

French Language
Services Secretariat
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Report on

French Language Services
2002/03

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Message from the Minister



Honourable Greg Selinger

Minister responsible for French Language Services 2002-03

The Government of Manitoba has achieved considerable progress in the area of French-language services since adopting an official policy on the subject in 1989.

Among the major milestones in this regard is the acceptance by the government of the general approach recommended by Judge Richard Chartier in the 1998 report on his review of the French Language Services policy. This approach included two key principles:

- bilingual services should be provided primarily through government service centres located in areas in which Francophones constitute a large proportion of the population;
- all staff members of these centres should speak English and French fluently.

To this end, during the last few years, the government has invested considerable effort and energy in establishing the mechanisms needed to promote the delivery of more practical and accessible French-language services. In 2002-2003, we reached a particularly important phase in this regard by opening the first three bilingual service centres in Notre Dame de Lourdes, St. Boniface and St. Pierre Jolys. These centres are one-stop shops that give citizens access to services of the various levels of government in both official languages. They are a first in Manitoba and in Canada and we are convinced that this innovative concept will serve as a model for other provinces and territories.

In 2002-2003, the government also strengthened its commitment to intergovernmental cooperation in order to better meet the needs of the Francophone community. With respect to cooperation agreements, the government began implementing its agreement with the government of New Brunswick, renewed and expanded its agreement with the government of Quebec and entered into an agreement with the Conseil général du Bas-Rhin [general council of the Lower Rhine] (the northern region of Alsace in France). It also reinforced its support for the activities of the Ministerial Conference on Francophone Affairs and the network of Government Officials responsible for Francophone Affairs, by becoming the provincial signatory for the funding agreement respecting the coordination project for intergovernmental Francophone affairs.

Developments on the national scene also give us reason to be optimistic about the future. I am referring in particular to the very promising commitments contained in the Action Plan for Official Languages announced by the federal government. Another initiative that comes to mind is the establishment of the Société santé en français, which has the mandate of supporting provincial and territorial networks in their efforts to improve access to French-language health and social services.

Lastly, I wish to thank the administrative bodies covered by the policy as well as the Francophone public and groups for their cooperation. Without their constant support, the successes we have achieved would not have been possible. Much remains to be done and it is precisely in working together that we will be able to meet the challenges ahead.

Message from the Senior Advisor



Guy Jourdain
French Language Services Secretariat

The mandate of the French Language Services Secretariat is to promote the adequate implementation of the French Language Services policy of the Government of Manitoba, in particular by providing support and guidance to the administrative bodies to which it applies.

The establishment of the bilingual service centres marks a turning point in the evolution of the implementation of the French Language Services policy and in the carrying out of the fundamental recommendations contained in the Chartier Report.

In order to achieve further progress in the implementation of the policy, we will have to continue to find original and innovative solutions and, of course, to work in close cooperation with the Francophone community and its network of institutions and organizations.

Among the steps taken for this purpose, we will have to focus our efforts on three areas in particular, namely the promotion of French-language services, human resources and translation.

Promotion and Awareness-Raising Activities

We will have to intensify our promotion and awareness-raising activities, targeting both the bodies covered by the policy and the Francophone community in order to heighten the policy's profile and increase simultaneously the supply of and demand for French-language services.

Human Resources

With respect to human resources, it is encouraging to note the strong increase that occurred between 2001-2002 and 2002-2003 in the number of designated bilingual positions (increase from 583.5 to 757) as well as in the number of functionally bilingual civil servants filling these positions (increase from 449 to 559).

In order to continue improving the situation in this regard, we must develop a well-thought out and effective strategy to meet the major challenges we are facing. In March 2003, the Minister responsible for French Language Services therefore established a working group with the mandate of developing a strategy for the recruitment and retention of bilingual staff within the provincial civil service.

Translation

The volume of documents requiring translation has increased considerably in recent years, due in part to the recent proliferation in the number of government Web sites.

The government must therefore develop a strategy and tools that will enable it to better meet needs in this area. To this end, Translation Services will be acquiring computer-assisted translation software that should enable it to substantially increase its production in the medium term.

It is clear that the initiatives outlined above will require significant efforts on the part of both the administrative bodies covered by the policy and the French Language Services Secretariat. I am confident however that, if we all roll up our sleeves and show goodwill, we will collectively succeed.

In closing, I wish to sincerely thank the staff of the French Language Services Secretariat for their hard work and dedication.

Evolution of FLS Implementation and Major Initiatives

Government of Manitoba's French Language Services (FLS) Policy

Ongoing FLS initiatives: *bilingual forms and documents; bilingual signage in designated areas and centres; services in both official languages in person or via telecommunications through bilingual employees in designated offices and facilities; support for the provision of translation services for bilingual municipalities; contributions to various Francophone cultural, educational, youth, economic, etc. initiatives and projects.*

1989-1991

- Introduction of FLS policy in November 1989
- Implementation of FLS based on official policy and as a continuation of some pre-policy initiatives
- Study regarding ways and means of ensuring French language health services (the Gauthier Study)
- Signing of the Canada-Manitoba General Agreement on the Promotion of Official Languages (CMGAPOL)

1991-1993

- Development of comprehensive guidelines for the implementation of policy and geared to an active offer of French Language Services
- Establishment of the Advisory Committee on Health Services in French and initial follow-up on the Gauthier Report recommendations
- Publication of the *French Language Services Guide*, an information and promotion document
- Placing of bilingual highway signs in designated areas
- Support of the provision of translation services for bilingual municipalities

1993-1995

- Development of FLS implementation plans based on the guidelines, by departments, Crown corporations concerned and the designated health facilities identified in the Gauthier Report
- Establishment of a second-stage facility for Francophone women and their children (victims of family violence)
- Establishment of special Resource Unit, *Santé en français*, to assist designated health facilities with their planning and delivery of services in French
- Creation of Franco-Manitoban School Division
- Strengthening of Part III of the *City of Winnipeg Act* regarding the provision of French language services
- Renewal of Canada-Manitoba General Agreement on the Promotion of Official Languages

1995-1997

- Special efforts to ensure an adequate implementation of policy:
 - Active offer video and orientation sessions for employees in designated positions and designated offices
 - French language training for employees in designated positions
- Studies regarding ways and means of ensuring French language social services (seniors, disabled individuals, etc.)
- Approval and planning of a *Centre du patrimoine* (Francophone Heritage Centre)
- Designation of Regional Health Authorities to ensure FLS in the consolidated and regionalized health services
- Creation of Working Group on the Enhancement of French Language Services in Manitoba's Justice System
- Support of economic development initiatives in the Francophone community

1997-1999

- Assessment of the offer and delivery of services as per policy (Dubé Study)
- Review of the FLS policy (the Chartier Report)
- Modification of FLS policy and guidelines (based on the Chartier Recommendations)
- Development of a regulation regarding the obligations of Regional Health Authorities with respect to FLS
- Promotion of French Language Services using the Internet and other means
- Provision for FLS in designated areas using new technologies and approaches such as Better Systems Initiative, etc.
- Creation of Advisory Committee on French Language Social Services
- Designation of some social services agencies/organizations which receive provincial government funding, as ones which must ensure that their services are available in French
- Construction of the *Centre du patrimoine* (Francophone Heritage Centre) as an annex to the Franco-Manitoban Cultural Centre
- Cabinet decision to establish bilingual government service centres in the designated areas

1999-2002

- Creation of a FLS Facilitator team attached to the FLS Secretariat
- Treasury Board approval and detailed planning to establish three bilingual government service centres in Notre Dame de Lourdes, St. Boniface and St. Pierre-Jolys
- Renewal of the Canada-Manitoba General Agreement on the Promotion of Official Languages (CMGAPOL) for the period of 2000-2004
- Establishment of a completely bilingual primary health centre in St. Boniface
- Creation of a Bilingual Health Recruitment Coordinator position
- Establishment of the *Communauté en santé* Board to replace the Advisory Committee on Health Services in French
- Government approval of pilot project to establish bilingual court facilities and services in St. Boniface and St. Pierre-Jolys
- Development, with various stakeholders, of a practical model for the delivery of RCMP services in French
- Strengthened funding and support to the DSFM through the Canada-Manitoba General Agreement on the Promotion of Official Languages Education
- Approval for the construction of a K-8 Français school in South St. Vital
- Tri-Level Agreement to establish a *comité paritaire* (joint committee) to foster economic development cooperation
- Grant of \$300,000 to *Francofonds*, to highlight the National Year of the Francophonie
- Development, finalization and approval of FLS Plans of various designated Regional Health Authorities, social service agencies, departments and Crown corporations
- Annual publication of a Report on FLS (as per Chartier Recommendations)

2002-2003

- Official opening of the first three Bilingual Service Centres (BSCs) in Notre Dame de Lourdes, St. Boniface and St. Pierre-Jolys
- Greater emphasis on inter-governmental cooperation through the signing of cooperation agreements with New Brunswick, the Bas-Rhin (Alsace) and Québec, and the signing of the Canada-MB Auxiliary Cooperative Agreement on the Promotion of Official Languages – Intergovernmental Cooperation on Francophone Affairs
- Canada-MB Agreement to cost-share a S1-S4 Français school in South St. Vital
- Developmental phase of *Conseil communauté en santé* (CCS) and establishment of Ad Hoc Working Group on the Designation of the CCS as the Official Representative of the Francophone Community in the Areas of Health and Social Services
- Approval and planning of *InfoSanté*, the bilingual component of Healthlinks
- Establishment of the Recruitment and Retention of Bilingual Employees Committee



Highlights
2002/03

French Language Services (FLS) Secretariat

The FLS Secretariat coordinated, for Manitoba, the inclusion of projects to be funded in 2002/03 under the Canada-Manitoba General Agreement on the Promotion of Official Languages, a cost-sharing agreement with the Government of Canada. Under this mechanism, Manitoba's \$1,200,000 contribution was matched by the Government of Canada to continue developing, enhancing and implementing quality services in French according to Manitoba's FLS policy and also to contribute to the francophone community's development and vitality.

Along with its team of facilitators, the FLS Secretariat provided guidance and assistance to administrative bodies and pursued the review and/or development of FLS plans. It acted as a resource for the *Communauté en Santé* Board for the coordination of policy regarding French language health and social services. It collaborated with the Advisory Committee on French Language Social Services regarding the development of FLS plans of designated social services agencies and other related issues.

The Senior Advisor chaired the Geographical Names of Manitoba Publications Working Group, which provided recommendations on French language versions of two major publications. The FLS Secretariat also created and chaired the Working Group on French Language Tourism Development, which provides a mechanism for government to collaborate with community organizations in developing strategies and a plan of action to enhance Francophone tourism development.

The FLS Secretariat continued the planning process for implementing pilot projects in St. Boniface and St. Pierre-Jolys for the delivery, in both English and French, of a full range of services pertaining to the administration of justice. The Senior Advisor participated in the round table established to deal with matters relating to the delivery of RCMP services in both official languages.

Staff coordinated some 140 registrations for French language training from government employees in designated positions and offices, including a training opportunity in Brandon and the upgrading of skills via the Internet. Staff also participated in the *Réseau des apprenants de français* [French Language Learners' Network], which disseminated information to French language learners and organized activities outside the classroom setting.

The FLS Secretariat dealt with 23 FLS-related complaints in 2002/03, produced the *Report on French Language Services 2001/02*, and pursued desktop support for FLS in the government's managed environment via the FLS and Systems Steering Committee. The project was completed with the last 95 of a total of 193 workstations being converted to Office 2000, providing users with hardware and software capable of supporting the French language. A standardized FLS

option package is now available, including standardized hardware and software, as well as standardized configuration and installation processes.

Since the publication of the Chartier Report in May 1998, the FLS Secretariat and its team of facilitators has continued to implement the recommendations contained within. By the end of fiscal year 2002/03, a total of 18 out of 29 recommendations were implemented in full, and another four implemented in part. Others are being worked upon. It should be noted that some recommendations require ongoing implementation.

Bilingual Service Centres (BSCs)

The highlight of 2002/03 was definitely the official opening of the first three BSCs with the participation of ten provincial departments, the Government of Canada, and municipal and community partners. The first tri-level BSC officially opened in St. Boniface on April 19, 2002 with Family Services and Housing accounting for the greatest proportion of staff. The BSCs in St. Pierre-Jolys and Notre Dame de Lourdes officially opened on October 11, 2002 and March 21, 2003 respectively. This initiative, a first for Manitoba, is truly unique due to its complexity and the number of partners involved. It also serves as a model for the rest of Canada.

A promotional strategy for the BSCs was undertaken, including publications, posters, seminars and activities. The FLS Secretariat's team of facilitators developed evaluation tools for the BSCs, implemented a call-tracker system and conducted orientation sessions on the FLS Policy and the Active Offer concept.

A Memorandum of Agreement was developed with the Government of Canada regarding its participation in the BSCs. Planning continued for the establishment of the next three BSCs, namely in Ste. Anne, St. Laurent and South St. Vital.

The Civil Service Commission provided support to the FLS Secretariat with respect to the recruitment of employees for designated bilingual positions in the BSCs.

**Honourable Greg Selinger,
Minister responsible for FLS, at
the official opening on April 19, 2002
of the St. Boniface BSC
located in the Centre
La Vérendrye.**



Intergovernmental Cooperation

The year 2002/03 was characterized by activity in the area of intergovernmental cooperation. The Minister responsible for French Language Services (FLS) and the Senior Advisor participated as members of the Manitoba delegation for the signing of the Memorandum of Understanding on Cooperation between the *Département du Bas-Rhin* (Alsace, France) and the Province of Manitoba in September 2002. This was one of four agreements signed in Strasbourg with the others being specific to health, economic development and communications.

The FLS Secretariat negotiated the contents of the Agreement for Cooperation and Exchange Between the Governments of Québec and Manitoba expanding the areas of cooperation between the two provinces. The signing ceremony was held March 3, 2003 in Winnipeg.

The FLS Secretariat also continued its work on special projects regarding francophone relations and services within the Memorandum of Understanding on Interprovincial Co-operation between the Government of Manitoba and the Government of New Brunswick [*Protocole d'entente Manitoba/Nouveau-Brunswick sur la coopération interprovinciale entre le gouvernement du Manitoba et le gouvernement du Nouveau-Brunswick*].

In October 2002, both the Minister responsible for FLS and the Senior Advisor participated in the *Sommet de la Francophonie* [Francophone Summit] in Beirut, Lebanon, and in the Ministers' Conference on Francophone Affairs (MCFA) in St. John's, Newfoundland. The Senior Advisor also participated in national meetings of senior officials on French language services. Planning began for Manitoba's hosting of the MCFA scheduled for September 2003.



Signing ceremony for the *Agreement for Cooperation and Exchange between the Government of Québec and the Government of Manitoba* on March 3, 2003 in Winnipeg. Honourable Jean-Pierre Charbonneau, minister for Canadian intergovernmental affairs and minister responsible for relations with francophone and Acadian communities, and Honourable Greg Selinger, Minister responsible for FLS.



Accomplishments
2002/03

Agriculture

Manitoba Agriculture and Food continued to strengthen the French language component of its programs and services and appointed a bilingual FLS Coordinator.

Manitoba Agriculture and Food has been actively involved in organizing the World Meat Congress, an international gathering of executives of the world's meat processing industry, to be held in Winnipeg in 2004. All official documentation and signage will be in both official languages. At this Congress, there will be a strong French-speaking contingent, and simultaneous translation will be provided in French.

Communications

Manitoba Agriculture and Food made a concerted effort to translate communication materials and documents including Web-based information, printed publications, speeches and technical presentations. The target audience for these communication items was comprised of domestic and international clients, commodity-based industry groups focusing on French-speaking markets, trade show activities in French-speaking countries and the general public.

For the first time, traditional publications such as recipe books and commodity fact sheets were produced in French in large numbers. Increased focus is being directed at having standardized market intelligence reports available in both official languages. A new video highlighting the activities of Manitoba Agriculture and Food has been made available in the French language for use domestically by commodity organizations and the school system and internationally for market-development activity.

Significant progress was made by Manitoba Agriculture and Food:

- to increase the French content of its Web site;
- to support the additional demands placed on information technology resources due to the posting of the French version of materials on the Web site;
- to improve bilingual interactive teaching aids on consumer awareness and farm safety;
- to increase the availability of bilingual online application forms; and
- to increase the availability of bilingual programs which require daily informational updates.

Manitoba Conservation released *Geographical Names of Manitoba* in French and continued to work on the French version of *A Place of Honour: Manitoba's War Dead Commemorated in its Geography*.

The Mineral Resource Division of Manitoba Industry, Trade and Mines has made all of its metallic mining forms available in both official languages. *The Mining Task Force Public Consultation: The Mining Task Force Final Report and Recommendations* was translated, printed and made available on the Web site to address the needs of the francophone community. The Petroleum Branch now offers all public information documents in both official languages.

Manitoba Intergovernmental Affairs' publications that are now available in both official languages include: the *Guide to the Subdivision Process*, the new *Subdivision Application Form*, the *Rural Vision* document, the *Elections Officers Manual* and the *Elections Guidebook for Municipal Candidates*. The *Neighbourhoods Alive!* Web site is available in both English and French.

Emergency Measures Organization (EMO) conducted a comprehensive review of all public awareness materials during 2002/03. The update of materials will take place over the next two to three years. At the end of this review, EMO expects to have 80% to 90% of all its public awareness materials available in both official languages.

Culture

Manitoba Culture, Heritage and Tourism participated in the establishment of a new Working Group on the Development of French Language Tourism in Manitoba to prepare an action plan to develop and promote the many aspects of French language tourism in the province.

The Recreation and Regional Services Branch enhanced existing bilingual consultative services to rural francophone communities with the placement of staff in the two new Bilingual Service Centres (BSCs) in Notre Dame de Lourdes and in St. Pierre-Jolys.

Manitoba Community Support Programs/Sport, in cooperation with Sport Manitoba, assisted the efforts of Manitoba's Francophone community to establish a Francophone Sports Directorate to expand the delivery of sport development programs and services available in French.

The Historic Resources Branch assisted with the restoration of Maison Gabrielle-Roy, with the development of interpretive material for the new Provencher paired bridges, and with the development of a dairy industry exhibit for the St. Claude Museum.

New Web sites were introduced in both English and French: Film Classification Board, Grants and Resources Manual, Government Records Office, Legislative Library, and the 2000/01 Annual Report. Culture, Heritage and Tourism also joined in a long-term Cooperation Agreement established with the Province of Quebec in the areas of arts, culture, heritage and tourism.

Economic Development and Technology

The Consumers' Bureau of Manitoba Finance, in partnership with other government agencies, the RCMP and the City of Winnipeg Police Service, produced and distributed, throughout Manitoba's French-speaking communities and organizations, approximately 4,000 French *Protect Yourself / Protégez-vous* calendars offering consumer tips on a variety of subjects. The Consumer's Bureau redesigned its Vendor and Direct Seller, Collection Agent and Collector Licenses in a bilingual format.

The Residential Tenancies Branch of Manitoba Finance re-engineered and translated the new *Policies and Procedures Manual*, which is available in print and on its Web site. Manitoba Finance implemented bilingual account receivable invoices and statements from the Systems and Application Program (SAP), thus allowing clients to use their preferred official language.

The Geological Survey Branch of Manitoba Industry, Trade and Mines incorporated a French language services (FLS) component in the planning and delivery of promotional campaigns, consultations, special events and print or Web communications of interest to the general public. Some of these initiatives were developed and delivered in cooperation with the Federal Government. The 2002 Energy and Mines Ministers Conference and the Provincial Mining Week campaigns both had a FLS component.

In consultation with the FLS Secretariat and the Economic Development Council for Manitoba Bilingual Municipalities / *Conseil de développement économique des municipalités bilingues du Manitoba* (CDEM), Manitoba Trade and Investment Marketing incorporated a French component to the Manitoba Comebacks campaign. Four issues of the *Manitoba Calling* magazine containing French articles were produced and distributed to Manitobans now living outside the province. Manitoba Trade and Investment Marketing consults with CDEM to enhance the delivery of relevant information to the francophone community.

The Small Business Development Branch (SBDB) of the Canada/Manitoba Business Service Centre focused its provision of FLS on delivering services and seminars to francophone entrepreneurs. The SBDB pro-actively developed a

working partnership with CDEM to deliver the 3-day Manitoba Business Start Program workshop in St. Boniface. Small business workshops have also been held at the St. Boniface Bilingual Service Centre (BSC), and the St. Boniface Library. Additional workshops and seminars will be developed and delivered during 2003/04.

Manitoba Industry, Trade and Mines provides financial assistance to CDEM, and its contribution is matched by the Federal Government under the Canada-Manitoba General Agreement on the Promotion of Official Languages. Funds are allocated on a per-project basis, addressing the economic developmental needs of Manitoba's bilingual communities.

Previous projects have included: sending representatives of francophone businesses to international trade shows in Vietnam, France and Quebec; the research and development of tourism products within francophone communities; the development of community Web sites for tourism and the development of strategic plans for tourism and economic development within various francophone communities in rural Manitoba.

SBDB will continue to provide funding for similar activities. SBDB has dedicated one staff person to act as a liaison between CDEM and Manitoba Industry, Trade and Mines regarding small business development matters.

Manitoba Industry, Trade and Mines has dedicated 50% of a bilingual Business Consultant position to provide services at the St. Boniface BSC in addition to the .25 staff year of the BSC's Information Specialist.

For the first time, Manitoba Intergovernmental Affairs' Rural Forum held in Brandon included sessions in French.

Manitoba Labour and Immigration's Workplace, Safety and Health Division addressed the following FLS issues with guidance from the FLS Secretariat. Effective December 2002, English printed versions of the *WorkSafe* bulletins and newsletters state, in French, that French versions of both are available at www.gov.mb.ca/labour/safety/index.fr.html. In the 2002/03 fiscal year, all North American Guidelines for Children's Agricultural Tasks (NAGCAT) were translated into French, for distribution through the Provincial Farm Safety Coordinator's office and for future content on a Safe Farms CD-Rom.

The Employment Standards Division restructured a French/English Interactive Voice Response system providing the public with twice the amount of employment standard information. The Manitoba Labour Board continues to provide arbitration hearings in both official languages. The Board has decided to produce its 2002/03 annual report in both official languages, in printed and electronic versions (www.gov.mb.ca/labour/labbrd/publicat.fr.html).

Energy, Science and Technology is a new department that was established in September of 2002. As a result, the implementation of the FLS policy is largely in the planning stage. A bilingual FLS coordinator and a bilingual assistant FLS coordinator were appointed. At the end of the fiscal year, the department was in the process of developing its FLS plan, determining the translation requirements for 2003/04, and translating the *Kyoto and Beyond* document.

Education

Both the Department of Education and Youth, and the Department of Advanced Education and Training offer services in the two official languages. Through their bilingual staff, the Departments provide services and materials in French to the population of Manitoba. Education and Youth offers curriculum, program and policy documents in English and French for the French Immersion and Français schools, as well as for certain training institutions and youth programs. Advanced Education and Training provides French language materials and services to the post-secondary sector, including the *Collège universitaire de Saint-Boniface* and its affiliate technical college, the *École technique et professionnelle*.

In August 2002, the French elementary school École Roméo-Dallaire opened to serve families in the St. James area, including the military base. In January 2003, the construction of a high school in St. Vital was approved; it will offer Français programming and house a community component. A student centre officially opened at the *Collège universitaire de Saint-Boniface* on November 12, 2002.

The Manitoba Student Aid Web site was redeveloped to give all Manitoba students the opportunity to apply for financial assistance and make inquiries with regard to the status of their requests online, in English or in French. The Web site address is: www.studentaid.gov.mb.ca.

Health and Social Services

Through its support for the three new Bilingual Service Centres (BSCs) in St. Boniface, St. Pierre-Jolys and Notre Dame de Lourdes, Manitoba Family Services and Housing (FSH) implemented several recommendations outlined in the Chartier Report, including: the presence of bilingual employees in rural francophone locations; participation of Child and Family Services staff in the BSCs; and provision of bilingual services for Winnipeg from a St. Boniface office where a full range of services as well as signage are available in both official languages.

Participation in the BSCs reflects the Department's support for an integrated approach to service delivery and more visible presence of programs and services. This approach is intended to facilitate access to services for Manitobans and to better address the needs of both urban and rural Franco-Manitobans.

FSH staff participated in several community activities. In January 2003, representatives from the Child Day Care Program attended the Career Symposium at the St. Boniface College to highlight the new public education and student recruitment campaign for early child education called *Growing Minds...Growing Opportunities*. In March 2003, Manitoba Child Day Care presented information to boards of directors of nursery schools and representatives of the *Division scolaire franco-manitobaine* (DSFM) on its role and services.

Healthy Child Manitoba (HCM), through a partnership with seven departments, undertook many significant initiatives demonstrating commitment to French language services as well as ongoing support to children and families, including:

- Ongoing consultations with francophone organizations and the DSFM to develop an overall policy approach to the delivery of Early Childhood Development services.
- Continued joint funding, with Human Resources Development Canada, Applied Research Branch, of the 1997 Birth Cohort Study *Parlons petite enfance*, conducted in the South Eastman Regional Health Authority (RHA) and the DSFM catchment areas. This longitudinal study and follow-up will be completed in 2003/04.
- Continued funding to the *Fédération provinciale des comités de parents du Manitoba* and the DSFM that co-chair the parent-child centered approach for francophone families (*Coalition francophone de la petite enfance*) across Manitoba for their work in the areas of literacy, parenting, nutrition and community-capacity building, to bring linguistically and culturally-appropriate services to francophone families and communities.
- Funding for Early Development Instrument data collection. This population-based information is valuable to school divisions and to communities as they look backwards to review how well children's development has been supported during the first five years of their lives and look forward to anticipate future needs of children through the subsequent school years. It will provide a mechanism by which decisions can be made regarding resource allocations both within the DSFM and the francophone communities.

Representatives from FSH, Manitoba Health, designated social services agencies and the FLS Secretariat continued their active participation in the Advisory Committee on French Language Social Services.

Manitoba Health developed strategies with the BSCs in St. Boniface, St. Pierre-Jolys and Notre Dame de Lourdes, to improve Manitoba Health's visibility and the availability of bilingual information in these Centres.

An Ad Hoc Working Group was established to review various matters in connection with the *Conseil communauté en santé's* request to be recognized as the official representative of the Manitoba French-speaking community in the areas of health and social services.

A total of six designated RHAs are implementing FLS in their regions in accordance with their FLS Plans. Emphasis was given to:

- the development of a human resources policy to include the designation of bilingual positions and the recruitment of bilingual staff and professionals;
- the delivery of FLS Primary Care, Public Health Services, Home Care and Mental Health Services;
- French-language training opportunities; and
- the production of health and social services publications, documents and community links newsletters in both official languages.

An urban consultation and coordination committee (*table de concertation*) was created at the Winnipeg RHA. A part-time FLS coordinator and a working group put forward a plan to improve the active offer of FLS in the Winnipeg region. This plan could be applied to other designated regions.

The Central Manitoba RHA implemented a major reorganization in 2002/03 resulting in the bilingual designation of the Area Leader-West/*Chef régional-Ouest* position. Other positions designated as bilingual to provide mental health and public health services in both official languages were successfully filled by bilingual candidates.

During the year, the Central Manitoba RHA redeveloped its logo in a bilingual format to reflect its bilingual identity. The RHA also participated in the *Conseil communauté en santé* regional round table meetings (*table de concertation*).

Through a partnership agreement with the St. Boniface Health Centre/*Centre de santé Saint-Boniface*, a French-speaking physician from Central Manitoba RHA is now Medical Director at the Centre. A Tele-HomeCare pilot project to assist in providing home care services in French was initiated.

South Eastman Health/*Santé Sud-Est* was successful in recruiting bilingual health care professionals from outside the province to work in the Ste. Anne and St. Pierre hospitals. In view of the ongoing challenge to recruit bilingual health care professionals, the RHA established community committees comprised of interested members of the community and organizations to assist with the recruitment and retention of bilingual staff.

French language courses were implemented in-region for staff to encourage and facilitate French language training. A total of sixteen employees took the opportunity to register for French-language courses in-region and at the St. Boniface College.

In February 2002, a research study entitled *Women and Health: Dialogue With Francophone Communities / Les femmes et la santé : dialogue avec les collectivités francophones* was initiated to provide francophone communities, stakeholders, partners and other groups and agencies with information pertaining to women's health. Another goal of the research was to integrate the input from francophone women into the policy-making and planning processes used by South Eastman Health/*Santé Sud-Est Inc.* and other community agencies to improve health services for francophone women. The report was published in June 2002.

Meetings were held with the Facilitator/Coordinator of the *Partenariat Éducation-Finance-Santé* [Education-Finance-Health Partnership] to assist with the placement of bilingual students for job shadowing and for facilitating presentations to schools by health care professionals. Work is ongoing on this initiative.

The Interlake RHA continued to develop its FLS Plan to better reflect and take into account the community's Métis and francophone reality. A health corner was set up in St. Laurent with bilingual health resources available on various health-related subjects. The RHA translated and made available in both official languages a large number of documents on health and social services.

Immigration

In 2002/03, the Immigration and Multiculturalism Division (IMD) of Manitoba Labour and Immigration continued to work closely with the francophone community with the development of an action plan aimed at recruiting and settling an increased number of French-speaking immigrants. In October 2002, the Department provided financial support and actively participated in a broad-based working session entitled *Agrandir notre espace – passons à l'action pour l'immigration* [Expanding the francophone milieu in Manitoba – taking action on Immigration]. Through this day-long event, a set of recommendations and priorities were developed which would later guide an Implementation Committee to develop a draft action plan. The Division participated on this Committee and provided funding to hire a facilitator to assist in the preparation of the draft plan.

At the national level, Manitoba Labour and Immigration was invited to participate on the Citizenship and Immigration Canada-Francophone Minority Communities National Steering Committee. The Steering Committee, with representatives of Canada's minority language communities from across Canada, the Federal Government along with provincial representatives from Manitoba, British Columbia and New Brunswick met on two occasions to develop a draft

strategic framework to foster francophone immigration. The plan was submitted to the federal Minister of Immigration and Citizenship in March 2003.

The Canada-Manitoba Immigration Agreement was extended in November of 2002. The extension included the incorporation of new clauses, which focused on encouraging francophone minority official-language community development through immigration. Manitoba's Provincial Nominee Program facilitates the assessment and nomination of immigration applicants based on local criteria and priorities. In December 2002 alone, 4,660 copies of the French version of the Provincial Nominee Program application kit were downloaded. On average, 3,500 to 4,500 copies of the immigration kit are downloaded monthly, suggesting significant potential for immigration from French-speaking countries to Manitoba. IMD also delivered immigration information sessions to francophone communities where Bilingual Service Centres (BSCs) are located.

Continued emphasis was placed on the development of print and electronic information materials for Manitoba audiences in both English and French, including settlement content specific to Manitoba francophone community priorities, the update of content on the French Web site www.immigraumanitoba.com, and links to the francophone community Web sites.

In support of longer-term settlement and integration, the Division invited francophone service providers and community organizations to participate in a think tank on credentials recognition held in November 2002. To assist immigrants in acquiring or improving their English-language skills, adult English as a Second Language classes were contracted with the St. Boniface College.

To raise awareness for immigration opportunities, IMD provided information materials in both official languages at the BSCs, at the July 1st Canada Day celebrations and when hosting the national Multilateral Meeting for Ministers Responsible for Immigration on October 15 and 16, 2002.

IMD communicated information to Divisional Directors with respect to the federal directive and potential funds to globally promote Manitoba as a premiere destination to French-speaking communities.

Justice

Through the designation of bilingual positions and the services of qualified bilingual staff, the Department enhanced its capacity to provide translation of court documents during court proceedings and interpretation services to litigants for all criminal and civil proceedings. Designated positions have been strategically assigned, the central phone service for Courts Division has been updated, and appropriate bilingual signage has been displayed to ensure that the FLS are evident, readily available and easily accessible. To this end, the Department provided bilingual documentation to the Bilingual Service Centres.

Not without challenge, Justice Manitoba continues to ensure that all designated bilingual positions are filled with qualified bilingual candidates. The Department also continues to participate in national committees and working groups to identify initiatives to enhance access to justice in both official languages.

Transportation and Government Services

The Division of Driver and Vehicle Licencing (DDVL) provided Active Offer orientation sessions to the majority of its staff, including front-line and non front-line staff working in completely and partially designated bilingual offices. DDVL's staff in designated bilingual offices has been instructed to comply with the Active Offer concept of the FLS Policy which includes greeting customers in both official languages.

DDVL is pro-actively recruiting more bilingual staff than the actual number of designated bilingual positions in anticipation of the opening of its completely bilingual St. Vital office in compliance with Recommendation #8 of the Chartier Report. DDVL began planning for the bilingual Driver Licencing and Driver Testing office in St. Vital with the Accommodation Development Division and the FLS Secretariat. In addition, plans were developed to include the services of the mobile driver-testing unit at the St. Pierre-Jolys Bilingual Service Centre (BSC).

The third phase of the Graduated Driver Licensing (GDL) Program campaign was done in both official languages. This campaign included advertising on a French local radio and in a French local newspaper, and developing publications related to this program in both official languages. Numerous existing publications were also updated such as the *Motorcycle Handbook* and *Driver's Handbook*.

Emergency Measures Organization relocated the Southeast regional office from Morris to the BSC in St. Pierre-Jolys. Three of seven term employees hired to administer new and ongoing Disaster Financial Assistance programs were bilingual.

The Land Management Services hired a bilingual receptionist as the primary contact for incoming walk-in traffic and telephone calls. All calls are now answered in both official languages. Advertising signs, displaying real property for sale or lease, are now bilingual.

The Procurement Services Branch of the Supply and Services Division recruited a bilingual purchasing agent. This is one of two designated bilingual positions within the Branch. The other designated bilingual position is expected to be filled by the end of the fiscal year.

The Systems Planning and Development Branch of the Transportation Policy Division produced and disseminated, in both official languages, the following publications related to the Manitoba 2020 initiative: concept paper, summary issue papers, brochure, public workshop workbook and fact sheets. Also, the automated telephone information line and the 2020 Web site were completely bilingual. All workshop newspaper advertisements were in both official languages and in French in *La Liberté*. The Branch successfully anticipated and met all required needs for French-language material. Interpretation services were made available for the community workshops held in the designated bilingual regions. Although these services were not used, the French-speaking public appreciated the Branch's efforts to deliver the workshops in their chosen language.

The Compliance and Regulatory Services Branch of the Transportation Policy Division ensured that public information materials and communication materials such as letters, posters and brochures were available in French. The French version of the *Long Wheelbase Truck Tractor Policy* and the *Spring Road Restriction Reform (SRR)* was posted on the departmental Web site and/or published in the French newspaper *La Liberté*. The *Truck Weight Limit Map and Information Guide* and SSR Map are also available to the public in French via the department's Web site. A SRR information telephone line was established in both official languages.



Crown Corporations
and Extra-Departmental
Organizations

Manitoba Hydro

Manitoba Hydro has been proactively delivering French language services (FLS) for 14 years and has, therefore, gone well beyond the initial implementation stage. It is now focused on maintaining its existing FLS as well as rising to the challenge of introducing all new initiatives with comparable service in both official languages.

The purchase of Winnipeg Hydro did not significantly impact on the implementation of FLS because the company was in the same type of business as Manitoba Hydro. The continued production of former Winnipeg Hydro publications is being reviewed taking into account various factors, including the FLS Policy.

For the first time, Manitoba Hydro posted a good part of its annual report on its Web site. The additional stages in production were incorporated into the production schedule and carried out in a timely fashion, making it possible for the French and the English versions to be posted online simultaneously. It was a smooth process and a very cost-effective and acceptable alternative to printing hard copies.

Manitoba Hydro has been placing greater emphasis on its community support and has undertaken to increase its visibility in the Francophone community. Over the course of the year, Manitoba Hydro proudly sponsored three high-profile events in this community: 1) the *Division scolaire franco-manitobaine's Festival des arts*, sponsored for the first time; 2) the *Festival Chantecler*, held in St. Pierre-Jolys; and 3) the *Festival des vidéastes*, for which the theme was energy. Manitoba Hydro had sponsored the latter in the past, however, there was a significant increase in the sponsorship amount because of the appropriateness of the theme for the year.

Manitoba Liquor Control Commission (MLCC)

Manitoba Liquor Control Commission (MLCC) continued to implement the FLS Policy by hiring qualified bilingual employees for customer service in designated and non-designated areas. It also ensured that its publications, advertising, Web site and all signage located in designated areas are available in both official languages.

MLCC encouraged employees to participate in French-language training on a tuition-reimbursement basis and currently has a group of employees enrolled at the St. Boniface College. MLCC provides Corporate Liquor Mart Sponsorships for the *Festival du Voyageur* and *Beaujolais Nouveau*.

Manitoba Lotteries Corporation (MLC)

Manitoba Lotteries Corporation (MLC) focused on bringing awareness of FLS in activities associated with the public such as the Responsible Gaming Program, advertising, and “Casinos of Winnipeg” billboard ads. Information about MLC sponsorships and bingos is communicated through news releases, with those in francophone communities done in English and French. Provision is made for FLS in the budget process, and there are designated funds to support translation. The 2002 Annual Report and MLC’s Strategic Plan were translated and posted on its Web site in both official languages.

Manitoba Public Insurance Corporation (MPI)

Manitoba Public Insurance Corporation (MPI) primarily spent the 2002/03 fiscal year finalizing the Corporation’s FLS Plan, and worked very hard to ensure that it provided Franco-Manitobans with outstanding front-line customer service throughout the organization. To this end, the Corporation designated several new FLS positions in the Winnipeg Claim Centre located on St. Mary’s Road, the Dauphin Claim Centre, the Winnipeg Holding Compound, the Legal Department, and Basic Autopac Support and Operations. The Corporation also designated a bilingual position in Human Resources.

A review of the level of French-language proficiency required in each of the Corporation’s 81 designated bilingual positions was undertaken by the FLS Coordinator, in conjunction with the Human Resources Department. Customer service levels and the quality of service provided are measured quarterly and reported to the Board of Directors to ensure compliance with established standards.

MPI began offering internal review hearings in French for the first time in 2002, affording claimants the right to a decision review in the language of their choice without the need for interpretation services. Previously, claimants wanting a hearing in French needed to communicate through an interpreter with a unilingual anglophone hearing officer.

MPI introduced a host of new road safety initiatives to the province’s francophone community with educational programs aimed at every student from Kindergarten-aged children right up to young adults taking driver education. In partnership with the Department of Education, road-safety training has become a part of every child’s core education taught through the physical education program.

MPI also maintained its support to francophone initiatives in schools including high-impact presentations. It continued to develop various bilingual advertising campaigns and its sponsorship of the *Festival du Voyageur*.

Manitoba Seniors Directorate

Manitoba Seniors Directorate provides information, assistance, referral and support services to francophone seniors through bilingual staff and the province-wide toll-free bilingual Seniors Information Line and Seniors Abuse Line. The bilingual staff also works with the francophone community to ensure that the needs and concerns of francophone seniors are met.

The Seniors Directorate's Web site www.gov.mb.ca/sd has all publications in English and French. The Seniors Directorate updated and published two publications in English and French: *A Guide for the Caregiver* and *Questions to Ask Your Doctor and Pharmacist*. The Seniors Directorate also published two new elder abuse pamphlets, a poster and an elder abuse fact sheet in both official languages.

The Manitoba Council on Aging, which advises the Minister responsible for Seniors on issues of importance to seniors, has four Francophone members. The francophone seniors' federation, *Fédération des aînés francophones du Manitoba* (FAFM), and the community resource centre, *Centre de ressources communautaire*, participate on the Senior Inter-Agency Network with other major seniors' organizations. The purpose of this group is to provide an opportunity to update each participant on the current and future challenges facing their respective organization, enhance partnerships and collaborate to best meet the needs of older Manitobans.

Manitoba Women's Directorate

Manitoba Women's Directorate considered its strategy for translation of materials intended for the general public and, where feasible, translated and posted these materials on its Web site. The Directorate produced French versions of all materials sent to schools, an example of which is the annual school-based report in recognition of Women's History Month. It provided French materials for public events and produced its 2001/02 Annual Report in a bilingual format. In 2002/03, the Women's Directorate designated a bilingual policy analyst position.



Offices of the
Legislative Assembly

Elections Manitoba

Elections Manitoba continues to have its public information materials, signs and public notices, public information campaigns (print media), advertising, promotional materials and Web site in both English and French. In preparation for the next provincial general election, bilingual returning officers, assistant returning officers, enumerators/deputy returning officers and poll clerks were recruited to work in all designated bilingual electoral divisions. In addition, a Quebec exchange student conducted public school presentations on the electoral process, in French, throughout the province.

Office of the Ombudsman

The Office of the Ombudsman continues to actively offer services in the French language. Bilingual staff responds to telephone inquiries and complaints received in French with respect to matters under *The Ombudsman Act*, *The Freedom of Information and Privacy Act*, and *The Personal Health Information Act*. Annual reports, media releases, and public information documents are produced in both official languages. In October 2002, the Manitoba Ombudsman hosted a national workshop for staff from the offices of Parliamentary Ombudsman in Canada. Simultaneous translation was provided during the 2 1/2-day workshop.



2002/03 *Challenges*

The greatest challenges throughout the administrative bodies are resources, both financial and human. Administrative bodies are continually faced with the gap between the competing priorities of program delivery and the limited human and financial resources.

Human Resources

CHALLENGES

Recruiting and retaining qualified bilingual staff where candidate selection is minimal or for technical, specialized or professional positions. It is an even greater challenge for positions in rural areas.

Completion of administrative bodies' FLS Plans (2001 to 2004).

STRATEGIES

Work with the community and appropriate stakeholders to identify and develop training and recruitment strategies.

Priority must be given to completing the FLS Plans in order to continue with the implementation of FLS. FLS Plans outline practical ways and means by which an administrative body can actively offer and effectively provide its services in French. It identifies the programs with an FLS component, specifies the FLS delivery points and identifies the bilingual positions designated to provide services in both official languages. FLS Plans detail how the administrative body is meeting or will meet the objectives of the FLS Policy.

Communications

CHALLENGES Ensuring Translation Services has the ability to provide excellent service in spite of the gap between human and financial resources, and increasing demands and tight timeframes.

Producing documents within extremely tight deadlines that leave little or inadequate time for translation or last-minute edits.

STRATEGIES Special funding, under the Canada-Manitoba General Agreement on the Promotion of Official Languages, to provide additional resources for translation. Acquisition of technological tools to augment efficiency and service provision.

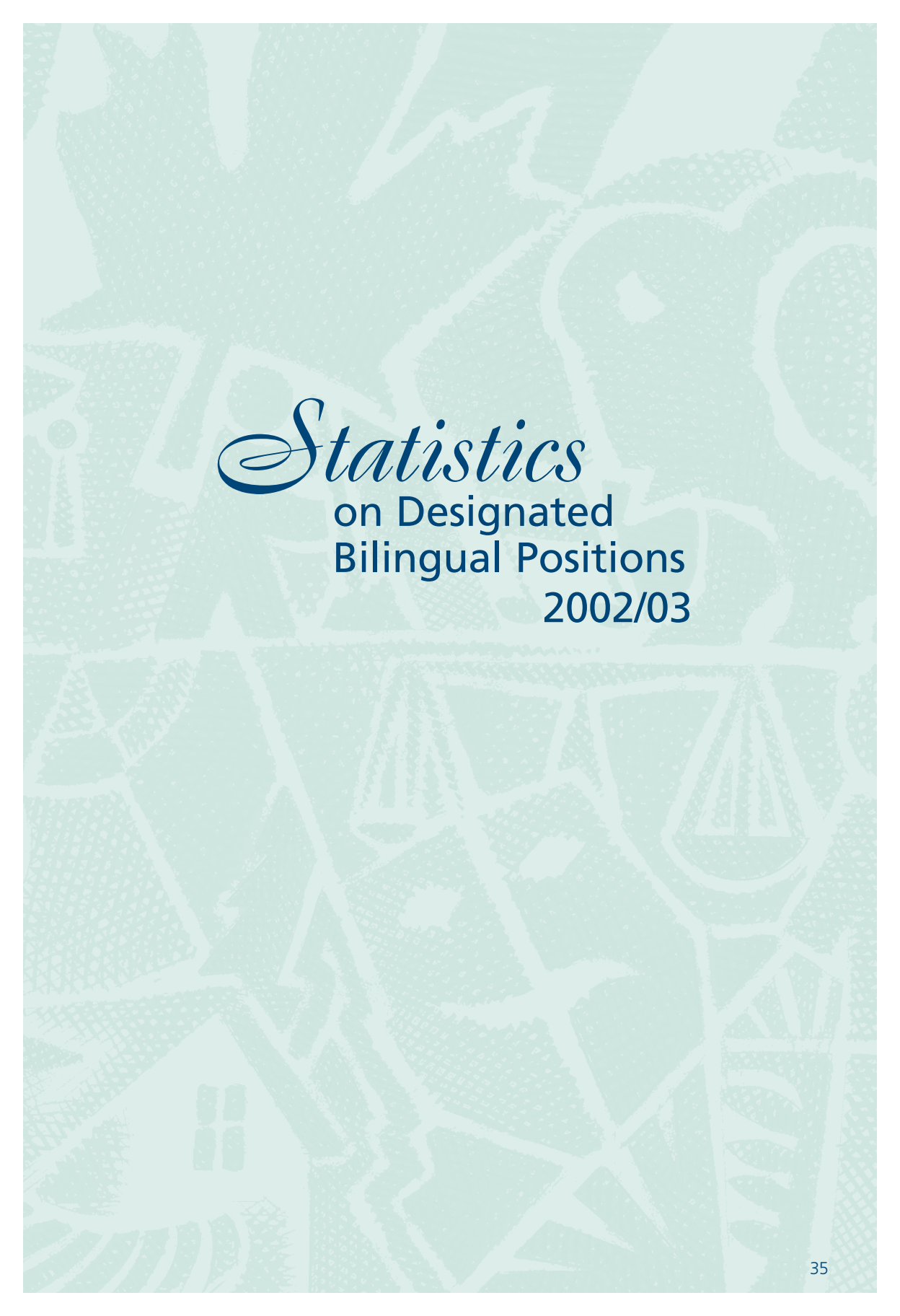
Reviewing options to allow Translation Services to increase annual allotments to departments.

Raise awareness of the requirement to produce public information documents and release them simultaneously in both official languages. Take into account the bilingual nature of documents from the beginning of the conceptualization and design phases.

Other

CHALLENGES Choosing the appropriate mix of strategies and tools to enhance service commitments to francophone clients, within limited financial budgets.

STRATEGIES More consultation with the community and appropriate stakeholders. Develop government-community partnerships.



Statistics
on Designated
Bilingual Positions
2002/03

Administrative Bodies	Total Number of Designated Bilingual Positions	Number of Bilingual Incumbents	Number of Non-Bilingual Incumbents in Designated Positions	Number of Vacant Designated Positions
Aboriginal and Northern Affairs	N/A	N/A	N/A	N/A
Agriculture and Food	17	7	8	2
Civil Service Commission	3	3	0	0
Conservation	64	38	25	1
Culture, Heritage & Tourism	53	42	5	6
Education and Youth / Advanced Education and Training	135	125	2	8
Elections Manitoba	12	12	0	0
Energy, Science and Technology	*	*	*	*
Family Services and Housing and Healthy Child Manitoba	61	41	18	2
Finance	37	23	14	0
French Language Services Secretariat	7	7	0	0
Health	**	**	**	**
Industry, Trade and Mines	10	3	7	0
Intergovernmental Affairs	27	16	9	2
Justice	78	61	15	2
Labour and Immigration	13	8	3	2
Manitoba Hydro	34	24	10	0
Manitoba Liquor Control Commission	71	56	14	1
Manitoba Lotteries Corporation	1	0	1	0
Manitoba Public Insurance	81	54	26	1
Manitoba Seniors Directorate	1	1	0	0
Manitoba Women's Directorate	1	1	0	0
Transportation and Government Services	51	37	13	1
TOTAL	757	559	170	28
Percentage	100%	73.8%	22.5%	3.7%

* New department formed in September 2002. In process of developing a FLS Plan.

** Statistics not available.

Appendix
Statement
of Policy
March 1999



The French Language Services policy of the Government of Manitoba recognizes the fact that the French-speaking population of Manitoba is a constituent of one of the fundamental characteristics of Canada. The policy's purpose is to allow this community and the institutions serving it to access comparable government services in the language of the laws of Manitoba.

The services provided by the Government of Manitoba are offered, to the extent possible, in both official languages in areas where the French-speaking population is concentrated. The designated areas are shown on the accompanying map.

Administrative bodies covered by this policy consider the objectives of this policy and possible impacts on the Francophone community when planning and carrying out administrative or legislative reorganizations and reforms, including boundary reorganizations.

French language services are provided in completely Bilingual Service Centres located in the designated areas. They are also provided, as approved or specified by the Minister responsible for French Language Services, in partially Bilingual Service Centres that have a sufficient number of designated positions and bilingual employees to ensure an effective delivery of such services.

French language services are actively offered by the administrative bodies covered by this policy. The concept of active offer means that services in French, whether provided by oral, written or electronic methods, are evident, readily available and easily accessible to the general public, and of comparable quality to those offered in English.

All correspondence with individuals or groups is in the official language preferred by the recipient.

Unless specified otherwise by the Minister responsible for French Language Services, all forms, identity documents and certificates intended for the general public are in a bilingual format.

All information materials (written, audio-visual or electronic) intended for the general public are produced in a bilingual format, unless cost and distribution considerations justify separate language versions. The French language equivalent can be the version posted on the administrative body's Internet site in circumstances specified by the Minister responsible for French Language Services. Separate language versions are released simultaneously.

Unless specified otherwise by the Minister responsible for French Language Services, Web sites provide information and facilitate interactions with the public in both official languages.

Unless specified otherwise by the Minister responsible for French Language Services, signs and public notices in the designated areas and in the Bilingual Service Centres are in both official languages.

The availability of French language services is made evident with appropriate signage and reception messages.

Public information campaigns in the English language have a counterpart in the French language, subject to cost and distribution considerations.

The administrative bodies to which the policy applies use the French-language media to advertise vacant staff positions where French is a requirement or an asset.

Unless otherwise specified by the Minister responsible for French Language Services, only bilingual employees are recruited in the Bilingual Service Centres and designated positions until such time as the bilingual personnel requirements are met.

Where the staff of a Bilingual Service Centre is completely bilingual, the administrative body encourages the use of French as the language of work.

Nominations to boards, commissions, agencies, etc., take due account of the language dimension of government policy, as well as the right of any Manitoban to use either official language before quasi-judicial tribunals.

This policy applies to and is implemented by the following administrative bodies:

- All government departments and boards, commissions, corporations and special operating agencies reporting to them;
- Crown corporations and extra departmental organizations;
- Offices of the legislative assembly and quasi-judicial agencies subject to the requirements of Section 23 of the Manitoba Act;
- Public utilities governed by the Public Utilities Board and serving designated areas;
- Designated health facilities, social services agencies and Regional Health Authorities;
- Others as may be specified by the Minister responsible for French Language Services.

The implementation of this policy is guided and monitored by the French Language Services Secretariat, whose mandate applies to all the administrative bodies covered by this policy. In fulfilling its mandate, the French Language Services Secretariat seeks and facilitates the implementation of this policy in a manner consistent with the concept of active offer and makes recommendations to that effect.

The Minister responsible for French Language Services may direct the administrative bodies covered by this policy to carry out certain actions to better meet the objectives of this policy.

In order to ensure public accountability, the French Language Services Secretariat publishes an annual report detailing the results of this policy's implementation by the administrative bodies covered by this policy. The annual report is prepared in collaboration with these administrative bodies.