



Francophone Community Satisfaction Survey on GNWT French Language Communications and Services

Third edition

December 2022

If you would like this information in another official language, call us.

English

Si vous voulez ces informations dans une autre langue officielle, contactez-nous.

French

Kīspin ki nitawihitīn ē nīhīyawihk ōma ācimōwin, tipwāsinān.

Cree

Tłıchq yatı k'èè. Dı wegodi newq dè, gots'ō gonede.

Tłıchq

ʔerihł'ıs Dēne Sųłıné yatı t'a huts'elkēr xa beyáyatı theʔą ʔat'e, nuwe ts'ēn yółłı.

Chipewyan

Edı gondı dehgáh got'je zhatıé k'éé edat'éh enahddhę nıde naxets'é edahłı.

South Slavey

K'áhshó got'jne xədə k'é hederı ʔedłhtł'é yerıniwę nıde dúle.

North Slavey

Jii gwandak izhii ginjik vat'atr'ijáhch'uu zhit yinoththan jı', diits'át ginohkhıı.

Gwich'in

Uvanittuaq ilitchurisukupku Inuvialuktun, ququaqluta.

Inuvialuktun

Ċ'bdĳ NN^{sb}Δ^c Λ^dLJΔ^r Δ^mnĳĳ^{sb}l^{sb}n^b, Δ^ecⁿ Δ^m Δ^bc^r Δ^{sb}ĳn^c.

Inuktitut

Hapkua titiqqat pijumagupkit Inuinnaqtun, uvaptinnut hivajarlutit.

Inuinnaqtun

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867-767-9348

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The Government of the Northwest Territories (GNWT) is committed to offering and delivering quality French language communications and services to the public. The input from the Francophone community on the GNWT's capacity to do so is essential.

This year, the third annual Francophone Community Satisfaction Survey was available to the public for most of the month of February. This initiative aims to ensure that the Francophone community is aware of the GNWT's French language communications and services and is satisfied with its offer and delivery at Points of Public Service in French.

The survey opened on February 7, 2022 and closed on February 28, 2022 with a total of 109 responses. For the first time, the Francophone Community Satisfaction Survey was available in both French and English. It was advertised on the Department of Education, Culture and Employment website, on the GNWT Facebook page and on Bear Net. It was also promoted through the Francophone organizations' websites, Facebook pages, newsletters and/or distribution lists. Finally, a link to access the survey was published in *L'Aquilon* and News/North and an ad also aired on Radio Taïga and Cabin Radio.

The data cover an eleven months period, from April 1, 2021 to February 28, 2022. The results of this third Francophone Community Satisfaction Survey will contribute to the ongoing evaluation of GNWT French language communications and services, and will be used in the evaluation of the Strategic Plan on French Language Communications and Services 2018-2023 (Strategic Plan) that will take place in 2022-2023. A summary of this report will also be made public.

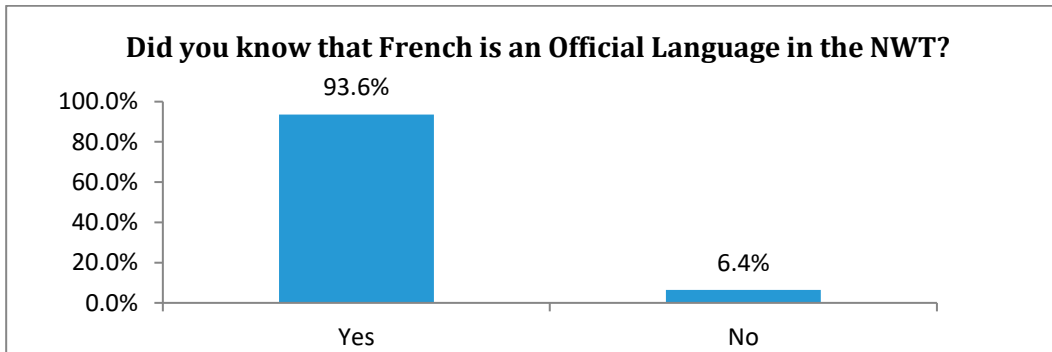
The survey was created by the Francophone Affairs Secretariat with the participation of *Réseau TNO Santé* for the section dedicated to health and wellness. The survey was also supported by the Planning, Research and Evaluation Division of the Department of Education, Culture and Employment.

PART I: SURVEY RESULTS

This section presents the gross results of the third Francophone Community Satisfaction Survey on GNWT French Language Communications and Services 2021-2022. Numbers in the graphs have been rounded to bring clarity to the document.

Question 1

The figure below indicates whether or not respondents knew that French is an official language of the Northwest Territories (NWT).



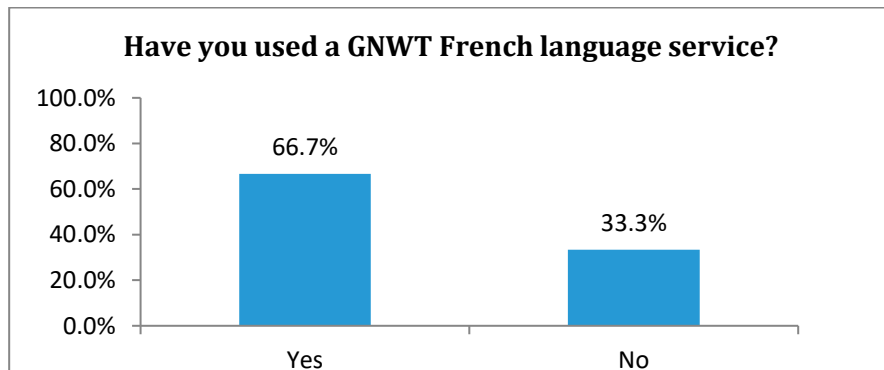
The graph shows that a great majority of the respondents were aware that French is an official language of the NWT. Of the 109 respondents, 93.6% indicated knowing French is an official language of the NWT, and 6.4% responded not being aware of it.

Public usage of the GNWT’s French Language Services

Questions 2 to 7 intended to collect information about the public usage of the GNWT’s French language services since April 1, 2021.

Question 2

The figure below shows if the respondents used at least one French language service offered by the GNWT since April 1, 2021.



The graph indicates that two-thirds of the respondents used at least one French language service offered by the GNWT during the reporting period. Otherwise, a third of the respondents indicated not having used any GNWT service in French since April 1, 2021 – the reasons why will be explored at question 7.

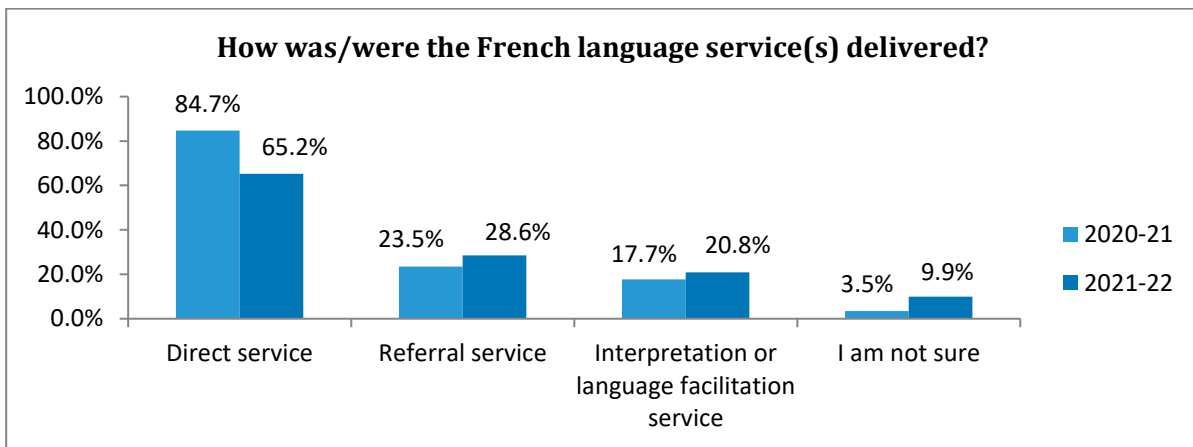
In 2020-2021, 74.6% of the respondents indicated having used at least one GNWT service in French during the year. This 7.9% decrease in 2021-22 could be attributed to the fact that for the first time in 2021-22, the survey was also available to be completed in English. Therefore, more respondents having English as a/their mother tongue answered the survey (11.2% in 2021-22, versus 6.5% in 2020-21).

Questions 3 to 6

Questions 3 to 6 were follow-up questions to question 2, for the respondents who indicated having used at least one GNWT French language service.

Question 3

The figure below shows the type of service(s) used by the respondents for 2020-21 and 2021-22. Respondents were allowed to select more than one option, as it is possible an individual used more than one GNWT service in French and was served in a different manner each time. For the 71 individuals who responded to question 3 in 2021-22, a total of 87 responses were given.



According to the graph, 65.2% of the 71 respondents had access to a direct service¹ in French. Additionally, 28.6% of the respondents indicated receiving the service through a referral², 20.8% via

¹ Direct service: provided face-to-face, over the phone, or via email; the bilingual employee who offered the service provides the service in French.

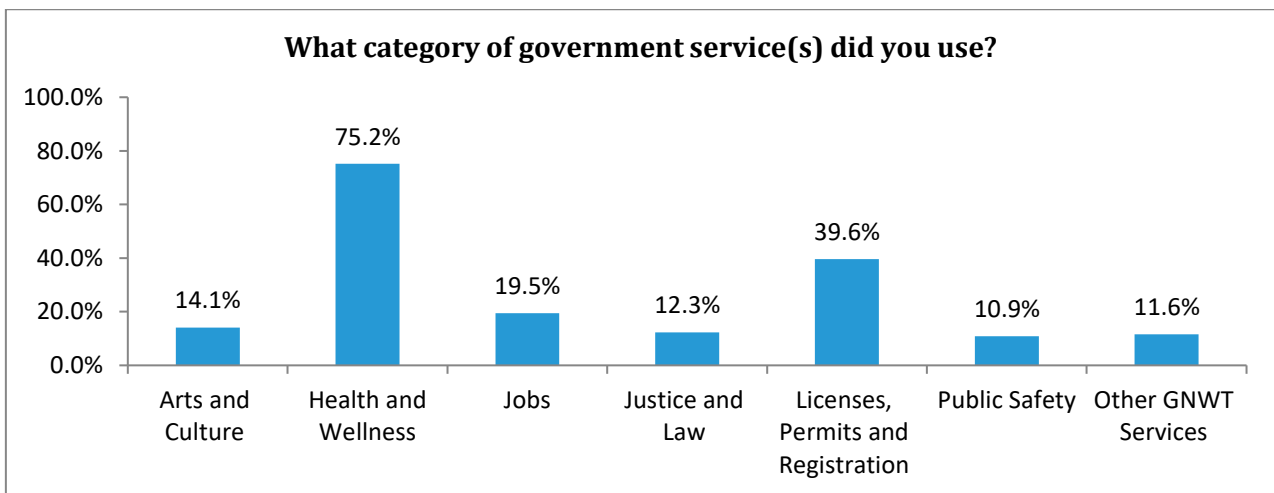
² Referral service: a non-bilingual front-line employee has ready access to a bilingual employee in the same office or in some other location who can serve a member of the public in French; the service provider may not necessarily be physically located at the first point of contact, but can provide the service over the phone, through e-mail or video conferencing.

interpretation or language facilitation³, and 9.9% of the respondents were not sure how the service was delivered.

Compared to 2020-21, where 85 individuals answered the question, a decrease of almost 20.0% in receiving a direct service can be noted. A 5.1% increase can be noted for the delivery of service through referral, and a 3.1% increase for interpretation or language facilitation.

Question 4

The figure below details the type of service in French that was used. Once again, respondents could select more than one option. Only the respondents who indicated having used a GNWT French language service since April 1, 2021 could answer that question. For the 69 individuals who responded, a total of 122 answers were given.



The graph shows that the **Health and Wellness** (including Covid-19 services) was by far the most popular category in 2021-22, with 75.2% of the respondents selecting it as an answer. Moreover, 39.6% of the respondents indicated using a service related to **Licenses, Permits and Registrations** (inclusive of Driving and Transportation), and 19.5% a service related to **Jobs** (inclusive of Apprenticeship and Trades).

The Arts and Culture category (inclusive of Recreation) was selected by 14.1% of the respondents, **Justice and Law** category (inclusive of Victim Services) by 12.3% of the respondents and **Public Safety** category (inclusive of Emergency Services and Emergency Measures) by 10.9% of the respondents. Finally, the category **Other GNWT Services** (inclusive of Business and Economy,

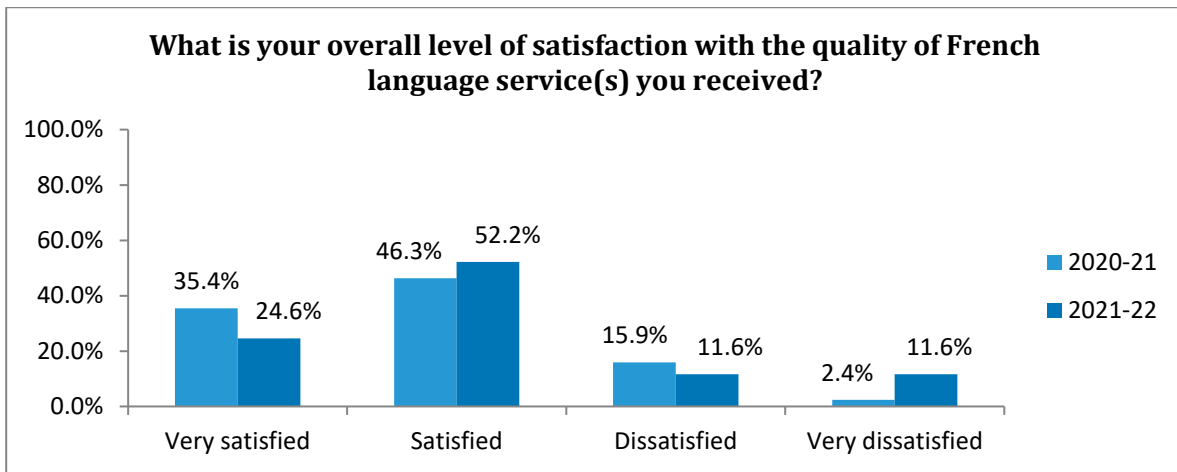
³ Interpretation or language facilitation service: an interpreter assists a non-bilingual employee in the delivery of a service in French to a member of the public; Interpretation is accessed via telephone, face-to-face or via videoconference; Only certified interpreters shall provide *interpretation service*; however, other bilingual employees may use *language facilitation* to aid non-bilingual employees to serve members of the public in French.

Environment and Energy, Tax and Benefits, and Travel and Tourism) was chosen by 11.6% of the respondents. Among the answers, education, tourism and immigration were mentioned.

In 2020-21, **Health and Wellness** and **Licenses, Permits and Registrations** were also the two most popular categories, with respectively 59.8% and 34.5% of the respondents selecting them as an answer.

Question 5

The figure below displays the respondents’ level of satisfaction with the service(s) received in 2020-21 and 2021-22. Again, only the respondent who indicated having used a GNWT French language service since April 1, 2021 at question 2 could answer this question. For 2021-22, this question was answered by 69 respondents.



For 2021-22, the graph shows that a majority of the respondents were either very satisfied or satisfied with the service(s) received (76.8%), versus 81.7% for 2020-21. On the other hand, 23.2% of the respondents indicated being dissatisfied or very dissatisfied with the service(s) received in 2021-22, versus 18.3% in 2020-21. Individually, the category **very satisfied** shows a 10.8% decrease from 2020-21 to 2021-22, while the category **very dissatisfied** presents a 9.2% increase for 2021-22. Some of the reasons for dissatisfaction will be detailed in question 6.

Question 6

Question 6, ‘*Is there anything you would like to mention about the quality of the French language service(s) you received?*’ was an opportunity to provide comments on the quality of the GNWT French language services received. Recurring themes for disappointment were:

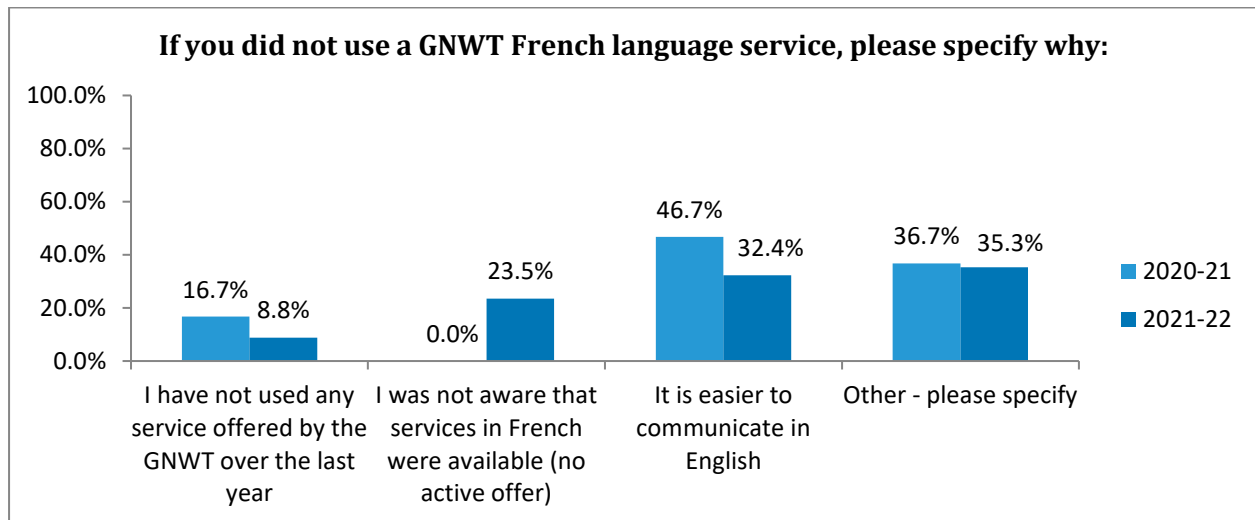
- Health in general
- Active offer (either not made, or no delivery after active offer)
- Quality of interpretation
- Equality of service (i.e.: longer waiting period if requesting a service in French)

Positives comments were also received. It was acknowledged that more services in French were available, and that services were appropriate when accessible. Positive experiences were noted at the Yellowknife Drive and Motor Vehicle office and at the Frame Lake Community Health Clinic.

Some areas of dissatisfaction were similar in 2020-21. For example, the inadequacy of the interpretation services in health and the delays caused by a request of French services were also among the recurring comments. For the previous year, the inconsistency in the quality of French language services and the absence of French services at the hospital and at the COVID-19 vaccination clinic were also noted.

Question 7

Question 7 was a follow-up question to question 2, for those who indicated not having used a GNWT French language service since April 1, 2021. Question 7 aimed to provide information on the reason(s) why no GNWT French language service was used during the reporting period.



*For 2020-21, the category ‘Other – please specify’ combines ‘Service in French was not available’ and ‘Other’ from the 2020-21 Report.

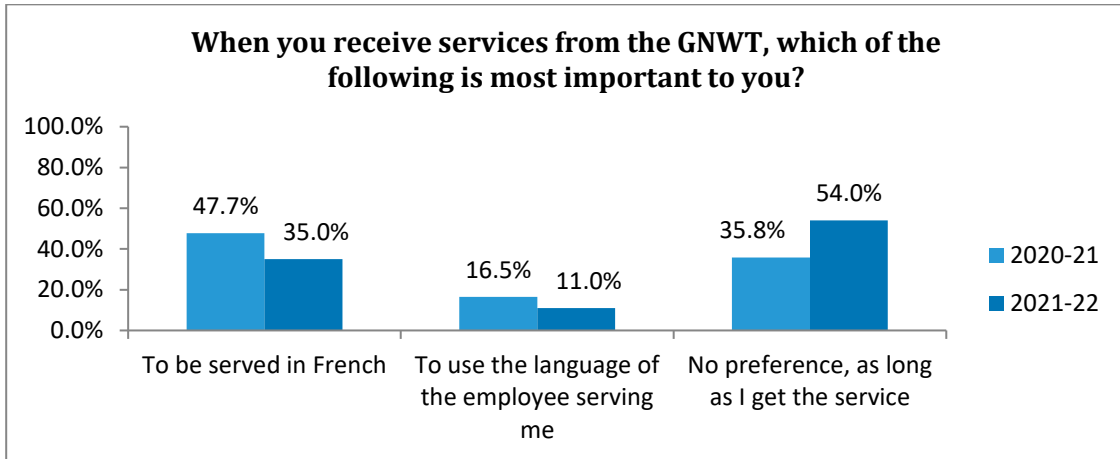
For 2021-22, 34 respondents indicated not having used a GNWT French language service for the reporting period. The graph illustrates that 32.4% did not use a service in French because it was easier to communicate in English, 23.5% because they were not aware that services in French were available and 8.8% because they did not use any GNWT services at all since April 1, 2021. The remaining 35.3% of the respondents who indicated not having used a GNWT service in French gave other reasons for not doing so, such as additional delays to receive a service in French when requested, or feeling equally capable to communicate in French or in English.

The graph underlines an important increase (23.5%) between 2020-21 and 2021-22 for the category **I was not aware that services in French were available (no active offer)**. The words ‘no active offer’ were added to the answer choice in the 2021-22 edition, which could explain why more respondents selected that option for this reporting period.

Francophone Community Priorities

Question 8

The figure below illustrates the respondents' language priorities when requesting a service from the GNWT. Question 8 was answered by 100 respondents for 2021-22.



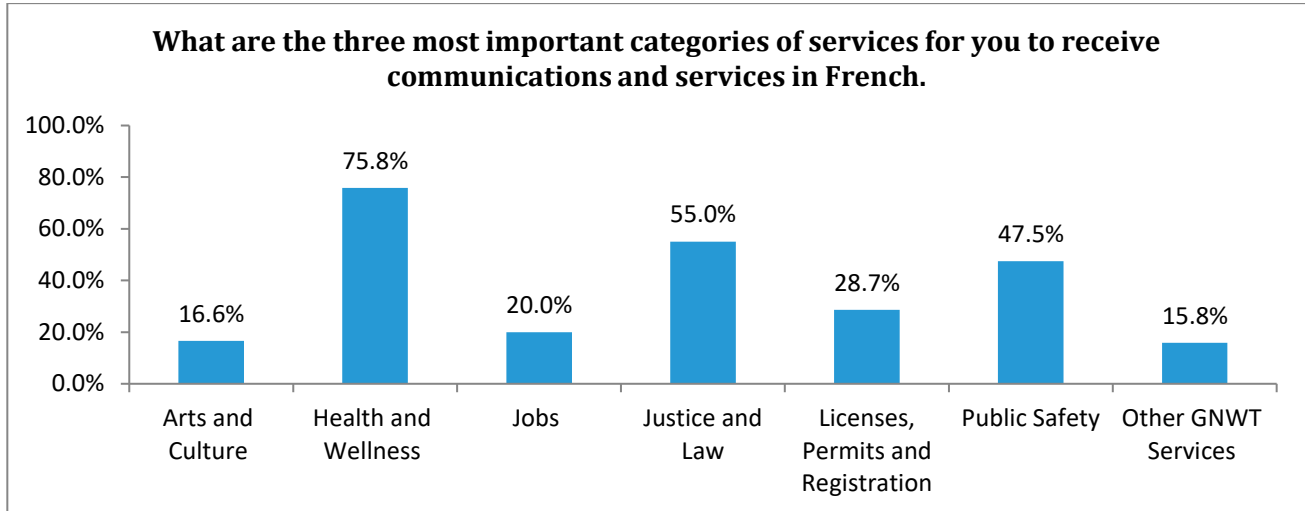
*For 2021-22, the answer choice 'No preference' was changed to 'No preference, as long as I get the service'.

In 2021-22, responses on language preference for service delivery indicated that 54.0% of the respondents had **no (language) preference as long as they get the service**, 35.0% designated a preference **to be served in French**, and 11.0% selected the option **to use the language of the employee serving me**.

In comparison to the 2020-21 edition of the survey, the choice **no preference** increased by 18.2%; conversely, the answer **to be served in French** decreased by 12.7%. However, it is to be noted that in 2020-21, the answer choice was only 'no preference', and that the words 'as long as I get the service' were only added in the 2021-22 edition of the survey, which could have had an impact on the responses.

Question 9

The figure below underlines the categories of services for which the respondents feel it is the most important to access services in French if needed. For this question, the respondent could select up to three answers. For the 99 individuals who responded to this question, a total of 253 answers were recorded.



According to the graph, **Health and Wellness** (including Covid-19 services) came first with 75.8% of the respondents selecting it as one of the most important when accessing and receiving communications or services in French. The category **Justice and Law** (inclusive of Victims Services) came second, with 55.0%, and the category **Public Safety** (inclusive of Emergency Services and Emergency Measures) arrived third, with 47.5%.

Licenses, Permits and Registration (inclusive of Driving and Transportation), **Jobs** (inclusive of Apprenticeship and Trades) and **Arts and Culture** (inclusive of Recreation) came in fourth, fifth and sixth positions, with respectively 28.7%, 20.0% and 16.6%. Finally, the category **Other GNWT Services** came last, with 15.8%.

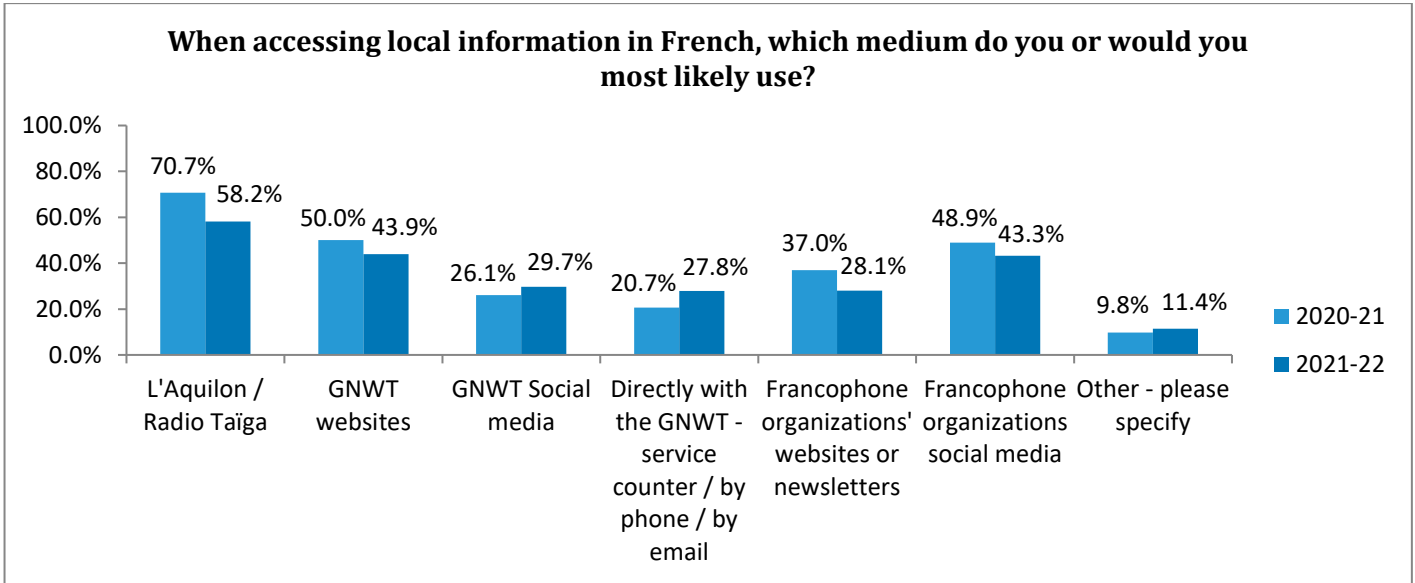
Similarly in 2020-21, **Health and Wellness** and the then **Public Safety and Emergency Services** category were also selected among the three categories of services for which the respondents feel it was the most important to receive communications and service in French. However, **Justice and Law** increased in percentage in 2021-22 (55.0%), compared to 2020-21 (23.3%)

Access to Information

For 2020-21, questions regarding access to information were asked at a higher level of detail to better understand how the respondent get the information they need in French. Questions on social media and usage tendencies were added in this year’s edition.

Question 10

The figure below indicates which medium the respondents use when wanting to access local information in French. For this question again, the respondent could select more than one answer. Of the 98 individuals who responded to this question in 2021-22, a total of 233 answers were given.

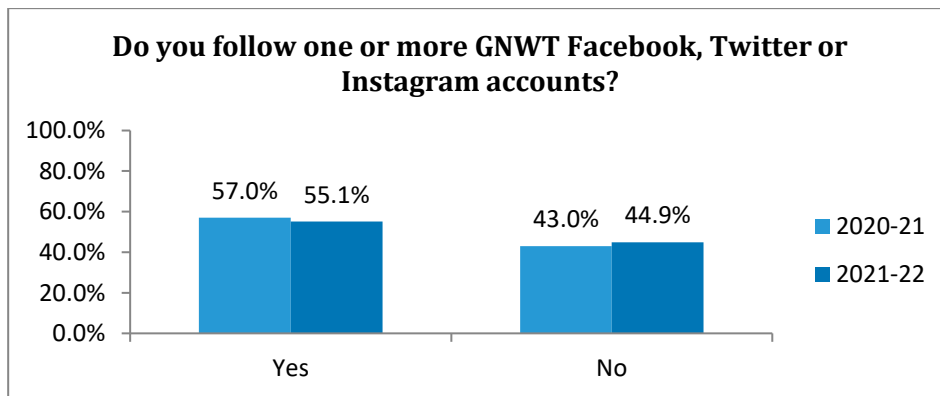


According to the graph, in 2021-22, more than half of the respondents indicated accessing local information in French via **L'Aquilon and/or Radio Taïga** (58.2%). Additionally, 43.9% of the respondents designated using **GNWT websites** as a source of local information in French, and 43.3% selected the **Francophone organizations social media**. Almost a third of the respondents respectively chose **GNWT social media** (29.7%), **Francophone organizations' websites or newsletters** (28.1%) and **directly with the GNWT** (27.8%) as a way they would use to access local information in French. For those who indicated using another type of medium (11.4%), Radio-Canada Grand Nord was the most common answer.

The 2021-22 data is similar to the 2020-21 data. Indeed, **L'Aquilon and/or Radio Taïga**, **GNWT websites** and **Francophone organizations social media** were the top three categories selected in 2020-21 too.

Question 11

The figure below indicates if the respondents follow one or more GNWT Facebook, Twitter, or Instagram accounts. A total of 98 responses were recorded for 2021-22.

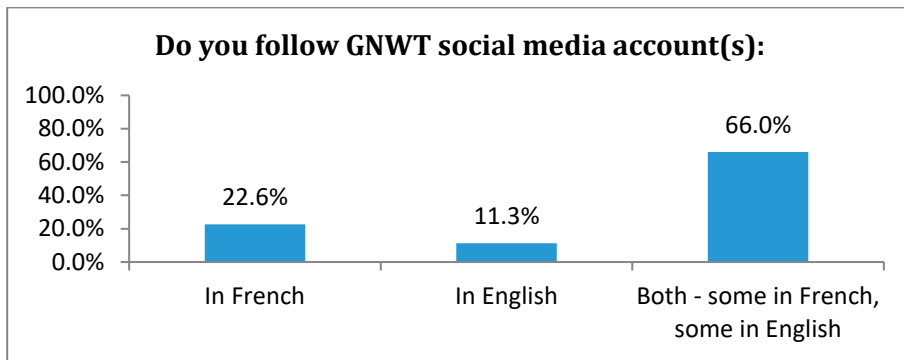


For 2021-22, the graph shows that more than a half of the respondents follow a GNWT social media account (55.1%). The data is similar to the previous year’s data: in 2020-21, 57.0% of the respondents indicated following at least one GNWT Facebook, Twitter or Instagram account.

Questions 12 to 14 were follow up questions for the respondents who indicated following a GNWT social media account (in French or in English), at question 11. Those 3 questions were new for the 2021-22 edition of the survey.

Question 12

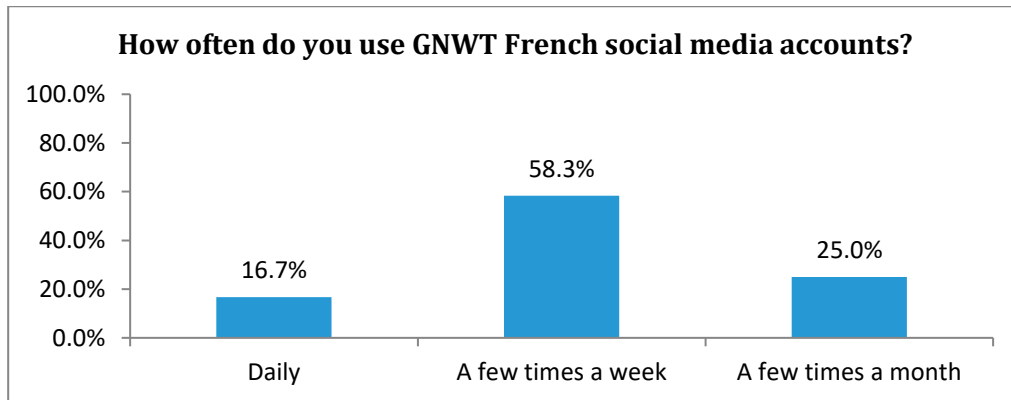
The figure below indicates if the respondents that follow at least one GNWT social account are following it (them) in French, in English, or both. Question 12 was answered by a total of 53 individuals.



The graph shows that a majority of the respondents (66.0%) indicated following GNWT social media both in French and in English. Otherwise, 22.6% of the respondents said they only followed GNWT social media in French, and 11.3% only in English.

Question 13

Question 13 was a follow up to question 12, for the respondents who indicated following GNWT social media in French (exclusive of those who answered **Both – some in French, some in English**). At question 13, respondents were asked about the frequency of usage. A total of 12 responses were given.



Among the 12 responses given, 58.3% of the respondents indicated using/referring to GNWT social media in French a few times a week, 25.0% a few times a month, and 16.7% daily.

Question 14

Question 14 was a follow up to question 12, for the respondents who indicated following GNWT social media in English (inclusive of those who answered **Both – some in French, some in English**).

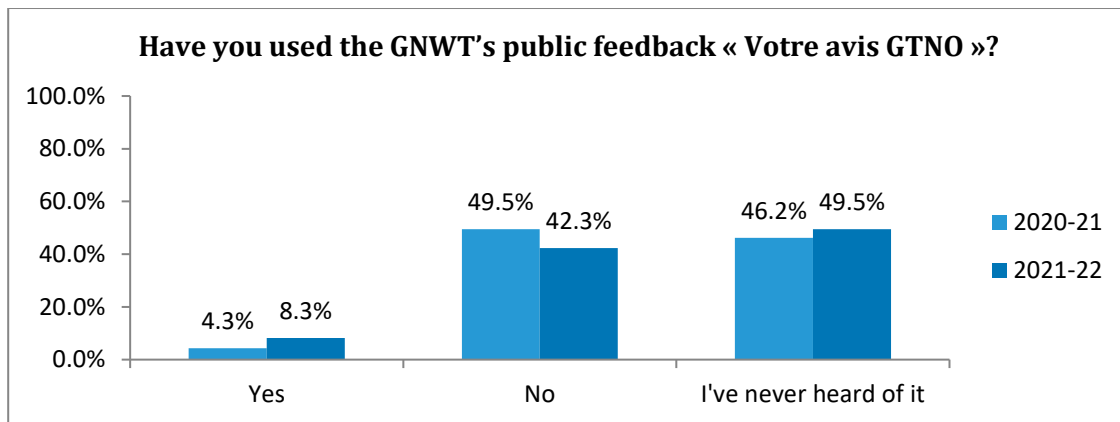
Question 14 was open-ended to allow respondents to explain why, as a Francophone, they prefer following a GNWT social media in English rather than in French. A total of 41 answers were given. Responses can be grouped into different themes:

- Quality – information in French can be heavy or inaccurate
- Availability – English information available before French information
- Accessibility – easier to find English accounts
- Public engagement – more interaction in English and easier to share and/or discuss with friends.

Feedback Process ‘Votre avis GTNO’

Question 15

The figure below relates to the usage of the GNWT’s feedback process ‘Votre avis GTNO’ by the members of the public. A total of 97 answers were given.



According to the graph, only 8.3% of the respondents indicated having used the GNWT’s feedback process ‘Votre avis GTNO’ between April 1, 2021 and February 28, 2022. Otherwise, 42.3% said they did not use the feedback process, and 49.5% mentioned not being aware of this feedback process.

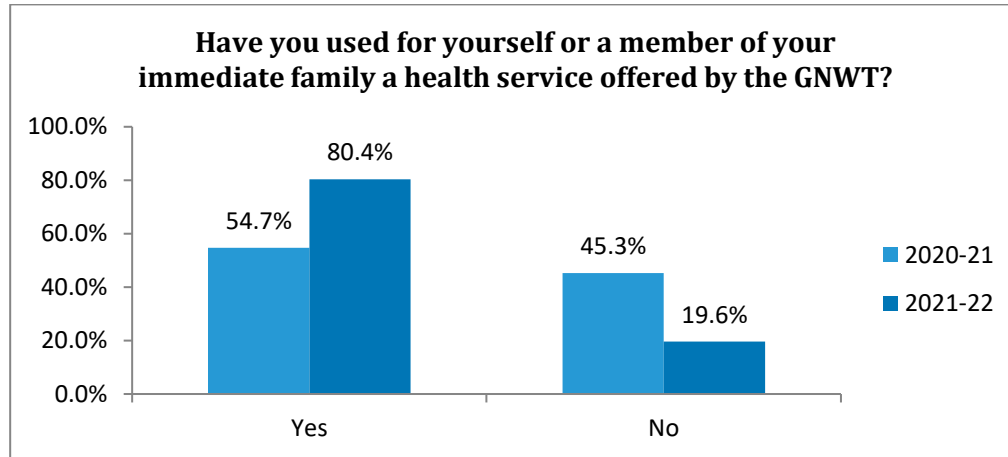
Similarly in 2020-21, almost half of the respondents (46.2%) indicated not being aware of this GNWT public feedback process. On the other hand, it can be noted that the respondents who did use ‘Votre avis GTNO’ almost doubled from 2020-21 to 2021-22, going from 4.3% to 8.3%.

Health and Wellness

Questions 16 to 21 were specifically about Health and Wellness, as this category of services has been previously identified as a priority by the Francophone community.

Question 16

The first question of the Health and Wellness section was to determine if the respondent did use or not a GNWT health service in French or in English, during the last reporting period. The respondents who answered 'no' to question 16 were automatically taken to question 20.



The graph shows that a great majority of the respondents (80.4%) used at least one health service between April 1, 2021 and February 28, 2022. This represents an important increase from 2020-21, where 54.7% of the respondents indicated having used at least one health service offered by the GNWT. COVID-19 and related services could explain that significant increase.

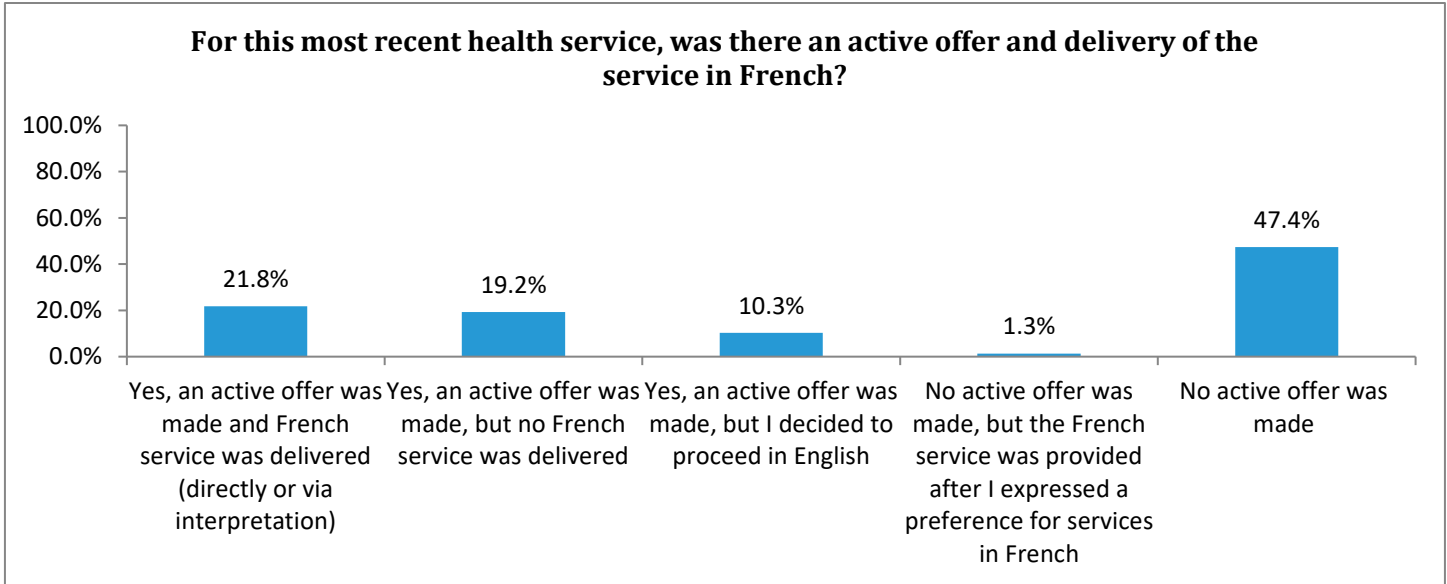
Question 17

Question 17 was a follow-up question to question 16, which aimed to identify the last health service used by the respondent since April 1, 2021. Most of the 78 answers given could be organized into the following categories:

- Covid-19 related services (i.e.: immunization, protect NWT)
- Medical appointment
- Emergency services

Question 18

Question 18 was then a follow-up question to question 17. The respondents were asked to indicate whether or not there was an active offer and delivery of the service in French for the last health service they identified at question 17.

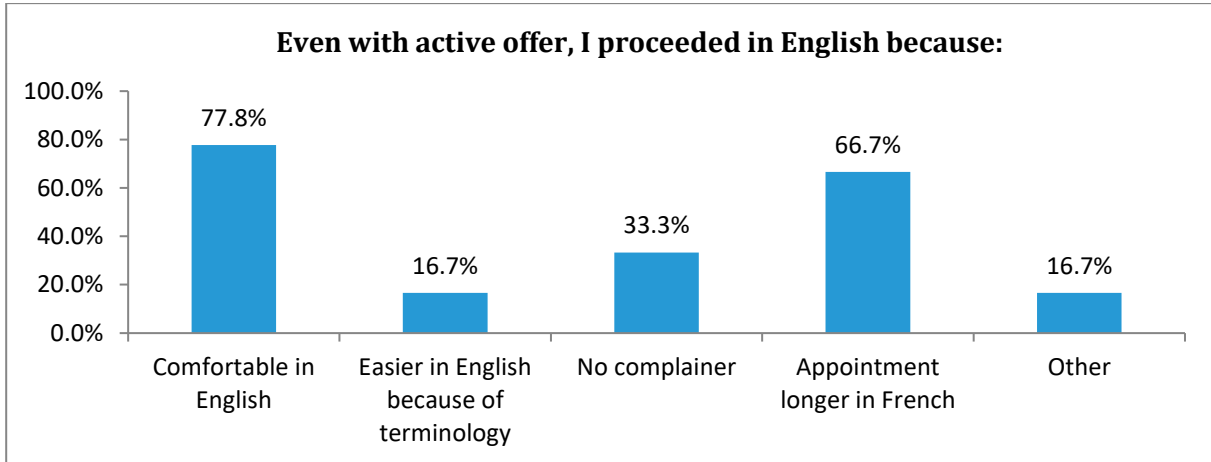


The figure above shows that in 51.3% of the cases, an active offer was made. Of the total answers, 21.8% of the time the service was delivered in French after the active offer was made, 19.2% of the time the service was not delivered in French after the active offer was made, and 10.3% of the time the respondent decided to proceed in English after an active offer was made.

The graph also underlines that almost half of time (48.7%), no active offer was made at all. However, 1.3% indicated that they did receive a service in French after expressing a preference for French even if no active offer was made.

Question 19

Question 19 was a new question for 2021-22. As a follow up question to question 18 for those who decided to proceed in English even after an active offer for French was made, respondents were invited to provide more information on the reason(s) of their decision. Six individuals answered the question, and a total of 10 responses were given.



***Comfortable in English:** I am comfortable enough in English

Easier in English because of terminology: It was easier to communicate in English because the employee didn't have the necessary French terminology

No complainer: I wanted to avoid being perceived as a complainer

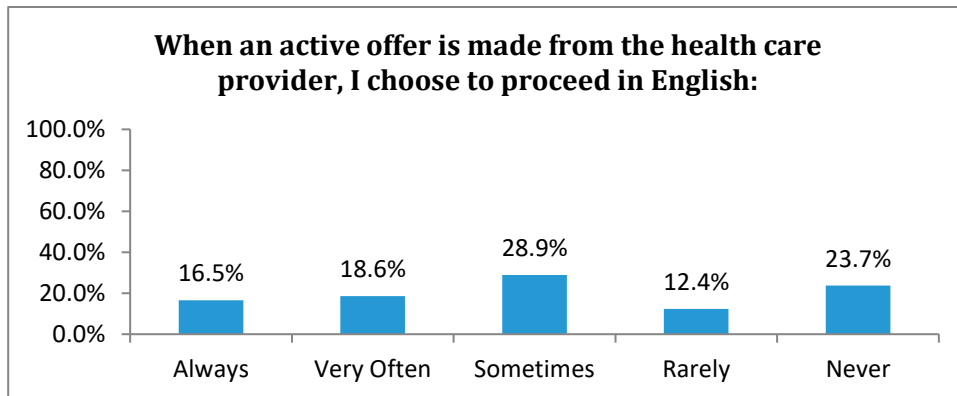
Appointment longer in French: Continuing in French might have made the appointment longer

Other: Other – please specify

The graph shows that a majority of the respondents (77.8%) decided to proceed in English because they felt comfortable enough in English, 66.7% because they feel that continuing in French could have made the appointment longer, and 33.3% because they wanted to avoid being perceived as a complainer by using a service in French. Moreover, 16.7% of the respondents indicated it was easier to communicate in English because the employee serving them did not have the necessary French terminology, and 16.7% did not proceed in French for other reason(s).

Question 20

Question 20 was a new question for the 2021-22 edition. Respondents were asked about the frequency at which they would continue in English even after an active offer for French was made. A total of 68 individuals responded to that question.

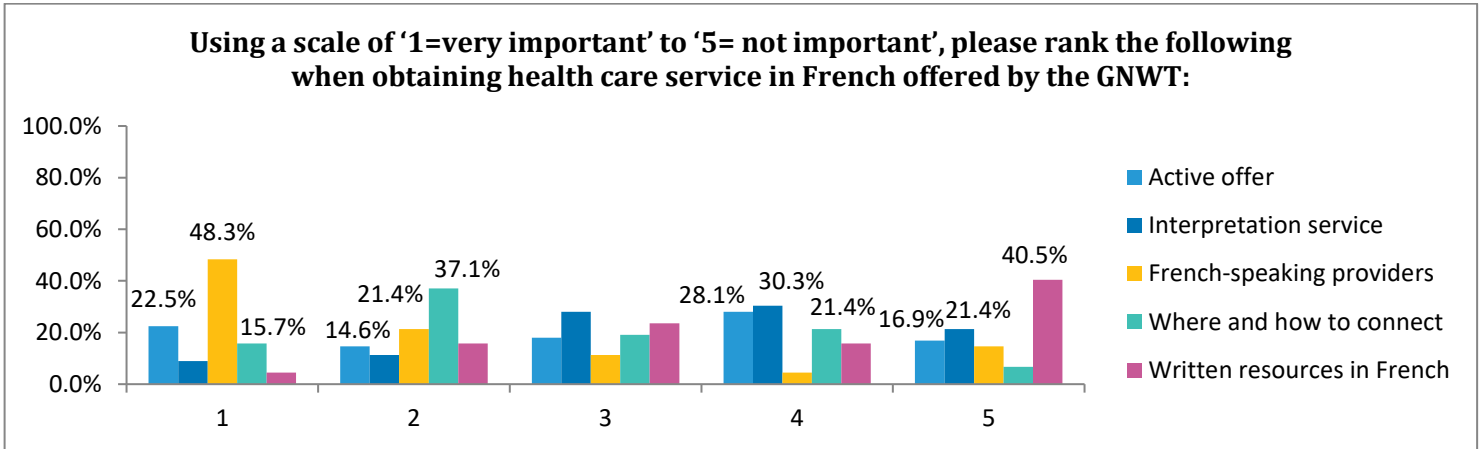


The figure above shows that 35.1% of the respondents will always or very often proceed in English even if an active offer was made, versus 36.1% who will rarely or never pursue in English once the

active offer is present. The other 28.9% of the respondents indicated they would sometimes proceed in English when there is an active offer.

Question 21

Relating to health and wellness only, question 21 gave participants the opportunity to grade suggested categories in order of importance, 1 being the most important and 5 being the least important. A total of 89 individuals answered this question.



- *Active offer: Having an active offer made by health care providers
- Interpretation service: Accessing interpretation service when health care providers do not speak French
- French-speaking providers: Having French-speaking health care providers
- Where/how to connect: Knowing where French-speaking health care providers are and how to connect with them
- Written resources in French: Accessing written health resources in French

The figure above illustrates that the main priority when obtaining a health care service in French offered by the GNWT is to have French-speaking health care providers. As a matter of fact, 48.3% of the respondents consider that **having French-speaking health care providers** is the top priority.

When cumulating the results from categories 1 and 2 to establish main priorities, the category **having French-speaking health care providers** has a total of 69.7%, and **knowing where French-speaking health care providers are and how to connect with them** has a total of 52.8%. The category **having an active offer made by health care providers** comes third, with a total of 37.1%.

The Future of GNWT French Language Communications and Services

Question 22

Question 22 was an open-ended question to enable respondents to indicate what would encourage them to use the GNWT’s communications and services in French more often. The 59 answers given could be organized into broad categories:

- Quality of French service – perception that the service in English is better
- Availability – service not always available when requested, not enough bilingual staff
- Accessibility – delays in receiving services in French
- Active offer – either not made, or no delivery after active offer

It was also suggested to increase awareness around GNWT French language communications and services, for example by receiving information on the services available by email, to have a web page for French or a list of what is available to the public in French.

It is to be noted that responses to question 14, where respondents could indicate why they were following GNWT social media in English rather than in French, are similar. Indeed, answers pointed towards quality, availability and accessibility.

Question 23

Question 23 was the last open-ended question of the survey, and allowed respondents to express their expectation(s) for the future of GNWT's communications and services in French. The responses given could be grouped into the following categories:

- More services in French – availability, accessibility and visibility
- Equality – same quality for services in French than services in English
- Active offer – to be present, and to be followed up by delivery of service in French
- Improvement in general

More specifically, some respondents mentioned they wish to see improvement in the health sector in general.

Some positive comments were also recorded. For example, the improvement of GNWT's French language communications and services over the past years was underlined.

General Information about the Respondents

For this third edition of the Francophone Community Satisfaction Survey, most of the respondents were from Yellowknife (82.0%), followed by Hay River (7.9%). The principal age group of the respondents was 35-44 years old (41.6%), followed by 45-54 years old (23.6%), and by 25-34 years old (20.2%). More than half of the respondents have been living in the Northwest Territories for more than 5 years (56.2%), 21.4% between 2 and 5 years, and 22.5% for less than a year.

Finally, 76.4% indicated French only as their mother tongue, and 11.2% English only. 5.6% indicated having both French and English as mother tongues, and 6.7% indicated having another language as their mother tongue.

PART II: SURVEY FINDINGS

Community input is a useful source of information. It can help us identify our strengths and offers valuable information allowing us to detect and/or confirm our challenges. Furthermore, community input can provide ideas to explore and guide us in order to better our approaches in offering and delivering quality French language communications and services to the public. This section provides an overview of the numbers and feedback that stood out of the third Francophone Community Satisfaction Survey 2021-22.

Observations

Part I: Survey Results allowed the following observations:

General

- 66.7% of the respondents used at least one French language service offered by the GNWT during the reporting period. Of those:
 - o 65.2% had access to a direct service. However, direct service delivery in French decreased by almost 20% since 2020-21;
 - o 75.2% used a Health and Wellness service (inclusive of Covid-19 services);
 - o 39.6% used a Licenses, Permits and Registration service (inclusive of Driving and Transportation);
 - o 76.8% were either satisfied or very satisfied with the quality of the service received.

- 54.0% of the respondents indicated having no preference in regards to language for service delivery, as long as they get the service.

- According to the Francophone community, the three most important categories to receive communications and services in French are:
 - o Health and Wellness (including Covid-19 services) - 75.8%;
 - o Justice and Law (inclusive of Victims Services) – 55.0%;
 - o Public Safety (inclusive of Emergency Services and Emergency Measures) – 47.5%.

- 49.5% of the respondents indicated never having heard about ‘Votre avis GTNO’.

- 58.2% of the respondents indicated they would most likely use *L’Aiglon* and/or Radio Taiga to access local information in French. GNWT websites came second with 43.9% and Francophone organizations social media came third with 43.3%. Even though *L’Aiglon* and/or Radio Taiga still come first in 2021-22, a 12.5% decrease is noted in comparison to 2020-21.

- 55.1% of the respondents indicated following one or more GNWT Facebook, Twitter or Instagram account(s). Of those:
 - o 66.0% indicated following some in French, and some in English;
 - o 22.6% mentioned they were following it/them in French only;
 - o 11.3% said they were following it/them in English only.

Health and Wellness

- 80.4% of the respondents, or a member of their immediate family, used at least one health service between April 1, 2021 and February 28, 2022 (French or English). Of those:
 - o 51.3% indicated that an active offer was made (based on the most recent service):
 - 21.8% indicated that the active offer was followed by a delivery of service in French
 - 19.2% indicated that the active offer was not followed by a delivery of service in French
 - 10.3% indicated that they decided to proceed in English even though the active offer was made;
 - o 48.7% indicated that no active offer was made (based on the most recent service):
 - 1.3% indicated that a service in French was delivered after they expressed a preference for services in French
 - 47.4% indicated no active offer was made (and no service in French was delivered);
 - o 35.1% of the respondents will always or very often proceed in English even if an active offer is made from the health care provider;
 - o The most used health services were Covid-19 related services, medical appointments or emergency services .

- The two priorities of the Francophone community when obtaining health care services in French are:
 - o Having French-speaking health care providers (69.7%); and
 - o Knowing where French-speaking health care providers are and how to connect with them (52.8%).

Supplementary information

In open-ended questions, respondents were asked to provide more details about why they would use GNWT communications and/or services in English when French was available, and on what would encourage them to use GNWT's communications and services in French more often.

In regards to service usage in English even though French is available, it was underlined that respondents often feel comfortable enough to proceed in English, and that a perception of lesser quality, availability and accessibility attached to GNWT French language services influence the choice of going forward with English services.

Similar responses were given about what would increase the demand for GNWT French language communications and services: better quality, availability and accessibility to services in French, and improvement of the active offer. Even though some of the answers seem to fall under perception issues, actions can be taken to better the situation.

PART III: RECOMMENDATIONS

This section contains recommendations on how the GNWT could increase and/or improve access, offer and delivery of GNWT French language communications and services for the public. In light of the information found in *Part II: Survey Findings*, the Francophone Affairs Secretariat, along with GNWT institutions, should work together towards improving the following: increase usage of GNWT French language services available, increase usage of existing feedback process, and put a special focus on Health and Wellness.

Increase usage of GNWT French language services available

According to *PART I: Survey Results*, two-third of the respondents indicated having used at least one GNWT French language service in 2021-22. For the remaining 33.3% who indicated not having used a French language service, 32.4% said it was easier to communicate in English, 23.5% said they were not aware that services in French were available (no active offer was made), and 35.3% indicated another reason, such as feeling equally capable to communicate in English, or because of the perception that requesting a service in French would create some delays.

When asked about the most important to them when receiving services from the GNWT, 54.0% of the respondents indicated having no preference for English or French, as long as they get the service and 35.0% said they preferred to be served in French.

To explore

1. Improve Active Offer (followed by service delivery)

Improving the active offer could contribute to increased usage of available GNWT French language services. As per the GNWT Strategic Plan on French Language Communications and Services 2018-2023, *'the effective delivery of French language services will often involve the active offer. An active offer is a greeting that informs the public that they may communicate in either French or English when requesting a service from the GNWT'*⁴. According to some of the survey results, it seems that the active offer is not always made, or not followed by a service delivery when an interest for French is shown.

To improve the active offer, GNWT institutions could increase their support to front-line staff and bilingual employees. French Language Services Coordinators (FLSC) are responsible to champion and coordinate the provision of quality French language communications and services within their respective GNWT institution⁵. This includes ensuring appropriate orientation and training regarding obligation under the *Official Languages Act* is delivered to the employees, with a focus on staff providing front-line services. Increasing the number of training sessions on active offer and making those opportunities regular (i.e. at the beginning of every financial trimester) would contribute to higher the number of employees who are aware of their obligations and of the

⁴ GNWT Strategic Plan on French Language Communications and Services 2018-2023, p.12.

⁵ Ibid. p. 9.

appropriate processes and methods regarding the active offer and effective delivery of services in French⁶. Front-line staff and bilingual employees might also feel more supported, knowing what resources are available to them, or who to reach out to when a request in French is made. GNWT institutions could consider making it mandatory that all front-line staff and bilingual employees complete, or repeat, the training once a year.

With Covid-19 restrictions being lifted, the FLSC will resume their annual visits at physical points of public service in French to ensure appropriate signage is in place, and will continue to offer training and/or advice to front-line, bilingual and communications staff when required. Phone-line and web points of public service should also be checked regularly to ensure compliance with the Strategic Plan and Standards. The annual visits to points of public service in French are a good opportunity to redistribute the *Quick Reference Guide* to front-line employees, which provides information about the active offer, the role of the front-line staff in the active offer, and the steps and resources to consider to ensure staff have the capacity to offer service in French.

2. Continue collaboration with the Francophone Organizations

In collaboration with Francophone organizations, the GNWT could continue to encourage the Francophone community's increased usage of GNWT French language services, and help promote the GNWT's approach towards French services offer and delivery.

As the active offer is meant to inform the public that they may communicate in French when requesting a GNWT service, the results showed that some individuals feel the active offer is the first step of a full direct service in French. However, the Strategic Plan provides different options to deliver a service in French that comply with the *Official Languages Act* and Standards. The Secretariat could continue to work with Francophone organizations to inform the public of those options (direct service, referral service and interpretation service), and to deconstruct misconceptions that the service in French is not available and/or not provided effectively if not a direct service. Improving the Francophone community's comprehension of the active offer concept could contribute to increased usage of GNWT French language services, while reducing the feeling of disappointment when a service in French is offered via referral or interpretation.

Increasing the usage of existing feedback process

Feedback is important: it helps identify gaps and also provides information on where we are successful, which can assist in shaping our approaches to different situations. According to the survey results, almost half of the respondents (49.5%) indicated not being aware of the GNWT feedback process 'Votre avis GTNO' and 42.3% said they did not use it during the last reporting period.

⁶ Ibid. p.10.

To explore

1. Run a Promotional Campaign

A promotional ad could be placed every month for the first six months, and then every trimester for a two-year period. As per the survey results, *L'Aquilon*/Radio Taïga, and GNWT and Francophone organizations' communications tools (newsletters, web, and social media) are the best communication channels to reach out to the Francophone community. Emphasis should be put on the importance for the GNWT to receive feedback from the community to improve services offer and delivery and match community needs.

2. Increase Visibility and Facilitate Access

In collaboration with GNWT institutions, the Secretariat could explore ways to make 'Votre avis GTNO' more visible and accessible at points of public service in French. While visiting the points of public service in French, FLSC could ensure the promotional material for 'Votre avis GTNO' is adequate and easily visible. Training on 'Votre avis GTNO' is given as part of the active offer training.

A QR code (Quick Response code) allowing individuals to access 'Votre avis GTNO' directly on their own device while waiting, or just after receiving a service, could be another way to increase access to this public feedback process. With no shared touch screen, this would be a safe and quick manner to invite public feedback.

3. Continue collaboration with the Francophone Organizations

In partnership with Francophone organizations, the Secretariat could work on raising awareness of the public feedback process 'Votre avis GTNO' and the importance of providing the GNWT with feedback; the more comments the GNWT receives, the more it is able to develop and implement changes as required.

Special focus on Health and Wellness

Again in 2021-22, **Health and Wellness** was identified by the Francophone community as the most used category of services and also as the most important when it comes to communications and services in French. It was noted that issues relating to active offer seemed more present in the health sector.

To explore

1. Increase Active Offer (followed by service delivery)

Strategies to improve the active offer (ensure it's made, and then followed by a delivery of service when interest for French is shown) have been explored in the previous section, at page 20.

2. Run a Pilot project

A two-week pilot project could run in one of the health clinics and/or vaccination clinic in Yellowknife, where the French language services coordinator (FLSC), or a designated bilingual employee, would collect data about active offer and delivery of French services, and if appropriate, raise awareness about 'Votre avis GTNO'. For example, the FLSC (or bilingual

employee) could ask random individuals coming out of the clinic if an active offer was made, and if so, what happened next. At the same time, it would be a good opportunity to invite French-speaking individual to fill a 'Votre avis GTNO' form about their latest experience, using their own device or a tablet⁷.

Gathering more data in the Health and Wellness sector specifically could also enable the Secretariat and the Health and Social Services System⁸ to target specific issues that require more attention, and to plan appropriate actions to address the situation(s). Any engagement would need to be reviewed and structured to ensure the health privacy of any participants.

3. Continue collaboration with the Francophone Organizations

Through collaboration with Francophone organizations, the GNWT achieves a better understanding of the community needs and priorities, which allows it to adjust approaches and the offer and delivery of services as required. Partnerships are already in place between the Health and Social Services System (GNWT) and Réseau TNO Santé (Fédération franco-ténoise). These partnerships will continue to ensure that effective procedures are in place to address the Health and Wellness needs of the Francophone community.

⁷ The tablet would be disinfected between each usage by the FLSC.

⁸ HSS System : Department of Health and Social Services and Health Authorities