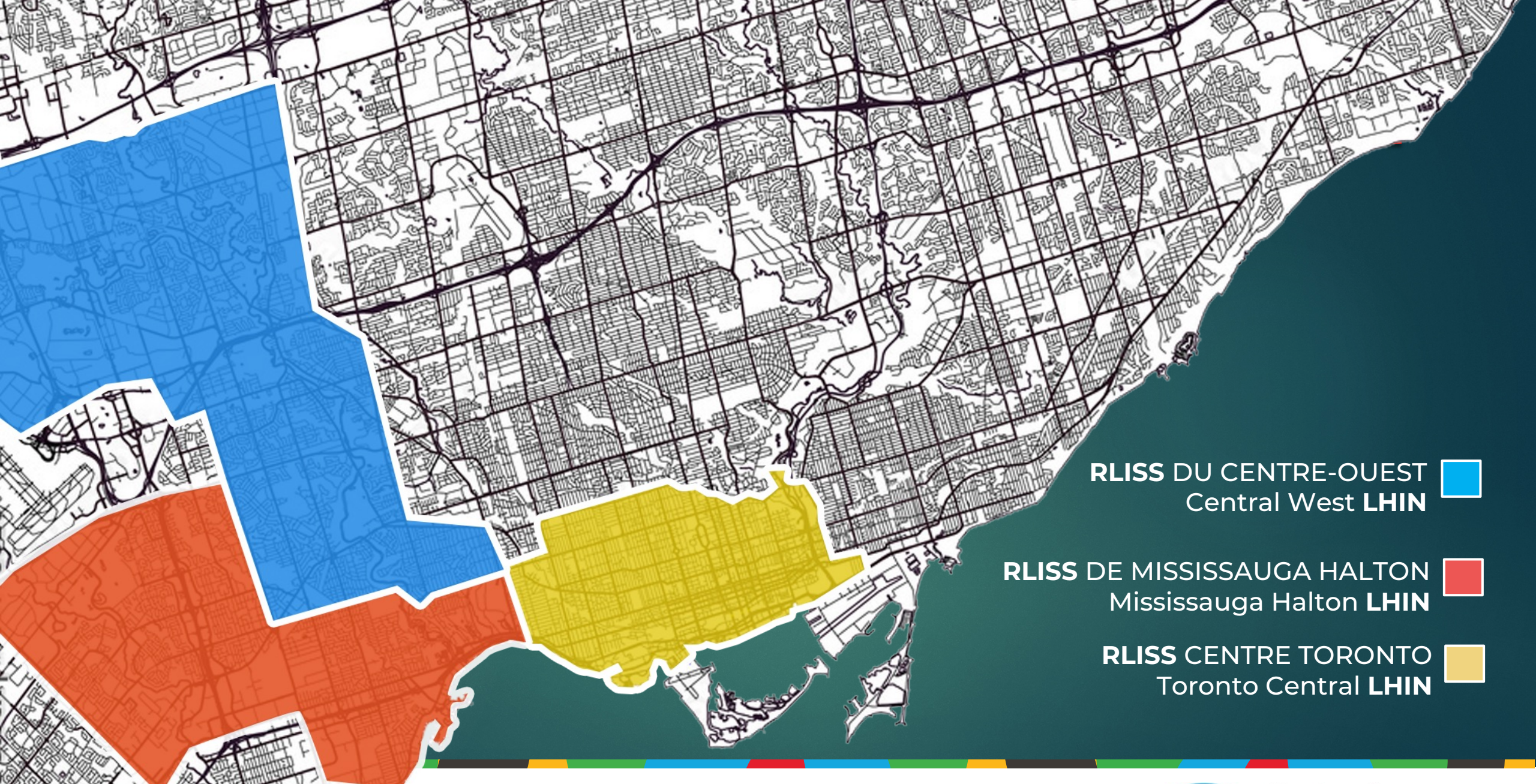
- ▶ We support you in your efforts to implement, improve or expand the delivery of healthcare services in French.
- ▶ We bring you practical solutions that meet all your needs to develop French Language Services.
- ▶ We connect with the Francophone Community and inquire about their health needs.



# Our Catchment Area







**RLISS DU CENTRE-OUEST**  
Central West **LHIN**

**RLISS DE MISSISSAUGA HALTON**  
Mississauga Halton **LHIN**

**RLISS CENTRE TORONTO**  
Toronto Central **LHIN**



# Our Catchment Area

- ▶ The fastest growing population in Ontario
  - ❖ Francophone population growth: more than twice as fast as that of the general population
- ▶ The most diverse population in the province:
  - ❖ Greater need for locally focused planning
  - ❖ Greater need of including an Equity Lens into health planning





# French Language Services Act

- ▶ Guarantees an individual's right to receive services in French from Government of Ontario Ministries and Agencies in 26 designated areas
- ▶ In December 2021, the Act has been updated to ensure that services are readily available according to the Principle of Active Offer as set out in the Provincial Legislation.





# Roles and Responsibilities

**Ontario  
Government**

- Local Health System Integration Act
- French Language Services Act

**MOH/MLTC**

- Ministry-Ontario Health Accountability Agreement

**Ontario Health  
(FLS Coordinators)**

**HSPs**

- Service Accountability Agreement



# Health service providers' (HSP) responsibilities

| Responsibilities                     | Non-Designated<br>Non-Identified HSPs  | Identified HSPs   | Designated HSPs   |
|--------------------------------------|--|---|---|
| ❖ Accountability                     | ❖ Accountable to Ontario Health (OH)   |   |   |
| ❖ Commitment to the Provision of FLS | Develop and implement a plan to address the needs of its local Francophone Community including the provision of information on local health services available in French.  | Develop and implement an FLS plan; provide health services to the public in French in accordance with existing FLS capacity; and work towards improving FLS capacity for designation. | Continue to provide health services to the public in French and work towards maintaining FLS capacity. Apply the principles associated with the concept of "Active Offer" in the provision of health services |
| ❖ Community Engagement and Planning  | Engage the community of diverse persons including the Francophone Community in the area where it provides health services when setting priorities for the delivery of health services and when developing plans for submission to the LHIN |   |   |
| ❖ Reporting                          | Provide a FLS report to OH that outlines how the HSP addresses the needs of its local Francophone Community  | Provide a report to OH that outlines progress towards FLS capacity and designation  | Submit an FLS implementation report to the OH   |





# Survey

- ▶ What are you most looking forward to in this training?







# What is the Active Offer of French Language Health Services?



# Active Offer (AO)



A set of measures taken to ensure that French Language Services are evident, readily available, easily accessible, and publicized. It consists of inviting users to express themselves in the official language of their choice. The invitation must precede the request for services and must be made proactively, with confidence and conviction.



**Here is additional information regarding this course: Active Offer**  
<https://offreactive.com/>





# Why is Active Offer important?

The Active Offer of Service is a means to correct inequities by proposing a tangible method to reconcile health and social services with the needs of official language communities who face language barriers.” (HSO, 2018)

Source: <https://equity-link.ca/>







"Are you comfortable with that?" I asked him. "Yes, I'm comfortable with that. I'm going to meet our other brother, and our sister, and our mother." [who had died recently]

► <https://www.youtube.com/watch?v=brX0cO-FMA4>





# Active Offer allows Health Service Providers to:

- ▶ Ensure safe, ethical and high-quality health services for our Francophone Minority Communities.
- ▶ Ensure that French-Language Health Services are easily accessible, visible, without delay and of equal quality to those offered to the majority.



<http://www.offreactive.com>



# Risks Associated with Language Barriers



Sources of poor patient-provider communication leading to:

- Errors of diagnosis
- Inappropriate treatments
- Incorrectly following medical advice
- Negative reactions to medications and other complications
- Patient frustration and resignation
- Recourse to self-medication



# Positive impact of AO



- ▶ Allow Francophone Patients to ask for help, describe their symptoms and conditions, express their needs and preferences, and take charge of their own health.
- ▶ Convey essential health information, encourage clients to seek care and build relationships to maintain long-term health.
- ▶ Improved accessibility, efficiency and effective use of health care services, resulting in safe and healthy outcomes.





Active offer

L'offre active

► <https://www.youtube.com/watch?v=zII97ErL53Q>





# Implementation of Active Offer



# 5 Easy Ways to implement AO and proactively offer French Language Services



1

Available  
always

2

Clearly  
communicated

3

Visible

4

Easily  
accessible

5

Equivalent to  
the quality of  
services  
offered in  
English





# Examples of Best Practices

- ▶ Proactively greet Francophone Clients in French
- ▶ Include and capture “language of preference” in your admission forms and incorporate into your triage system
- ▶ Identify and capture your staff’s language proficiency
- ▶ Provide Francophone Clients with the necessary care or refer them to the correct Francophone Resources
- ▶ Invite your staff who speak French to wear tags “**je parle français**”
- ▶ Translate voicemail, forms or visual cues
- ▶ Initiate a French Language Services Committee that will keep track of the developments





# The importance of capturing patients and staff's language

- ▶ Acknowledge the diversity of your patients and staff
- ▶ Show your clients, all languages included, that you care
- ▶ Give an opportunity for your clients to share their language of preference
- ▶ Open the doors to eventual inclusion initiatives





# The Five Principles of Equity for French Language Services





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## ► AO of Services:

Develop the capacity to offer French Language Services at the main points of the continuum of care and services where effective communication is crucial: Admission, Assessment, Treatment, End of Life Issues, Discharge and/or Transfer of Care and Services.





# 2

## ► Clinical Research:

Ensure that research processes take into consideration both official language communities to support adequate representation and address communication needs.





# 3

## ► Governance and Leadership:

Provide an organizational structure, a culture and processes to foster and ensure effective communication along the continuum of care and services: Service Planning, Data Collection, Development of Policies and Procedures, Adequate Resources and Management of User Files.





# 4

## ► Workforce:

Develop a robust pool of bilingual staff and volunteers and provide them with support, training and development opportunities.





# 5

## ► Quality Assurance:

Integrate your clients' feedback into your organizational processes to improve the quality of your French Language Health Services.



# Congratulations!



You have successfully completed the leadership training on Active Offer!  
You can now practice and share your knowledge with your colleagues!

One more step towards health equity!



# Moving forward!



Now that you are well informed about how important Active Offer is, you might wish to ...

- ▶ Start implementing French Language Services into your organization
- ▶ Work towards identification or designation status

**ENTITE 3 IS HERE TO ASSIST YOU IN YOUR JOURNEY!**

**Contact us at:** [offreactive@entite3.ca](mailto:offreactive@entite3.ca)

**Visit our website:** <https://entite3.ca/en>





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Culture is a “set of distinctive spiritual, material, intellectual, and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs.”

(UNESCO, 2011)





# Resources

- ▶ AccessEquité: eQuity Fundamentals Resource <https://equity-link.ca/>
- ▶ For identified/designated only
  - ▶ Free translation services
  - ▶ French Courses reimbursement program
- ▶ Collège Boréal French courses for healthcare professionals
- ▶ Réseau du nord
- ▶ Active Offer auto-evaluation checklist
- ▶ Argumentaire





# Your Feedback is important to us!



If you have any feedback to share with us on the training, you just completed:

Contact us at: [offreactive@entite3.ca](mailto:offreactive@entite3.ca)

Visit our website: <https://entite3.ca/en>



Activate change

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▶ THANK YOU

▶ MERCI