

 <p>Winnipeg Regional Health Authority Office régional de la santé de Winnipeg Caring for Health À l'écoute de notre santé</p> <p>POLICY</p>	<p>REGIONAL</p> <p>Applicable to all WRHA governed and funded sites / facilities / hospitals / personal care homes, unless specifically excluded</p>		<p>Level:</p> <p style="text-align: center; font-size: 24pt;">1</p>
	<p>Policy Name:</p> <p style="text-align: center;">French Language Services – Communications in Official Languages</p>	<p>Policy Number:</p> <p style="text-align: center;">10.40.230</p>	<p>Page</p> <p style="text-align: center;">1 of 7</p>
	<p>Approval Signature:</p> <p style="text-align: center;"><i>Original signed by A. Wilgosh</i></p>	<p>Section:</p> <p style="text-align: center;">GOVERNANCE & GENERAL ADMINISTRATION</p>	
	<p>Date:</p> <p style="text-align: center;">February 2011</p>	<p>Supercedes:</p> <p style="text-align: center;">October 2010</p>	

1.0 PURPOSE:

- 1.1 To ensure that, in accordance with WRHA policy 10.40.220 French Language Services – General Policy, services in French, whether provided by oral, written or electronic means, are evident, readily available and easily accessible, and of comparable quality to those offered in English.
- 1.2 To actively offer services of the WRHA in both official languages to the general public, clients, patients, residents and families pursuant to the WRHA French Language Services (FLS) Plan (see 2.6).

2.0 DEFINITIONS:

- 2.1 Accredited Translator: A professional translator certified by the Canadian Translators, Terminologists and Interpreters Council, one of its member bodies, or an international association of similar stature.
- 2.2 Active Offer: An offer of services in French which reflects measures taken to ensure that services in French are evident, readily available, easily accessible (whether provided by oral, written or electronic methods) and of comparable quality to those offered in English.
- 2.3 Bilingual Format: The English and French texts exist on the same document. Bilingual format options include:
 - Consecutive, line/section (e.g. line/section in English followed by line/section in French);
 - Parallel, dual-column;
 - Back-to-front (e.g. English on one side of page and French on the reverse);
 - Head-to-tail (e.g. each version is upside down in relation to the other).
- 2.4 Designated Bilingual Facilities, Programs, Services and Agencies: WRHA facilities, programs, services and agencies, including WRHA Corporate Office (Board of Directors and corporate (non-clinical) services such as Quality, Finance, Human Resources, Communications), that are required to actively offer services in both French and English, pursuant to the Government of Manitoba French Language Services Policy (“Manitoba FLS Policy”).

WRHA Policy Name: French Language Services – Communications in Official Languages	Policy Number: 10.40.230	Page 2 of 7
--------------------------------------------------------------------------------------	-----------------------------	----------------

- 2.5 Designated Bilingual Position: A position that is to be filled by an individual who speaks both official languages and who is able to adequately deliver comparable service in both official languages, in accordance with the requirements of the Manitoba FLS Policy, the Active Offer concept and the WRHA French Language Services Plan.
- 2.6 Designated Francophone Facilities, Programs, Services and Agencies: WRHA facilities, programs, services and agencies that are required, pursuant to the Manitoba FLS Policy, to actively offer services in French, and whose working language is French.
- 2.7 Education or Information Materials: All materials (written, audio-visual, or electronic) intended for the general public or for distribution to clients, patients, residents, or their families, related to a health care/medical condition or directives to follow based on a health care/medical condition or procedure they had undergone. Materials include but are not limited to: pamphlets, brochures, patient education sheets, posters, videos and CDs.
- 2.8 Historic Exemption: Applies to non-devolved Bilingual and Francophone Facilities and Agencies of the WRHA which have previously adopted their own site-specific procedures and processes, prior to the WRHA French Language Services policies as originally issued in February 2005.
- 2.9 Regional Health Record Form: Forms requiring the signature of a patient, client, resident or proxy, on which the WRHA logo appears, which become a part of the patient’s Health Record .
- 2.10 Internal Audience: Includes WRHA employees or contracted persons, medical staff, researchers, educators, employees of WRHA-funded sites (with the exception of designated francophone sites), volunteers, members of Boards of Directors, non-WRHA staff participating in WRHA internal committees, working or advisory groups and meetings, as well as employees of firms with whom the WRHA conducts administrative or corporate business.
- 2.11 WRHA French Language Services (FLS) Plan: An outline of the practical ways and means by which Designated Bilingual or Francophone Facilities, Programs, Services and Agencies can actively offer and effectively provide services in French through designated service areas and by bilingual and French language information materials in the Winnipeg Health Region. The Plan will consist of a 5-year strategic plan and an annual business plan.

3.0 **POLICY:**

- 3.1 In accordance with the WRHA FLS Plan and WRHA policy 10.40.220 *French Language Services – General Policy*, the WRHA and Designated Bilingual Facilities, Programs, Services and Agencies of the region shall communicate in both official languages with their external audience (general public). WRHA visual identity guidelines shall be respected.
- 3.2 In general, the WRHA and Designated Bilingual Facilities, Programs, Services and Agencies of the region shall communicate in English with their internal audience.

WRHA Policy Name: French Language Services – Communications in Official Languages	Policy Number: 10.40.230	Page 3 of 7
--------------------------------------------------------------------------------------	-----------------------------	----------------

- 3.3 In recognition of the designated bilingual status of the WRHA, agencies, organizations, school boards, etc. external to the WRHA requesting the WRHA to distribute education or information materials, or to administer surveys and/or undertake consultations on their behalf, must provide all materials in both official languages.
- 3.4 Any exceptions to this policy shall be discussed with and approved by the regional FLS representative or delegate. Exceptions shall be made on a case-by-case basis.

4.0 **PROCEDURE:**

4.1 **Oral Communication**

4.1.1 **Telephone**

- 4.1.1.1 Employees in Designated Bilingual Positions shall answer the telephone in both official languages. The conversation shall continue in the official language chosen by the caller.
- 4.1.1.2 In the case of voice mail and pre-recorded messages for key areas, both official languages shall be used in Designated Bilingual or Francophone Facilities, Programs, Services and Agencies, ensuring that the messages are comparable in both quality and content.
- 4.1.1.3 The WRHA and its Designated Bilingual or Francophone Facilities, Programs, Services and Agencies shall ensure that purchased answering services or call centre services have sufficient bilingual staff available, and that agencies providing such services are aware of the WRHA policy on Communications in Official Languages.

4.1.2 **Interactions in person**

- 4.1.2.1 The visual environment shall reflect the bilingual/francophone nature of the WRHA and its Designated Bilingual or Francophone Facilities, Programs, Services and Agencies. A sign indicating service in both official languages shall be displayed prominently whenever bilingual staff is on duty.
- 4.1.2.2 Personnel in Designated Bilingual Positions in inquiry and reception areas shall greet the public in both official languages. The conversation shall continue in the official language chosen by the client, patient, resident or visitor.
- 4.1.2.3 A sufficient number of positions shall be designated bilingual in accordance with WRHA policy 10.40.240 French Language Services – Designation of Bilingual Positions to ensure that key French-speaking employees are available at all times in Designated Bilingual or Francophone Facilities, Programs, Services and Agencies.
- 4.1.2.4 WRHA staff occupying designated bilingual positions shall wear one of the Hello/Bonjour bilingual identifying items available to them through WRHA French Language Services, unless job functions or safety issues preclude their wearing.
- 4.1.2.5 In circumstances where an employee cannot respond to a request in French, the employee shall seek assistance from a bilingual employee working in a designated bilingual position. A designated bilingual employee referral list shall be used for this purpose.

WRHA Policy Name: French Language Services – Communications in Official Languages	Policy Number: 10.40.230	Page 4 of 7
--------------------------------------------------------------------------------------	-----------------------------	----------------

4.2 Written Communication

4.2.1 Correspondence

The WRHA and its Designated Bilingual Facilities, Programs, Services and Agencies shall respond to written communication with a client, patient, resident, their families or the public in the official language used by the correspondent.

4.2.2 Signage and Public Notices

All regional signage and public notices shall be as follows:

4.2.2.1 Designated bilingual sites and services shall have all external and internal signage in both official languages.

4.2.2.3 If a designated francophone site or service has the WRHA logo on external signage, the logo shall be in English and French. The name of the site or service shall be either in French only or in both official languages. Internal signage in such areas shall be in both official languages.

4.2.2.4 Non-designated sites and services shall have external signage with the WRHA logo in English and French. The name of the site or service shall be in English only. Internal signage in such areas shall be in English only.

4.2.2.2 If a designated bilingual service or program is housed within a non-designated site, internal signage and public notices pertaining to the designated service or program shall be in both official languages. Signage throughout the rest of the site shall be in accordance with the FLS policies of other co-located provincial or federal programs, if applicable. External signage related to the designated service, where ever possible, shall be in both official languages.

4.2.3 Paid Messaging

All information materials (written, audio-visual or electronic) offered by WRHA Corporate and its Designated Bilingual Facilities, Programs, Services or Agencies, intended for the general public or for bilingual recruitment shall be produced in both official languages, placed in both English and French media, rolled out concurrently (where media placement deadlines allow), and shall be in a bilingual format where appropriate (i.e. print pieces).

4.2.4 Education or Information Materials

All regional education, information materials or surveys/questionnaires on which the WRHA logo appears, as well as those specific to designated bilingual facilities, programs, services and agencies, (written, audio-visual or electronic) intended for clients, patients, residents and their families or the general public shall be provided in both official languages in a bilingual format (see 2.2).

4.2.4.1 In instances where the length of the document (generally in excess of 10 pages), or format (audio-visual or electronic material) warrants, separate unilingual versions may be created with permission from the Regional Manager, FLS (or delegate).

WRHA Policy Name: French Language Services – Communications in Official Languages	Policy Number: 10.40.230	Page 5 of 7
--------------------------------------------------------------------------------------	-----------------------------	----------------

4.2.4.2 For urgent matters of public health, background information and fact sheets shall be provided in each official language in the most practical and timely manner. In those instances where the English version must precede the French version, the English version shall include the following phrase: Communication in French to follow shortly, and if not being provided via the same media as the English version, indicate where. Exceptions regarding alternate media for French placement must be discussed with the Regional Manager, FLS (or delegate).

4.2.4. When acquiring external education or information material, the educator shall make every effort to obtain material in both official languages.

- A French-language requirement shall be included in the selection criteria for any resource material that is reviewed.

4.2.5 **Forms**

4.2.5.1 All regional forms, including those created by WRHA corporate services (such as Human Resources job applications, etc.) on which the WRHA logo appears, intended for use by the general public or patients/clients/residents or their families shall be in both official languages in a bilingual format (see 2.2).

4.2.5.2 All regional health record forms, on which the WRHA logo appears, requiring the signature of a patient, client, resident or proxy shall be in both official languages in a bilingual format. The formatting shall be consecutive (see 2.2) with the French text in italics and a different colour (e.g. blue).

4.2.5.3 Health records in which staff document patient information shall be in English.

4.2.6 **Libraries and Resource Centres**

Libraries and resource centres located in designated bilingual sites and intended for use by the general public shall ensure relevant WRHA material which exists in a bilingual format are included, and shall make reasonable attempts to have non-WRHA information (printed material, videos, CDs, etc.) available in both official languages.

4.2.7 **Media Relations**

WRHA media releases and conferences shall be developed and conducted in English. For matters of interest to the general public efforts shall be made to have appropriate spokespersons in both official languages. For subject matters of direct importance or significant interest to the Francophone community, every effort shall be made to have an informed bilingual spokesperson present.

4.2.8 **Web Site**

The Internet sites of the WRHA and its Designated Bilingual Facilities, Programs, Services and Agencies shall provide, at minimum, essential information and facilitate interaction with the public in both official languages.

WRHA Policy Name: French Language Services – Communications in Official Languages	Policy Number: 10.40.230	Page 6 of 7
--------------------------------------------------------------------------------------	-----------------------------	----------------

4.2.9 **Corporate Identification**

4.2.9.1 The WRHA logo has been developed in a bilingual format. The logo art shall not be used without its accompanying text in both official languages.

4.2.9.2 When a name and any associated term (logo, tagline, motto, etc.) for use by WRHA are being developed, WRHA Communications and Public Affairs and French Language Services shall be consulted in the preliminary planning stages to ensure that official language obligations are respected.

4.2.9.3 Designated bilingual staff shall have one of the following two options for their business cards: a single-sided card with at minimum a bilingual title line; or a two-sided card (one side English and the other side French). Non-designated bilingual staff who have interaction with the public may also request bilingual business cards as an indication of their willingness to provide their services in French.

4.2.10 **Public Consultation, Educational Conferences and Events**

Public consultations as well as educational conferences and events held by the WRHA and its designated bilingual facilities, programs, services and agencies, to which the general public are invited, shall be held in both official languages when they have a direct impact on the French-speaking community or on an area with a concentration of French-speaking residents.

4.2.10.1 Documents and other information pertaining to issues at hand shall be available in both official languages including notices of public consultations educational conferences and events.

4.2.10.2 Employees with an adequate bilingual capability and knowledge of the issues in question shall be available at meetings to provide information in French.

4.2.11 **Translation**

4.2.11.1 All requests for translation of regional material and materials specific to the WRHA's Designated Bilingual Facilities, Programs, Services and Agencies shall be coordinated by WRHA French Language Services. Historic exemptions may apply. .

4.2.11.2 To ensure consistent quality in translations, the WRHA and its Designated Bilingual and Francophone Facilities, Programs, Services and Agencies shall use the translation service mandated by the Francophone Affairs Secretariat of the Government of Manitoba.

4.2.11.3 Translations of materials intended for the general public, clients/patients/residents and their families, as well as bilingual recruitment are provided free of charge unless it is an urgent request.

4.2.11.4 Urgent translation requests shall be discussed with WRHA French Language Services. In circumstances where the mandated translation service is unable to meet timelines on priority projects, the requestor may consider other translation resources as approved by the regional FLS representative (or delegate) and the requestor will be responsible for any associated costs.

WRHA Policy Name: French Language Services – Communications in Official Languages	Policy Number: 10.40.230	Page 7 of 7
-----------------------------------------------------------------------------------------	-----------------------------	----------------

- 4.2.11.5 Translations provided by external Accredited Translators shall be coordinated and reviewed by WRHA French Language Services to ensure quality and maintain consistency in terminology.
- 4.2.11.6 The WRHA and its Designated Bilingual Facilities, Programs, Services or Agencies shall be responsible for their own costs related to bilingual formatting and production.
- 4.2.11.7 Corporate office may be responsible for translation costs of certain documents in relation to its contract and obligations to Designated Francophone Facilities.
- 4.2.11.8 For full details related to translations see Translation of WRHA Authored and Externally Copyrighted Documents #10.40.260.

5.0 **REFERENCES:**

- 5.1 The French Language Services Policy of the Government of Manitoba.
- 5.2 French Language Services Regulation 46/98, The Regional Health Authorities Act (Manitoba).

Policy Contact: Dana Mohr, Regional Manager/Directrice régionale, WRHA/ORSW
French Language Services/Services en langue française