

Appendix II – Accomplishments 2016-2017



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This document is available in alternate formats, upon request.

Departments

Agriculture

The following are highlights of Agriculture's French language services (FLS) achievements and initiatives in 2016/17:

- Conducted an assessment of available services to determine the needs and requirements to develop the department's 2017-2022 Multi-Year Strategic FLS Plan.
- Adopted a new approach to directly submit its own translation requests to Translation Services and, as a result, translation turn-around times were met or exceeded.
- In February 2017, conducted a survey in both official languages to gather feedback from clients regarding the Agricultural Producers' Organization Funding Act.

In 2016/17, while in the process of developing its draft Multi-Year Strategic FLS Plan, Agriculture identified a number of challenges it has faced. These challenges included:

- The identification of designated bilingual positions because department realignments in 2015, 2016 and 2017 resulted in movement of full-time equivalents (FTEs) and new positions.
- The development of internal processes for client referrals because there was a need to increase the department's overall bilingual capacity.
- Publishing information in both official languages on the website.

In 2016/17, Agriculture had 14 designated bilingual positions. Of these, two positions were filled with bilingual incumbents, eight with non-bilingual incumbents and four were vacant. There were also 11 self-declared bilingual employees in non-designated positions, for a total bilingual capacity of 13.

Civil Service Commission

The Civil Service Commission (CSC) implemented priority actions from its draft Multi-Year Strategic French-Language Services (FLS) Plan to improve its bilingual capacity. As a result, the CSC improved its human resource service delivery in the recruitment of bilingual employees and provided better services to the Francophone population.

The following are highlights of CSC's FLS achievements and initiatives in 2016/17:

- Developed materials to support an environment where all its staff were at ease with the concept of Active Offer of services in French and with the overall goal of providing quality human resource services in person, over the phone, and electronically in the client's official language of choice. The CSC also continued to support increased corporate awareness of Active Offer through its orientation resources and online training.
- Continued its effort to support French language outreach by offering information sessions in French to help individuals become more familiar with the Manitoba government's hiring process and the opportunities available. Information sessions were delivered in French at the Bilingual Service Centre – St. Boniface Region and at Pluri-elles, a Francophone employment, literacy and counselling agency. A list of Manitoba government job advertisements was also regularly distributed to various employment agencies and post-secondary institutions serving the Francophone community.
- Continued to partner with the Université de Saint-Boniface's École technique et professionnelle by encouraging departments to offer on-the-job training to students through work practicums.
- Ensured that information was made available in both official languages. This included communication with candidates, translation of Web content, program brochures, career fair displays, standard career advertisements published in *La Liberté*, and the annual report.
- Organization and Staff Development (OSD) and the Francophone Affairs Secretariat continued working together to deliver the French DVD "breakfast, video, discussion" learning series and the Active Offer orientation sessions for employees.

In 2016/17, the CSC assessed its bilingual capacity and identified that increasing its bilingual representation will help the department meet its FLS goals. To address this challenge, CSC will continue to support employees who wish to learn French as a second language or to improve French communication skills. The department

will also develop actions steps to recruit for vacant positions in its draft Multi-Year Strategic FLS Plan.

In 2016/17, the CSC had 10 designated bilingual positions. Of these, four positions were filled with bilingual incumbents, four with non-bilingual incumbents and two were vacant. There were also 20 self-declared bilingual employees in non-designated positions, for a total bilingual capacity of 24.

Education and Training

In spring 2016, a new government was elected. The Department of Manitoba Education and Training was established by combining programs from the former Department of Education and Advanced Learning (K-12 and Post-Secondary Education), from the former Department of Immigration and Labour (Immigration Division), from the former Department of Children and Youth Opportunities (Healthy Child Manitoba), and from the former Department of Multiculturalism and Literacy (Adult Learning and Literacy). Further internal changes in the department took place in November 2016.

The department's French Language Services (FLS) staff met with representatives from the various divisions to assess and ensure their compliance with the FLS Policy following the restructuring of the department. The FLS staff saw an increase in interpretation services requests and coordinated interpretation services on various occasions throughout the year for the Bureau de l'éducation française (BEF), International Education, and for Post-Secondary Education and Workforce Development. The FLS staff ensured that all print materials, websites, special events and promotional campaigns, were accessible in both official languages to better serve clientele. The FLS staff continued to encourage employees to register for French-language training via the Francophone Affairs Secretariat.

The following are highlights of Education and Training's FLS achievements and initiatives in 2016/17:

- The Translation Unit facilitated and coordinated the translation and proofreading of numerous documents, including: curriculum documents, Provincial Standard Tests material, distance learning and trades qualifications materials, Early Years Education, and materials for the Public Schools Finance Board, Manitoba Student Aid, etc. These activities increased the awareness of the FLS Policy

within the department and enhanced public service whether it was for schools, post-secondary institutions or other members of the general public.

- The BEF continued to develop and administer educational programming relating to French language education in the Français and French Immersion programs and French Courses (English Program). This included curriculum documents, standards tests and a variety of resources that were developed and implemented during the year. The BEF also supported teachers in the Français and French Immersion Programs in the area of curriculum implementation in mathematics, social studies, science, arts education, physical education, health education and technology education. Professional development support was also offered to teachers of French Courses (English Program).
- The BEF created a French Language Education Review Profile and a provincial report to support school divisions in the full implementation of the French Immersion program and the successful delivery of French Courses (English Program) within Manitoba schools. An abridged version of the survey was distributed to schools and school divisions to report on their progress in the implementation of the French Immersion program.
- The BEF continued to administer the Canada-Manitoba Agreement in Education. The BEF and the federal Department of Canadian Heritage facilitated the implementation of an assortment of initiatives in the area of French-language education and French language instruction including the expansion of École Noël-Ritchot.
- The BEF developed a bilingual *Canada 150* website in order to offer schools links to resources that supported their efforts to celebrate the 150th Anniversary of Canadian Confederation.
- The BEF met with various stakeholders to coordinate efforts around the recruitment, hiring and retention of Francophone teachers to address the increase in enrolment of both Français and French Immersion programs.
- The department started to implement a new curriculum in the subject areas of Français langue première and Français langue seconde-Immersion (K to Grade eight). The high school curricula development or piloting for Français is underway.

- Several new resources to support instruction were developed: Calcul mental – Mathématiques au quotidien [mental calculation], Les profils de rendement en mathématiques [mathematics performance profiles], Planificateurs d'Éducation physique et d'Éducation à la santé [physical and health education planners] and the newsletter, *La numératie, ça compte* [numeracy].
- The Direction des ressources éducatives françaises (DREF) continued working with its provincial and national partners to enhance its offer of French educational digital content. DREF provided: onsite mini workshops to support the professional development of teachers; book animations in classrooms that modeled literacy strategies for teachers; consultations and presentations in various urban and rural schools in order to raise awareness and facilitate access and use of available French educational resources. Two French author school tours were organized to enhance teachers' knowledge of quality children's literature and exposed children to the importance of reading. The DREF's library coordinator, along with the teacher-coordinator, spent an extra week in Brandon and the surrounding area to further support the Immersion classrooms with the use of quality French resources.
- Manitoba Student Aid (MSA) had a complete makeover with new signage at its location and a more user-friendly website giving all Manitoba students a more efficient tool for applying for financial assistance online in English or in French. Staff at MSA was involved in a greater number of outreach programs to ensure information on the services offered through MSA was given in both official languages.
- Post-Secondary Education and Workforce Development (PSEWD) led several consultations on labour market training with stakeholders from the Francophone community in July and August 2016.
- PSEWD continues to support the Université de Saint-Boniface (USB) to deliver programs that address the social and economic training needs of Manitoba's Francophone community. In 2016/17 the division provided \$19,433,900 in grant funding to support the operating requirements of the USB.
- In 2016/17 the Skills and Employment Partnerships Branch of PSEWD ensured GED French language testing was available and accessible to the public. Apprenticeship Manitoba ensured that clients could

request certification examinations in French and have access to Red Seal program documents in French.

In 2016/17, one of the department's challenges in implementing the FLS Policy was the efficient allocation of the FLS Coordinator's time between translation services and the need to do a day-to-day follow-up in the implementation of the FLS Policy.

In 2016/17, Education and Training had 90 designated bilingual positions. Of these, 82 positions were filled with bilingual incumbents, two with non-bilingual incumbents and six were vacant. There were also 32 self-declared bilingual employees in non-designated positions, for a total bilingual capacity of 114.

Healthy Child Manitoba Office

Directed by the Healthy Child Committee of Cabinet (HCCC), the Healthy Child Manitoba Office (HCMO) works across departments and sectors to facilitate child-centred public policy development, knowledge exchange and investment, informed by evaluation and research on key determinants and outcomes of children's well-being within their families and communities.

HCMO continued to partner with government departments, regional health authorities (RHAs), school divisions and community organizations to actively offer French language services (FLS) and to facilitate access to HCMO programs to Manitoba Francophone families, children and communities.

The following are highlights of HCMO's FLS achievements and initiatives in 2016/17:

- Funded and supported the provincial Coalition francophone de la petite enfance et de la famille [Francophone early childhood and family coalition], a partnership of the Division scolaire franco-manitobaine (DSFM), the Société de la francophonie manitobaine (SFM) and the Fédération des Parents du Manitoba (FPM). Under the umbrella of the Coalition, HCMO supported the Francophone Early Childhood Development (ECD) Hub Model, *Les centres de la petite enfance et de la famille* (CPEF). This school-based hub model provides a comprehensive continuum of integrated services and resources for Francophone parents of children from prenatal to school entry. There were 11 fully-funded CPEF and five satellite sites across the province. HCMO also funded and supported the provincial Francophone Parent Child Coalition, one of 26 parent-child coalitions in Manitoba who worked

with community partners to develop and deliver ECD programs and services across the province.

- Participated in the federal briefing from the Office of the Commissioner of Official Languages on the launch of the report *Early Childhood Development (ECD) in Minority Francophone Communities across Canada* on October 23, 2016 at the Université de Saint-Boniface (USB).
- In spring 2017, HCMO partnered with the Francophones Affairs Secretariat to reinvigorate the Intersectoral Committee on Francophone Families and Communities (ICFFC) in light of the adoption of The Francophone Community Enhancement and Support Act (2016) and the Federal Office of the Commissioner of Official Languages Strategy on Early Childhood Development (2016).
- Partnered with a researcher at the USB to apply for a Canadian Institutes of Health Research's grant pertaining to determinants of health outcomes for minority Francophone children and youth in Manitoba. HCMO and the researcher from USB developed the proposal, and the proposal was submitted by the researcher from USB for funding in January 2017.
- Child care centres, in partnership with schools, had the opportunity to implement the HCCC Protocol for Early Childhood Transition to School for Children with Additional Supports Needs. The Protocol directed coordination between centres and schools to improve transition for young children with special needs. In fall 2016, professional workshops to orient service providers to the Protocol were offered in French and English throughout the province. The Protocol was made available on the HCMO website in French and English.
- Supported the implementation of PAX, an evidence-based, childhood mental health promotion strategy, in Francophone and immersion classrooms across Manitoba. The DSFM and Seine River School Division with large proportions of Francophone schools continued to implement PAX in their Grade one classrooms. HCMO provided financial support for the translation of the PAX manual (fourth edition, 200 pages) and related training and classroom materials.
- Started to produce all school divisions and community-level reports on the Early Development Instrument (EDI) in the bilingual format. The EDI

is a survey of kindergarten students, completed by their teachers, to measure “school readiness” across five developmental domains.

- Continued to dedicate staff and resources towards a complement of evidence-based programs which were provided in both French and English. For example, the curriculum and training materials for *Roots of Empathy* focuses on building empathy in Kindergarten to Grade eight classrooms. HCMO continued to support parents, youth and communalities in programs such as Healthy Baby, Adolescent Development FASD and Youth Suicide Prevention Programs to access training and education resources in French.
- The HCMO Northern and Francophone Coordinator for the Positive Parenting Program (Triple P) worked with the DSFM to train Francophone teachers to implement the program in Thompson. The newly-trained teachers improved access to Triple P for Francophone families, including a growing Francophone newcomer community, living in the North. The Northern and Francophone Coordinator continued to provide communications, resources and supports in French. An ongoing support in Triple P was offered to Francophone service providers in French. HCMO continued with its effort to work with Triple P Canada to translate additional Triple P resources.

Part of the HCMO mandate to improve outcomes for children and youth is to develop, implement and evaluate approaches that have had evidence-based success elsewhere. Many of these approaches have been developed outside of Canada and, thus, lack materials in French. Typically, there is a time lag for translation (e.g. large training manuals) or materials are difficult to produce in French (e.g. training videos). While every effort is made to produce French resources, the costs and challenges of providing materials in both official languages may result in inequities.

HCMO regularly partners with RHAs, school divisions and community organizations to deliver programs and services, and the availability of French-speaking human service professionals is a barrier to meeting the commitment to FLS and Manitoba's Francophone community. For example, the RHAs continue to support HCMO through making every effort to recruit French-speaking home visitors with the appropriate skill set in early childhood development. Recruitment of bilingual employees continues to be a priority at HCMO.

Another challenge is that the Francophone community, its child care centres, family resources, and schools are geographically spread out across the province and require an innovative service delivery model. The implementation of the CPEF model, where multiple family support services are co-located, is a step towards addressing this challenge but is not yet available in all Francophone communities.

In 2016/17, HCMO had five designated bilingual positions filled with bilingual incumbents, for a total bilingual capacity of five.

Immigration and Economic Opportunities

In 2016/17, Immigration and Economic Opportunities (IEO) facilitated and developed various French and bilingual immigration-related products and materials, including providing the online application program *PCM en ligne* for potential francophone immigrants wanting to apply to the Manitoba Provincial Nominee Program (MPNP). A total of 152 people applied to the MPNP through *PCM en ligne* in 2016/17.

In the 2016 calendar year, 115 Francophone applicants were nominated by the MPNP. French language materials continue to be provided on the **immigraumanitoba.com** website, and 10 Career Development for Newcomers modules were completed in French in January 2016. This resource continues to be used by career development practitioners in employment agencies to provide information and training to newcomers on entering the Manitoba labour market.

IEO continued to work with Francophone community partners to implement its Francophone recruitment, settlement and retention strategy to support increasing Francophone immigration to 7% of Manitoba's annual immigration intake. In 2016, Manitoba received 293 French-speaking immigrants.

During the fiscal year, IEO undertook the following recruitment and promotional activities:

- Helped to organize information sessions to international students at Université de Saint-Boniface (USB). A total of 24 people attended and 50 applicants nominated through the MPNP in 2016 attended USB.
- Participated in two strategic planning sessions with Réseau en immigration francophone du Manitoba (RIF) to promote Francophone immigration to

Manitoba and continues to implement the RIF Strategic Plan for 2015–2020.

- Participated in a strategic planning session with Francophone community representatives to exchange information and develop Francophone recruitment, settlement and retention strategies.
- Participated in a recruitment forum with Destination Canada in Belgium and France in November 2016 with support from Francophone community members.
- Conducted a webinar in October 2016, with the support of the Canadian Embassy in Paris, to market Manitoba as an immigration destination for Francophones. A total of 260 people participated in this event.
- Provided support for the launch of the *Semaine nationale d'immigration francophone* [national francophone immigration week] in November 2016, which helped to promote awareness and dialogue about Francophone immigration challenges and successes.
- Conducted a general MPNP public information session in French at the Economic Development Council for Manitoba Bilingual Municipalities (CDEM) offices. Approximately 20 people attended the session.

Finance

Manitoba Finance continues to offer services in both official languages to citizens in person, by telephone, in writing and in hearings. Central to these services is ensuring frontline staff provides an Active Offer of services in French and ensuring that signage is displayed in both official languages.

The Central Services Division maintains signage for government buildings and property throughout the province in both official languages. Business Transformation and Technology ensures that most public facing government website content is available in French. The Intergovernmental Affairs Division promotes Manitoba interest and facilitates relationships between both international and domestic Francophone partners, including Quebec, New Brunswick, France and other French-speaking countries. Manitoba Finance continues to have a significant number of bilingual staff in non-designated positions and continues to support staff to participate in French language training, further strengthening the department's bilingual capacity.

The following are highlights of Manitoba Finance's French language services (FLS) achievements and initiatives in 2016/17.

- Ensured that the public had access to the following reports/information in both official languages: the 2016 Budget Speech and the Estimates of Expenditure and Revenue; the 2016 Budget and budget documents; the Government's Annual Report (*Economic Report, Volume One of Public Accounts* including the financial statement *Discussion and Analysis* and *Glossary*); the updates related to tax (tax bulletins and tax changes); consumer-related brochures and handouts from the Manitoba Securities Commission for securities and real estate.
- Ensured that staff members from the Tax Assistance Office, the Fiscal Research Division, the Taxation Division, the Treasury Board Secretariat, the Federal-Provincial Relations Division and the Manitoba Financial Services Agency were capable of providing services in French to clients. The department's statutory forms for taxation and tax credits, used to assist the public, were made available in French on the website.
- During the preparation for Budget 2017, held a designated French-language community consultation, using simultaneous interpretation, to ensure that French-speaking Manitobans could provide their input and priorities to government in French.

The Manitoba Financial Services Agency, which encompasses the Manitoba Securities Commission (MSC) and Financial Institutions Regulation Branch (FIRB), was able to provide frontline and administrative FLS to clients. The MSC has the capacity to hold administrative hearings in French using simultaneous interpretation. Most of the MSC website content including consumer education programs, investor alerts, investor cautions and press releases were available in both official languages.

In 2016/17, the Public Utilities Board (PUB) faced a challenge in communicating with the rural Francophone communities which resulted in a policy decision to publish water and waste orders in both official languages in these communities.

In 2016/17, Finance had 36.6 designated bilingual positions. Of these, 20.6 positions were filled with bilingual incumbents, 14 with non-bilingual incumbents and two were vacant. There were also 71 self-declared

bilingual employees in non-designated positions, for a total bilingual capacity of 91.6.

Growth, Enterprise and Trade

The following are highlights of Growth, Enterprise and Trade's divisions and agencies French language services (FLS) achievements and initiatives in 2016/17:

Resource Development Division

- The Resource Development Division provided FLS through the Marketing and Communications (MC) Branch (formerly called Client Services). MC implemented the FLS Policy by incorporating an FLS component in the planning and delivery of promotional campaigns, special events and print or Web communications for a national audience or of interest to the general public.
- The Mines/Geological Survey Branches' exclusive outreach and mineral education website "Manitoba Rocks!" continued to be updated regularly to ensure it remained fully bilingual as new material was added (exceptions included external material that was not available in both official languages).

Manitoba Trade and Investment

- Manitoba Trade and Investment worked with Translation Services to publish bilingual materials including the 2016/17 *Manitoba Quick Facts* brochure.

Marketing and Sector Intelligence

- Marketing and Sector Intelligence provided a total of \$253,000 to support Francophone organizations.
- The Musée St. Joseph Museum received \$10,000 through the Tourism Development Fund. The Branch also provided annual funding of \$172,100 to the Economic Development Council for Manitoba Bilingual Municipalities (CDEM) and \$71,800 to Entreprises Riel to support the implementation of tourism initiatives by both organizations.
- Tourism grant program criteria and applications forms, for application-based programs, were available in both English and French.

Economic Analysis and Research Unit

- The Economic Analysis and Research Unit fully published its website in French. As a result, key labour market and economic statistics were available in both official languages on the website.

- The Unit implemented a formal and timely process for responding to information requests from Francophone individuals through the lmi@gov.mb.ca email account.

Workplace Safety and Health (WSH) Branch

- All content on the WSH website (www.manitoba.ca/labour/safety) was made available in both English and French.
- Active Offer in French for the WSH Branch was added to the Province's 957-SAFE and toll-free 1-800-957-SAFE numbers.
- The Workplace Safety and Health Act and Regulations Book was consolidated and produced in French. Forty copies were distributed to the Division scolaire franco-manitobaine safety and health committees.
- A staff member participated in the series of professional development opportunities in French, offered by the Francophone Affairs Secretariat.
- The branch collaborated with the Bilingual Service Centres and Education and Training to help distribute French language promotional materials for special initiatives (e.g. The Day of Mourning).
- Prevention resources were provided through SAFE Work Manitoba in both English and French.

One of the WSH Branch's challenges was the difficulty in assessing demand for French language Workplace Safety and Health Act and Regulation coil-bound books and other resources. The Branch's solution was to ensure availability using the "as requested" model vs. bulk printing due to regular changes to regulatory requirements.

Employment Standards Branch and Worker Advisor's Office

- Employment Standards and Worker Advisor's Office are committed to providing all services to the public in English and French. There were bilingual Officers who were able to communicate verbally with callers over the general inquiry phone lines. All website materials were translated to French and, if needed, all correspondence was translated.
- An Officer was available to communicate in French throughout the investigation for those members of the public who filed a claim or who were in contact with the Worker Advisor's Office.

- As needed, correspondence to the public was translated to French. All public education materials including question and answer fact sheets, valid license holder lists, proactive investigation summaries and announcements of any new laws, were easily accessible to the public in French and English.

Employment Standards Branch and Worker Advisor's Office experienced variety of challenges and took the following step to address these challenges:

- Bilingual Officers identified the need for further practice and support to learn and become more comfortable with the technical language used in the workplace. Additional staff were also identified as bilingual however did not feel like they were able to discuss technical legislative issues in French. Officers proposed weekly training programs using existing fact sheets as a guide for each week's topic, thus creating an opportunity to practice the French language outside of live phone calls with clients and establishing a support network. As a result, service provided to the Francophone community will improve as the number of available bilingual Officers increase.
- Occasionally, when a bilingual Officer was not available, Employment Standards and Worker Advisor staff could access a third party language phone line. This line could be accessed at any time and could provide an interpreter immediately for multiple languages including French.

Office of the Fire Commissioner

- The Office of the Fire Commissioner (OFC) remained committed to providing FLS to the public.
- Many fire prevention materials were available in both French and English including Fire Prevention Week, information on the Youth Fire Stop Program, and fire tips for older adults, baby-sitter fire safety tips, office fire safety and many others.

Manitoba Labour Board

- The Manitoba Labour Board continually updated forms in both official languages and all of its general forms located on its website were available in both official languages.
- The Board has a bilingual administrative/receptionist and one bilingual part-time staff and can appoint, when required, a bilingual three-person panel, chaired by a bilingual part-time Vice-Chairperson.

One of the Manitoba Labour Board's challenges was that, in many instances, applications (particularly Applications for Certification) were filed and the Board must process these applications with very strict legislated time limits. It was difficult adhering to these time limits and the Board extended time periods in situations where an application was filed in French, given the need to translate the documents into English.

Entrepreneurship Manitoba

- Continued to implement the Manitoba government's FLS Policy throughout its programs and service offerings. Public-facing frontline services, including business registration services, business counselling and business skills development were all available in French. Services were offered via various delivery channels including online, phone, video-conference, in person and email.
- Provided business counselling and business start-up and referral training to Bilingual Service Centre (BSC) staff over six training sessions. The aim of this initiative was to provide the BSC's staff with information on best practices with respect to starting a business in Manitoba, as well as information on basic regulatory requirements and information on business supports available to Manitoba entrepreneurs. The collaboration resulted in increased rural outreach of business advisory services and increased access to information to Francophone communities and entrepreneurs.
- A continued and long-standing partnership with CDEM resulted in a total of two three-day Business Planning Workshops in French.
- Provided consultative and in-kind support towards several initiatives, including activities delivered by the St. Boniface Francophone Chamber of Commerce, CDEM and the World Trade Centre Winnipeg.

A continuing challenge was the ability to develop and deliver French business skills development seminars, workshops and programming. To overcome this challenge, the Agency continued to seek out and developed working relationships and partnerships with community organizations to assist in the delivery of French programming.

In 2016/17, Growth, Enterprise and Trade had 19 designated bilingual positions. Of these, 16 positions were filled with bilingual incumbents and three with

non-bilingual incumbents. There were also 12 self-declared bilingual employees in non-designated positions, for a total bilingual capacity of 28.

Health and Social Services

1. Health, Seniors and Active Living

Health, Seniors and Active Living (HSAL) continues to offer a full range of services in French to the public through its bilingual telephone information services, bilingual staff, bilingual website and full-time bilingual French-Language Services (FLS) Coordinator. The FLS Coordinator continues to represent the department at the Santé en français Managerial Round Table meetings where FLS issues are discussed and solutions to improve the offer of FLS services are shared.

The following are highlights of HSAL's FLS achievements and initiatives in 2016/17:

- Total of just over 230,000 words translated, covering a variety of subjects and public information campaigns, including kits for the Healthy Child Manitoba Office. These kits enabled the Office to provide valuable early childhood information to French-speaking mothers across Manitoba.
- Collaborated with the Francophones Affairs Secretariat to improve the information received from designated bilingual Regional Health Authorities (RHAs). The data received included information such as RHA FLS Plan implementation highlights, human resources data; FLS Plan effectiveness and evidence of collaboration with the Francophone community.

In 2016/17, HSAL faced challenges in communicating the FLS Policy to new staff and to provide a support system to staff in direct contact with the general public. To respond to these challenges, the FLS Coordinator published narrated PowerPoint presentations (in English and French) on the department's Intranet webpage. The FLS Coordinator also ensured that staff in direct contact with the general public routinely participated in the Active Offer orientation session.

In 2016/17, HSAL had 13 designated bilingual positions. Of these, seven positions were filled with bilingual incumbents and six with non-bilingual incumbents. There were also 28 self-declared bilingual employees in non-designated positions, for a total bilingual capacity of 35.

2. Regional Health Authorities

Interlake-Eastern Regional Health Authority (IERHA)

Application of the Principle of Active Offer in the Delivery of French Language Services (FLS)

In its commitment to providing an Active Offer of services in French, the IERHA encourages French-speaking staff members to wear a *Hello-Bonjour* badge to identify themselves to fellow staff and to the public. Staff pursuing French language classes through the Université de Saint-Boniface (USB) receive a badge that says “*J’apprends le français*” [I’m learning French] that recognizes their efforts and lets others know they’d like to practice their budding skills. French-speaking clients self-identify either directly or by their response to Active Offer formulations.

Identification of French-Speaking Clients

French-speaking clients self-identify either directly or by their response to Active Offer formulations.

The FLS staff partnered with Human Resources and Communications to run a region-wide campaign asking current staff to self-declare their linguistic abilities. All new hires receive the Linguistic Self-Declaration form, and the information is added to the database. Through this project, the IERHA has been able to establish a regional baseline of linguistic capacity that is being used to meet demand as well as identify and address gaps.

Recruitment Results

To further build the IERHA’s capacity to deliver services in French, efforts were made to attract bilingual employees. Key steps taken included: translating recruitment materials; attending a recruitment fair at the USB; and signing a five-year agreement with USB for student practicums.

Two students from École communautaire Saint-Georges participated in a community service student-initiated project. The project was coordinated by the Aboriginal Human Resource Department Development Assistant. It is hoped that such opportunities will encourage these bilingual students to consider careers in the IERHA’s designated centres. As part of their site orientation, FLS staff welcomed the students, and provided them with *Hello-Bonjour* badges and a brief overview of Active Offer.

Human Resources Data

Statistics on Designated Bilingual Positions 2016-2017	Number of full-time equivalents (FTEs)
Number of Designated Bilingual Positions	26.1
Number of Designated Bilingual Positions Filled With Bilingual Incumbents	4.0
Number of Designated Positions Filled With Non-Bilingual Incumbents	14.1
Number of Vacant Designated Positions	8.0
Number of Non-Designated Positions Filled With Bilingual Incumbents	19.32
Total Bilingual Capacity (Bilingual Incumbents in Designated and Non-Designated Positions)	23.32

Policy Implementation Highlights

Bilingual staffing was provided for Mobile Wellness events delivered in each of the IERHA’s designated communities: Kickass Women’s Day in Powerview-Pine Falls, April 30, 2016; St. Laurent Senior’s BBQ, August 18, 2016. The electronic survey used at Mobile Wellness was made available in both official languages at all events across the region. IERHA launched its 2016/17 Healthy Together Now program simultaneously in both official languages, including posters, E-newsletters and the website.

A series of mental health resources created for youth was produced in French and distributed to Francophone and Immersion schools in the IERHA’s designated areas.

Coffee on Us events took place throughout the region during the first week of May 2016 and included a bilingual event in St-Georges as well as a French event at École Aurèle-Lemoine in St. Laurent. The event at École Aurèle-Lemoine was also part of an ongoing needs-based project at the school focusing on mental health and wellness.

Twelve employees took advantage of the selection of French language learning opportunities available to IERHA staff.

Plan Effectiveness

Number of documents translated and made available in both English and French: 83.

In keeping with IERHA's mission, vision and values, a two-part Active Offer training was delivered by Santé en français to more than 90 managers in April and November 2016.

Collaboration

A partnership with the Bachelor of Nursing program at the USB and the Consortium National de la formation en santé resulted in a community health project being conducted by nursing students at École Aurèle-Lemoine in St. Laurent. The students completed a community health intervention based on a community health assessment they conducted.

FLS Coordinators participated regularly in Santé en français meetings and subcommittee working groups. Collaboration included contributing to projects such as the creation of a new Active Offer video and the review of the provincial designation policy.

Specific Challenges and Innovative Strategies

Ongoing challenges include the recruitment of bilingual employees as well as identifying and building upon the IERHA's current internal capacity to deliver services in French. Looking forward, the IERHA is exploring more creative avenues to communicate with its Francophone populations in order to increase their awareness of services available, and for them to assist the IERHA in identifying gaps and needs.

Despite these challenges, providing IERHA services in the official language of choice remains a priority as it improves quality of care and ensures the IERHA is providing safe, effective and efficient care. Addressing linguistic barriers reduces risks of misdiagnosis, unnecessary testing and the need for more intensive services. Client satisfaction and compliance also improve when communication is improved.

Prairie Mountain Health

Application of the Principle of Active Offer in the Delivery of French Language Services (FLS)

Prairie Mountain Health undertakes to provide health care services to its French-speaking population in accordance with the Manitoba government's Francophone Community Enhancement and Support Act, French-Language Services (FLS) Policy, and Regulation 46/98 of the Regional Health Authorities Act (C.C.S.M. c 34). In the absence of an approved

Multi-Year Strategic FLS Plan for Prairie Mountain Health, the Board of Directors has maintained in effect the respective FLS Plans of the former Parkland RHA and former Assiniboine RHA.

Identification of French-Speaking Clients

Prairie Mountain Health staff determine the official language of preference of clients at the time of access to service. When possible, a bilingual staff member will be identified to assist the client in the official language of their choice. When bilingual staff is not available, Prairie Mountain Health is able to arrange interpreter services to assist in the provision of care.

Prairie Mountain Health has six designated positions in the region:

- Public Health – one position
- Home Care – one position
- Mental Health – one position
- Emergency Medical Services – one position
- Reception, Ste. Rose Community Health Services – one position
- Reception, Birtle Health Centre – one position.

Recruitment Results

Prairie Mountain Health has nothing to report at this time.

Human Resources Data

Statistics on Designated Bilingual Positions 2016-2017	Number of full-time equivalents (FTEs)
Number of Designated Bilingual Positions	6.0
Number of Designated Bilingual Positions Filled With Bilingual Incumbents	3.0
Number of Designated Positions Filled With Non-Bilingual Incumbents	3.0
Number of Vacant Designated Positions	0
Number of Non-Designated Positions Filled With Bilingual Incumbents	Unknown 2.0+
Total Bilingual Capacity (Bilingual Incumbents in Designated and Non-Designated Positions)	Unknown 5.0+

(There are no designated positions at Dr. Gendreau Personal Care Home or the Ste. Rose Health Centre.)

Policy Implementation Highlights

French-speaking residents of Prairie Mountain Health are encouraged to participate in client satisfaction surveys to provide input on the RHA's programs and services. Prairie Mountain Health continues to work towards having client satisfaction surveys available in both French and English for all programs and services.

Prairie Mountain Health has begun planning for the next Community Health Assessment, which is one way for the RHA to monitor the demography, health status and needs of the French-speaking community.

Plan Effectiveness

Prairie Mountain Health, when possible, provides documents in both official languages. Examples of these documents include: Prairie Mountain Health Strategic FLS Plan 2016–2021; Community Health Assessment – Executive Summary; “My Patient Passport” (released February 2017); Advance Care Planning Workbook (released in 2016); and application forms for becoming a member of the Local Health Involvement Groups.

Collaboration

In January 2017, Prairie Mountain Health met with stakeholders from the communities of St-Lazare, Ste. Rose/Laurier, Brandon/Shilo and Santé en français to review the draft Multi-Year Strategic FLS Plan for Prairie Mountain Health. Feedback and input from this meeting has been incorporated into the draft FLS Plan.

Specific Challenges and Innovative Strategies

Santé en français requested that Prairie Mountain Health determine if there is a bilingual staff person who could be appointed as FLS Coordinator and attend the Table des gestionnaires en santé/Health Managerial Round Table.

Southern Health-Santé Sud

Application of the Principle of Active Offer in the Delivery of French Language Services (FLS)

Southern Health-Santé Sud's initial Multi-Year Strategic French-Language Services (FLS) Plan provided a framework and the stimulus for consolidating various FLS practices and designing common and consistent regional approaches for the delivery of services to the community. Integrated within the context of overall regional strategies, the RHA continues to build on this

progress, focused on four broad interconnected and interdependent areas.

Identification of French-Speaking Clients

Applying the principles of Active Offer is the most effective means to identify French-speaking clients. Language identification and preference is confirmed through Active Offer (always offer) at intake at designated bilingual sites/programs. If the client presents at a designated site/program, they will receive service in French by a designated bilingual employee. As required, alternative arrangements to accommodate clients in French may be arranged through bilingual colleagues and/or via the region's Interpreter Services – Language Access policy.

All employees are issued bilingual employee name tags in accordance with the Employee Identification Policy. Bilingual employees in designated positions have *Je parle français!* [I speak French] incorporated on their personal ID badge. Bilingual employees in non-designated positions are encouraged to choose this option.

Recruitment Results

The Human Resources (HR) French Language Policy for Health Care Services was approved by Manitoba Health, Seniors and Active Living in March 2016, aligning and reinforcing the Southern Health-Santé Sud policy in providing consistent direction in staffing designated bilingual positions.

The FLS staff made a presentation to Manitoba government FLS Coordinators on FLS best practices in Southern Health-Santé Sud, including the Recruitment & Selection Procedure and tools relating to recruitment/selection to designated bilingual positions and integrated data entry/reporting through the payroll database.

The Recruitment & Selection Procedure is an effective tool in supporting the expected procedures inclusive of screening and language assessment. The Société Santé en français has identified this tool as an HR Best Practice. This information is being shared with all of the 16 Santé en français networks throughout Canada.

Southern Health-Santé Sud continues to partner with various stakeholders such as Santé en français, the Université de Saint-Boniface (USB), the Consortium national de formation en santé (CNFS) and the Office of Rural and Northern Health in planning the regional bus tour for the fourth-year nursing students. A total of 42 USB students participated in the bus

tour (36 from the Bachelor of Nursing Program and six from the Licensed Practical Nursing Program). This initiative resulted in hosting seven practicums as well as seven hires for the region.

“*Héros en santé*” [heros in health] promotes various professions in health care and is presented annually by Santé en français to high school students within the region. A total of five schools were visited in 2016/17.

Southern Health-Santé Sud attended 15 career fairs (in-province) and eight classroom presentations promoting job opportunities within Southern Health-Santé Sud. Santé en français has also supported the participation of Southern Health-Santé Sud to attend two out-of-province career fairs with a focus on bilingual recruitment of nursing, allied health and medical staff where there is a high concentration of French-speaking population.

Seventeen nurses received the Recruitment and Retention Fund bilingual grants between January and June.

Canada is seeking to attract more Francophone immigrants outside of Quebec to help contribute to the vitality, development and prosperity of Francophone minority communities in Canada. Southern Health-Santé Sud met with representatives from the Canadian Embassy (Paris and Morocco), Immigration Canada and the World Trade Centre Winnipeg to discuss the government’s new Entrée express/Express Entry program and opportunities within Southern Health-Santé Sud.

Human Resources Data

Statistics on Designated Bilingual Positions 2016-2017	Number of full-time equivalents (FTEs)
Number of Designated Bilingual Positions	617.0
Number of Designated Bilingual Positions Filled With Bilingual Incumbents	340.0
Number of Designated Positions Filled With Non-Bilingual Incumbents	245.0
Number of Vacant Designated Positions	32.0
Number of Non-Designated Positions Filled With Bilingual Incumbents	*
Total Bilingual Capacity (Bilingual Incumbents in Designated and Non-Designated Positions)	Unknown 340.0+*

* Data and target date of availability of statistics is undetermined.

Policy Implementation Highlights

Officially representing the region’s French-speaking communities, the Tables de concertation régionales du Centre and Sud-Est [regional round tables] provided valuable input to the 2017–2021 Strategic Health Plan. As well, the Groupe local de participation en matière de santé (GLPS) is the French Local Health Involvement Group which includes but is not limited to, community members from the Tables de concertation. Southern Health-Santé Sud participated in all seven meetings of the Tables and the GLPS in 2016/17.

Under the leadership of provincial partner Santé en français (Manitoba), Southern Health-Santé Sud actively participated on provincial working groups and committees resulting in significant outcomes:

- Further to the national Accreditation Canada pilot project reported last year, it was since determined that a Communication in Official Minority Language Situations standard will be developed. Accordingly, Accreditation Canada has struck a Technical Committee to develop a national standard related to linguistic access.
- Always in progress, *Mon équipe santé* [my health team] is a primary care network which puts the person at the centre of an integrated community of health providers – this with a focus on the region’s Francophone and bilingual population.

Southern Health-Santé Sud is engaged to work with partners responding to invitations to:

- Participate in a panel discussion at the USB on Active Offer best practices, measures, tools, implementation and challenges. There were 22 participants including university students and representatives from the Francophone community organizations.
- Present and partake in a panel discussion at the Santé en français Annual General Meeting and Forum regarding the journey and current state of the *Mon équipe santé*, as well as the national pilot project on official minority language linguistic access.

Further to the *États généraux de la francophonie manitobaine* extensive consultation exercise with Manitoba’s francophone and francophile populations in 2015, Southern Health-Santé Sud attended a workshop to discuss the summary reports and next steps, as well as a subsequent special general meeting to adopt the Société franco-manitobaine’s Strategic

Plan “*Plan stratégique de la francophonie du Manitoba... Ensemble vers 2035*”.

The Centre Albert-Galliot (community-owned building) received Francophone designation. Along with partners Santé en français and the Francophone Affairs Secretariat, Southern Health-Santé Sud has signed the designation agreement, acknowledging that Southern Health-Santé Sud employees who work in the Centre Albert-Galliot site will observe and follow Southern Health-Santé Sud’s FLS policies.

Representatives from the region attended the USB convocation ceremonies in June 2016 for all nursing graduates. The region was also represented at the Division scolaire franco-manitobaine Strategic Plan presentation in October 2016 to promote and bring awareness regarding various health care employment opportunities.

Plan Effectiveness

Number of translation requests in 2016/17 from sites, programs and services: 164.

A total of 124 employees participated in Active Offer... *à la mode*, an upbeat interactive workshop developed to help participants to better understand the concept of Active Offer.

All stationery (including business and appointment cards) as well as client forms used by and intended for the general public are produced in a bilingual format.

External signage and identity on vehicles depicting the RHA’s bilingual logo has been updated across the region. A process for updating new signage is incorporated in the region’s Graphic Standards Manual to ensure bilingual signage is reflected in designated bilingual sites and/or programs/services in areas of high Francophone concentration.

Information on various activities and events taking place in the French community is sent regularly to students registered in French language training courses to help them keep connected and informed of cultural events and initiatives in the Francophone community.

The monthly staff newsletter features FLS topics and language resource material.

Strong FLS Policy and Administrative Framework:

- Comprised of staff from various programs/services/sites across the region, the Southern Health-Santé Sud FLS Advisory Committee meets regularly to

provide advice and guidance on matters pertaining to policies, programs and practices involving the use of FLS. The focus in 2016/17 was a comprehensive review of policies, procedures, Human Resources recruitment and selection procedures and supporting documents to ensure consistency.

- Number of designated bilingual positions entered on a centralized QHR payroll system: 600+.
- In 2016/17, various elements were fine-tuned related to the monitoring of designated bilingual positions. Consistent auditing of hiring managers’ processes into designated bilingual positions is conducted and support opportunities for improvement and learning for each respective hiring manager on a timely basis.
- The 2017–2021 Strategic FLS Plan was developed for presentation to the community, provincial Santé en français round tables as well as the Manitoba government for approval.

Collaboration

A video regarding Active Offer is now incorporated as part of regional orientation for all staff in Southern Health-Santé Sud. In 2016/17, 663 staff members participated in regional orientation.

Specific Challenges and Innovative Strategies

While Southern Health-Santé Sud’s ultimate goal is to fill all designated bilingual positions with bilingual incumbents, the most significant challenges in regards to FLS continue to be:

- Bilingual staffing shortages: evidence supports that the number of designated bilingual positions far exceeds the region’s capacity relative to bilingual high schools graduates; bilingual staff may not necessarily choose to fill a designated bilingual position.
- Geographic distances among the French-speaking population.
- Access to data on French-speaking populations, acknowledging that there has been progress on these efforts in the past few years.
- Awareness and understanding of Active Offer by the public and the staff (ongoing turnover).
- Assessing/evaluating client experience regarding FLS.

Southern Health-Santé Sud faces significant pressures and major challenges that impact on its capacity to deliver bilingual health care services through the region’s

various programs and services and more specifically, with a focus on its designated bilingual sites, programs and services. In addressing these, a successful outcome hinges on providing focus in the RHA's strategic efforts. The Strategic FLS Plan 2017–2021 sets out strategic initiatives under four broad Transformational Strategies that are highly interconnected and interdependent and align well with the four Board Ends.

Winnipeg Regional Health Authority (WRHA)

Application of the Principle of Active Offer in the Delivery of French Language Services (FLS)

All principles of Active Offer are respected and implemented throughout designated bilingual Corporate and Community services, including Access Centres. One key exception is that the WRHA's Internet site is not completely translated due to the quantity of non-essential information, and administrative reports on the site. This, coupled with an ongoing reorganization of the site, is delaying the translation of some existing materials as well as much new information.

Identification of French-Speaking Clients

Language identification and/or preference are gathered either at centralized intake, according to the program, or at direct intake at designated sites and programs. There are some gaps in the identification of Francophone clients in regional centralized services. Some are currently being worked on. Others will be reviewed in conjunction with the changes that will occur due to the region's Clinical Service Plan.

If the client presents at a designated site, they will receive service in French by a designated bilingual employee. At non-designated sites, where possible, a bilingual employee will assist. Otherwise the client can be provided with interpretation services through the Region's Language Interpreter program, if required.

Some positions within the Region, including those in Access Centres, community offices, regional programs such as home care, long-term care, primary care and palliative care, and funded agencies, are designated bilingual. Individuals in these positions wear a *Hello-Bonjour* identification badge, and provide service to patients, residents and families in both official languages. Other bilingual staff are encouraged to self-identify and use French as a personal choice if they feel capable and comfortable doing so.

Recruitment Results

A total of 51 designated bilingual positions were posted in corporate and community offices in 2016/17 (43 permanent and eight term), and 41 were filled with bilingual incumbents. No positions required a condition of employment. Seven of the 51 positions were filled by Anglophone incumbents. Six positions required multiple postings and four term positions were unfilled. The following positions could not be filled: Nurse – Health Links–Info Santé; Health Care Aid; Team Manager (two positions); Resource Coordinator; Case Coordinator and Public Health Clerk.

Human Resources Data

Statistics on Designated Bilingual Positions 2016-2017*	Number of full-time equivalents (FTEs)
Number of Designated Bilingual Positions	160.4
Number of Designated Bilingual Positions Filled With Bilingual Incumbents	92.2
Number of Designated Positions Filled With Non-Bilingual Incumbents	68.2
Number of Vacant Designated Positions	4.0
Number of Non-Designated Positions Filled With Bilingual Incumbents	Unknown
Total Bilingual Capacity (Bilingual Incumbents in Designated and Non-Designated Positions)	2,882.0**

* The statistics only include WRHA Corporate, Community and Access Centre designated positions, with the exception of the Crisis Response Centre which does not currently have designated positions. Facilities not included are: Centre de santé, Actionmarguerite, St. Boniface Hospital (does not designate positions), Children's Hospital (updated information not available – designation process being reviewed), Manitoba Addictions Treatment Centre, St. Amant Centre, Sara Riel, or Youville Centre.

** Total bilingual capacity is based on the number of people in Corporate, Community and Access Centres in non-designated positions but who have self-identified as being bilingual, as well as the designated bilingual positions filled by bilingual employees. Additional capacity exists in the region. In the 2016 Aon Hewitt Staff Engagement Survey, 12.9% of 17,356 respondents have anonymously declared themselves to be bilingual. Not all sites participate in the survey. There are a total of 28,000 employees working in the Winnipeg Health Region.

Policy Implementation Highlights

In year four of the five-year Strategic FLS Plan, the following activities were undertaken:

- Accès-Access St. Boniface opened in spring 2017. The Centre de santé relocated to the 170 Goulet Street site and expanded its services.

- A project is underway to improve the identification of Francophone seniors at the initial point of access to the long-term care system.
- A project to enhance after-hours home care service to Francophone clients was developed with the Provincial Health Contact Centre and remains ongoing.
- A client satisfaction tool was developed to receive continual feedback from the public regarding the offer of service in French in the WRHA's designated bilingual programs and sites, and the patient experience when presenting at non-designated sites. A French print version was distributed via *La Liberté*, and the English and French online versions were promoted by various methods including social media. The tools allow WRHA FLS to identify trends of concern and to develop more immediate solutions. Data from the tool will be used to aid in the development of the three-year Strategic FLS Plan for 2018–2021.
- French Language Services Facebook page was developed to ensure greater sharing of WRHA and FLS activities with the Francophone community and to provide opportunities for dialogue. This replaced the quarterly print newsletter *La voix*.
- WRHA FLS celebrated its 15th Anniversary in 2016 with a variety of activities and promotions including the launch of the *Champion Award*, which will be awarded every two years.
- Extensive French content was provided to support the WRHA component of the new 211 Manitoba program, a searchable online database of government, health, and social services that are available across the province.
- Compliance to the WRHA's new translation policy, which implements user fees in a variety of situations, was audited.

Plan Effectiveness

Every year the results of the plan are measured against the goals set. Where goals are not reached, an explanation is provided to WRHA senior management. Overall success of the plan is determined at the end of the five-year implementation cycle.

Number of documents translated: 231.

All advertising is bilingual.

Signs at designated sites, such as Accès-Access St. Boniface, are completely bilingual. Key signage at other sites, such as way-finding signs, donor signs

at Specialized Services for Children and Youth, etc. is bilingual.

Essential information on main Internet site pages is bilingual; secondary and drill down information is not. Individual program-specific websites (with much less content) are developed entirely French.

Training:

Two evening programs = 86 staff trained.

Four daytime programs = 27 staff trained.

- Themed workshop – Health Care Equity
- Themed workshop – Mental Health
- Cultural diversity workshop
- Clinical interviews workshop

Grand total of 113 employees formally trained across the region.

FLS also has a comprehensive resource centre, which also includes access to the two top individual learning systems. Thirteen employees are actively pursuing language training via these programs. In addition, the FLS Intranet site has links to eight credible online programs, for employees of all levels to access.

Orientation:

All new employees of WRHA Corporate and Community programs receive an FLS orientation session as part of their two-day introduction to the WRHA (approximately 25-30 per month). Each new employee hired into a designated bilingual position receives a personal orientation by an FLS staff member. All new supervisors, managers and Executive Directors of designated programs and sites also receive a thorough orientation on FLS policies.

Collaboration

WRHA continues to collaborate with external partners on projects of interest to all parties. Collaboration with internal programs is also extensive. A few examples of external collaboration include:

- Université de Saint-Boniface – Institut d'été, nursing program evaluation, employee training;
- Santé en français – training, translation, committee work, policy work, research, project work, urban round table;
- Consortium national de formation en santé (local and national) – research, training.
- Centre de santé – project work.

Specific Challenges and Innovative Strategies

- The implementation of the WRHA Clinical Services Plan, as approved by Manitoba Health, Seniors and Active Living, has a number of impacts (known and unknown) on the Francophone public, the first of which was the amalgamation of the St. Boniface Quick Care clinic with the two existing St. Vital clinics. Further changes will include the transfer of services from St. Boniface Hospital to other community hospitals. WRHA is studying the impacts of all the changes to determine how best to move forward, in collaboration with the Francophone community. The WRHA has set up an FLS Advisory Group and will be initiating early its Strategic FLS Plan work for 2018–2021.
- Some of the region's highly-specialized positions exist in non-designated, program specific sites with no bilingual capacity, such as Riverview and Deer Lodge. That does not exclude the fact that they will receive Francophone clients who will require service in French to regain their ability to function. Therefore key employees were identified to undergo an extensive language tutoring program. These positions include: speech language pathologist, rehab physiotherapist, occupational therapist, and an acquired brain injury nurse. They were also provided profession-specific lexicons developed by FLS and offered a range of other support services.

3. Addictions Foundation of Manitoba

Addictions Foundation of Manitoba (AFM) is a provincial Crown organization committed to being a foundation of excellence providing addictions services and supporting healthy behaviours. AFM's mandate is to provide addictions treatment services and public education. AFM employs over 400 staff and provides a wide range of addictions services to Manitobans through some 28 locations across the province.

The following are highlights of AFM's French language services (FLS) achievements and initiatives in 2016/17:

- Established an FLS Committee to assist with the operational, strategic planning and recommendations for the agency.
- Continued to include French language as an asset in all job postings.
- Made available to the public over 52 French-language books and DVDs from the Knowledge Exchange Centre on the subject of addictions.

- Facilitated 19 presentations and workshops on prevention and education in French. A total of 453 middle year and senior students participated.
- Held many Fentanyl Forums across Manitoba, the PowerPoint presentation for which was available in both official languages.
- Published over 42 brochures and fact sheets in French and continually updated the content of its website to publish information in French.

In 2016/17, AFM faced challenges in recruiting bilingual employees in rural Manitoba. AFM continued with its effort to identify employees who worked across its programs and were able to provide FLS when required.

In 2016/17, AFM had five designated bilingual positions. Of these, four positions were filled with bilingual incumbents and one with a non-bilingual incumbent. There were also 17 self-declared bilingual employees in non-designated positions, for a total bilingual capacity of 21.

4. Families

The position of French-Language Services (FLS) Coordinator within Families (previously Family Services) was vacant in 2016/17. The strategic directions and priority actions identified in the 2015–2020 Multi-Year Strategic FLS Plan were implemented in part by the department nonetheless.

The principle community stakeholder on social services is Santé en français, which was designated by the Manitoba government in 2004 as the official representative of the Francophone community in the areas of health and social services. Quarterly meetings of the Table des gestionnaires en service sociaux [Social Services Managerial Round Table] brought together various stakeholders from the Francophone community, and the Round Table was chaired by a representative from the Department of Families.

The following are highlights of Manitoba Families' FLS achievements and initiatives in 2016/17:

- A departmental representative attended three meetings of the Social Services Managerial Round Table as well as other meetings such as a the forum on FLS for health and social services.
- Continued to promote Active Offer training as part of the online Organization and Staff Development training modules that are available for employees

and included Active Offer training in the quarterly training session for new employees.

- Made available Families-related documents in both official languages, including several important public-facing documents such as: user guides for facilities and families for the Online Child Care Registry, the Department of Families' *Accessibility Employment Standards Report*, intake applications for provincial subsidy programs, and documents and decision letters for an appeal to the Vulnerable Persons' Commissioner. The latter appeal was conducted in French by way of an interpreter.
- Referred 287 documents for translation, with 270 documents being translated from English to French, and 17 documents from French to English.
- Began a second hiring competition to fill the FLS Coordinator position in spring 2017.

In 2016/17, the absence of a dedicated FLS Coordinator (for nearly two years) posed a major challenge for the department. Essential FLS were maintained, but many elements of the department's Multi-Year Strategic FLS Plan required ongoing attention on the part of an FLS Coordinator. Other challenges included difficulty in recruiting bilingual employees, maintaining awareness of the requirement for Active Offer among staff, and the need to undertake a comprehensive review of designated bilingual positions. The successful hiring of an FLS Coordinator will address many challenges related to the implementation of FLS within the department.

In 2016/17, Manitoba Families had 92 designated bilingual positions. Of these, 53 positions were filled with bilingual incumbents, 24 with non-bilingual incumbents, and 15 were vacant. There were also 67 self-declared bilingual employees in non-designated positions, for a total bilingual capacity of 120.

Manitoba Housing and Renewal Corporation

The following are highlights of Manitoba Housing and Renewal Corporation's French language services (FLS) achievements and initiatives in 2016/17:

- Reconfirmed the FLS Coordinator and re-established the FLS Committee.
- Continued to facilitate French translation to better inform the Francophone community about the Corporation's programs and initiatives. A total of 24,282 words were translated and Manitoba Housing's French language website pages were updated.

- Undertook planning and preliminary information gathering towards the development of a Multi-Year Strategic FLS Plan.
- Held provincial housing consultations in fall 2016, which included representatives of Francophone stakeholders (community organizations). The survey was opened to all Manitoba Housing and Renewal Corporation tenants and the public.
- Continued to promote Active Offer training as part of the online Organization and Staff Development training modules that are available for employees. Information on Active Offer orientation sessions and on French language training was sent to all staff. A list of staff who registered for French language training was compiled for 2016/17, and there was an increase over the previous fiscal year in the number of staff registered for classes.
- The Administrative Manual used by front line staff was updated with a referral list of bilingual staff that was available to assist clients who request services in French.
- Designated staff began to identify and confirm the contents of the top 50 most frequently used tenancy letters and forms to be translated for implementation of the new tenant and property management system.
- In preparation for transition to a new website template, key communications and top Web pages were prioritized for translation at the development stage.

During the year, the Corporation identified the need to work with its Human Resources Consultant and its leadership team to determine the need for and authorization required to increase the number of designated bilingual staff, and to include "French as an asset" on job advertisements for non-designated positions.

In 2016/17, Manitoba Housing and Renewal Corporation had three designated bilingual positions. Of these, two positions were filled with bilingual incumbents and one was vacant. There were also 11 self-declared bilingual employees in non-designated positions, for a total bilingual capacity of 13.

5. Santé en français

Santé en français was designated by the government of Manitoba in 2004 as the official representative of the Francophone community in the areas of health and social services. It provides leadership and coordination

in facilitating access to quality French language services (FLS) in these areas.

In 2016/17, Santé en français provided support to designated bilingual health and social services facilities and regional health authorities (RHAs):

- support in developing or updating Multi-Year Strategic FLS Plans;
- career promotion and recruitment;
- language training;
- language skills assessment; and
- translation.

The Santé en français board approved the second Multi-Year Strategic FLS Plan for the General Authority in June 2016 as well as the first Multi-Year Strategic FLS Plan for the Metis Authority in December 2016. A meeting was held with Prairie Mountain Health to present a draft of its Multi-Year Strategic FLS Plan to the committee representing the communities of St-Lazare, Ste. Rose du Lac and Brandon-Shilo.

Following are Santé en français' major achievements with respect to career promotion and recruitment for 2016/17:

- Participation in a number of career fairs: Université de Moncton, Moncton and Edmundston campuses in New Brunswick (29 contacts established); Laurentian University in Sudbury, Ontario (36 contacts); University of Ottawa in Ontario (31 contacts); physicians practising outside Quebec, in Montréal, Québec (24 contacts); career fairs in Brandon and Winnipeg, in cooperation with partners, etc.
- Participation in the recruitment fair at the Family Medicine Forum along with various partners (48 contacts established) and the fair held during the conference of the Society of Rural Physicians of Canada.
- Presentation for eight social work students at the Université de Saint-Boniface (USB) on the importance of providing FLS.
- Showcasing of instructional materials on career promotion in conjunction with the presentation of the strategic plan of the Division scolaire franco-manitobaine (DSFM).
- Showcasing of instructional materials on career promotion at the annual conference of the Éducatrices et éducateurs francophones du Manitoba.

- Presentations on career promotion were made in DSFM and immersion high schools in the province (18 presentations).
- Visits to four facilities in Southern Health-Santé Sud namely – the Notre-Dame Health Centre, the Notre-Dame Hospital, the De Salaberry District Health Centre, and the Ste. Anne Hospital – with 34 nursing graduates in October 2016.

With respect to language training, 222 learners including 186 from the health field and 36 from the social services field registered in the *Français en milieu de santé* or *Français oral* programs at beginner to advanced levels in Winnipeg and rural areas. Distance training through the Telehealth Program Manitoba was provided in seven rural locations: Beauséjour, Boundary Trails, La Broquerie, Notre Dame de Lourdes, St-Pierre-Jolys, Ste. Anne and Steinbach. In addition, two themed workshops in French were held for 15 employees of the Winnipeg Regional Health Authority (WRHA), tutoring sessions were given to five employees of the WRHA and online tutoring sessions were provided for eight employees in Southern Health-Santé Sud.

Language skills assessment for French is provided to the five RHAs, the four child and family services authorities and designated Francophone and bilingual facilities to help them measure their employee's capacity to meet the language requirements of their position. A total of 62 assessments were carried out, including 52 in the health field and 10 in the social services field.

Santé en français also provides translation services to ensure that forms, publications and other written materials for the public are accessible in French. A total of 655 documents were translated, including 588 documents on health and 67 on social services.

To ensure greater access to resource persons, professionals and other Francophone health and social services workers, resources were created to identify FLS available in Manitoba's Francophone communities. Two maps were developed and launched, one for health services and the other for mental health services. The maps were produced in print and PDF formats and are also available through Google Maps, to indicate the locations where the public can access FLS in Winnipeg and throughout the province.

Indigenous and Municipal Relations

The following are highlights of Indigenous and Municipal Relations' French language services (FLS) achievements and initiatives in 2016/17:

Indigenous Relations

Indigenous Relations' mandate is to address and resolve Indigenous issues within Manitoba specifically dealing with Indigenous people. Under Indigenous Relations, the client group is of the indigenous descent. Staff resources were limited to addressing issues and projects concerning Indigenous and northern development. If Indigenous Relations were to get any significant demand for the FLS, additional resources and support may be required.

To date there has been low interest and demand for FLS. In fact, at times the department has been pressured to provide information to its client groups in the Cree, Ojibway and Dene languages. Indigenous Relations translated only a few documents and pamphlets in French.

Municipal Relations

- The Community Places Program continued to produce all printed materials and documentation, forms, and letters in both official languages. All documentation and communications were provided in the applicants' preferred official language.
- The Community Places Program had two bilingual staff available in the Winnipeg office to provide FLS as required. The Eastman and Central Regional Offices each had a designated bilingual position to assist in administering and delivering the Community Places Program in their regions.
- Through the Community and Regional Planning Branch, staff prepared bilingual presentation slides for the annual Provincial-Territorial Planning Directors Committee meeting. These materials were posted on *Muniscope* which was useful for disseminating information to all audiences. Support was also provided to the branch's single occupied designated position to attend French language training. The other designated position is currently vacant.
- Recreation and Regional services provided the *Community Recreation Facility Feasibility Study Guide – For recreation Facility Owners and Managers* in both official languages.

- Regional Services staff continued to provide direct and telephone bilingual consultative services to rural and Francophone communities throughout the province. Regional staff also assisted unilingual leaders in designated bilingual municipalities to identify potential bilingual programs through partnership with other organizations.
- Regional staff supported the development of bilingual recreation leadership positions in the region.

Over the course of the year, Municipal Relations continued to experience challenges related to the general marketplace unavailability of qualified bilingual candidates for technical positions.

In 2016/17, Indigenous and Municipal Relations had 20 designated bilingual positions. Of these, 11 positions were filled with bilingual incumbents, seven were filled with non-bilingual incumbents, and two were vacant. There were also 12 self-declared bilingual employees in non-designated positions, for a total bilingual capacity of 23.

Infrastructure

The following are highlights of Infrastructure's French language services (FLS) achievements and initiatives in 2016/17:

- The Manitoba 511 App was released for iOS and Android platforms. The app self-detected and downloaded in either French or English according to users' preference.
- French Translation and Interpretation Services were utilized for two public open houses for the "Functional Design Study of PTH 75 Corridor in the Immediate Vicinity of Pembina-Emerson Port of Entry". Documents translated included: letters to stakeholders, advertisements in local newspapers, and Open House text boards. Interpreters were present at the public open house.
- The Motor Carrier Division continued to update its website in both official languages and included French in industry letters pertaining to legislative changes tied to Bill 41 and division brochure materials.
- Emergency Measures Office (EMO) issued public awareness alerts on Alert Ready, the National Public Alerting System. The messages contained audio files and alert message text in both English and French. Also, EMO's regular and mobile-friendly Web pages were offered in French.

- Disaster Financial Assistance (DFA) letters were produced in French as required for DFA claimants who requested to correspond in French.
- Shellmouth Compensation Program correspondence was produced in French as required for claimants who requested to correspond in French.

In 2016/17, Infrastructure had four designated bilingual positions. Of these, two positions were filled with bilingual incumbents and two were vacant. There were also 35 self-declared bilingual employees in non-designated positions, for a total bilingual capacity of 37.

Justice

All divisions of Manitoba Justice continued to focus on the recruitment and retention of bilingual staff for designated positions, as well as adding French language skills as an asset for any posted positions. Although the number of vacant designated positions increased by 11 over the previous fiscal year, the department's total bilingual capacity increased from 161 to 191 persons able to speak French to assist those coming into contact with the justice system. This increase was a direct result of the thorough review undertaken by the department's French-Language Services (FLS) Committee that was formed earlier in the fiscal year.

The following are highlights of Manitoba Justice's FLS achievements and initiatives in 2016/17:

- Staff from the Courts, Community Safety, Administration and Finance and Crown Law participated in the French language skills training programs at the Université de Saint-Boniface and Alliance Française du Manitoba. Staff across the department was also given the opportunity to attend intensive, national and federally-funded programs held each year to maintain their fluency in French legal terminology. In addition, staff across all divisions continued to participate in the Active Offer orientation sessions.
- All divisions across the department continued to ensure that website and public education information were available in both official languages.
- The Summary Convictions Court hired two additional bilingual staff, thereby increasing its total bilingual capacity and registering fewer complaints during the fiscal year. This is the Court where the department encountered the majority of requests for service in French and was frequently the

area that generated the largest number of complaints in relation to services in French.

- The Community Safety Division had a significant increase in the number of hired bilingual staff, and almost all correctional centres had staff who could offer bilingual services. There were many French pre-sentence reports written by Community Corrections as requested through the Courts. Bilingual probation officers interviewed clients and some of their collateral sources in French, prepared the reports in French and submitted them to all Court parties involved who were also bilingual.
- In Crown Law, a designated bilingual Crown attorney continued to sit as a member of the Federal-Provincial-Territorial Working Group on Access to Justice in Both Official Languages. This prosecutor also instructed justice system participants through the French Language Institute for Professional Development (FLIPD). FLIPD offered language training across the country for judges, court clerks, prosecutors, probation officers, police and interpreters to ensure effective legal fluency throughout the system.
- The Legislative Counsel Division continued to prepare bilingual bills, statutes and regulations. It also contributed to the work of the Legislative Assembly by producing the French version of the Order Paper, Votes and Proceedings, Speaker's rulings and committee reports. The Division maintained the Internet site for Manitoba Laws in a bilingual format. The site included statutes and regulations and a link to bills currently before the Assembly.
- The Manitoba Human Rights Commission referred a human rights complaint to the Manitoba Human Rights Adjudication Panel. Although the Commission requested a bilingual hearing process (because the Commission counsel was not bilingual), the appointed adjudicator directed that the proceedings must proceed in French alone and that the Commission ought to be able to provide FLS. The Commission retained outside counsel and worked alongside French-speaking counsel to prepare for the adjudication hearing and engage in pre-hearing settlement discussions. Ultimately, the complaint was resolved.
- The Automobile Injury Compensation Appeal Commission had bilingual part-time commissioners appointed by Order-in-Council. Hearings could be conducted entirely in French. Alternatively,

if requested, hearings could be conducted simultaneously in both English and French with the use of interpreters.

- The Consumer Protection Office maintained a high level of FLS with over twice the number of bilingual staff than the number of designated positions. The Office also distributed English and French versions of its Annual Financial Literacy Calendar: *Money Matters – Financial Lessons for Life*. The Consumer Protection Office continued to utilize the public education materials from its comprehensive education and outreach campaign which included up-to-date consumer protection information in both French and English.
- Residential Tenancies Commission accepted appeals from orders of the Residential Tenancies Branch in French. It was able to conduct hearings entirely in French or if required, in both official languages simultaneously with assistance from interpreters. The Commission had Deputy Chief Commissioners and panel members appointed by Order in Council that were fully bilingual. The Commission provided the Orders and Reasons for Decision in French.
- In addition to having bilingual capacity of ten staff, Legal Aid Manitoba expanded its language services so that applicants could access *Can Talk* French interpretation services during their application interview on demand, either at one of the application centres or during an interview with their assigned lawyer.

In 2016/17, Manitoba Justice had 85 designated bilingual positions. Of these, 69 positions were filled with bilingual incumbents, two with non-bilingual staff, and 14 were vacant. There were also 122 self-declared bilingual employees in non-designated positions, for a total bilingual capacity of 191.

Sport, Culture and Heritage

The following are highlights of Sport, Culture and Heritage's FLS achievements and initiatives in 2016/17:

- Provided approximately \$1,675,300 in operating and project support to 51 Francophone organizations. The grants were provided through the Arts Branch, the Historic Resources Branch and the Public Library Services Branch to support community arts organizations, community festivals, community museums, Francophone publishers, Francophone heritage organizations and 10 bilingual municipal and regional public libraries. The Arts Branch provided

an additional \$251,100 in operating assistance to organizations that offered and supported bilingual programming that targeted and benefited the Francophone community.

- In partnership with the Francophone Affairs Secretariat, the Public Library Services Branch provided *Bonjour-Hello* official government service signs and magnetic badges to 13 bilingual service points. The Branch worked closely with La Fédération des bibliothèques des municipalités bilingues du Manitoba to support resource-sharing objectives.
- The Multiculturalism Secretariat delivered resources and application forms in French for major grant programs and public administrative processes. The Secretariat's funding program supports ethnocultural activities.
- The Sport Secretariat, through the department's agency, Sport Manitoba, continued to support the *Directorat de l'activité sportive (DAS)* du Manitoba in its efforts to increase opportunities for Franco-Manitobans to participate in sport development and events in French.
- While not a function specific only to the Sport Secretariat, the Manitoba government is a funding partner to the hosting of the upcoming 2017 Canada Summer Games in Winnipeg, a completely bilingual event. The department has been funding the 2017 Host Society on a multi-year basis since 2013/14.
- Since the launch of the Archives of Manitoba's *Remembering the First World War* blog on its website in 2014, blog content was consistently presented in both English and French. For 2016/17, 36.5% of the total Web views of blog pages were of the French pages.
- The Archives of Manitoba and the Société historique de Saint-Boniface (SHSB) began negotiations to formally recognize SHSB's role as the official repository for non-governmental French language archival materials.
- The Manitoba Status of Women had many documents and reports translated into French. This included the *Winnipeg Safe City Scoping Study*, its constantly evolving website, taxi cab brochures and many event posters, banners, PowerPoints, and programs.
- Manitoba Government Inquiry (MGI) always offers front-line services in both French and English over the phone, live chat and through written

correspondence. The corporate websites and campaign websites managed by Communications Services Manitoba (CSM) consistently offer mirrored English and French information to the public. When relevant, public communications are also diffused both in English and in French through the government's official social media channels managed through CSM.

In 2016/17, CSM faced the challenge of fulfilling French media inquiries. It was often difficult to find French-speaking staff within each department to speak to the media. A French-speaking Public Affairs Specialist was able to assist as needed. A further challenge was the expectation for Manitoba Status of Women to translate its webinars prior to publishing them on the website. Staff is still searching for an innovative strategy to solve this dilemma.

In 2016/17, Sport, Culture and Heritage had 57 designated bilingual positions. Of these, 46 positions were filled with bilingual incumbents, and 11 were vacant. There were also 20 self-declared bilingual employees in non-designated positions, for a total bilingual capacity of 66.

Sustainable Development

Sustainable Development continues to improve services to the Francophone community. French language services (FLS) are actively offered in all Winnipeg offices. The following are highlights of Sustainable Development's FLS achievements and initiatives in 2016/17:

- The department maintained a referral list of French-speaking employees to assist staff when a client requested FLS. The main automated answering system actively provided information in both official languages outside of office hours. All calls received during office hours were answered with an Active Offer of services in French.
- The Parks and Reservation Service automated messages continued to be made available in both official languages. Sustainable Development continued to work with the Bilingual Service Centres so as to provide an Active Offer of services in keeping with the FLS Policy.

- The department continued the effort to make its website bilingual. All new Web content intended for distribution on the department's website and all existing content was moved through a translation process and subsequently posted.
- Translation requests processed increased by 333,393 words over the previous fiscal year. These requests were mainly from the Parks and Protected Spaces Branch to update public forms and information.
- Environment Officers in the Bilingual Service Centre – Seine River Region collaborated with bilingual Information Specialists to expand FLS into the Christmas tree cutting permit and the Recycle My Cell programs.
- St. Norbert Heritage Park had a bilingual park interpreter during the summer operating months to promote tourism. The *Camper's Guide*, *Group Use Guide* and interpretive park maps for St. Malo and St. Norbert, the St. Malo campground map, and the *Snakes of Narcisse* pamphlet are now available in both official languages.

In 2016/17, Sustainable Development faced the challenge of providing an Active Offer of services in French at its 200 Saulteaux Crescent location and at the Canada Map Sales Office. The department relied on its collaboration with the Bilingual Service Centre (BSC) – St. Boniface Region's Information Specialist when there were French callers. The department's Central Information Unit (CIU) revised procedures to be able to respond to callers who required immediate assistance. When staff was not available from the BSC, CIU staff contacted a colleague within Sustainable Development, using the referral list of bilingual employees, to respond to the caller. Some delay and frustration were reported by clients, and Sustainable Development will work with its FLS Coordinator and the BSC to improve the process to access French information.

In 2016/17, Sustainable Development had 10 designated bilingual positions. Of these, six positions were filled with bilingual incumbents, two with non-bilingual incumbents, and two were vacant. There were also 25 self-declared bilingual employees in non-designated positions, for a total bilingual capacity of 31.

Crown Corporations and Extra-Departmental Organizations

Liquor and Gaming Authority of Manitoba

The Liquor and Gaming Authority of Manitoba (LGA) is the province's regulatory body for liquor and gaming. The LGA licenses liquor stores, sales and manufacturing, and gaming products, employees and operations in Manitoba.

The LGA continues to develop public information and education materials in a bilingual format and to make them available to liquor and gaming licensees, and the public. The LGA produces bilingual posters and brochures to inform and educate about liquor and gaming laws and responsible participation in these activities. These materials are provided to liquor and gaming operators to display in their premises. The LGA encourages all its employees to partake in professional development, including French language training.

In 2016/17, the LGA marked the third year of its social responsibility campaign directed at Manitobans aged 18 to 24 years old, which provided information about Canada's low-risk drinking guidelines. The campaign's website was available in both French and English, and a presentation on the campaign (in French) was presented on French post-secondary campuses.

In 2016/17, the LGA continued to face challenges in finalizing its positions and organizational structure subsequent to the 2014 amalgamation of the Manitoba Gaming Control Commission and the regulatory services division of the Manitoba Liquor Control Commission. While the amalgamation brought additional responsibilities to the former Manitoba Gaming Control Commission, it resulted in an overall reduction of the LGA's staffing complement and a slightly lower number of bilingual staff than last year. The LGA is in the process of developing a Multi-Year Strategic French-Language Services (FLS) Plan to effectively deal with these challenges and will include an action plan to designate bilingual positions and to recruit bilingual employees to fill these designated bilingual positions. The LGA's FLS Plan will be finalized in the coming year.

In 2016/17, the LGA had no designated bilingual positions. However, there were seven self-declared bilingual employees in non-designated positions, including one who acts as the organization's French spokesperson, for a total bilingual capacity of seven.

Manitoba Agricultural Services Corporation

The Manitoba Agricultural Services Corporation (MASC) is a Crown corporation of the Manitoba government. Its mission is to enhance financial stability in rural Manitoba by providing risk management solutions, lending options and other programs and services to address emerging needs.

In 2016/17, many of MASC's information materials for its core programs were published in both French and English. The French versions of contracts, factsheets, brochures, forms and producer information packages were made available through MASC's bilingual field offices and on the website. A new revamped website was released in December 2016 with a French component. Advertising for MASC's core programs was completed in both official languages.

In 2016/17, MASC had five designated bilingual positions; all were filled with bilingual incumbents. No statistics were available for the number of self-declared bilingual employees in non-designated positions. The total bilingual capacity was five.

Manitoba Arts Council

The Manitoba Arts Council (MAC) has in place a Franco-Manitoban Policy to guide Council on programming and access issues affecting the Franco-Manitoban arts community. The Council's president is Franco-Manitoban and the new CEO (hired in July 2016) is bilingual. The following are highlights of the MAC's French language services (FLS) achievements and initiatives in 2016/17:

- Created a designated bilingual Public Relations Agent position and hired a bilingual person to fill it.
- Participated in the program *Appartenances et rapprochements culturels par les arts* [Cultural Belonging and Connection Through the Arts] in collaboration with Sport, Culture and Heritage and the Francophone Affairs Secretariat. Funds were dedicated to the projects in order to strengthen the Francophone communities' identity in relation to the arts and culture.
- Developed a bilingual publicity campaign around its new strategic plan "Designed to Thrive" and new program structure.

- Held public consultations in French in Francophone regions (Île-des-Chênes and St. Boniface) to support MAC's new strategic plan and new program restructuring plan.
- Produced many major documents in both official languages. Some examples include: *Designed to Thrive*; *The Evolution of MAC Programs*; *History of MAC*; the brochure and directory for the Artists in the Schools programs; and the brochure for the Riding Mountain Artists' Residency program.
- Translated content for its juries, such as project descriptions, so as to facilitate the participation of Francophone jury members.
- Published bilingual social media posts and a bilingual Blog, in addition to bilingual E-blasts to notify its clientele four times yearly of upcoming draft dates.

In 2016/17, MAC faced a challenge in meeting the increased demand for translation. While the rate of translation work increased, the budget for translation did not. The newly-created bilingual Public Relations Agent position helped with some translation requests. MAC anticipates that translation demands will continue to increase.

In 2016/17, MAC had one designated bilingual position that was filled with a bilingual incumbent. There were also three self-declared bilingual employees in non-designated positions, for a total bilingual capacity of four.

Manitoba Film and Sound Recording Development Corporation

Manitoba Film & Music (MFM) continues to provide information and services in both official languages and to proactively implement the provincial French-Language Services (FLS) Policy requirements to ensure clients receive the best possible service.

Currently, 60% of MFM employees can communicate and provide services in French and are represented in all departments (film, music, admin, and communications). All MFM program guidelines and applications are posted in both official languages on the bilingual website. All public communication is issued in both English and French. This includes press releases, newsletters, event invitations, program deadline reminders, brochures, E-blasts, ads and annual reports. Clients can apply in either official language and will have their applications

adjudicated accordingly. Music applications submitted to MFM for Francophone projects are adjudicated by members of the Francophone music industry. Television and film applications are reviewed based on set criteria with bonuses being awarded for the development of Francophone production companies.

The following are highlights of MFM's FLS achievements and initiatives in 2016/17:

- Beginning in 2013, partnered with On Screen Manitoba to launch a bilingual public marketing initiative to promote the film industry called "Get on Set Manitoba/On tourne Manitoba". This initiative continued in 2016/17 and included a bilingual website and bilingual signage promoting the film industry and bilingual printed promotional material.
- Supported local Francophone events such as the Festival du Voyageur and Les Découvertes. As part of the Festival du Voyageur, MFM's Program Manager participated in an industry development component coordinated through Manitoba Music's Francophone Music Coordinator and the industry association Le 100 Nons.
- Created a strategic plan in 2016/17 which includes a directive to engage more diverse communities in its programming and outreach. This includes Manitoba's Francophone community. Several outreach initiatives have been conducted with Francophone events, the industry association Le 100 Nons, and newcomer communities of diverse language backgrounds.

In 2016/17, MFM had two designated bilingual positions. Both positions were filled with bilingual incumbents. There were also four self-declared bilingual employees in non-designated positions, for a total bilingual capacity of six.

Manitoba Hydro

Manitoba Hydro continues to provide French language services (FLS) to the general public and to its residential customers in provincially designated areas. Any Manitoban whose initial contact is in French with Manitoba Hydro's Customer Services Centre in designated areas, whether by telephone, email or in person or with its Customer Contact Centre, by telephone or email, can expect to receive a response in French.

The following are highlights of the Manitoba Hydro's FLS achievements and initiatives in 2016/17:

- The Customer Contact Centre received 2,472 French language calls and 206 French language emails. There was always at least one bilingual staff to handle calls at the Contact Centre during business hours. Email responses were drafted by staff, reviewed by the French Language Advisor and normally sent out within two business days.
- Collaborated with Manitoba Liquor & Lotteries, Manitoba Public Insurance and the Workers Compensation Board of Manitoba to prepare a survey aiming to help Manitobans gain access to services provided by the Crowns. The Joint Crown Committee survey targeting specific groups, as well as a public survey produced for Manitoba Hydro's own purposes, were made available simultaneously in English and in French, with translation services provided by Manitoba Hydro. All communications materials developed for these initiatives were produced in a bilingual format.
- Manitoba Hydro's Public Safety and Education team prepared three new educational resources: *Manitoba's Energy Supply* (booklet), *Cool Science* (booklet) and five teacher's information sheets on topics related to energy and the environment. The resources have been made available to Manitoba schools in both official languages.
- Launched two new energy efficiency promotional campaigns (fall 2016 and spring 2017) featuring rebates on the purchase of a variety of energy efficient lighting products, insulation products, timers, and showerheads, among others. The campaign included print ads, bill inserts, Web pages and contest materials which were produced in both English and French.
- Three Manitoba Hydro transmission projects are in communities which fall within provincially-designated bilingual areas: the Manitoba-Minnesota Transmission Project, the Birtle Transmission Line Project and the Stony Brook Station Project (R.M. of De Salaberry). Letters to landowners, newsletters, public notices and other materials prepared for public open houses were made available simultaneously in both official languages to concerned citizens.
- Manitoba Hydro announced its sponsorship of the Torch Relay for the 2017 Canada Summer Games. All advertising materials for the event, including banners, print ads, bill inserts, program ads, maps showing the relay route, etc. were prepared in both English and French.

In 2016/17, Manitoba Hydro faced challenges in meeting the FLS demand on social media. Its customers were increasingly using social media, more specifically Twitter and Facebook, to communicate with Manitoba Hydro. The occasional comment was in French, and in keeping with Manitoba Hydro's internal FLS Policy, it required a response in the initial language of communication. In order to comply with this policy, all non-standard enquiries or comments received through social media and requiring a response were referred by the Social Media Analyst to the French Language Advisor for translation. Manitoba Hydro also began developing standard responses in French which can be used by the Social Media Analyst as required.

In 2016/17, Manitoba Hydro had 27 designated bilingual positions. Of these, 20 were filled with bilingual incumbents, and seven were vacant. No statistics were available for the number of self-declared bilingual employees in non-designated positions. The total bilingual capacity was 20.

Manitoba Liquor & Lotteries

Manitoba Liquor & Lotteries continues to embrace the Manitoba government's French-Language Services (FLS) Policy. Manitoba Liquor & Lotteries' internal FLS Policy includes but is not limited to: written communication with the general public in the official language used by the correspondent; the posting of bilingual signs where deemed necessary; the publication of a bilingual annual report; bilingual gaming rules and regulations; and the corporate website www.mbill.ca.

There are six retail stores in the designated areas of Winnipeg: St. Vital Square Liquor Mart, Dominion Liquor Mart, Southglen Liquor Mart, Southdale Centre Liquor Mart, Sage Creek Liquor Mart and Ste. Anne's Liquor Mart Express. At these locations, Manitoba Liquor & Lotteries recruits qualified bilingual employees. Bilingual employees are also recruited for designated bilingual positions at the corporate offices, casinos and in non-designated bilingual positions to increase the corporation's overall bilingual capacity. All job postings include French as an asset in the skills description.

Manitoba Liquor & Lotteries continued to participate in Francophone business partnerships including its membership with the St. Boniface Francophone Chamber of Commerce. Its Club Regent Casino continued to have a bilingual Blackjack table available on Fridays and Saturdays when a bilingual Blackjack

team was scheduled upon request with notice. Its FLS Steering Committee, of which the FLS Coordinator was a member, continued to meet twice yearly or as deemed necessary, to provide oversight and strategic direction for FLS Policy implementation.

The following are highlights of Manitoba Liquor & Lotteries' FLS achievements and initiatives in 2016/17:

- Sponsorship of 14 Francophone events between April 2016 and March 2017: two golf tournaments (FAFM; Omnium de golf des gens d'affaires francophones – CDEM); two arts events (Le Cercle Molière season sponsor; Nuit de_ART – La Maison des artistes); seven festivals (Sugaring Off Festival – Le Musée de St-Pierre-Jolys; Montcalm Heritage Festival – Musée de St. Joseph Museum Inc.; St. Jean-Baptiste Days – La Broquerie; St-Pierre-Jolys Frog Follies & Agricultural Fair; Cheyenne Summer Fest – Ste. Agathe Community Development Inc.; Howdey Neighbour – Local Urban District Notre Dame de Lourdes; Festival of Friends – Friends of St. Malo Provincial Park Inc.); three corporate events (Entrepreneur de l'année – St. Boniface Francophone Chamber of Commerce; Festival du Voyageur; Découvertes manitobaines en chanson – Le 100 Nons Inc.)
- Advertised the following bilingual social responsibility messages:
“GameSense” Campaign – TV commercials on the French television network CBWFT (20 GRPs); two print ads in *La Liberté*; a full-page inside front cover of social responsibility campaign ad in the *Annuaire des services en français du Manitoba* [directory of services in French in Manitoba]. “With Child, Without Alcohol” – Two transit shelter ads in St. Boniface; interior signage at bilingual Liquor Marts. “Be UnDrunk” – Promo items in bilingual Liquor Marts; advertising in the St. Boniface University student handbook; signage in bilingual Liquor Marts; Low Risk Drinking Guidelines.
- As a result of an FLS-related complaint last fiscal year all employees at the bilingual Liquor Marts participated in the Francophone Affairs Secretariat's Active Offer orientation refresher session.

In 2016/17, Manitoba Liquor & Lotteries faced a challenge in tracking whether or not all employees were providing an Active Offer of services in French at the bilingual Liquor Marts. To address this challenge, the Manitoba Liquor & Lotteries undertook an informal

Active Offer assessment at its six bilingual stores. Each store was secretly visited for Active Offer observations and to identify areas for improvement. As result of this assessment, management developed an action plan to re-measure observation for further success. Manitoba Liquor & Lotteries also experienced challenges in recruiting bilingual employees for the management roles at the bilingual Liquor Marts and in ensuring that bilingual employees continue to upgrade their French-language skills.

In 2016/17, Manitoba Liquor & Lotteries had 139 designated bilingual positions. Of these, 126 were filled with bilingual incumbents, 11 with non-bilingual incumbents and two were vacant. There were also 69 self-declared bilingual employees in non-designated positions, for a total bilingual capacity of 195.

Manitoba Public Insurance

Manitoba Public Insurance (MPI) remains committed to offering French language services (FLS). The following are highlights of the Manitoba Public Insurance Corporation's FLS achievements and initiatives in 2016/17:

- 2,718 customers selected French as their preferred official language.
- 3,738 calls in French were received through the Corporation's Contact Centre.
- 456 claims appointment were made by customers who declared French as their preferred official language, and 350 of whom requested services in French.
- 160 driver licence road tests and 729 knowledge tests were requested and administered in French.
- Since 2013, a total of 3,390 bilingual licence plates, including personalized licence plates have been issued.
- 51 print advertisements were published in French language newspapers, nine radio ads aired on French language radio (with 421 occurrences) and 10 French-language billboards were erected. These advertisements helped the Corporation promote its road safety initiatives and other important corporate messages to its French-speaking customers in Manitoba.
- 30,359 individual visits were made to the French version of MPI's website.
- The total number of bilingual and French-only signs now posted on corporate property stands at 191.

- As a result of an enquiry received through the Francophone Affairs Secretariat, MPI improved the FLS online website payment function.
- An employee-led volunteer group has been formed to make French more accessible. MPI values French language and culture in Manitoba and encouraged its employees to celebrate it, express it and learn more about it. The goal of this group is to bring employees together to converse in French, help others learn the language and increase awareness of French culture.

In 2016/17, MPI had 90 designated bilingual positions. Of these, 72 positions were filled with bilingual incumbents and 18 with non-bilingual incumbents. There were also 59 self-declared bilingual employees in non-designated positions, for a total bilingual capacity of 131.

Sport Manitoba

Sport Manitoba is the leading planning, programming and funding agency for the development of amateur sport in Manitoba. The primary focus of Sport Manitoba is on the development of athletes, coaches, officials and volunteers.

The following are highlights of Sport Manitoba's French language services (FLS) achievements and initiatives in 2016/17:

- Assigned an FLS Coordinator to take on the responsibilities under the FLS Policy and policy guidelines for the overall implementation of FLS.
- Added the "ability to speak French" as an asset to all new-hire job descriptions to help increase its overall bilingual capacity.
- Produced bilingual signage for the Qualico Training Centre.
- Established an FLS Committee and identified staff members to sit on its FLS Committee in order to develop, implement, review and evaluate its Multi-Year Strategic FLS Plan.

The Francophone Community Enhancement and Support Act, adopted in June 2016, identified Sport Manitoba as one of the government agencies required to develop and implement a Multi-Year Strategic FLS Plan. In 2016/17, Sport Manitoba faced challenges in human and financial resources allocation in relation to its early stages of FLS implementation. However, the assignment of an FLS Coordinator coupled with the establishment of the FLS Committee were positive first steps in helping Sport Manitoba to address

these challenges as the agency gains experience in implementing FLS.

In 2016/17, Sport Manitoba had no designated bilingual positions. However, there were two self-declared bilingual employees in non-designated positions, for a total bilingual capacity of two.

Travel Manitoba

Travel Manitoba is a Crown corporation and the tourism marketing organization that provides a province-wide platform to promote Manitoba as a premier travel destination. The role of Travel Manitoba is to provide strong leadership by collaborating with tourism businesses, communities, destination marketing organizations and governments to realize the full potential for tourism in Manitoba.

Travel Manitoba continues to ensure that its Visitor Information Centres in Manitoba have bilingual staff in order to ensure that services are available in French. In this regard, Travel Manitoba has established a policy requiring that all full-time and casual visitor staff be bilingual. French guides and literature are displayed prominently at all Travel Manitoba visitor information centres. The centres have also created a designated area to display Francophone tourism products.

Travel Manitoba actively undertook the implementation of several initiatives to enhance its provision of French language services (FLS). These included: developing a Francophone tourism strategy with Entreprises Riel, investing in the production of a Francophone film, and partnering with the Economic Development Council for Manitoba Bilingual Municipalities (CDEM). The following are highlights of Travel Manitoba's FLS achievements and initiatives in 2016/17:

- In partnership with Entreprises Riel, invested in a consultation process to seek input into the development of a Francophone tourism strategy. It is anticipated that the strategy will be completed by fall 2017.
- Invested in the production of a Francophone film to educate Manitobans and visitors on the history of, and current assets in, the Francophone community.
- In partnership with the CDEM, undertook the following marketing campaigns: *Winnipeg Free Press* Travel Pages Editorial; exterior screen – Visitor Information Centre, The Forks; full-page ad in the 2016 Vacation Planner; half-page advertorial in Air Canada's *en Route* publication; E-card and

E-newsletters; green screen photo wall – Visitor Information Centre, The Forks.

- Provided \$2,500 to support attendance of CDEM partners at an RV show in two Quebec cities. Travel Manitoba also provided \$5,000 to *Centrallia* to host an international business to business trade show in Winnipeg. Social media activities included the St. Boniface Instagram Tour, a post on Theatre in the Cemetery, and the Great Trails FAM.
- Hosted six tour operators from France in July 2016 from the following organizations: Destination Canada – France; Vacances Transat; Jonview Canada; Voyageurs du Monde; Vacances Fabuleuses. The itinerary included visiting all Winnipeg attractions and then travelling to Churchill for Lazy Bear Expeditions’ “Ultimate Arctic Summer Safari” program.
- Invested in cooperative marketing campaigns with French tour operators in Luxembourg, Belgium and France including SIEL Canada. In Canada, Travel Manitoba sales staff met regularly with French tour operators through many of the marketplace activities they attended such as Rendezvous Canada and the Educational Travel Conference. The ability to service in French was a strength offered by the Manitoba tourism industry which was having increased success with this market.

In 2016/17, Travel Manitoba had two designated bilingual positions. Both positions were filled with bilingual incumbents. There were three self-declared bilingual employees in non-designated positions, for a total bilingual capacity of five.

Workers Compensation Board

The Workers Compensation Board of Manitoba (WCB) is a mutual injury and disability insurance agency governed by a Board of Directors representative of employers, workers and the public interest and funded by employer premiums.

The WCB is committed and continuously working to achieve the objective of increasing the number of French resources offered to workers, employers and the general public each year. The WCB has made dedicated effort to progress in seeking new opportunities to further expand its offerings of French resources to Francophone communities and groups throughout Manitoba. The following are highlights of the WCB’s French language services (FLS) achievements and initiatives in 2016/17.

- Offered a French language component to its Hurt at Work? Call the WCB and *SAFE Work* campaigns, which aim to prevent workplace injuries and illnesses through promotion and education.
- For the Hurt at Work? Call the WCB campaigns, published an ad in *La Liberté*, developed a French billboard, distributed French campaign posters upon request and included French resources to the campaign webpage <https://www.wcb.mb.ca/campaigns>.
- For the *SAFE Work* campaigns, published four print advertisements in *La Liberté* (Report Unsafe Work; Worked Up; Everyone has a role to Play; and Safety is a Language). Two transit shelter advertisements were produced for the Safety is a Language campaign as well as one billboard for the Everyone Has a Role to Play campaign.
- Provided French letters and promotional posters to select Workplace Safety and Health committees as part of its campaign promotions.
- Total of 1,666 page views of the French version of the WCB website and of 1,154 page views of the *SAFE Manitoba* website.
- Produced and distributed French-language toques for the 2016 Take our Kids to Work Day.
- Produced and distributed a French-language poster for the 2016 annual Day of Mourning.
- Published six new *SAFE Work* Manitoba publications in French and updated another 14 publications to reflect changes made to the English versions.
- Continued to use “Language Line Services” to provide immediate, over-the-phone interpretation assistance in French and some 170 other languages, which is available 24 hours a day and seven days per week, 365 days a year.
- Continued to promote and fully support French language learning and development training to internal staff to increase its bilingual capacity and enhance customer service.
- Launched a lunch-time French Club in early spring to support ongoing learning and practice conversation French skills.
- Posted external jobs, including summer relief positions at the Université de Saint-Boniface and advertised bilingual positions in the French weekly *La Liberté*. External jobs were also sent to the

diversity outreach list to attract qualified candidates. The list consisted of diversity organizations, recruitment firms and Francophone community organizations and educational institutions.

- Implemented a French-language skills assessment tool to evaluate the ability to speak and understand, as well as offer and deliver services in both official languages. The assessment tool also ensures a consistent process when hiring for designated positions.

In 2016/17, the WCB had five designated bilingual positions. Of these, three were filled with bilingual incumbents and two with non-bilingual incumbents. There were also 10 self-declared bilingual employees in non-designated positions, for a total bilingual capacity of 13.

Offices of the Legislative Assembly

Children's Advocate

The Francophone Community Enhancement and Support Act, adopted in June 2016, identified the Office of the Children's Advocate as one of the government agencies required to develop and implement a Multi-Year Strategic FLS Plan. In 2016/17, the Office of the Children's Advocate undertook the following steps to ensure that an Active Offer of services in French is being implemented.

- Bilingual signage in the front reception area indicated that services are offered in both official languages and callers were greeted with the bilingual *Hello-Bonjour* greeting.
- The receptionist attended the Manitoba government Active Offer orientation session.
- One staff member participated in the French language training coordinated by the Francophone Affairs Secretariat.
- Two bilingual staff provided services in French for the Advocacy and Special Investigations Review Unit.
- The executive summary of the Annual Report was printed in both official languages, and the online version was completely published in both official languages.

In 2016/17, the Office of the Children's Advocate had no designated bilingual position. However, there were two self-declared bilingual employees in non-designated positions, for a total bilingual capacity of two.

Elections Manitoba

Elections Manitoba is the independent, non-partisan agency of the Legislative Assembly responsible for conducting provincial elections. The mandate also includes a public information component to the requirement to provide compliance assistance to registered parties, candidates, constituency associations and leadership contestants, and to ensure compliance.

The reporting period included Election Day for the 41st general election, as well as the advance voting period. The following are highlights of Elections Manitoba's French language services achievements in 2016/17:

- In October 2016, as per The Elections Act, published the *Statement of Votes*. Submitted to the Speaker, this fully-bilingual document reports on the results

for each voting area within the 57 electoral divisions. It also includes information and infographics on voter registration methods, voting methods, submissions of candidate nominations, summaries of results and votes received by electoral division, voter turnout, maps for each electoral division, an overview of significant legislative changes to the electoral process and historical results going back to 1870.

- Continued to offer election workshops in English and French through its education program, Your Power to Choose/Le pouvoir de choisir. Facilitated 35 French workshops in 17 schools to a total of 658 students.

In 2016/17, Elections Manitoba had no designated bilingual position. However, there was one self-declared bilingual employee in a non-designated position, for a total bilingual capacity of one.

Manitoba Ombudsman

The Office of the Manitoba Ombudsman is an independent office of the Legislative Assembly of Manitoba. It receives and investigates complaints concerning provincial public bodies about access to information and privacy matters, the fairness of government actions or decisions, or serious "wrongdoings".

The Office of the Manitoba Ombudsman supports and practices the concept of Active Offer. Both the Winnipeg and Brandon offices respond to inquiries and complaints, either over the phone, in person or in writing in both official languages. The office employs eight bilingual employees, seven of which are in non-designated positions. These employees fill roles in Reception, Intake, Investigation and Management positions, and all of these employees are capable of providing French language services (FLS) to the public. The following are highlights of the Manitoba Ombudsman's FLS achievements in 2016/17:

- Two additional employees, including the Ombudsman, began French language training. The total number of employees who are involved in some level of French language training is five.
- In June 2016, published its Annual Report in both official languages.
- Released four newsletters and two news releases in both official languages.

- Published privacy breach guidelines in both official languages titled *Ten Tips for Addressing Employee Snooping*.
- Collaborated with the Office of the Children's Advocate to produce a bilingual poster regarding online security *I Am Safe and Secure Online*. This poster was distributed widely to school divisions and Child and Family Services agencies.

In 2016/17, the Office of the Manitoba Ombudsman had two designated bilingual positions. Of these, one position was filled with a bilingual incumbent and one with a non-bilingual incumbent. There were also seven self-declared bilingual employees in non-designated positions, for a total bilingual capacity of eight.

