



FRANCOPHONE COMMUNITY SATISFACTION SURVEY ON GNWT FRENCH LANGUAGE COMMUNICATIONS AND SERVICES 2023-24

December 2024

Government of
Northwest Territories

K'áhshó got'ıne xədə k'é hederı ɬedıhtı'lé yeriniwę ni dé dúle.

Dene Kadá

?eriht'ís Dëne Sųłiné yati t'a huts'elkér xa beyáyatı the?ą ?at'e, nuwe ts'ën yólti.

Dëne Sųłiné

Edi gondı dehgáh got'je zhatié k'éé edat'eh enahddhe nide naxets'eh edahli.

Dene Zhatié

Jii gwandak izhii ginjik vat'atr'ijahch'uu zhit yinohthan ji', diits'at ginohkhii.

Dinjii Zhu' Ginjik

Uvanittuaq ilitchurisukupku Inuvialuktun, ququaqluta.

Inuvialuktun

Hapkua titiqqat pijumagupkit Inuinnaqtun, uvaptinnut hivajarlutit.

Inuinnaqtun

kīspin ki nitawihtīn ē nīhīyawihk ōma ācimōwin, tipwāsinān.

nēhiyawēwin

Tlıchq yati k'èè. Dı wegodi newq dè, gots'o gonede.

Tł̄chq

Indigenous Languages
request_Indigenous_languages@gov.nt.ca

Une version française de ce document est disponible.

Table of Contents

Introduction	1
Part I: Survey Results	2
Section 1: Communications.....	3
Section 2: Services.....	8
Section 3: Health	14
Section 4: General Information	21
Part II: Survey Findings	22
Part III: Recommendations	24

Introduction

The Government of the Northwest Territories (GNWT) is dedicated to offering and delivering quality French language communications and services to the public. Feedback from the Francophone community is crucial to assess GNWT's capacity to do so.

To gauge awareness and satisfaction regarding its French language communications and services, the GNWT conducted the Francophone Community Satisfaction Survey 2023-2024, which ran from May 22 to June 9, 2024, and received 46 responses. The survey was promoted on the Department of Education, Culture and Employment website, the GNWT Facebook page and Bear Net. Additionally, it was shared through various Francophone organizations' websites, Facebook pages, newsletters and distribution lists. A link to the survey was also featured in *L'Aquilon* and *News/North*, and ads aired on Radio Taïga and Cabin Radio.

The data collected covers the period from April 1, 2023, to March 31, 2024, and is categorized into three areas: communications, services and health-specific communications and services. Please note that this survey does not address education-related issues (schools). The results presented 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 2023-2028](#), to be conducted at the end of its life cycle.

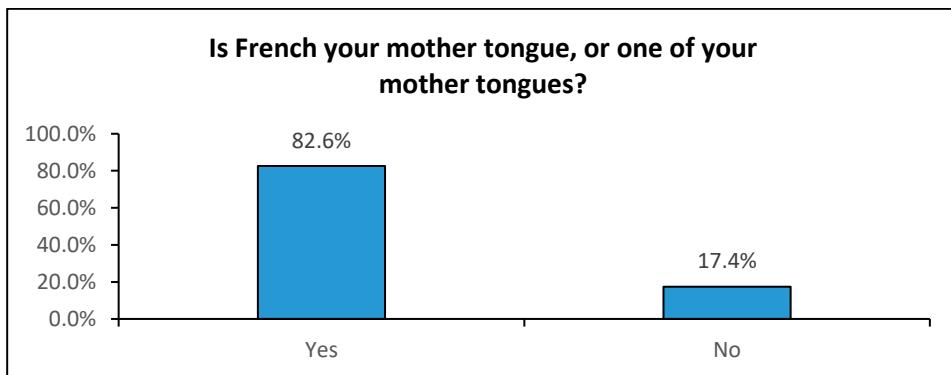
The survey was developed by the Francophone Affairs Secretariat, with input from Réseau TNO Santé for the health-related section.

Part I: Survey Results

This section presents the gross results of the Francophone Community Satisfaction Survey on GNWT French Language Communications and Services 2023-24. A total of 35 responses were received via the French version of the survey, and 11 were received through the English version of the survey. The numbers in the graphs have been rounded to bring clarity to the document.

Question 1

The graph below indicates if the respondents have French as their mother tongue, or one of their mother tongues.



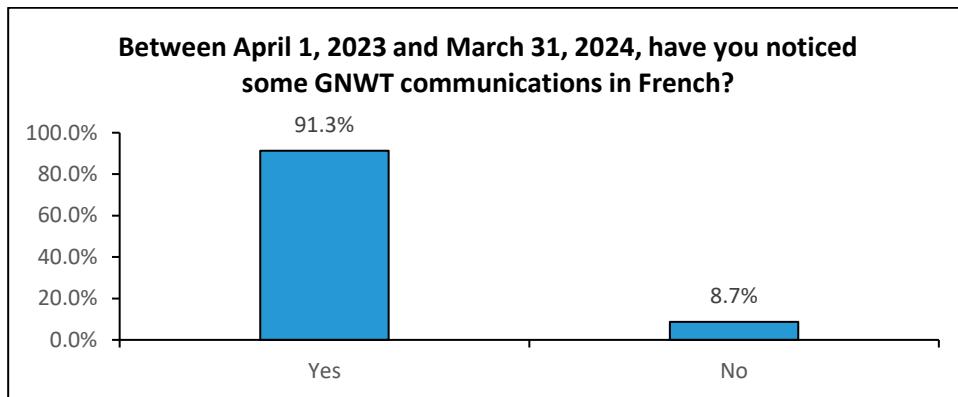
The graph shows that a great majority of the respondents had French as their mother tongue, or one of their mother tongues. Of the 46 respondents, 82.6% indicated having French as a mother tongue and 17.4% responded not having French as a mother tongue.

Section 1: Communications

Questions two to eight intended to collect information about GNWT French language communications only.

Question 2

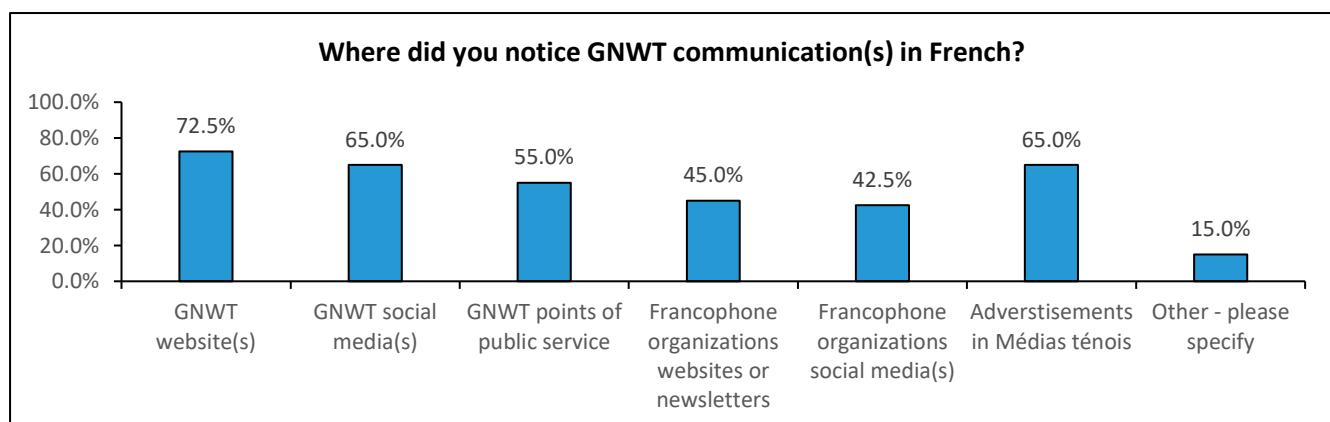
The figure below shows if the respondents noticed any GNWT communications in French between April 1, 2023 and March 31, 2024.



According to the graph, the great majority of the respondents indicated having noticed at least one GNWT communication in French for the reporting period. With a total of 46 responses, 91.3% of the individuals noticed at least one GNWT communication in French, while 8.7% did not. The respondents who mentioned not having noticed any communication in French were then skipped to question 4.

Question 3

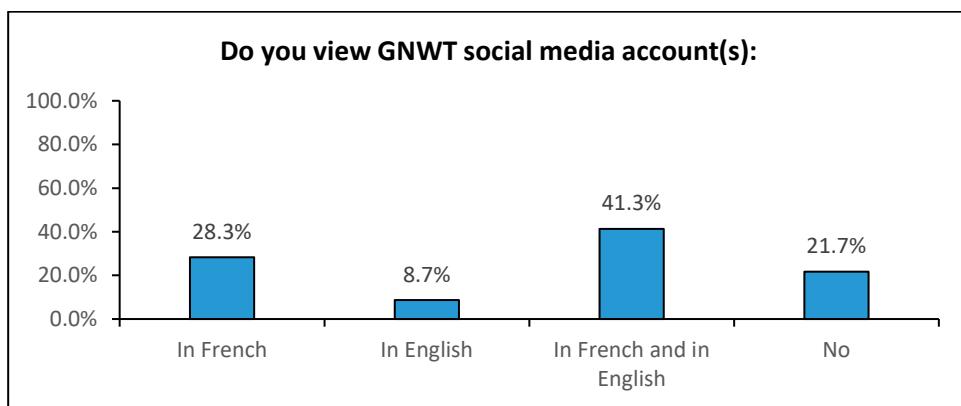
Question three was a follow-up to question 2, answered only by the individuals who noticed at least one GNWT communication in French between April 1, 2023 and March 31, 2024. Respondents were asked to indicate where they noticed a GNWT communication in French and were allowed to select more than one answer if needed.



Of the 40 individuals who responded to this question, a total of 144 answers were given. According to the graph, more than half of the respondents indicated noticing GNWT communications in French on **GNWT website(s)** (72.5%), on **GNWT social media(s)** (65%), through **advertisements in Médias Ténois** (65%) and at **GNWT points of public service** (55%). Additionally, 45% of the respondents indicated having seen GNWT communications in French on the **Francophone organizations websites or newsletters** and 42.5% in **Francophone organizations social media(s)**. For those who indicated seeing GNWT communications in French elsewhere, responses included advertisements at the movie theatre and on YouTube.

Question 4

Question four, regarding language habits when viewing GNWT social media account(s), was answered by all respondents.

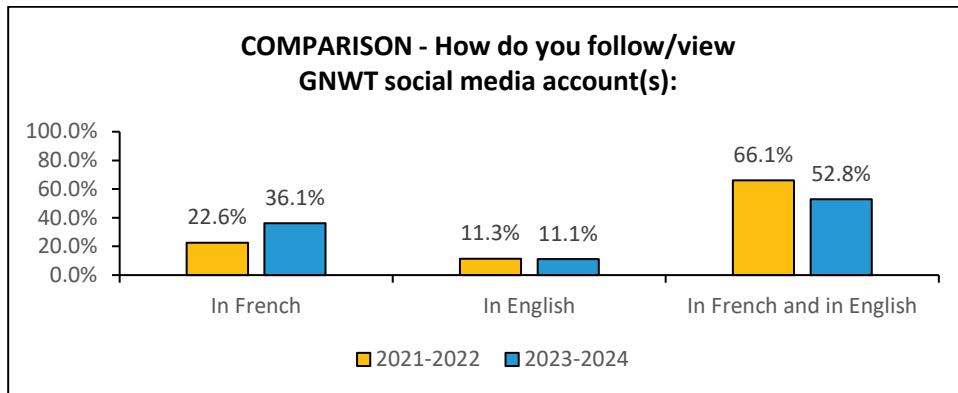


The figure above illustrates if the respondents view GNWT social media account(s) in French, in English, in French and English or not at all. Of the 46 responses received, 41.3% of the respondents indicated viewing GNWT social media account(s) in both **French and English**, 28.3% in **French only** and 8.7% in **English only**. More than a fifth of the respondents (21.7%) said they **do not view** GNWT social media accounts at all. It is to be noted that none of the respondents who took the survey in French indicated viewing GNWT social media accounts in English only. Conversely, only one the respondents who completed the survey in English indicated viewing GNWT social medias in French only.

Similar questions were asked in 2021-22. Of the 98 responses recorded for the first question, 54 respondents (55%) mentioned following at least one GNWT social media (Facebook, Twitter and/or Instagram). Of the 53 respondents who answered the follow-up question, 22.6% said they were only following GNWT social media in French, 11.3% in English only and 66.1% indicated following GNWT social media both in French and in English.

To compare data between 2021-22 and 2023-24, a few modifications should be underlined. The verb "follow" was used in the 2021-22 survey questions, which was changed to "view" for the 2023-24 edition. Furthermore, data from 2023-24 have been recalculated to remove the respondents who

indicated not following GNWT social media. For the graph below, percentages for 2021-22 are based on 53 responses, and percentages of 2023-24 are based on 36 responses instead of the initial 46.



The graph above shows that more respondents indicated viewing GNWT social media accounts in French only in 2023-24 (36.1%) and in 2021-22 (22.6%). In contrast, less respondents indicated viewing GNWT social media accounts in French and English in 2023-24 (52.8%) than in 2021-22 (66.1%).

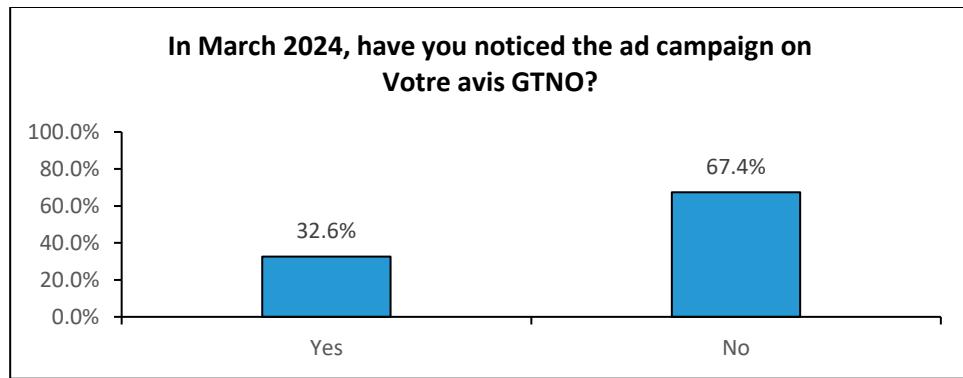
Question 5

Question five was an open-ended question for individuals who stated viewing GNWT social media account(s) in English (either “in English”, or “in French and in English”). A total of 20 responses were provided to the question “Why do you view GNWT social media in English?”. The main answers included: because the respondents identified themselves as bilingual, because of social media algorithms presenting information in English on their accounts’ feeds or because of a perception that GNWT social media published in English is more thorough.

A similar question was asked in 2021-22, with the verb “follow” used instead of “view.” Responses received for following GNWT social media accounts in English rather than in French encompassed the quality (perception that information in French is longer or contains discrepancies), the availability (impression that English is available first), the accessibility (easier to find English accounts) and an increased public engagement on English publications.

Question 6

Question six referred to the GNWT public feedback process, Votre avis GTNO. Following the review and streamlining of the questionnaire for Votre avis GTNO – Option 1 in February 2024, a promotional campaign was launched in March 2024 to increase feedback. Question six aimed to determine if respondents noticed the Votre avis GTNO campaign or not during the month of March 2024.

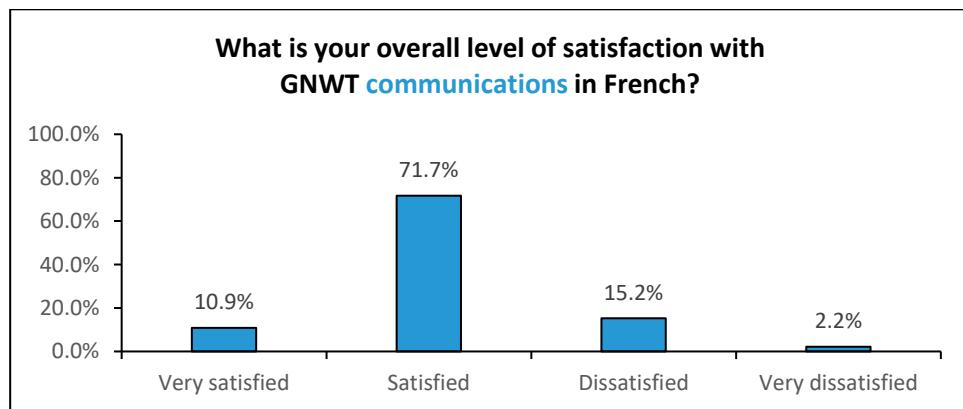


Question six was answered by 46 individuals. According to the graph above, about a third (32.6%) of the respondents noticed the Votre avis GTNO campaign in March 2024, compared to 67.4% of the respondents who did not.

In 2021-22, a question related to the usage of Votre avis GTNO was asked. Of the 97 responses recorded, 42.3% of the respondents did not use the public feedback process, versus 8.3% who indicated using it. The remaining 49.5% of the respondents indicated not being aware of Votre avis GTNO.

Question 7

Question seven aimed to determine respondents' overall level of satisfaction with GNWT communications in French for the reporting period of April 1, 2023 to March 31, 2024. It was the first time the question was asked specifically about communications only. A total of 46 respondents provided a response.



The graph shows that a great majority of the respondents were either **very satisfied** (10.9%) or **satisfied** (71.7%) with GNWT communications in French. 15.2% of the respondents indicated being **dissatisfied**, and 2.2% **very dissatisfied**.

Question 8

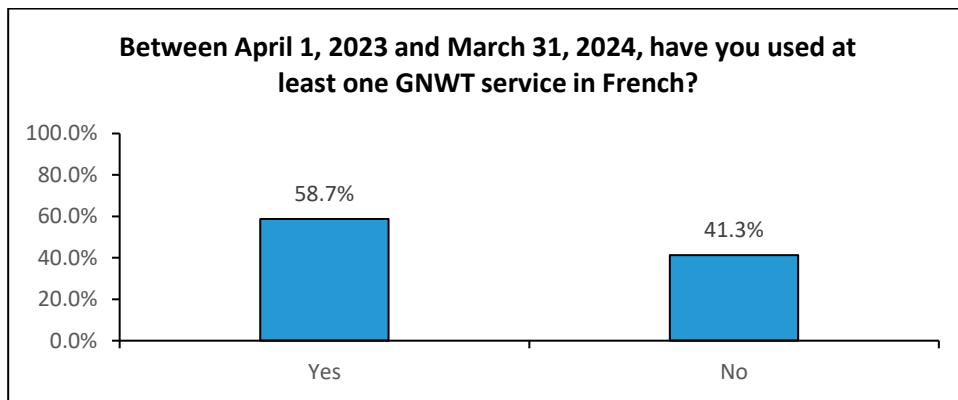
Question eight was an open-ended question that allowed participants to share additional thoughts on GNWT communications in French. A total of 23 responses were received. The most recurrent comment was to acknowledge the presence and expansion of GNWT communications in French. Other respondents suggested to keep increasing communications in French, for example, ensure that GNWT websites are fully bilingual, including sub-sections.

Section 2: Services

Questions nine to 14 intended to collect information about GNWT French language services only.

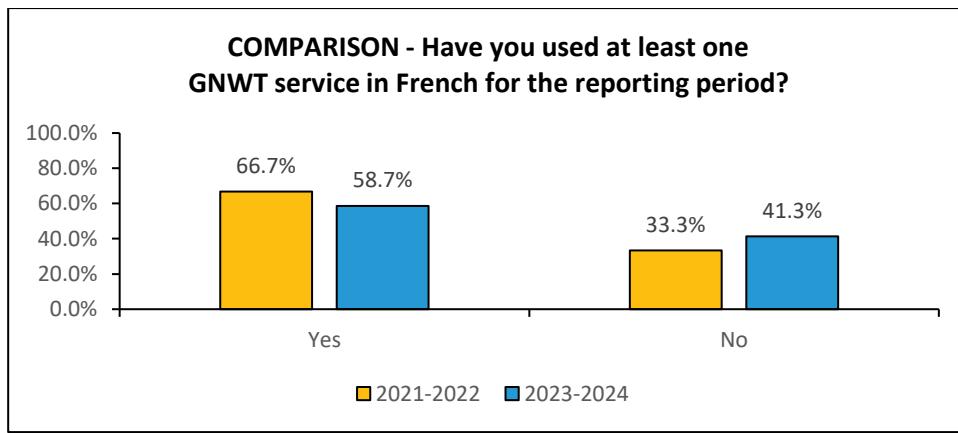
Question 9

The first question dedicated to GNWT French services was to determine if respondents used at least one GNWT service in French between April 1, 2023 and March 31, 2024.



The graph above shows that for the reporting period, more than half of the respondents (58.7%) have used at least one service in French offered by the GNWT, while 41.3% did not. Respondents who indicated not having used a GNWT service in French were then skipped to question 12.

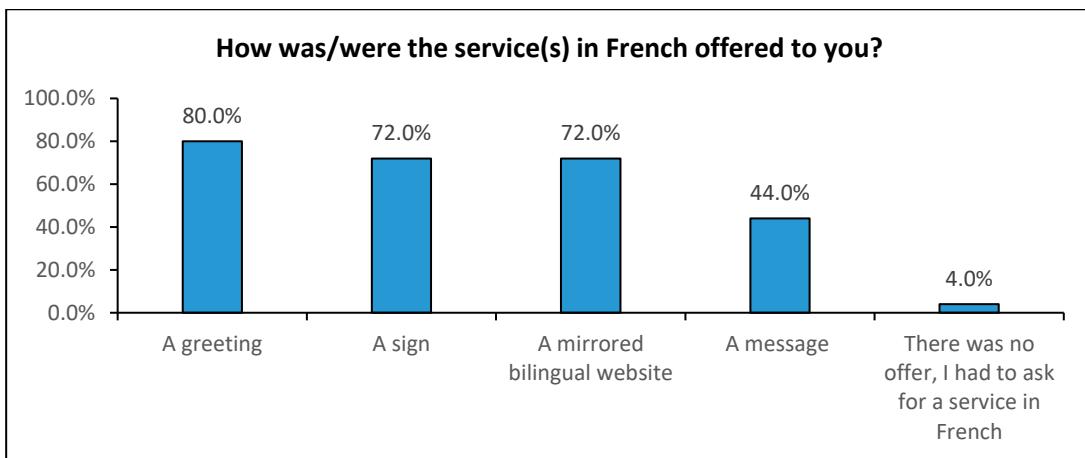
In comparison with 2021-22 data, the number of individuals who used a GNWT service in French for the reporting period decreased by 8%.



As shown in the graph above, 66.7% of the respondents indicated having used a GNWT service in French in 2021-22, versus 58.7% in 2023-24.

Question 10

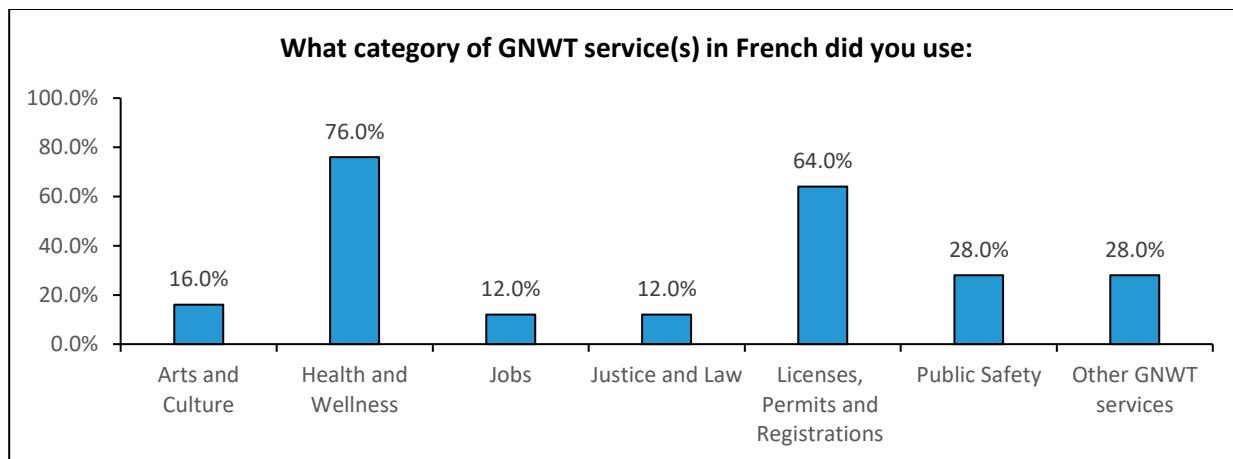
Question 10 was a follow-up to question nine, for those who indicated having used at least one GNWT service in French between April 1, 2023 and March 31, 2024. Respondents were asked how the service(s) was/were offered to them, with the option to select more than one answer as they might have used more than one service.



For the 25 individuals who answered that question, a total of 68 responses were received. A greeting, such as "hello/bonjour" was the most common form of active offer, selected by 80% of the respondents. The second highest answer was a sign (such as tent card) and a mirrored bilingual website, both with 72%. 44% of the respondents indicated the service in French was offered via a message, such as an email or voicemail. Finally, 4% of the respondents said there was no active offer made and had to ask for a service in French.

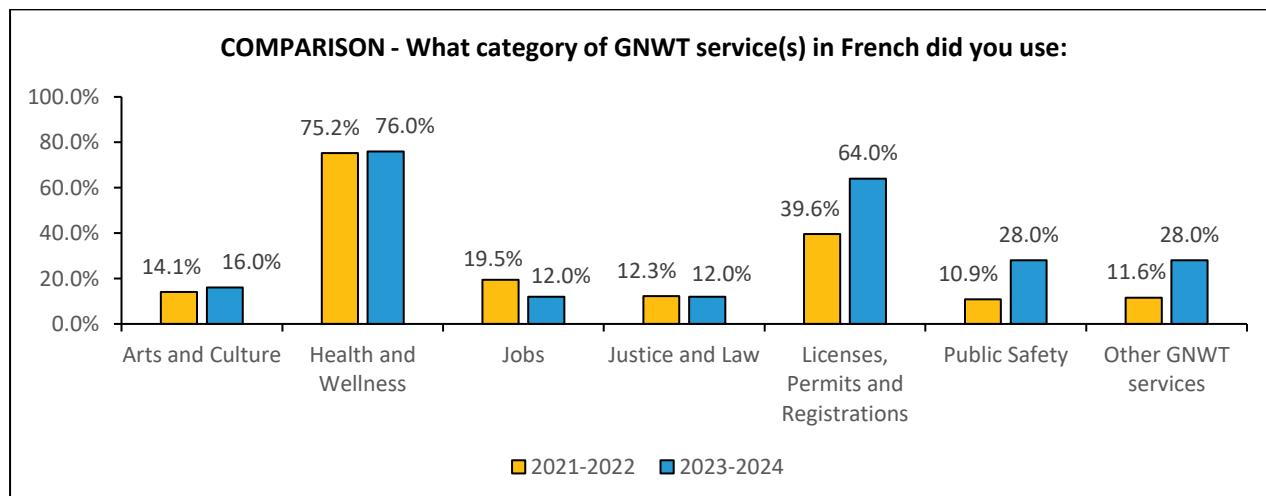
Question 11

Question 11 was also a follow-up to question nine, for those who indicated having used at least one GNWT service in French between April 1, 2023 and March 31, 2024. Respondents were asked to indicate which category of GNWT service in French they have used, and could select more than one response. For the 25 individuals who answered the question, a total of 59 responses were provided.



The graph above illustrates that **Health and Wellness** was the most used category of service for 2023-24, with 76% of the respondents selecting it as an answer. **Licenses, Permits and Registrations** (inclusive of Camping, Driving and Transportation) came second with 64%. **Public Safety** (inclusive of Emergency Services and Emergency Measures, i.e. Road closures and water advisories) and **Other GNWT services** (inclusive of Business and Economy, Environment and Energy, Tax and Benefits and Travel and Tourism) came third with 28%. **Arts and Culture** was selected by 16% of the respondents, and finally, **Jobs** (inclusive of Apprenticeship and Trades) and **Justice and Law** were selected by 12% of the respondents.

The same question was asked in the Francophone Community Satisfaction Survey 2021-22. The graph below compares 2021-22 and 2023-24 data. It is to be noted that in the 2021-22 edition of the survey, 69 individuals answered the question, and a total of 122 responses were received, more than twice the amount of responses received in 2023-24.

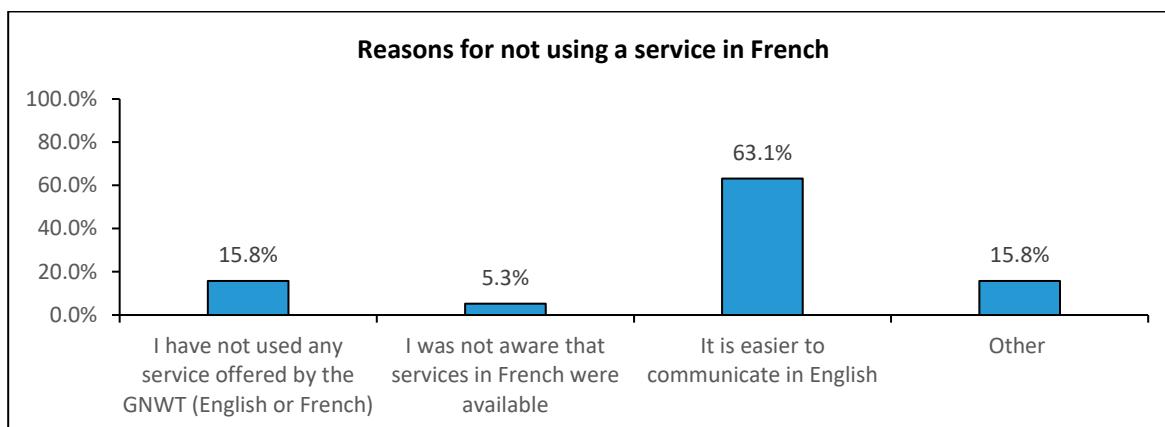


In general, responses appear similar. For both reporting years, **Health and Wellness** and **Licenses, Permits and Registrations** were the two most popular categories of service for which respondents indicated having used a service in French; however, a significant increase can be observed for

Licenses, Permits and Registrations (+24.4%), **Public Safety** (+17.1%), and **Other GNWT services** (+16.4%).

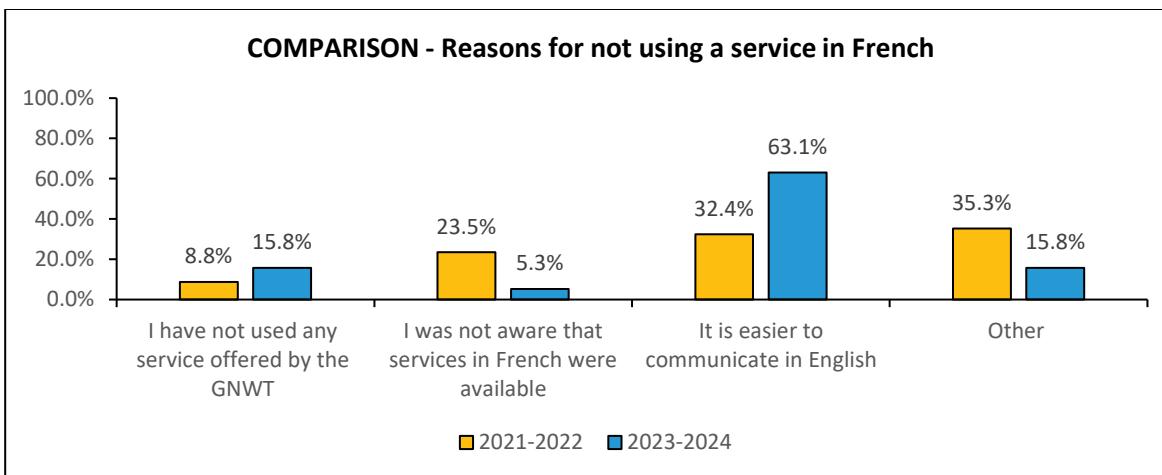
Question 12

Question 12 was a follow-up to question nine for the respondents who indicated not having used at least one GNWT service in French between April 1, 2023 and March 31, 2024 (41.3% of the respondents). Individuals were asked to specify why they had not used any service in French for the reporting period.



According to the graph, the main reason for not using a GNWT service in French is because **it was easier to communicate in English**. Of the 21 respondents who answered the question, 63.1% chose that option. Otherwise, 15.8% of the respondents indicated **not having used any service offered by the GNWT** at all, and 5.3% mentioned **not being aware that services in French were available**. The remaining 15.8% of the respondents chose "Other" as an answer. Among the responses, it was mentioned that no bilingual staff was available, or that the level of French of the employee(s) was considered not high enough to offer the service.

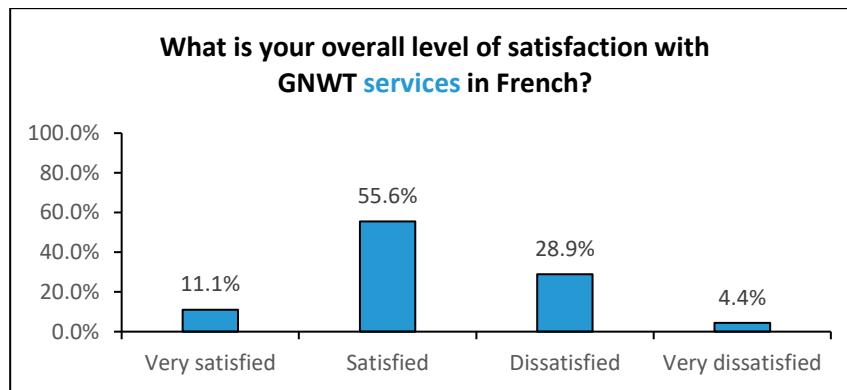
The same question was asked in the Francophone Community Satisfaction Survey 2021-22. The graph below compares 2021-22 and 2023-24 data. For 2021-22, percentages are calculated according to 34 respondents, versus 21 respondents for 2023-24.



An important increase of over 30% can be noted between 2021-22 and 2023-24 for the category **it is easier to communicate in English**. Conversely, decreases of approximately 20% can be noted for the categories **Other** and **I was not aware that services in French were available**.

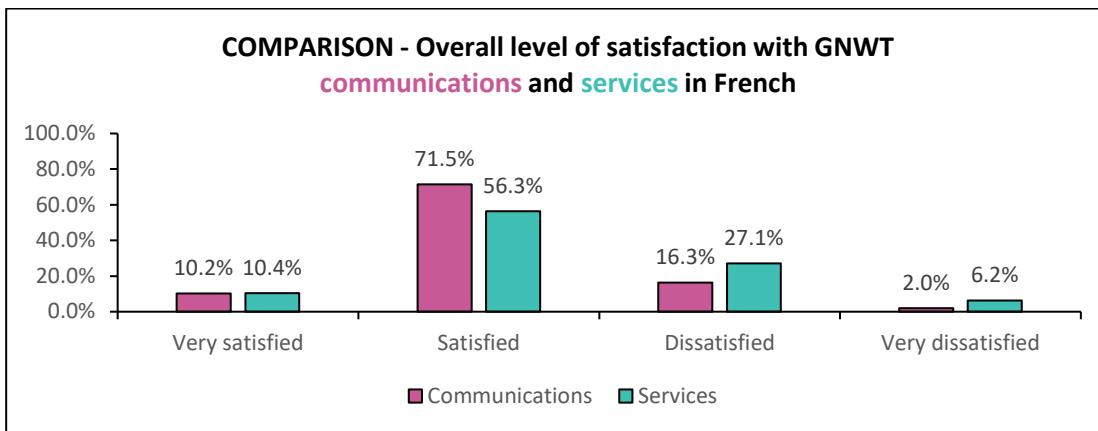
Question 13

Question 13 aimed to determine respondents' overall level of satisfaction with GNWT services in French. It was the first time the question was asked specifically about services only. A total of 45 respondents provided a response.



The graph illustrates that most of the respondents were either **very satisfied** (11.1%) or **satisfied** (55.6%) with GNWT services in French; however, 28.9% of the respondents indicated being **dissatisfied**, and 4.4% **very dissatisfied**.

As previously mentioned, this is the first time that an inquiry for the level of satisfaction was divided for communications and services in French. The intention was to be able to identify what area needed more attention for improvement, according to the Francophone community. The graph below compares the overall level of satisfaction towards GNWT communications and services in French, separately, for 2023-24.



In comparison, the Francophone community expressed a higher level of satisfaction towards GNWT communications in French. Overall, respondents were approximately 15% more satisfied with GNWT communications in French than services in French.

Question 14

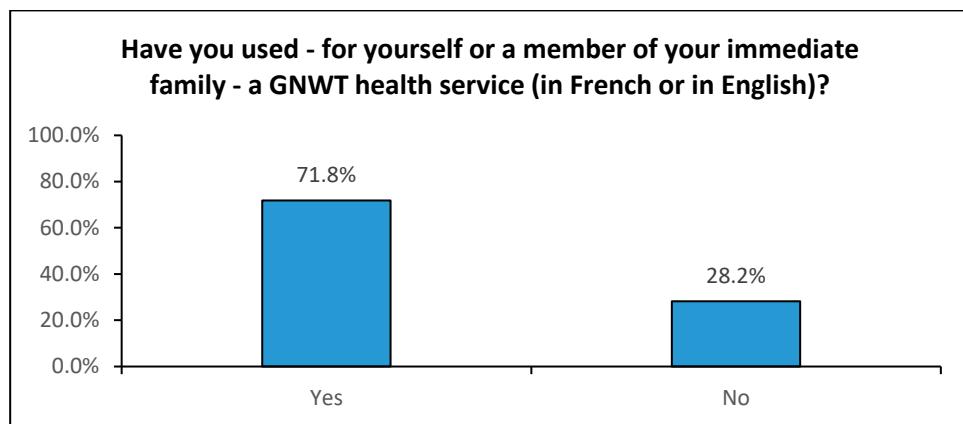
Question 14 was an open-ended question to allow participants to share additional thoughts on GNWT services in French. A total of 19 responses were provided. The main comment was that the effective delivery of service in French does not follow the active offer. Other respondents also raised some issues with phone communications, stating it was almost impossible to speak to someone in French when requesting a service in French; either there is no answer, the caller is redirected to an English-speaking staff or sent to a voicemail.

Section 3: Health

Questions 15 to 22 intended to collect information related to communications and services specific to health only.

Question 15

The first question in the Health section aimed to determine if the respondents use, for themselves or for a member of their immediate family (i.e. a child), a GNWT health service in French or English between April 1, 2023 and March 31, 2024. A total of 46 individuals answered the question. The 13 respondents who indicated not having used a health service at all for the reporting period were automatically skipped to question 19.



According to the graph above, a great majority of the respondents (71.8%) used at least one health service between April 1, 2023 and March 31, 2024, for themselves or a member of their immediate family, versus 28.2% who did not.

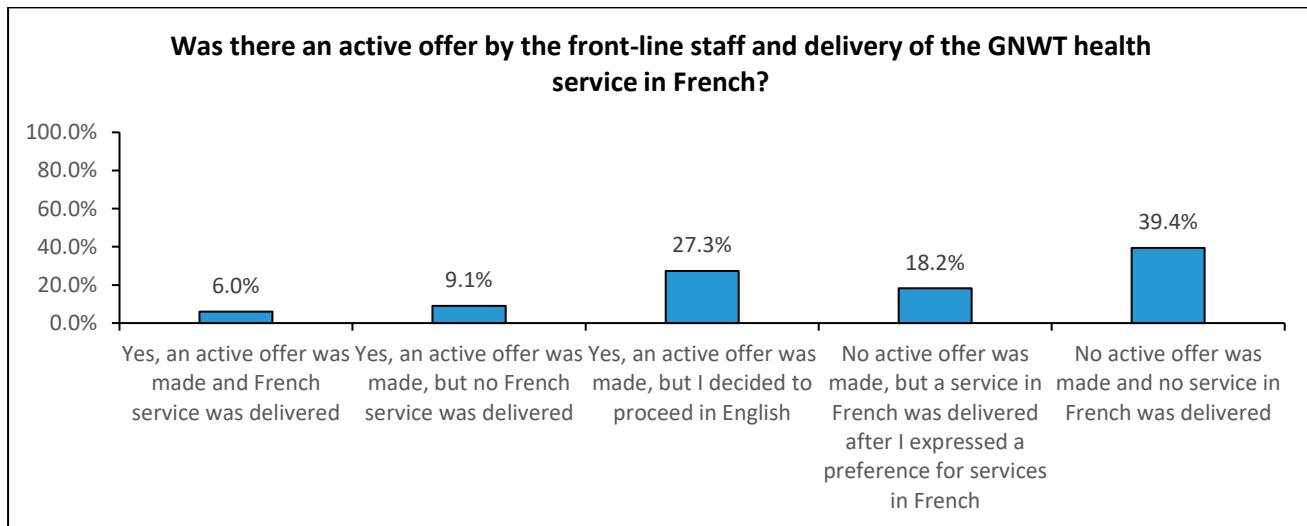
Question 16

Question 16 was a follow-up to question 15, directed at individuals who reported using a GNWT health service (in French or English) during the reporting period. In this open-ended question, respondents were asked to specify the most recent health service they accessed. The most common responses included services at Stanton Hospital and health clinics (YK Primary Care Centre and Frame Lake Health Clinic), with many citing visits to a family doctor or scheduling appointments. A few individuals also mentioned seeing an optometrist or using emergency services.

In 2021-22, main health services (based on the last health service the respondents used) were Covid-19 related services (i.e.: immunization, ProtectNWT), medical appointments and emergency services.

Question 17

Question 17 was a follow-up to question 16. Respondents were asked to indicate whether there was an active offer made by the front-line staff, followed by a delivery of the health service in French. Individuals provided answers according to the last health service they identified in question 16. A total of 33 responses were received.

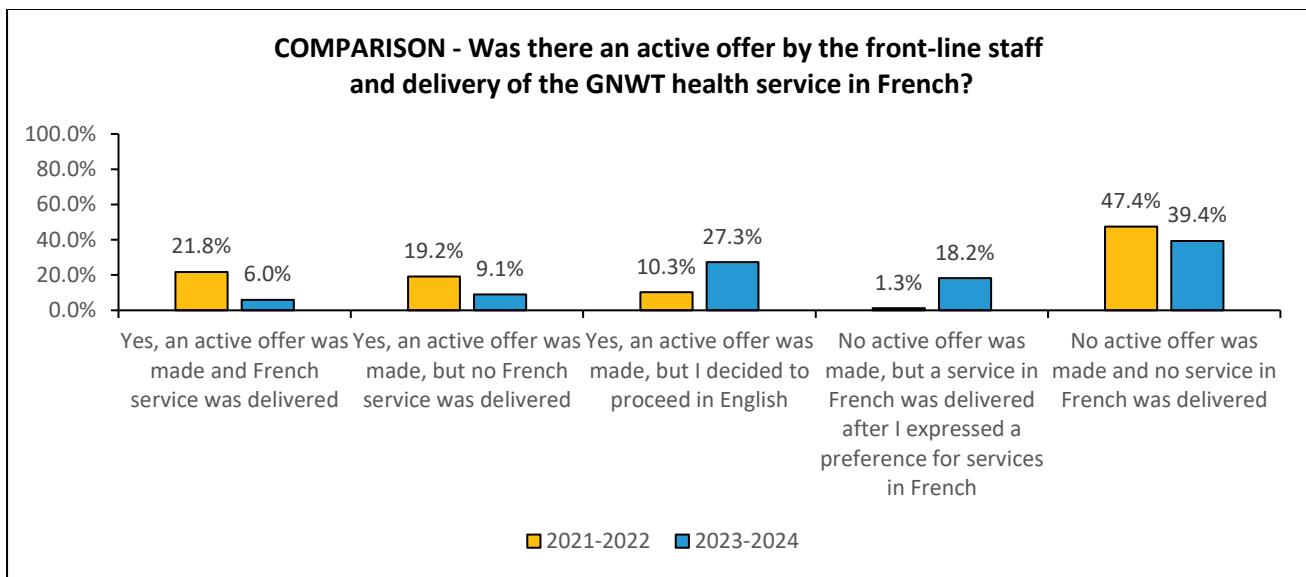


According to the graph, an active offer by front-line staff was made 42.4% of the time, which means there was no active offer by front-line staff for the remaining 57.6%. It is to be noted that a verbal greeting (hello/bonjour) by the front-line staff is not the only form of active offer. A sign, such as a tent card, or a message, such as a voicemail, are also considered an active offer.

Among all the answers provided, 6% of the individuals indicated that the active offer was followed by an effective delivery of the health service in French, 9.1% said that the active offer was not followed by a delivery of service in French, and 27.3% mentioned they decided to proceed in English even though an active offer was made by front-line staff. Otherwise, 18.2% of the respondents indicated that no active offer was made, but a service in French was delivered after expressing a preference for French, and 39.4% stated that there was no active offer and no service delivery in French for the last health service they used.

In total, almost a quarter of the respondents (24.2%) did receive a health service in French, active offer or not, and that 27.3% of the respondents could have also potentially accessed the delivery of a health service in French if they would have proceeded in French.

The same question was asked in the Francophone Community Satisfaction Survey 2021-22 – the graph below compares 2021-22 and 2023-24 data. For 2021-22, percentages are calculated according to 78 respondents, versus 33 respondents for 2023-24.



The figure above shows that in 51.3% of the cases, an active offer was made by the front-line staff in 2021-22, versus 42.4% in 2023-24; however, for the 2023-24 survey, the question was more detailed, and the words “by the front-line staff” and “GNWT health service” were added.¹

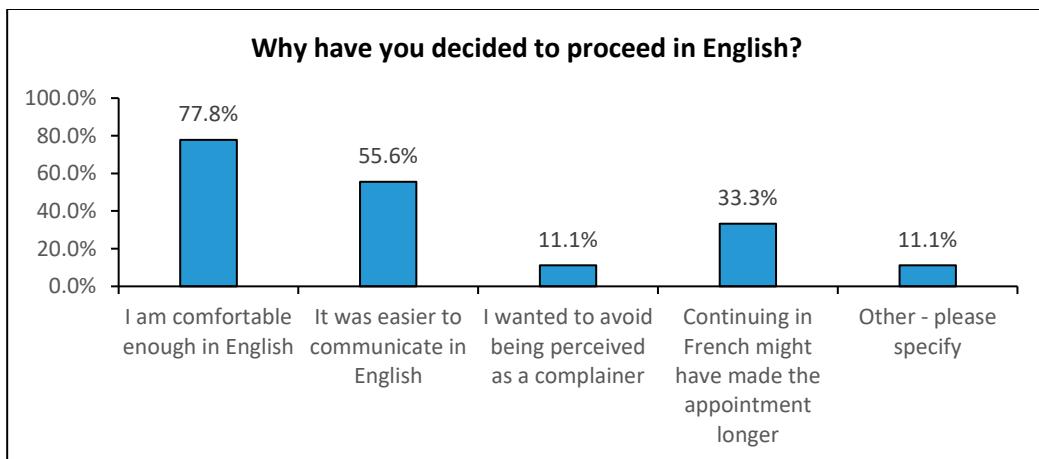
Otherwise, responses between 2021-22 and 2023-24 are slightly different. There were more instances of active offer and effective delivery of a service in French in 2021-22 (21.8%) than in 2023-24 (6%), and less individuals who decided to pursue in English after an active offer was made in 2021-2022 (10.3%) than in 2023-24 (27.3%); however, the graph also highlights that more respondents accessed a service in French after expressing a preference for it in 2023-24 (18.2%) than in 2021-2022 (1.3%).

Question 18

Question 18 was a follow-up to question 17, for the respondents who indicated that they proceeded in English even though an active offer for a service in French was made by the front-line staff. Nine individuals answered the question, and a total of 17 responses were received.

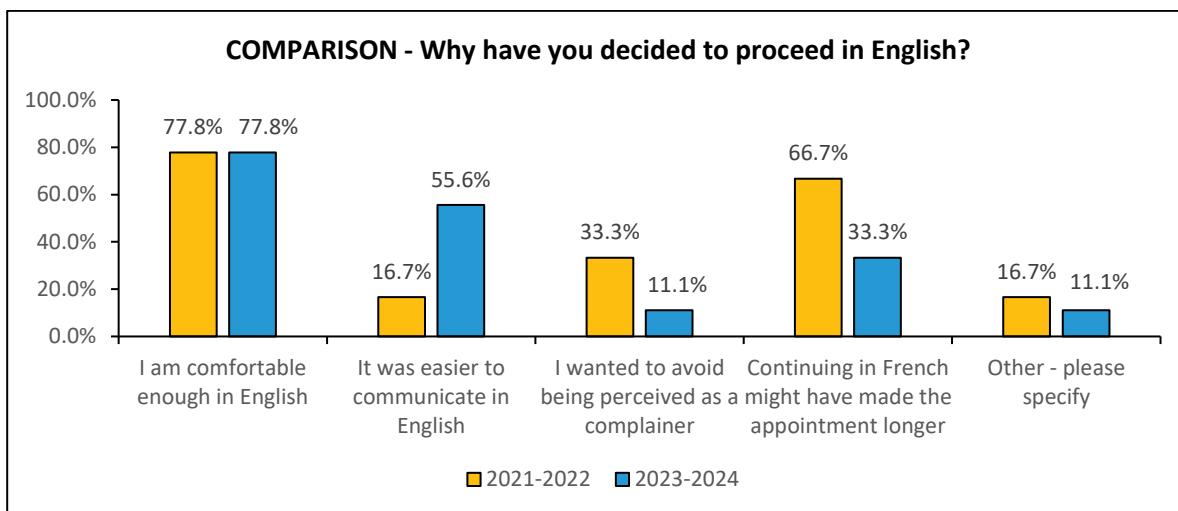
¹ **Question in 2021-22:** For this most recent health service that you used, was there an active offer and delivery of the service in French?

Question in 2023-24: For this most recent health service that you used, was there an active offer by the front-line staff and delivery of the GNWT health service in French?



According to the graph above, most of the respondents (77.8%) decided to proceed in English because they felt comfortable enough in English, 55.6% because it was easier to communicate in English and 33.3% because they felt that continuing in French might have made the appointment longer. Otherwise, 11.1% indicated having proceeded in English to avoid being perceived as a complainer.

A similar question was asked in the Francophone Community Satisfaction Survey 2021-22 – the only change between the two surveys being the phrase, “because the employee didn't have the necessary French terminology,” was removed from the second answer choice². The graph below compares 2021-22 and 2023-24 data. For 2021-22, percentages are calculated according to 8 respondents (14 responses), versus 9 respondents (17 responses) for 2023-24.



According to the graph above, significant differences can be noted between 2021-22 and 2023-24. In the latest edition of the survey, 16.7% of the respondents affirmed pursuing in English even after an active offer for a service in French was made, contrary to 55.6% in 2021-22. That 38.9% variation

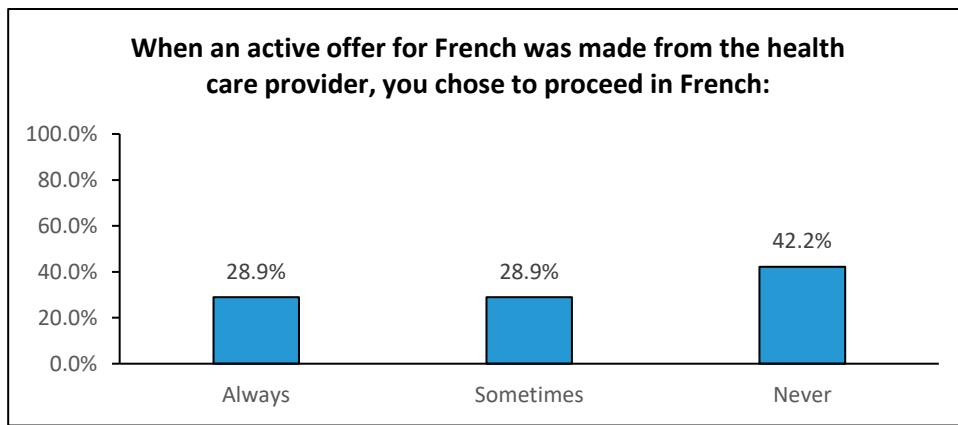
² **Answer choice in 2021-22:** It was easier to communicate in English because the employee didn't have the necessary French terminology

Answer choice in 2023-24: It was easier to communicate in English

could possibly be attributed to the change in the wording of the answer choice, as explained earlier. A 33.4% decrease can be observed for the reason “continuing in French might have made the appointment longer,” and a 22.2% reduction for the reason “I wanted to avoid being perceived as a complainer.”

Question 19

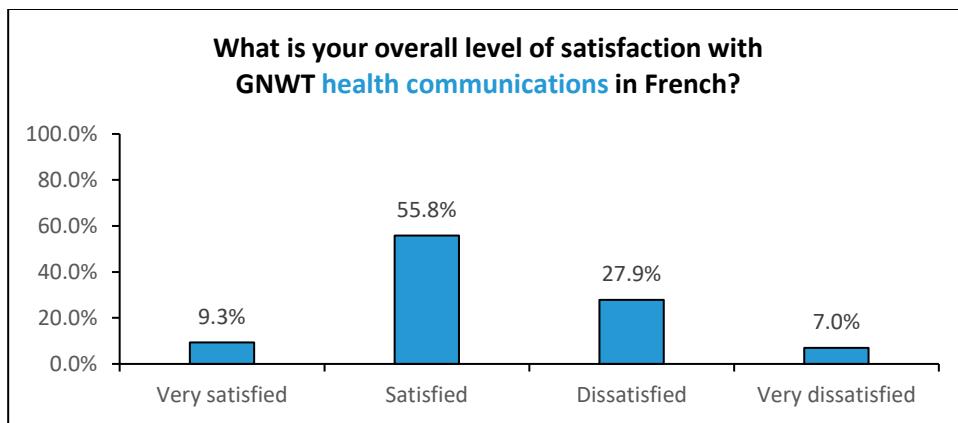
Question 19 was a new question for the 2023-24 edition. The goal was to identify whether an individual was more inclined to proceed in French when the active offer came directly from the health care provider rather than from the front-line staff. A total of 45 respondents provided an answer.



As per the diagram above, the individual seeking a health service in French will **always** pursue in French after an active offer was made by the health care provider in 28.9% of the cases, and will **sometimes** do so in 28.9% of the time. The remaining 42.4% of the respondents indicated **never** proceeding in French even after an active offer was made by the health care provider.

Question 20

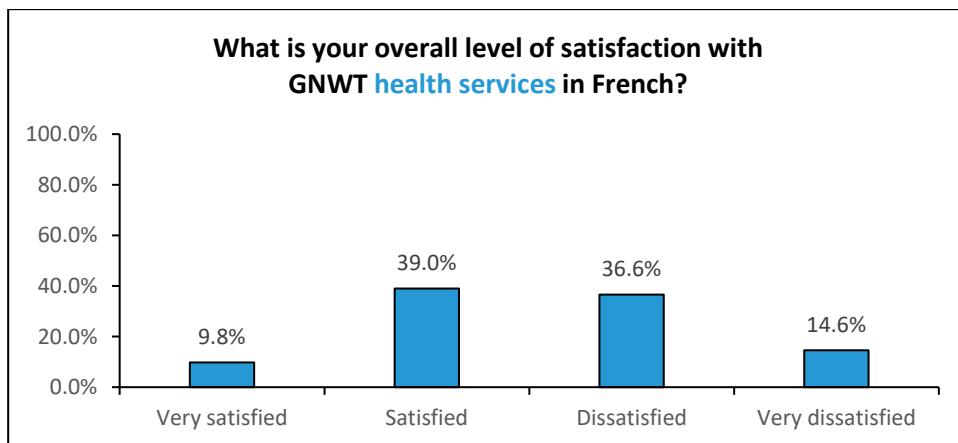
Question 20 aimed to determine respondents' overall level of satisfaction with GNWT health communications in French for the reporting period of April 1, 2023 to March 31, 2024. It was the first time the question was asked specifically about health communications only. A total of 43 respondents provided a response.



The graph above shows that a majority of the respondents (65.1%) were either **very satisfied** (9.3%) or **satisfied** (55.8%) with GNWT health communications in French. Otherwise, 27.9% of the respondents indicated being **dissatisfied**, and 7.0% **very dissatisfied**.

Question 21

Question 21 aimed to determine respondents' overall level of satisfaction with GNWT health services in French for the reporting period of April 1, 2023 to March 31, 2024. It was the first time the question was asked specifically about health services only. A total of 41 respondents provided a response.



The graph above illustrates that almost half the respondents were satisfied with GNWT health service in French, while the other half were not. Effectively, a total of 48.8% indicated being either **very satisfied** (9.8%) or **satisfied** (39.0%) with GNWT health services in French, and conversely, 36.6% of the respondents indicated being **dissatisfied**, and 14.6% **very dissatisfied**, for a total of 51.2%.

Question 22

Question 22 was an open-ended question enabling respondents to provide more information about GNWT health communications and services in French. A total of 16 answers were received. Similar to answers received for question 14³, respondents mentioned that the active offer was rarely followed by an effective delivery of service, health services in French over the phone were hard to obtain and would most likely lead to a voicemail or be re-directed to English services and requesting a service in French is perceived to create delays.

³ **Question 14:** Is there anything you would like to mention about GNWT services in French?

Section 4: General Information

For the 2023-24 edition of the Francophone Community Satisfaction Survey, most of the respondents were from Yellowknife (86.7%), followed by Hay River (6.7%). The main age group of the respondents was 35-44 years old (40.9%), followed by 25-34 years old (20.5%) and 45-54 years old (18.2%). Finally, more than half of the respondents have been living in the Northwest Territories for more than five years (52.2%), 19.6% between two and five years, and 28.2% for less than two years.

Part II: Survey Findings

Community feedback serves as a valuable resource for information, helping us recognize our strengths and provide insights that can identify challenges. Additionally, community input can generate ideas for improvement and guide the GNWT in enhancing French language communications and services to the public. This section presents an overview of the key findings and feedback from the Francophone Community Satisfaction Survey 2023-24.

Part I: Survey Results revealed the following observations for 2023-24:

GNWT communications in French

- 91.3% of the respondents noticed some GNWT communications in French.
- GNWT communications in French were seen the most on GNWT websites (72.5%), GNWT social media (65%) and in Médias ténois advertisements (65%).
- 41.3% of the respondents view GNWT social media account(s) in both French and English, and 28.3% view them in French only.
- 67.4% of the respondents did not notice the ad campaign Votre avis GTNO in March 2024.
- 82.6% of the respondents were satisfied or very satisfied with GNWT communications in French.
- Most respondents acknowledged the existence and growth of GNWT communications in French.

GNWT services in French

- 58.7% of the respondents used at least one GNWT service in French.
- According to the public, a greeting (80%), a sign (72%) and a mirrored bilingual website (72%) were the three most common forms of active offer.
- Health and Wellness (76%) and Licenses, Permits and Registrations (64%) were the two most used categories for a service in French.
- 63.1% of the respondents who did not use a GNWT service in French indicated not doing so because it was easier to communicate in English.
- 66.7% of the respondents stated being satisfied or very satisfied with GNWT services in French.
- Respondents shared that effective delivery of service in French does not often follow the active offer.

GNWT health communications and services in French

- 71.8% of the respondents used, for themselves or a member of their immediate family, a GNWT health service (in French or English).
 - 57.6% of the time, no active offer was made by the front-line staff.
 - 39.4% of the time, no active offer was made by the front-line staff and no service in French was delivered.

- 27.3% of the time, an active offer was made by the front-line staff and individuals still decided to proceed in English.
 - For the respondents who decided to carry-on in English after an active offer was made by the front-line staff, 77.8% indicated doing so as they felt comfortable in English, and 55.6% because it was easier to communicate in English.
- 42.2% of the respondents said they never proceeded in French even when the active offer was made by the health care provider.
- 51.2% of the respondents indicated being dissatisfied or very dissatisfied with GNWT health services in French.

Part III: Recommendations

This section outlines recommendations for the GNWT related to effective delivery of French language communications and services to the public. Based on the insights from *Part II: Survey Findings*, the Francophone Affairs Secretariat and GNWT institutions should collaborate to achieve the following goals: continue to raise visibility of the public feedback process *Votre avis GTNO*, increase usage of GNWT French services available and have a special focus on health-related communications and services.

Continue to raise visibility of the public feedback process *Votre avis GTNO*

Feedback on French communications and services is crucial in helping the GNWT refine its French language communications and services offer and delivery. According to the *Evaluation of the Strategic Plan on French language communications and services 2018-23* (Evaluation), the usage of the GNWT public feedback process has been low during the lifetime of the previous Strategic Plan. In response, the GNWT developed a promotional campaign for *Votre avis GTNO* which launched in March 2024, at the tail end of the survey reference period. The campaign included website feature boxes on the GNWT's websites, Bear Net posts, prints, radio and digital ads and social media content.

Even though this broader promotional campaign has emerged, the actual survey results reveal that over two-thirds of the respondents (67.4%) did not notice the ad campaign *Votre avis GTNO* during the month of March 2024.

To explore

Continue to run the promotional campaign

The Survey only assessed the visibility of the campaign during the month of March 2024; however, the campaign was developed to run from March to December 2024. Making the promotional campaign longer increases the chances to reach the targeted public.

Continue collaboration with the Francophone community organizations

In collaboration with Francophone community organizations, the Francophone Affairs Secretariat should continue to promote awareness of the public feedback process *Votre avis GTNO* and the importance of submitting feedback to the GNWT. The more input the GNWT receives, the better it can develop and implement necessary changes that align with community needs.

Increase usage of GNWT French language services available

According to *Part I: Survey Results*, over half of the respondents (58.7%) used at least one GNWT service in French during the 2023-24 period. Among the 41.3% who did not use a French language service, 63.1% cited that it was easier to communicate in English. Additionally, specific data from the health-related section reinforces this finding: in 27.3% of cases where front-line staff actively offered services in French, individuals still chose to communicate in English, primarily because they felt more comfortable in English or found it easier to do so.

To explore

Continue collaboration with the Francophone community organizations

In partnership with Francophone community organizations, the GNWT could further promote the use of its French language services within the Francophone community and enhance awareness of its approach to delivering these services. Improving services is a strategic priority of the Strategic Plan 2023-28, and promotion and mitigation of the factors hampering public use of services in French are two critical areas to focus on to achieve this goal.

Focus on Health

In 2023-24, the Francophone community identified Health and Wellness as the primary category for seeking services in French. Additionally in the health-related section of the survey, 71.8% of respondents reported having used a GNWT health service (in French or English), either for themselves or a family member. While 51.2% of respondents indicated some level of dissatisfaction with the GNWT's health services offered in French, this feedback presents an opportunity for improvement and enhancement of these services.

To explore

Enhance verbal active offer

The data collected informed the Francophone Affairs Secretariat that in 57.6% of the cases, no verbal active offer was made by the front-line staff in the health sector. It's important to note that an active offer serves as a greeting, informing the public that they can communicate in French when requesting services from the GNWT. The active offer can take various forms, including signage or voicemail. A verbal greeting from front-line staff is just one of several acceptable methods.

To enhance the active offer, French Language Services Coordinators should continue to provide appropriate orientation and training on obligations under the *Official Languages Act*, the Strategic Plan 2023-28 and the GNWT Standards for French language communications and services. Annual visits from the French Language Services Coordinators to public points of service present an opportunity to check in with bilingual service providers and non-bilingual front-line staff, as well as to distribute the *Quick Reference Guide*⁴ as needed. The guide contains valuable information about the active offer, the role of front-line staff in implementing the active offer and the steps and resources necessary to empower staff to provide services in French.

Continue collaboration with the Francophone organizations

The survey results also revealed that some French-speaking individuals choose to proceed in English, even after an active offer has been made by front-line staff (27.3%) or by health care providers themselves (42.2%). The primary reasons individuals opted to continue in English were either because they felt comfortable enough in English or found it easier to communicate in English.

⁴ [Active offer of French language service – A quick reference guide for front-line staff](#)

Following the previous recommendation, the GNWT, in collaboration with Francophone community organizations, could further highlight the importance of using services available in French, in the health-care sector specifically. This increased awareness by the Francophone community will assist the GNWT in enhancing and expanding its services in French.

This project could be taken upon by the Health and Social Services System Working Committee⁵.

⁵ The Committee is constituted of members from the GNWT Health and Social Services System and the Fédération franco-ténoise (Réseau TNO Santé).