



Report on French-language Services

2018-19



Yukon.ca

  @LeYukonFr



General information

French Language Services Directorate

Government of Yukon

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The Government of Yukon thanks the Government of Canada for its financial support for French-language services and communications in the territory.

Table of contents

3 Message from the Minister

4 Canada-Yukon Agreement on French-language services

Priorities of the Agreement

Results at a glance

7 Strengthening our internal capacity

Allocation of resources

Designated bilingual positions

French language proficiency assessments

Recruitment of bilingual employees

Translation services

French language training

Strategic planning

Policy framework

Planning and collaboration

12 Improving access to health services

Bilingual health centre

A new agreement

Building bilingual capacity

Tel-Aide

13 Implementing active offer

Hello, *bonjour*

Active offer training

14 Improving web services

Social media

Yukon.ca

Engage Yukon

16 Talking about French-language services

Project focus

How we engaged

A brainstorming session like no other

What we heard at a glance

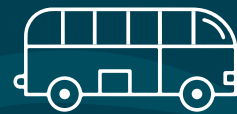
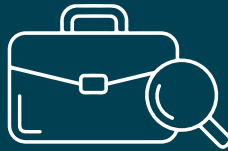
20 Hosting the Ministerial Conference on the Canadian Francophonie

21 Fostering a vibrant Francophonie

Quebec-Yukon Intergovernmental Cooperation Program

Yukon Francophonie Day

22 2018–2022 Strategic framework on French language services



Message from the Minister

I am pleased to present to you the main government accomplishments for 2018–19, which marks the second year of the historic 2017–2020 Canada-Yukon Agreement on French-language services.



Since the 2014–2018 Strategic framework on French-language services ended in March 2018, we led a comprehensive public engagement in May 2018 to inform our next strategic framework for the 2018–2022 period. The new framework builds on the successes of the previous one and renews our commitment to step up our services and communications in French over the next few years.

I would like to thank everyone who shared their ideas and experiences during the public engagement, whether on the online discussion forum, at the World Café discussion or at the improv and brainstorming session facilitated by the Franco-Ontarian comedy group Improtéine. I had a lot of fun myself playing a few sketches with participants. If you attended that event, you know that I am willing to take risks to champion French-language services in the territory!

Thanks to the input you provided, the new 2018–2022 Strategic framework reflects the key priorities of the Francophone community, such as implementing a feedback mechanism and improving access to health and social services in French. We are dedicated to achieving these goals. In fact, we signed an agreement with the Yukon Hospital Corporation valued at \$450,000 to support their services and communications in French from 2018–19 to 2019–20.

Another highlight of 2018 is the launch of our official French-language Facebook and Twitter channels under the alias @LeYukonFr. This enables us to communicate important information faster than ever before in French and keep in touch with French-speaking Yukoners.

I am proud of what we accomplished this year. I would like to thank our employees across government for making it all possible and for further improving the way we serve, inform and communicate with the public in French.

Cordially,

A handwritten signature in black ink that reads "John Streicker". The signature is fluid and cursive.

John Streicker

Minister responsible for French
Language Services Directorate

Canada-Yukon Agreement on French-language services

We signed a \$14 million agreement over 3 years with the Government of Canada in 2017 to improve the way we serve and inform the public in French.

Priorities of the Agreement

Strengthening our internal capacity

See page 7

Improving access to health services

See page 12

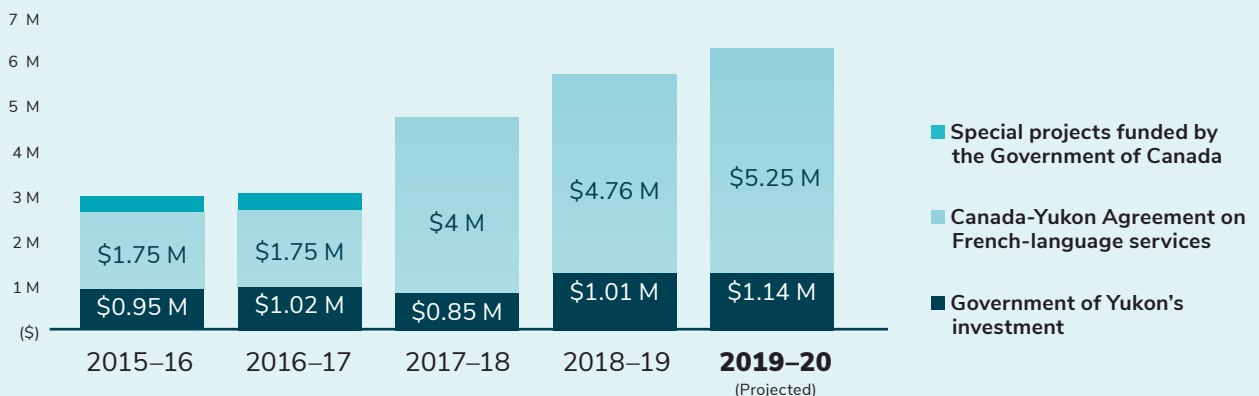
Implementing active offer

See page 13

Improving web services

See page 14

Funding of French-language services



Results at a glance

Year 1 2017–18

Key actions included:

- Planning the implementation of the Canada-Yukon Agreement, namely by signing memorandums of understanding with (MOUs) 15 departments, corporations and other government organizations
- Increasing the number of designated bilingual positions (DBPs) from 6 to 55.
- Launching Tel-Aide, a free French-language help line for people in need of emotional support

Year 2 2018–19

Key actions included:

- Training and supporting front-line employees in proactively offering services in French to the public.
- Designating 18 more DBPs for a total of 73 across government.
- Launching @LeYukonFr, the government's French-language voice on social media.
- Leading a comprehensive public engagement to inform the 2018–2022 Strategic framework on French-language services.

Year 3 2019–20

Key planned actions:

- Reviewing the Policy and Guidelines on French-language services and communications.
- Launching new e-services.
- Reviewing and expanding the French language training curriculum.
- Collaborating with the Yukon Hospital Corporation to improve access to health services.

Memorandums of understanding

The French Language Services Directorate uses memorandums of understanding (MOUs) to plan expenses and provide funds to departments and corporations.

MOUs serve as action plans and blueprints for bilingual staffing for departments and corporations.

**Reaching our
Canada-Yukon
Agreement
objectives**



Strengthening our internal capacity

Allocation of resources

The Canada-Yukon Agreement on French-Language Services supports the French Language Services Directorate's (FLSD) operations as well as French-language service provision across government. This section presents the allocation of resources.

Funds provided to government bodies

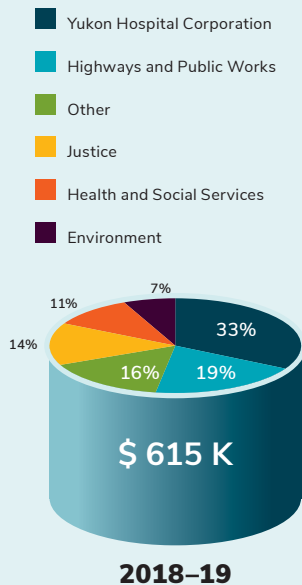
FLSD provided \$2.48 million to support the provision of French-language services. The funds were provided to departments and, for the very first time, to the Yukon Hospital Corporation after signing an MOU valued at \$450,000 from 2018-19 to 2019-20 (see page 12 for more information).

The majority of funds (\$1.86 million) provided to departments contributed to the costs of designated bilingual positions. More than 65% of funds transferred funded designated bilingual positions in the health and justice sectors.

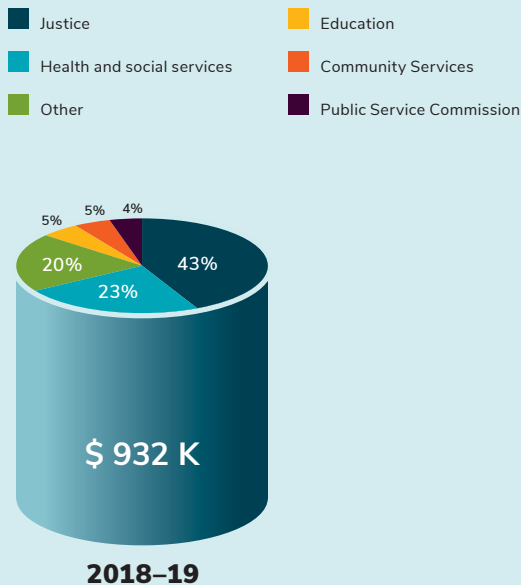
FLSD also provided over \$614,800 to reimburse costs related to:

- the provision of French-language services at the Whitehorse General Hospital (\$204,000); and
- the production of communications tools, such as advertising, printing and design costs (\$410,800).

Other funds provided to the public sector



Salaries of designated bilingual positions



FLSD operations

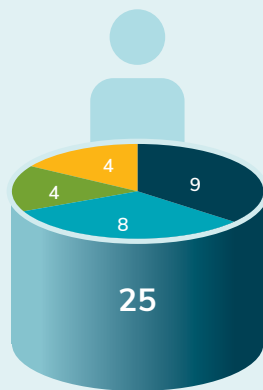
FLSD has a team of approximately twenty-five employees. Nearly 85% of positions at FLSD work closely with departments in order to help them provide French-language services and communications to the public.

FLSD spent just over \$930,000 for operations and maintenance in 2018–19. Here is an overview of FLSD’s main spending areas:

- Over \$364,200 for FLSD’s translation unit, 77% of which was used for translation contracts (\$280,800).
- Over \$280,000 for workplace administration costs.
- Over \$244,000 for communications and training documents for government employees.

Function of positions of FLSD

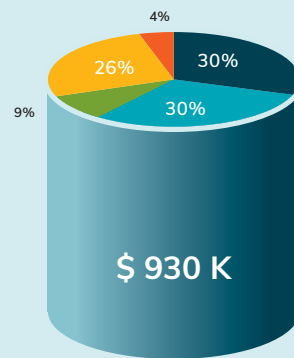
- Translation
- French language training and assessment
- Administration
- Implementation of French-language services and communications



2018–19

Operations and maintenance

- Translation contracts
- Internal administration
- Translation operations
- Communications and training documents for YG personnel
- French language training and assessment operations



2018–19

Designated bilingual positions

We designated 18 bilingual positions across government in 2018–19.

With 76 designated bilingual positions across government, we have now exceeded the 2017–2020 Canada Yukon Agreement overall target for designated bilingual positions by 20%.

French language proficiency assessments

We conducted 32 proficiency assessments to test the language skills of French immersion teachers and potential incumbents of designated bilingual positions.

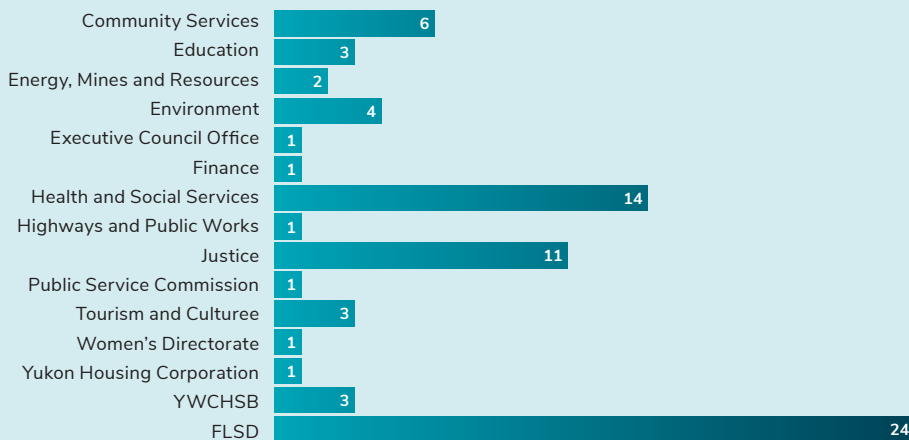
Recruitment of bilingual employees

FLSD collaborated with the Public Service Commission to support the recruitment of bilingual employees. We attended three of the largest job fairs in Quebec and did presentations on university campuses to promote career opportunities to bilingual candidates and graduates.

- National Job Fair, Montreal
October 2018
- Exhibit at Université de Montréal
October 2018
- Presentation at McGill University
Montreal, October 2018
- Presentation at Université Laval
Québec City, October 2018
- Salon Carrière Formation
Québec City, October 2018
- Foire de l'emploi Capitale nationale
Chaudière-Appalaches
Québec City, March 2019

Number of designated bilingual positions by department

As of March 31, 2019



Translation services

We translated a record number of words for a second year in a row. We translated almost 2.4 million words in 2018-19, a 14% increase from last year.

The number of translation requests increased by 43% from 2017-18 to 2018-19. Web pages and online forms account for nearly half of translation requests we processed. The translation of web content being migrated

to Yukon.ca remains the focus of our translation team. The migration of web content is expected to continue until 2020.

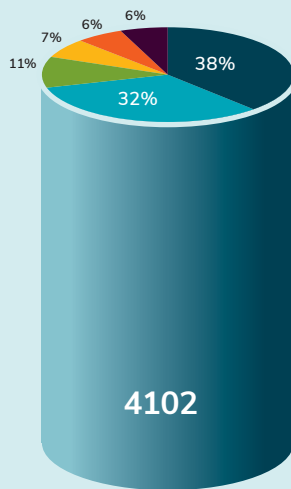
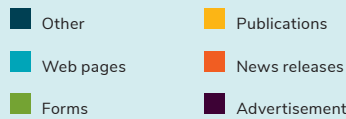
We have been adjusting to the challenges posed by the fast-paced reality of social media. Since the creation of our @LeYukonFr channels in May 2018, we have been piloting procedures to make information accessible in French in a timely manner and further reducing turnaround times, especially for public safety notices. We implemented new measures that have successfully contributed to narrowing the gap between the time English and French posts are published.



New interpretive panels

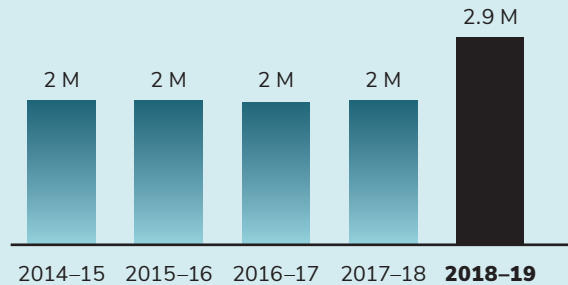
We translated interpretive panels for the new Wolf Creek Trail, which opened in June 2018.

Types of translated documents

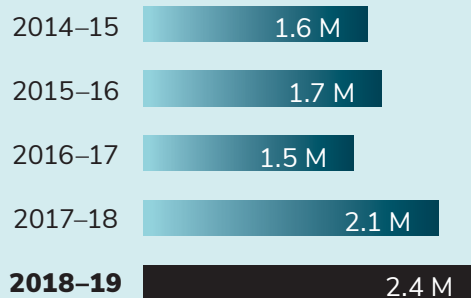


4102 Documents

Translation requests



Words translated



French language training

The annual number of government employees who have registered for French training programs has nearly doubled over the past 5 years, with 141 government employees enrolled in 2018-19. This is a strong indicator of a growing interest of our employees in providing French language services.

The Government of Yukon delivers French language training in partnership with the Association franco-yukonnaise.

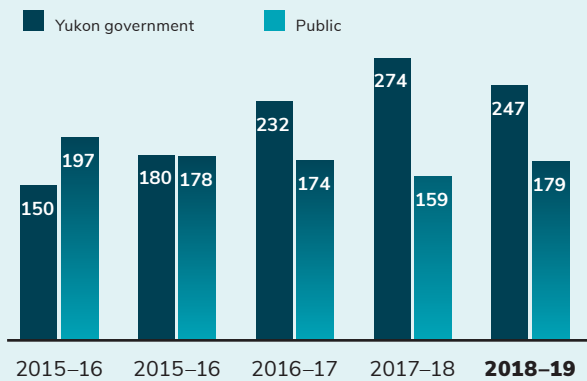
Satisfaction rate

99% of learners would recommend our French courses to others.

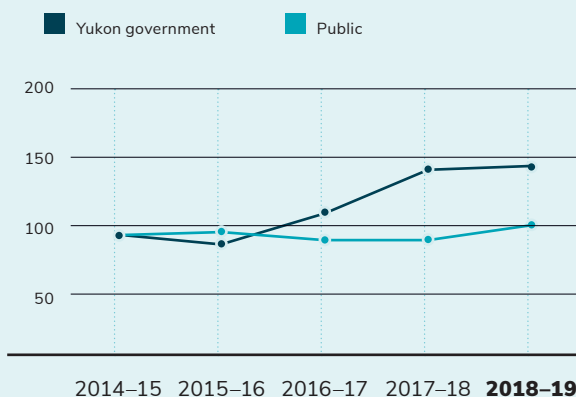
Strategic planning

We updated our strategic framework, which can be found on page 22. The 2018-2022 Strategic Framework on French-language services is the map that will guide our government-wide efforts to significantly improve communications and services in French over the next few years. The objectives of the new Strategic framework echo feedback we received from the Francophone community during a public engagement we led in the spring of 2018.

Registrations to French training programs



Learners registered to French training programs*



* A single learner can register for several courses in a year.

Policy framework

We are conducting a thorough revision of our French Language Policy and Guidelines of French-language communications.

The revised policy and guidelines will better support departments and help streamline the provision of French-language services and communications across government. They reflect our one-government approach to French-language services.

Planning and collaboration

FLSD signed MOUs with 18 departments, corporations and other government organizations.

Improving access to health services

Bilingual health centre

We are considering options for the creation of a bilingual health centre in Whitehorse. This facility would be an important part of the government's focus on quality primary health care for Yukoners.

We are working collaboratively with the Francophone community through the Association franco-yukonnaise and the Partenariat communauté en santé.

A new agreement

FLSD signed an MOU with the Yukon Hospital Corporation valued at \$450,000 to enhance services and communications in French at the Whitehorse General Hospital from 2018-19 to 2019-20. Outputs include hiring a project manager, developing a policy on French-language services and identifying bilingual positions.

Building bilingual capacity

We recently hired a bilingual mental health counsellor who will be working with the Francophone schools as well as individuals through our Mental Wellness and Substance Use Services.

Tel-Aide

Since 2017, French-speaking Yukoners experiencing psychological distress have access to Tel-Aide, a free, anonymous and confidential French-language helpline. This service is offered by Tel-Aide Outaouais, an organization with whom we signed a 30-month agreement. The helpline is available 24/7 at 1-800-567-9699. We continued promoting the line to make sure people in need of emotional support could access it.



Implementing active offer

Hello, *bonjour*

An active offer of service is an open invitation for the public to use one of Canada's official languages when communicating with or receiving a government service. This client service model lets the public know that they can receive government services in either English or French through bilingual greetings and signage.

We developed new signage based on the tagline "Hello, *bonjour*", which identifies service outlets where front-line employees have been trained to actively offer French-language services.

Active offer training

We developed a new active offer training program to equip designated bilingual position incumbents, front-line employees and their supervisors with the knowledge and tools they need to proactively offer services in French.

We delivered our new active offer training sessions to more than 300 employees from most departments (including Health and Social Services, Education, and Justice) and high-traffic service outlets. Trainees reported an overall satisfaction rate of 95% with our new training program.



Hello
Bonjour

Improving web services

Social media

In May 2018, we launched @LeYukonFr, our official French-language voice on Facebook and Twitter. @LeYukonFr allows us to share critical information such as public safety notices faster than ever before.

Yukon.ca

We continued to maintain Yukon.ca, our new bilingual website launched in February 2018. Yukon.ca has since grown to host over 3,000 pages.

Engage Yukon

We continued to feature bilingual information about all our public engagement projects on EngageYukon.ca.

▼ L'Aurore boréale, Thursday, May 3, 2018

Nouvelles du gouvernement du Yukon



Services en français : parlons-en



John Streicker

Chères amies, chers amis, Nous sommes enthousiastes à l'idée d'améliorer les services en français et nous vous encourageons à les utiliser. Votre participation à cette consultation publique est cruciale. Vos commentaires sont importants pour bien cerner ce qui compte le plus et mieux orienter nos efforts. Nous élaborerons un nouveau cadre stratégique pour l'offre de services en français en tenant compte de vos suggestions. Ce cadre stratégique sera produit en collaboration avec l'Association franco-yukonnaise. Parlez-nous de vos expériences et exprimez vos idées. Prenez part à la discussion. Nous souhaitons connaître votre vision de la réussite.

Le ministre responsable de la Direction des services en français.

Quel est le but de la conversation?

Nous souhaitons connaître votre vision de la réussite et choisir les meilleurs moyens d'utiliser les fonds fédéraux destinés à améliorer nos services en français.

Au cours des dernières années, nous avons jeté des bases solides pour améliorer les services en français au Yukon.

Nos efforts étaient orientés par un cadre stratégique qui a été créé en 2013 en collaboration avec l'Association franco-yukonnaise.

Nous comptons maintenant concevoir un nouveau cadre stratégique qui appuiera l'offre et la promotion des services. Ce document tiendra sur une seule page. Il nous aidera à prendre des décisions à chaque étape du processus d'amélioration des services.



Joueuses et joueurs d'impro recherchés

Nous cherchons des personnes intéressées à vivre une expérience unique sur scène avec le groupe Improtinsé.

Le spectacle d'Improtinsé, c'est de l'humour improvisé à 100 %, des folies, de la spontanéité, du rire et du délire! Tous les thèmes de la soirée seront inspirés des services en français.

Quand?
Le spectacle, qui prendra la forme d'un match d'improvisation, se tiendra le mardi 15 mai, de 19 h à 20 h, au mont McIntyre.

Mais encore...
Un atelier sera offert exclusivement aux participantes et participants, le lundi 14 mai, de 18 h à 19 h 30, au mont McIntyre.

Comment participer?

Café du monde*
Mardi 29 mai 2018, de 17 h à 19 h 30
Old Fire Hall

Faites un arrêt au Café du monde pour partager votre vision des services en français au Yukon. Vous pourrez passer d'une table à l'autre pour échanger vos idées avec plusieurs groupes de personnes.

Improvisation et remue-ménages*
Mardi 15 mai 2018, de 19 h à 21 h

Après la réception de la Journée de la francophonie yukonnaise, Mont McIntyre

Participez à une activité originale : une soirée de rires et de divertissements!

Pour briser la glace, nous commenterons par un match d'improvisation sur des thèmes liés aux services en français (60 min.). Vous serez ensuite répartis en petits groupes et nous vous demanderons de répondre rapidement à une série de questions portant sur vos expériences, vos valeurs et vos idées. La soirée sera animée par le célèbre groupe franco-canadien d'humoristes Improtinsé.

Forum de discussion
Faites-nous savoir sur notre forum de discussion ce que nous devons considérer pour améliorer la prestation, la visibilité aux points d'accès et l'utilisation des services en français.

Date limite : 29 mai 2018

Inscrivez-vous :
Frenchcommunications@govyk.ca
867-667-8970



Yukon.ca

A greater reach

In just 10 months, 643 Facebook posts were seen 64,000 times and 1,500 tweets were seen 285,000 times on @LeYukonFr channels.



Talking about French-language services

Project focus

We led a public engagement called “Services in French: Let’s Talk!” in the spring of 2018. We asked Yukoners how we could best focus our efforts to improve the delivery, visibility and uptake of French-language services.

The results of the public engagement helped us develop the new 2018–2022 Strategic framework on French-language services (see page 22), which sets out objectives and strategies to further improve the way we serve and inform the public in French.

How we engaged

- Scoping meeting with the Association franco-yukonnaise.
- Online forum.
- Improv and brainstorming session.
- World Café (discussion).

A brainstorming session like no other

The highlight of the public engagement campaign was a brainstorming session facilitated by Franco-Ontarian comedy group Improtéine. The event was filled with fun and laughs.

A group of participants first played an improv match about French-language services in the company of John Streicker, Minister responsible for the French Language Services Directorate. The goal was to open up participants’ minds and lead them to consider new, uninhibited and useful ideas.

The improv match was followed by a brainstorming session where participants discussed their experiences, values and ideas about what successful services and communications in French look like.

What we heard at a glance

Access to health and social services as well as emergency services in French is a major priority for the Francophone community.

There is a growing need for French-language services at **high-traffic service outlets**

Information should be made available in French as soon as possible after the English version is released. This is highly important in the case of public safety notices and emergency communications.

The proactive and continuous provision of services in French and bilingual signage are essential to encourage Francophones to make greater use of services in French.

Having more designated bilingual staff to interact directly with the public is the best way to promote access to services in French.

The principle of useful, usable and used services should be applied in setting priorities, namely with respect to document translation.

Awareness and mobilization of government employees at all levels are essential to bring about a culture change and make the services in French available.





◀ John Streicker, Minister responsible for the French Language Services Directorate, plays an improv sketch as part of a public engagement about French-language services. Photo credit: Patric Chaussé

Hosting the Ministerial Conference on the Canadian Francophonie

Yukon was honoured to host the 23rd Ministerial Conference on the Canadian Francophonie in June 2018. This was the second time our territory had the opportunity to welcome the Ministers responsible for the Canadian Francophonie since the Conference was first held in 1994 in Moncton, New Brunswick.

Gatherings such as these create a conducive environment for intergovernmental cooperation and partnerships. Under the theme “Keeping in Touch,” extensive discussions took place concerning access to services in French, especially outside large city centres.

Building on the outcomes of the first Symposium on Francophone Immigration, which brought together government officials and Francophone communities in March 2018, the ministers reiterated their commitment to implement the Federal/Provincial/Territorial Action Plan for Increasing Francophone Immigration Outside of Quebec.

▼ Ministers and officials.
Photo credit: Jonathan-Serge Lalonde



Celebrating Yukon culture

It is a tradition for the hosting jurisdiction to present a cultural event starring the local French-speaking community. Guests first took part in a community gathering and visited an exhibition at the McBride Museum to acquaint themselves with Yukon Francophone culture. After an official dinner, we presented a diverse and lively show performed by Yukon artists at the Old Fire Hall in collaboration with the Association franco-yukonnaise.



▲ The Honourable Mélanie Joly, federal Minister of Canadian Heritage, and the Honourable John Strecker, Yukon Minister responsible for the French Language Services Directorate, answering questions from the press with other attending ministers. Photo credit: Jonathan-Serge Lalonde

Fostering a vibrant Francophonie

We support the vitality and development of the Yukon Francophone community by making financial contributions to a wide range of initiatives.

Yukon Francophonie Day

The Government of Yukon declared May 15 “Yukon Francophonie Day” for the first time in 2007.

We supported the Association franco-yukonnaise’s annual celebration of Yukon Francophonie Day, which featured a bilingual reception and a private concert for elderly residents in Whitehorse in long-term care facilities.

Quebec-Yukon Intergovernmental Cooperation Program

The governments of Quebec and Yukon have each invested \$25,000 annually in the Intergovernmental Cooperation Program since 2016.

This program stems from the Agreement for Cooperation and Exchange between the Government of Yukon and the Government of Quebec with Respect to the Francophonie.

Projects funded in 2018-19

- Study and needs assessment of the Francophone community’s personal and professional development (\$12,000).
- Adaptation of the *De fils en histoire* [stitching in time] exhibit for presentations at schools (\$12,000).
- Showings of *Intimités francophones* documentary, with artist and filmmaker Anne-Céline Genevois (\$2,400).
- Colloquium on mental health in Yukon (\$13,800).
- Dance workshops for students and the public, inspired by the words of *Caravane des dix mots* (\$9,800).



Partnership with Association franco-yukonnaise

The Government renewed a one-year agreement valued at \$120,000 with the Association franco-yukonnaise to support the delivery of French language training.

2018-2022 Strategic framework on French language services



Vision

Our citizen-centered services and communications are readily available and make it easier for the public to communicate with us in French. We provide services in alignment with the priorities of Yukon's Francophone community.

Principles

One government

Consistent and ongoing service offer

Best practices

Innovative, Yukon-specific best practices

Responsible management

Optimized human and financial resources

Objectives
Strategies

Improve access to French-language services

Improve active offer and delivery of services

Increase opportunities for engaging with the public

Promote availability of services

Mitigate factors hampering the use of services

Enhance French-language communications

Improve public safety notices and emergency communications

Expand availability and reach of communications

Strengthen internal capacity

Update policy framework

Enable the implementation of the Policy on French-language services and communications

Equip and engage government employees

Foster a vibrant francophonie

Promote the vitality of the Yukon francophonie

Support initiatives in relation to the Canadian Francophonie

