



Report on French-language services

2022-23



Yukon.ca

  @LeYukonFr

General information

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Message from the Minister

The year 2022-23 marked the third of our five-year agreement with Canada to fund French-language government services in the Yukon. Despite the challenges of the pandemic, I am proud to say we are on track. We have prioritized keeping people safe while also continuing to expand the delivery of timely services and information in French.



If I had to sum up 2022-23 in two words, they would be “capacity building.”

We focused on strengthening our capacities in many areas:

- We enhanced our internal capacity by redesigning the French Language Services Directorate as a strategic partner to departments.
- We built our health infrastructure capacity by opening the Centre de santé Constellation Health Centre.
- We supported community capacity by assisting Les Essentielles in buying the building that houses their organization.

These initiatives, among others outlined in the following pages, stand as remarkable success stories. They showcase our determination to meet the evolving needs of the growing Yukon Francophone community and ensure all Yukoners have access to the services they need.

I want to extend my heartfelt gratitude to everyone who took part in our public engagement on French-language services and communications. Our government relies on input from Yukoners to guide our way forward together. Your constructive feedback on areas of success, potential improvements, and future actions will be vital in shaping our future strategies.

A special thank you goes to l'Association franco-yukonnaise for

playing an essential role in bridging the Francophone community's priorities with ours. Their dedication has been instrumental in the success of the Centre de santé Constellation Health Centre.

Providing services in French, let alone enhancing them, would not be possible without the engagement of the Yukon public service. Government employees are at the heart of our French-language service model, and I want to acknowledge their ongoing dedication to serving and informing the public in French.

Looking ahead, I am eager to continue collaborating with federal partners, the Yukon's Francophone community and all Yukoners to foster a thriving Francophonie across the territory for generations to come.

Supporting French language and Francophone cultures is not just our responsibility; it is an essential part of fostering an inclusive and welcoming Yukon for everyone to call home.

John Streicker

Minister responsible for the French Language Services Directorate



Canada-Yukon Agreement on French-language services

The Government of Yukon signed an unprecedented \$28M agreement over five years with the Government of Canada in 2020.

This agreement allows us to deliver on our commitment and build on our successes to keep improving how we serve, inform and engage with the public in French.

The Government of Yukon will invest approximately \$5M over the same period to support better access to French-language services.

Priorities of the Agreement

Strengthening our internal capacity

▶ Page 7

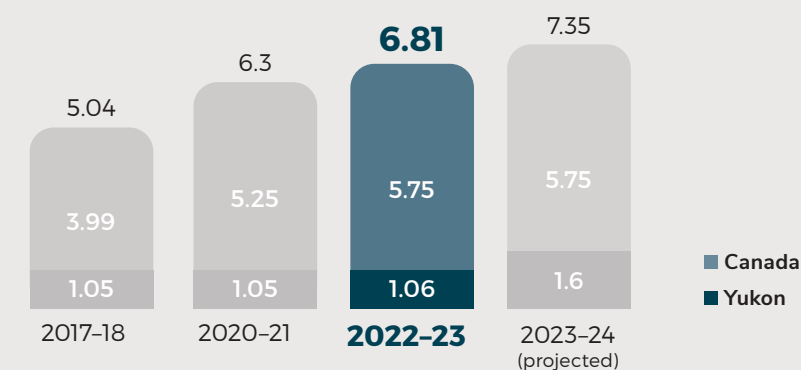
Supporting the development, planning, and delivery of French-language services to the public

▶ Page 12

Communicating and engaging with the Francophone community

▶ Page 16

Funding allocated for French-language services (\$M)



Results at a glance

Year 1 2020-21

Main accomplishments:

- In response to COVID-19, our government significantly enhanced our bilingual emergency communications to ensure the safety of Yukoners. For example, we shared French-language COVID-related information and public safety notices on Yukon.ca and @LeYukonFr channels, even outside regular hours.
- We made sure new programs (like applying for COVID-19 safety support funding for child care centres) and online services (such as Get COVID-19 test results) were available in French to support those affected by the pandemic.
- We expanded access to services prioritized by the Francophone community:
 - Mental Wellness and Substance Use Services facilitated a seven-session anxiety support group in French.
 - The Department of Justice introduced the Independent Legal Advice program to complement the Sexualized Assault Response Team initiative.

Year 2 2021-22

Main accomplishments:

- What started as a temporary response to the COVID-19 crisis became a new standard; we continued posting public safety notices and emergency communications (including floods and wildfire information) in French faster than ever before on Yukon.ca and @LeYukonFr channels, even on weekends and evenings.
- We modernized the government's policy framework on French-language services and communications.
- We started deploying a new live video interpretation service to increase the delivery of French-language services when bilingual employees are unavailable. This service is available across the Yukon, particularly in the health sector.

Year 3 2022-23

Main accomplishments:

- We opened the Centre de santé Constellation Health Centre. It is the first primary health care clinic of its kind in the Yukon and serves as a model of care to build upon in the future. ▶ Page 13
- We conducted a comprehensive public engagement to inform the new Strategic framework for French-language services. ▶ Page 24
- The French Language Services Directorate underwent a significant reorganization to move from a process-driven into a client-focused structure to better fulfill its mandate as a central agency. ▶ Page 7
- We partnered with the Government of Canada to support Les Essentielles in buying the building that houses their organization. ▶ Page 22

Strengthening our internal capacity

The mandate of the French Language Services Directorate (FLSD) is to support, empower and collaborate with departments and other public bodies to serve and inform the public in French.

Building a new structure

Over the last few years, FLSD laid down the foundations needed to fully support and empower departments in serving and communicating with the public in French.

One stepping stone was undertaking a substantive reorganization and developing a more strategic role in

every job description at every layer of FLSD to advise and collaborate with departments on a whole new level.

We started building a brand-new Language Policy and Planning division to generate innovative solutions, maximizing available resources.

We also designed a Bilingual Communications division to support departments in achieving their bilingual communications goals.

FLSD will continue to offer its central services to departments, such as translation and French-language training. We did not add any full-time positions.



In a nutshell, language policy and planning include all the deliberate efforts to mitigate and normalize the use of different languages in a multilingual setting.

Milestones



Increasing the funding from the Government of Canada



Modernizing our policy and guidelines on French-language services and communications



Developing programs and services rooted in a language policy and planning approach

Breaking down FLSD's spending

FLSD provides financial contributions to departments and corporations to offset costs related to delivering French-language services and information.

In 2022-23, FLSD spent \$2.053M to fund designated bilingual positions and designated points of service and \$458K for operational costs to support initiatives that include advertising and design of communications products.

We spent \$2.33M on FLSD's personnel. This allowed FLSD to operate as a central agency within the government and provide a full breath of services to departments, which include:

- supporting the planning and delivery of French-language services that meet the departments' strategic goals;
- translating documentation, e-services and apps;
- managing the government's French-language web and social media presence;
- providing tailored French-language training and assessments; and

- offering hands-on training in the active offer and delivery of French-language services.

We also spent \$956K for FLSD's operational costs such as translation contracts and advertising for government programs and services available in French.

We transferred \$349K to the Yukon Hospital Corporation to support their efforts in increasing access to French-language services and communications.

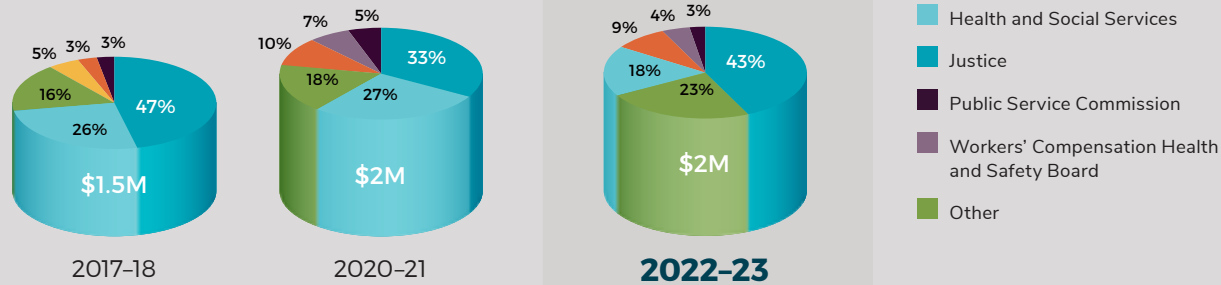
We also transferred \$517K to support the vitality of the Francophonie in Yukon and Canada.

French-language service model

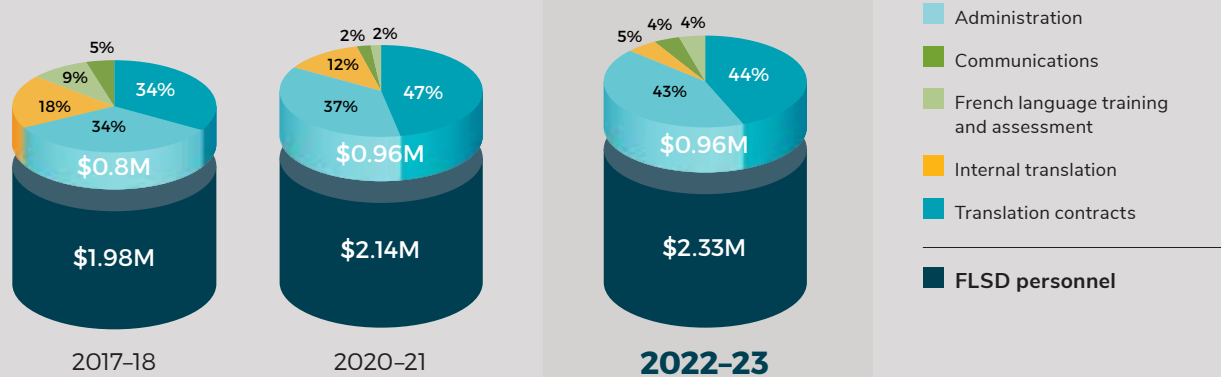
The Government of Yukon implements this Yukon-specific French-language service model to ensure the public can access government services and information in French.



Salary support to other departments



FLSD operations



Active offer



We foster a welcoming environment for the public to communicate in French by actively offering services in both English and French. This includes bilingual greetings and signage.

Service delivery



We deliver French-language services comparable to those provided in English, mainly through designated bilingual employees, interpretation services, bilingual online services and bilingual communications products (like forms).

Promotion



We promote French-language government services and programs to let the public know they are available. We also invite the public to participate in public engagements in French.



Comparable means that we strive to provide French-language services and communications that are as close as possible in quality, availability and accessibility to those offered in English.

Increasing access to services in French at a glance

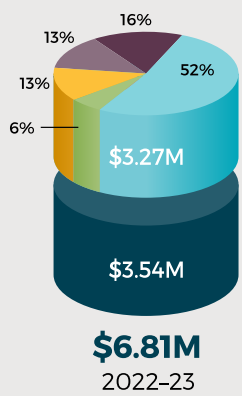
FRENCH-LANGUAGE SERVICE MODEL



FLSD supports departments and other public bodies in delivering services in French by providing central services and financial contributions.

Allocation of funding

- Departments
 - DBPs
 - DPSs
 - Special projects
 - Transfers*
 - Other costs
- FLSD Administration



* Yukon Hospital Corporation and Yukon Human Rights Commission

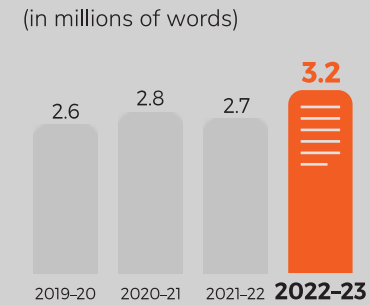
DBP



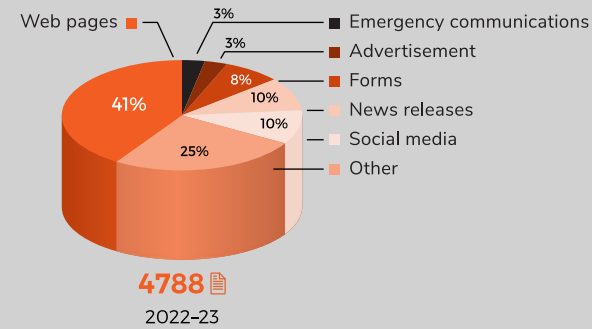
DPS

- Mental Wellness and Substance Use
- Whitehorse Liquor Store

Translation



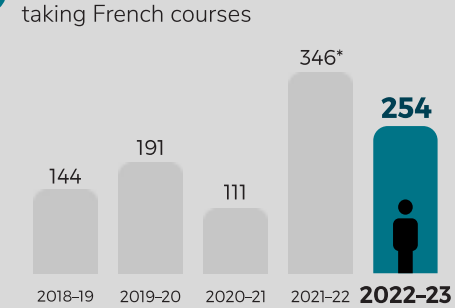
Document types



Special projects

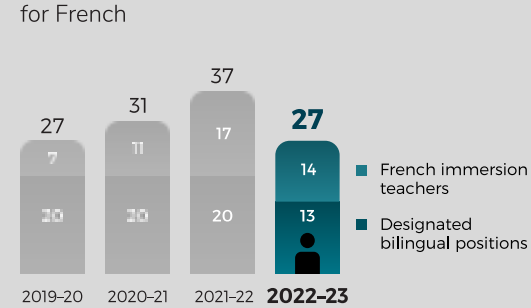
- Increasing access to bilingual e-Services
- Motor Vehicles pilot project
- Bilingual health promotion project
- Seniors information and support
- Bilingual Tombstone Interpretive Centre project

Learners



*Result of the increased offer of online content

Proficiency assessments



DBP
(DESIGNATED BILINGUAL POSITIONS)

Essential for delivering in-depth services (e.g., counselling, planning and advising services)

DPS
(DESIGNATED BILINGUAL POINTS OF SERVICE)

A team that provides consistent services in French (e.g., public-facing units and transactional services)

SPECIAL PROJECTS

Tailored to support the operational requirements of departments and strengthen their bilingual capacity

TRANSLATION AND INTERPRETATION

Makes it possible for all employees to support and communicate with the public in French

TRAINING AND LANGUAGE SUPPORT

A broad range of training to empower employees better serve the public in French

Supporting the development, planning, and delivery of French-language services to the public

While we improved direct access to French-language services across the government, 2022-23 was marked by a significant boost for health care services in French.

Working with the Yukon Hospital Corporation

The French Language Services Directorate collaborated with the leaders and staff of the Whitehorse General Hospital to relaunch the promotion of the active offer program.

We supported fourteen bilingual employees at the Whitehorse General Hospital through the Canada-Yukon Agreement on French-language services.

The three Yukon hospitals also rely on video interpretation to provide services in French 24/7.

Increasing the number of bilingual positions

We created two additional designated bilingual positions in the Department of Health and Social Services – one in communications and one in public health.

This brought the total to fifteen designated bilingual positions, representing a 14% increase.



Opening a bilingual primary health care clinic

The Centre de santé Constellation Health Centre started seeing clients in Whitehorse on November 7, 2022.



People use integrated health and wellness services in a primary health care clinic. Primary health care providers liaise with other providers and specialists across the health and social system to coordinate people's health and wellness care.

The Centre de santé Constellation Health Centre is the first primary health care clinic of its kind in the Yukon and serves as a model of care to build upon in the future. It connects clients to quality health care when they need it, delivered by a team of interdisciplinary health professionals. A range of everyday health and wellness services are offered under one roof in French and English, with virtual interpretation also available in other languages.

As a new program, Constellation has been rolled out in a phased approach to ensure equitable and balanced client onboarding and high-quality care for accepted clients. It opened in an interim space while renovations continued at its permanent clinic location, which opened in September 2023.

At launch, the collaborative care team consisted of nurse practitioners, a registered nurse, a licensed practical nurse, and

a social worker, able to provide services in French and English. The team is now supported by a physician.

The new collaborative care clinic is a recommendation of the Putting People First report.



The Centre de Santé Constellation Health Centre is a pivotal milestone towards improving access to services and communications in French in the territory. We have been delivering on our promise to enhance access to French-language services for many years now and we are working with the Francophone community to make it happen.

Minister responsible for the French Language Services Directorate John Streicker



Building bilingual capacities within government

The French Language Services Directorate established a new approach to equip public servants with the French-language skills they need on the job.

We shifted from offering regular classes to focusing on a one-on-one approach and work-related workshops to improve the French proficiency of employees. This approach is, to our knowledge, quite unique in Canada.

Government of Yukon employees can still take French language regular 12-week classes through a third party supported by FLSD.

FLSD offering for 2022–23 included:

- Essential toolkit for serving the public in French (self-paced online)
- Basic French for healthcare professionals (self-paced online)
- French catch-up workshops to practice complex grammar topics (in person)
- Conversation workshops (live online and in person)
- Intermediate and advanced weekly French classes (in person)
- Advanced French bootcamp (in person)



Through tailored language support and the translation of communications products, the Health Promotion Unit staff (Health and Social Services) is now equipped with the resources and confidence needed to deliver the Quitpath program and sexual health presentations to French-speaking audiences.

The Health Promotion Unit provides targeted health promotion and illness prevention programs and activities to increase public awareness and support healthier decision-making and lifestyles. They are involved in school health-related activities in program areas, including tobacco, sexual health, youth engagement and healthy eating.

142

REGISTRATIONS

for French training through a third party (one employee can register for one or more courses)

5

PUBLIC-FACING EMPLOYEES

received tailored language support

32

EMPLOYEES REGISTERED

to the Hello, Bonjour! – Your role in providing service in French, a self-paced active offer training

Offering bilingual and French-only events

French-speaking Yukoners could take part in various activities organized bilingually or in French only during the year.



These included:

- Bear safety information session (bilingual)
- Hunter Education and Ethics Development (HEED) course (in French)
- Information session about the importance of having a valid will (in French)
- Public engagement on French services and communications (in French)
- Tarpitecture 101 workshop (bilingual)
- Mother Goose program (in French)

Making more electronic forms available

We published numerous bilingual electronic forms like Apply for midwifery services in the Yukon.

Forms are an essential tool to support not only the public in accessing government services but also to support designated bilingual employees in delivering the full length of their services in French.

Communicating and engaging with the Francophone community

We are committed to informing people and promoting services available in French. This section showcases how we reached French-speaking audiences across the territory.

Emergency communications

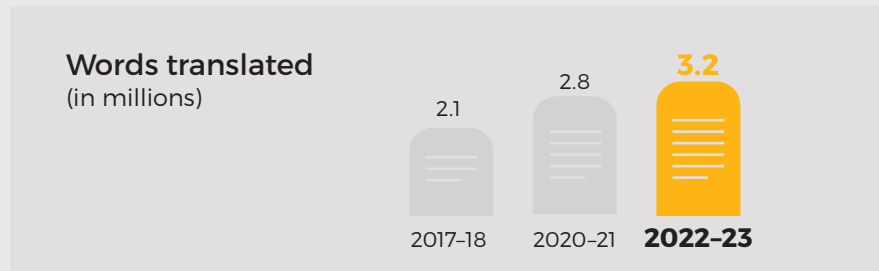
The Government of Yukon established an emergency communications community of practice and year-round

scheduled roster of public information officers to ensure Yukoners and media have timely access to accurate, effective and helpful information in the event of an emergency. Translating and publishing information in French during

and after regular business hours is an integral part of the new process. As a result, we significantly increased our bilingual emergency communications responsiveness.

Communications products

We reached a record high of 3.2 million words translated, publishing an impressive number of bilingual and French-only print and web communications products.



▼ Pocket guides about Yukon wildlife



L'Aurore boréale

We continue to inform Yukoners in the pages of L'Aurore boréale and promote our programs and services in French. Here is a sample of this year's advertising.

Faites-vous appel aux programmes d'immigration du Yukon?
Nous simplifions le processus de demande.

Programme territorial pour travailleurs étrangers dans les collectivités | Programme territorial de candidature à l'immigration | Programme territorial de candidature à l'immigration pour gens d'affaires

Nous passons à un portail en ligne pour faciliter la soumission et le suivi des demandes.

Surveillez sa mise en ligne dès cet automne. De plus amples informations et des instructions détaillées seront communiquées avant l'entrée en vigueur des modifications.

Entre-temps, si vous avez des questions :
 867-667-5131
 yukon.nominee@yukon.ca

Yukon

Lancez votre projet communautaire

Le Fonds de développement communautaire finance des projets qui profitent aux collectivités yukonaises, comme le programme de formation sur le reboisement et la restauration pour les jeunes et les membres de la communauté de la Première Nation de Selkirk.

Date limite pour faire une demande : **16 janvier 2023** pour les projets de niveau 1 de moins de 20 000 \$ et les projets de niveau 3 de plus de 75 000 \$.

Pour en savoir plus : yukon.ca/frdc

Prudence et sécurité avant tout

yukon.ca/fr/securite-auto

Avez-vous besoin d'aide pour payer le loyer?

Avez-vous pensé à demander l'allocation canadienne pour le logement au Yukon? Si votre demande est acceptée, vous pourriez recevoir jusqu'à **800 \$** par mois.

Pour en savoir plus, écrivez à housingbenefit@yukon.ca ou téléphonez au 867-667-5712 ou (sans frais au Yukon) au 1-800-661-0408 poste 5759

Pour faire une demande : yukon.ca/fr/demande-subsvention-locative

Social media channels @LeYukonFr

Yukoners can access government information faster than ever on @LeYukonFR, the government's French-language voice on social media. They can find, for instance:

- information about our programs and services;
- news releases;
- public safety notices; and
- job posting for bilingual positions.

We increased our French-language social media campaigns by 46% compared to 2021-22.

Examples of successful campaigns

▼ Most extensive social media/web campaign in 2022-23. Part of a large-scale awareness campaign on impaired driving



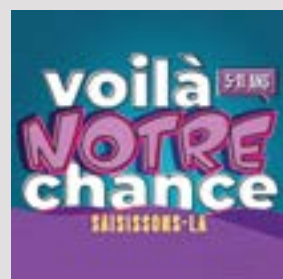
▲ Part of a campaign to promote the 24/7 help line services for French-speaking Yukoners



▲ Part of a campaign on the ban of single-use shopping bags

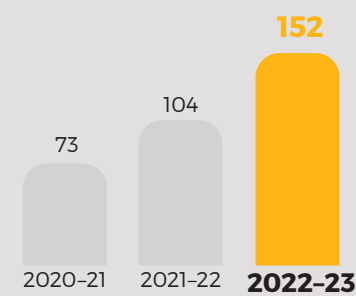


▲ Part of a 23-week awareness campaign that ran on the bilingual Yukon Sexualized Assault Response Team – SART Facebook page

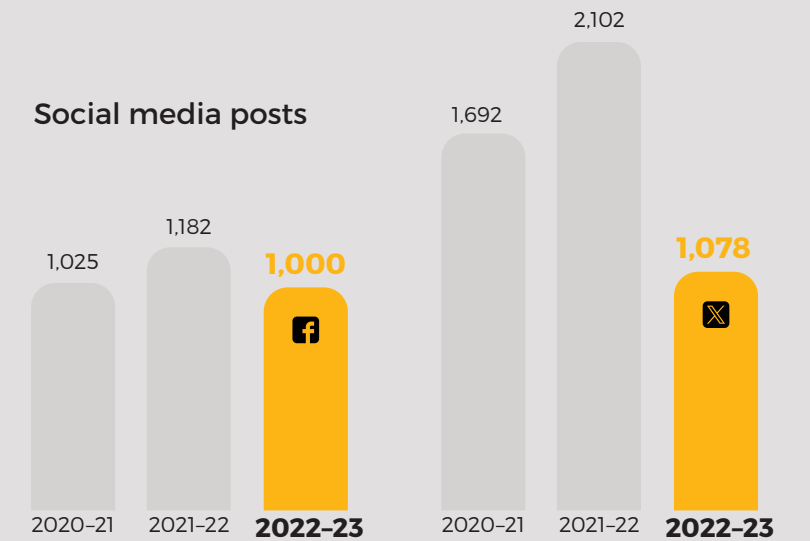


▲ Part of the vaccination campaign This Is Our Shot

Social media campaigns



Social media posts



Top 3 organic Facebook posts

The following are the organic posts that received the highest number of reactions.



1



2

News release announcing the opening of the Centre de santé Constellation Health Centre.

58 reactions

The paleontology field crew found an incredible collection of fossils in the Klondike goldfields that filled up the back of the field truck.

78 reactions

3

Pictures of the crews at work on the Alaska Highway between Haines Junction, Destruction Bay and Burwash Landing in September 2022.

46 reactions

Fostering a vibrant Francophonie

The Yukon is home to a thriving Francophone community. According to the latest census, more than 14% of Yukoners speak French, up from 13% in 2011. This maintains the territory's ranking as Canada's third most bilingual jurisdiction after Quebec and New Brunswick.

Showcasing Yukon Francophonie Day



▲ Yukon Francophonie Day 2022. Provided by Association franco-yukonnaise.

“
As the first Francophone commissioner in the history of the Yukon, I am glad to be able to recognize and celebrate the history and vitality of the Yukon Francophone community. I encourage community groups and businesses from across the territory to apply to this funding program.

Commissioner of Yukon
Angélique Bernard

Since 2007, the Government of Yukon has proclaimed May 15 Yukon Francophonie Day, which allows all Yukoners to appreciate and celebrate the rich history and vitality of the Yukon Francophone community.

The Commissioner of Yukon launched a \$15,000 funding program to encourage opportunities for all Yukoners to participate in Yukon Francophonie Day celebrations.

The funding supports community groups, businesses, municipalities, and educational institutions in organizing events to promote the vitality and diversity of the Yukon Francophone community.

We also extended our financial support to the Association franco-yukonnaise, which upheld the tradition of orchestrating a festive get-together event.

To mark Yukon Francophonie Day, the French Language Services Directorate hosted an appreciation event for employees in designated bilingual positions. This event aimed to acknowledge their substantial contributions to delivering government services in French.

Increasing support for professional development

We signed a 28-month agreement with the Association franco-yukonnaise, providing \$125,000 for 2022–23.

This agreement supports:

- the delivery of French as a second language training to adults; and
- the offering of French-language professional development training to adults.

Supporting access to health care services in French

This year marked the second year of a two-year agreement with the Association franco-yukonnaise to support increased access to health care services in French.

The project was built around three key objectives:

- offering interpretation-navigation services to French-speaking Yukoners;
- developing a therapeutic pathway for the delivery of home care and palliative care services; and
- delivering Café de Paris training to health professionals.

This \$100,000 project was made possible thanks to the financial contribution of the Société Santé en français under the Official Languages Health Contribution Program.

Strengthening the capacity of organizations

We partnered with the Government of Canada to support Les Essentielles in buying the building that houses their organization.

This financial support will allow Les Essentielles to set up permanent offices to carry out the organization's cultural and artistic activities, exhibitions, family respite services and violence awareness workshops to meet the specific needs of French-speaking women.

The Government of Yukon's contribution of \$300,000 reflects our commitment to supporting organizations working to ensure gender equity and the vitality of Yukon's growing Yukon Francophone community.



This project is a unique opportunity to help strengthen Les Essentielles and the Yukon Francophone community, helping ensure they thrive for generations to come.

Minister responsible for the French Language Services Directorate
John Streicker and Minister responsible for the Women and Gender Equity Directorate
Jeanie McLean

Ministers' Conference on the Canadian Francophonie

The Government of Saskatchewan hosted the government delegations in June 2022 under the theme *Spreading Our Roots and Standing Tall*.

Ministers responsible for the Canadian Francophonie joined forces to enhance cooperation for the benefit of Francophone communities across the country. They tackled important issues over two days, aiming to improve government services in French and promote the Canadian Francophonie. The discussions included the following topics:

- Development of French-language government online services.
- Economic recovery and the opportunities to showcase the Canadian Francophonie as a vibrant part of national and global economies. These discussions led to adopting a plan to boost the promotion of the French language.
- Labor shortages in Francophone communities and continued efforts to gather a comprehensive, nationwide picture of unmet needs outside of Quebec through collaboration with relevant agencies.
- Importance of access to mental health services and the increasing needs of Francophone seniors.

Encouraging Quebec-Yukon partnerships

The governments of Quebec and Yukon invest up to \$100,000 annually to support projects promoting the vitality of the Yukon Francophone community.



▲ Activity with author Anne-Marie Fortin as part of the Celebration of Literacy project. Provided by Commission scolaire francophone du Yukon.

Projects funded in 2022–23:

- The Commission scolaire francophone du Yukon and La garderie du petit cheval blanc attended online and in-person events to find experts, trainers and speakers for the 4th Early Childhood Symposium in Whitehorse in 2023 (\$7,000).
- The Association franco-yukonnaise brought theatre to schools and presented two plays to the general public. The project included a workshop for the Fabrique d'improvisation du Nord enthusiastic members and support to local artists (\$20,000).
- The Association franco-yukonnaise hosted a forum to engage Yukon youth in discussions about the future of the Association's youth services. This involved interactive, educational and creative workshops (\$25,590).
- The Association franco-yukonnaise organized a workshop with the band Veranda to introduce young Francophone musicians to country and bluegrass music in French during the Solstice Saint-Jean (\$5,000).
- The Commission scolaire francophone du Yukon held workshops in schools and at the Francophone daycare, along with family activities, to immerse people in literature in Whitehorse and Dawson during the annual Book Fair (\$20,000).



Promoting the Yukon Francophonie is a collective effort. We are pleased to support initiatives highlighting the French language and Francophone cultures embedded in the fabric of our territory.

Moving forward

We conducted a public engagement in December 2022 to inform the next Strategic framework for French-language services and communications.

We gathered feedback through targeted activities such as:

- public discussions on French-language services, including an online session for people living outside the Whitehorse area;
- a meeting with CSSC Mercier and F. H. Collins Secondary School students to discuss recruitment and retention of bilingual employees;
- a conversation with seniors to discuss what matters the most to them;
- a discussion with the Table des leaders de la Francophonie members to focus on the 4th objective of the current strategic framework: Foster a vibrant Francophonie; and
- a workshop on the use of inclusive language.

We also conducted one-on-one interviews with public members who volunteered to be part of a focus group to measure their satisfaction and set benchmarks concerning accessing French-language services.

The key insights gleaned from our discussions with the community and stakeholders included:

- The use of technology emerged as a solution for enhancing services and communications in French.
- There were requests for improved promotion of services and programs readily available in French.
- Access to health services and the legal system in French remains a high priority for the Yukon Francophone community.

The comments gathered will help shape the next strategic framework for French-language services and communications and prioritize actions over the next two years.

We will measure our success by meeting again with the focus group participants individually once a year to measure our progress and adjust our strategies if needed.



The Yukon Francophone community is growing, and we want to ensure that our services align with the evolving priorities of the community. Building on our commitment to increasing access to services and information in French, the feedback received will help shape our new strategic framework for French-language services and communications.

Minister responsible for the
French Language Services Directorate
John Streicker

