

# Healthy Communities Consortium

## Engaging with francophone communities in Ontario



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# Healthy Communities Consortium

- The Healthy Communities Consortium provides capacity building services, in both official languages, to support organizations across the province working within the newly launched provincial Healthy Communities framework.
- We are a group of health promotion organizations with more than 25 years of experience providing a wide range of supports such as consultation, training and information to community groups, coalitions and organizations working on community-based health promotion approaches. We have a proven track record in providing excellent capacity building service that is not only responsive to client needs but also proactively anticipates emerging trends and issues in the field.

# Agenda

- History of Francophones in Ontario
- Facts and stats about the Francophone communities in Ontario
- Reflecting on language, minorities and values
- How constitutional and provincial status play a role in servicing language minority in Canada and Ontario
- Socio-linguistic concepts explaining FL linguistic minority behaviors
- Best practices in Francophone engagement and French language services
- Reaching out to Francophone: where to start

# Francophone history in Ontario

- The French presence in Ontario dates back nearly 400 years. The French were the first to explore the province and establish permanent settlements
- When Ruling 17 (1912) made English the only language of instruction in Ontario's public schools, Francophones protested and created a separate school system. The crisis abated in 1927 when bilingual schools were re-established

# Francophone history in Ontario

- From 1910 to 1960, Ontario's Francophones created numerous organizations to defend their rights and promote their culture. During this time, the *Association canadienne-française d'éducation de l'Ontario* (ACFÉO), the first Francophone *caisse populaire* (1910) and a daily newspaper, *Le Droit* (1913), were founded.
- In 1969, Ontario's laws authorized French language schools at the elementary and secondary levels. In 1970, the administration of French language government services was entrusted to the Office of the Government Coordinator of French-Language Services (which would become the Office of Francophone Affairs in 1985).

# Francophone history in Ontario

- The 1970s represented a time of tremendous artistic and cultural creativity, particularly in the Sudbury area. The Franco-Ontarian flag was created and raised for the first time at the University of Sudbury on September 25, 1975. This event has since become an important symbol for the Franco-Ontarian community and is celebrated each year.
- In 1980, TVOntario began to offer programming in French. In 1984, the Courts of Justice Act gave French the same official language status in the courts as English. In 1986, the Government of Ontario adopted the French Language Services Act. The Act gives French legal status in the Legislative Assembly and guarantees the public the right to receive government services in French

# Francophone history in Ontario

- The 1990s and 2000s were marked by many advancements and accomplishments, such as the creation of twelve French-language school boards in 1997 and the recognition of the Franco-Ontarian flag by the Legislative Assembly of Ontario as an emblem of the Francophone community of Ontario in 2001. The anniversary of the Franco-Ontarian flag has become a symbolic date and is celebrated every year by francophone communities across the province
- On February 24, 1997 The Montfort Crisis  
With no justification whatsoever, Mike Harris, premier of Ontario and his Conservative government, recommended closing Montfort, the only Francophone teaching hospital in Ontario and the only one in the entire country west of Quebec.  
The legal implications of this ruling were monumental. Though the government appealed the decision, the Court of Appeal of Ontario not only ruled in Montfort's favour but reinforced this historic ruling. ((10.1.2)). On December 7, 2001, Montfort's stunning victory was complete.

# Francophone history in Ontario

- French Ontario consolidated its institutional base with the self-governance of TFO in 2006. With full independence in June 2006, TFO strengthened its ability to play an active role in the Franco-Ontarian economy and to support the French-language education system.
- The creation of the Office of the French Language Services Commissioner in 2007. Conducting independent investigations, the Office of the French Language Services Commissioner ensures that members of the public receive high-quality services in French from the Government of Ontario

# Francophone history in Ontario

- Ongoing Support For Francophone Community
- The government continues to demonstrate its commitment to the development of a healthy and prosperous Francophone community through targeted initiatives in priority sectors like education, health and culture. These include:
  - The designation of September 25 as Franco-Ontarian Day.
  - The adoption of the new Francophone Community Engagement Regulation, which will ensure that between five and seven French language health planning entities are established to provide advice and input to their Local Health Integration Networks on French language health services
  - The development of a new more inclusive definition of Francophone. This is reinforcing the feelings of belonging and pride in 50,000 Francophones previously excluded by the definition based on their mother tongue and helping the government better plan for the provision of French-language services.

## Some Facts & Stats about Francophones in Ontario

- Today, after four centuries, Ontario's francophone community numbers 582,690, i.e. 4.8% of the province's total population. (based on new definition)
- It represents the largest francophone community in Canada outside of Quebec.

# Some facts & stats about Francophones in Ontario

Francophones are the second largest minority in Ontario

Groups	Persons
South Asians	794 170
Francophones	582,690
Chinese	576 980
Blacks	473 760
Philippines	203 220
Latino Americans	147 135
Arabs	111 405
South East Asians	110 045
West Asians	96 615
Koreans	69 540
Japanese	28 080

# Some facts & stats about Francophones in Ontario

- The distribution of the francophone population in Ontario is as follows:
- 41.5% of francophones live in Eastern Ontario
- 28.7% live in Central Ontario
- 22.5% live in Northeastern Ontario
- 5.9% live in Southwestern Ontario
- 1.4% live in Northwestern Ontario
  
- Like the general population of Ontario, the Franco-Ontarian community is diverse and vibrant. For many years, it has welcomed francophones from Africa, Asia, the Middle East and Europe. Today, francophone racial minorities represent 10% of the province's Francophone population.
  
- Francophones represent multi faith communities such as: Christians, Muslims, Buddhism, Taoism, Confucianism, African and Caribbean traditional religions.

# Do you speak another language?



If so, how do you feel about it?

Reflect on:

- the value added of speaking another language
- the barriers
- the assimilation process
- how different do you feel when you speak this language etc.

# Thinking of a minority group you may belong to...

Visible minority, women, GLBTT, religious minority, ethno-cultural minority, alternative interests / hobby, handicaps of some kind, etc.)



## How do you feel about it

What is positive?

what is difficult?

Do you experience racism?

Sexism?

Homophobia?

Do you feel appreciated or judged?

How would you like to be seen as a minority?

If you would receive a service what would you expect?

# Servicing a minority is about:

- Inclusion
- Equity
- Integration
- Protecting diversity
- Valuing diversity
- Building on social capital
- Creating stronger economy
- Learning how to live in harmony and respect
- Partnership and collaboration
- Awareness building
- Creating organizational flexibility conducive to service adaptation
- Positive attitudes and openness

# Servicing a minority is about:

- Politics and legislations
- Human rights
- Constitutional rights
- And various other laws and policies that can influence service delivery

# The political aspect of servicing language minority in Canada

- Canada 4 entities
- Aboriginal / First Nations
  - Constitutional right
  - Territories
  - Preserving cultural heritage
  - Health and wellbeing of communities
- Linguistic dualities / French and English
  - Constitutional right
  - Preserving cultural heritage
  - Health and wellbeing of communities
- Multiculturalism
  - Policies
  - Charter of rights (reasonable accommodations)
  - Integration goal

# The political aspect of servicing French language minority In Ontario

- **The *French Language Services Act*: An overview**
- The [French Language Services Act](#) (1986) (FLSA) guarantees an individual's right to receive services in French from Government of Ontario ministries and agencies in 25 designated areas.
- The preamble of the FLSA recognizes the contribution of the cultural heritage of the French-speaking population and [wishes to preserve it for future generations](#).
- [About 85% of Franco-Ontarians live in a designated area](#). However, if you do not live in a designated area, you may obtain service in French by contacting the central office of a ministry or a branch office located in a designated area or by going on-line at Service Ontario.

# The political aspect of servicing French language minority in Ontario

- Municipalities are not required to offer French-language services, even in the designated areas. The municipalities themselves are responsible for deciding whether or not to provide their services in French. In the event that provincial services are transferred to the municipalities, agreements must be reached to ensure the delivery of French-language services.
- Agencies that are partially funded by the province (hospitals, daycare centers, group homes, etc.) are not automatically subject to the FLSA. These agencies may ask to be officially designated, in which case Cabinet will pass a regulation to designate them as official providers of services in French.

# The political aspect of servicing French language minority in Ontario

- The FLSA is part of a group of legal provisions guaranteeing the language rights of francophones. Other provincial and federal laws guarantee the language rights of francophones, including the Education Act, Courts of Justice Act, and Child and Family Services Act, Local Health System integration act, at the provincial level and the Official Languages Act and Canadian Charter of Rights and Freedoms at the federal level.
- May 2007, the French Language Services Act was amended to create the Office of the French Language Services Commissioner. Reporting to the Minister Responsible for Francophone Affairs, but independent of the OFA, the Commissioner is responsible for handling complaints relating to the FLSA, conducting investigations to ensure compliance with the FLSA and submitting an annual report to the Minister that is tabled in the Legislative Assembly.

## French Language services commissioner

- Pre and post commissioner era
- Easier for citizen to place a receivable complaint
- Promote and create awareness on best practices
- Amplify community voice
- Stay on top of issues and prevents loopholes

# Commissioner's recommendations that may affect you

- Recommendation 3 from his first report 2007-2008  
The Commissioner recommends that the Minister propose clear regulation to govern the delivery of French language services under a contract with a third party who has agreed to provide services on behalf of a government agency or under a new public-private partnership.
- Recommendation 2 from his report 2009-2010  
The French Language Services Commissioner urges the Minister Responsible for Francophone Affairs to follow up on his recommendation and, in 2010-2011, to create a regulatory framework for services offered by third parties, in order to eliminate the existing loopholes.

Many health and social services are targeted in his 2009-2010 report

- Community Care Access Centres
- Children's Aid Societies
- Public Health Units

## Socio-linguistic concepts explaining linguistic minorities behaviors



### Symbolic violence, a cause of assimilation and disengagement

- Symbolic violence includes actions by which the dominant linguistic group forces the linguistic minority to use the dominant language. The concept of **symbolic violence** was first introduced by French sociologist [Pierre Bourdieu](#) to account for the tacit almost unconscious modes of cultural/social domination occurring within the every-day social habits maintained over conscious subjects.

In the Francophone minority environment symbolic violence is expressed in these manners:

- It's rude to speak French when others don't!
- This is an English-speaking environment, please refrain from speaking French.
- I only speak Parisian French, I don't understand Canadian French.
- Why are you asking for French services, don't you speak English?
- Why offer French language services when you are only 4.8% of the population? There are other linguistic group that are more of a priority.

## Socio-linguistic concepts explaining linguistic minorities behaviors

- **Interiorized oppression: Another cause of assimilation and disengagement**
- External oppression is the unjust exercise of authority and power by one group over another. It includes imposing one group's belief system, values and life ways over another group. External oppression becomes internalized oppression when we come to believe and act as if the oppressor's beliefs system, values, and life way is reality. "Self-hate" and "internalized racism" are other ways of saying internalized oppression. The result of internalized oppression is shame and the disowning of our individual and cultural reality.
- In Francophone culture it is characterized by:

# Socio-linguistic concepts explaining linguistic minorities behaviors

- Discomfort with being Francophone
- A desire to disassociate from the community
- Fear of displaying any differences
- Fear of making others angry
- Fear of not being able to receive services
- Fear of losing gains and credibility
- Fear of being seen as a “whiner”
- Fear that no one will listen if you speak French
- Passive acceptance of assimilation
- Pretending to belong to the majority to benefit from their privilege
- Believing that services in English are better than services in French

- Source:

Faire le pont:mieux comprendre les services en français en Ontario

[http://francofemmes.org/aocvf/documents/faire\\_le\\_pont\\_guide\\_fr.pdf](http://francofemmes.org/aocvf/documents/faire_le_pont_guide_fr.pdf)

Reference: Women’s Rural Advocacy Programs. *Internalized Oppression*. Page consulted on November 18, 2008. URL: <http://www.letswrap.com/nadvinfo/internal.htm>

3 To find out more about internalized oppression: Sirois, Ghislaine. 1999. *Y a-t-il oppression des femmes francophones ?* Ottawa. Action ontarienne contre la violence faite aux femmes.

## Socio-linguistic concepts explaining linguistic minorities behaviors

- Linguistic norms/ standard: Many languages are governed by an Academy that define the proper use of the language, rule, etc. French, Spanish among have an Academy that provide a standard use
- Linguistic insecurities: The continual reminder that linguistic minorities may or may not master the linguistic norm will have for consequence that people will be unsure, anxious and for some will stop speaking their own language. Others will be hyper vigilant of any mistakes to a point that they will hypercorrect themselves meaning that they will make mistake on perfectly correct grammar/noun/ pronunciation.
- Subtracted bilingualism: Using the other language when a word is missing or use the other language syntax.
- Code switching: The ability to change from one language to the other rapidly. It will happen more often with people experiencing subtracted bilingualism.

# Socio-linguistic concepts explaining linguistic minorities behaviors



- Community discourse within the Francophone minorities in Canada
- A discourse is symbolic and referential ideology that will motivate the group/ community to act in a certain way. A discourse tends to become hegemonic (taking all the discursive space / public space) and is located in time.
- In Francophone communities, three discourses are competing to become the hegemonic discourse. Each brings its own set of value system, ideology and perception.
  - Traditional discourse: **The English are the enemy**, we can not trust them. Strategy: survival/ hyper vigilance/ don't mingle with them (stay together)
  - Modern discourse: **We have rights and you will respect them**. Strategy: uses the tribunal/ confrontation/ advocacy (we want our institutions to preserve our language)
  - Global discourse: **Language is an asset**. strategy: promote the economic plus value of the language/ using it to support our institution's growth and the local economy.

# Best practices in Francophone engagement and French language services



- Involved Francophones throughout the planning and consultation process; it is the first step towards ensuring that the needs of the French-speaking community are reflected in the decision-making process
- Develop a planning framework that refers to research findings that provide factual data as to the specific needs of francophone communities. This will enable planners to tailor proposed services to the needs of Francophones. While making good use of the revealing data that already exists, it emphasizes the importance of doing focused research among Francophones

# Best practices in Francophone engagement and French language services

- Ensure that all staff who have contact with clients and partners are capable of providing equitable services in French
- Make an active offer of French services
  - Answer the telephone in French
  - Include French on the Voice Messaging System
  - Greet people in French
  - Have bilingual signage
  - Prominently display French documentation
  - Clearly ID Francophone staff – FLS booth or line-up
  - Plan lunches and breaks with FLS availability in mind
- Examine the presence and proportion of francophone on your volunteer body, your Board of Directors and at all levels of their operation

## Best practices in Francophone engagement and French language services

- Understand the importance of **adapting FLS** in the area of:
  - Outreach strategy
  - Credibility
  - Cultural reality
  - Community capacity
  - Geographical reality
- Understand the importance of **being accountable** through:
  - Trust building
  - Excellence
  - Transparency

# Best practices in Francophone engagement and French language services

- The new research:  
Maurice Lévesque, Ph.D., Sociologie et Anthropologie et Nathalie Burlone, Ph.D., Émilie Boyer“(2010).  
*“Participation citoyenne, francophonie minoritaire et gouvernance des services de santé: les conceptions des acteurs”*. Ottawa University.

At the question: *“when I think of citizen participation in the health sector within the Francophone minority I think of”*:

Governance and engagement (4.06)

Mobilization (3.82)

Conditions and successful factors (3.68)

Respect for the terrain condition (3.46)

Being valued and capacity development (3.38)

Identity and belonging (3.02)

Linguistic inclusion and diversity (2.99)

## Best practices in Francophone engagement and French language services

- Before reaching out to Francophones make sure you understand the context and the environment in which the service will be provided.
- Work with members of the targeted community in your outreach efforts and start with the number of people you have.
- The capacity of your organization to be a viable potential partner on various francophone community projects is an important consideration.
- Make all employees aware and connected with the FLS initiatives within your organization.

# Best practices in Francophone engagement and French language services

- Creating an organizational culture conducive to serving Francophones
  - FLS is about **attitude and openness**.
  - the importance of **employee support and retention**.
    - Adopt recruitment strategies that allow for successful recruitment of competent employees
    - translation is a translator job
    - develop a mechanism for evaluating the quality of translation.
    - include Francophone employees into a project at the very beginning.
    - allow Francophone staff to create awareness on FLS
  - taking a look at **various myths, resistance and misunderstandings within the organization** that may impede on your capacity to serve the Francophone communities equally and properly.

# Best practices in Francophone engagement and French language services

- Creating an organizational culture conducive to serving Francophones
- need to create a different organizational structure and new ways of working and thinking in FLS delivery.
  - **capacity building**
  - **FLS alignment to policies and processes especially for accountability**
  - **Communication**
  - **Evaluation**
  - **Board Governance etc.**
- valuing the language, respecting the culture and the right to francophone services, community engagement, high quality services and accountability are core values that an organization needs to cultivate in order to be appreciated and successful at servicing the Francophone communities

# Designated French language areas in Ontario



- **City of Toronto** (All)
- **City of Hamilton** (All of the City of Hamilton as it exists on Dec. 31, 2000)
- **Regional Municipality of Niagara:** Cities of: Port Colborne and Welland
- **City of Ottawa** (All)
- **Regional Municipality of Peel:** City of Mississauga, City of Brampton
- **City of Greater Sudbury** (All)
- **County of Dundas:** Township of Winchester
- **County of Essex:** City of Windsor, Towns of Belle River and Tecumseh; Townships of: Anderdon, Colchester North, Maidstone, Sandwich South, Sandwich West, Tilbury North, Tilbury West and Rochester
- **County of Glengarry** (All)
- **County of Kent:** Town of Tilbury, Townships of Dover and Tilbury East
- **County of Prescott** (All)
- **County of Renfrew:** City of Pembroke, Townships of: Stafford and Westmeath
- **County of Russell** (All)
- **County of Simcoe:** Town of Penetanguishene, Townships of: Tiny and Essa
- **County of Stormont** (All)
- **District of Algoma** (All)
- **District of Cochrane** (All)
- **District of Kenora:** Township of Ignace
- **District of Nipissing** (All)
- **District of Sudbury** (All)
- **District of Thunder Bay:** Towns of Geraldton, Longlac and Marathon, Townships of Manitouwadge, Beardmore, Nakina & Terrace Bay
- **District of Timiskaming** (All)
- **County of Middlesex:** City of London
- **District of Parry Sound:** Municipality of Callander
- **County of Frontenac:** City of Kingston

# Reaching out to Francophone: where to start



See Resource Document

# References

Maurice Lévesque, Ph.D., Sociologie et Anthropologie et Nathalie Burlone, Ph.D., Émilie Boyer“(2010).  
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« *To know more about Francophone population in Ontario and some considerations in offering French services* »  
Training offered for OHPRS members, March 2005

« *Delivering French language services: an implementation guide* » Office of Francophone affairs, based on the French language services act

« *Making your organization bilingual* » Heritage Canada Website  
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