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Formation en ligne sur l'offre active
des services de santé en français

Find Out How Your Organization Can Benefit from the Training on the Active Offer of French-Language Health Services

Sylvie Sylvestre, Community Engagement and
Planning Officer

Winning Strategies for Serving Francophones
Clients Initiative

May 27, 2025



LE RÉSEAU DU MIEUX-ÊTRE
FRANCOPHONE
DU NORD DE L'ONTARIO



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The Active Offer of French Language Health Services



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Online Training on Active Offer of
French Language Health Services

What Is Active Offer?

The action of proactively offering **quality services** which are:

available at
all times

clearly
communicated

visible

easily
accessible

equivalent to
the quality of
services
offered in
English



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Key Elements of an Active Offer

Recognition of the
linguistic and
cultural needs of
the patient

Accountability of
health care
providers and staff

Access to quality
French language
services



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Language is...

essential to the improvement of
health outcomes and the
self-management of one's own
health;

related to the ability to care, help,
advise, guide, educate and
provide quality health care.





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Understanding the Reality of Francophones



**Although some Francophones
may be bilingual...**

- ❖ in crisis situations, when ill, and as they get older, they often revert to using their mother tongue;
- ❖ they need to receive services in their mother tongue when discussing their health.



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Vulnerable Groups

Some groups are more vulnerable if they do not receive health services in their language:



Children

Seniors

Newcomers and immigrants

Individuals in crisis

People at the end of life



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Living in a Minority Situation



Impacts of Language Barriers



- ❖ Increased number of diagnostic errors and treatments
- ❖ Increased occurrence of critical incidents due to professional errors
- ❖ Increased number of unnecessary or inappropriate hospitalizations
- ❖ Misunderstanding of diagnosis or treatment
- ❖ Delay or lack of follow-up in treatments
- ❖ Inadequate management of chronic illnesses



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Positive Impacts of French Language Health Services for Francophone Clients



- ❖ Ability to express needs and to explain symptoms
- ❖ Better understanding of the treatment plan and adherence to it
- ❖ Improvement of the client experience
- ❖ Better health management



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Positive Impacts of French Language Health Services for Providers and the Health Care System



- ❖ Increased quality and safety of care
- ❖ Person-centered approach
- ❖ Reduced problems related to service delivery and better risk management
- ❖ Reduced costs



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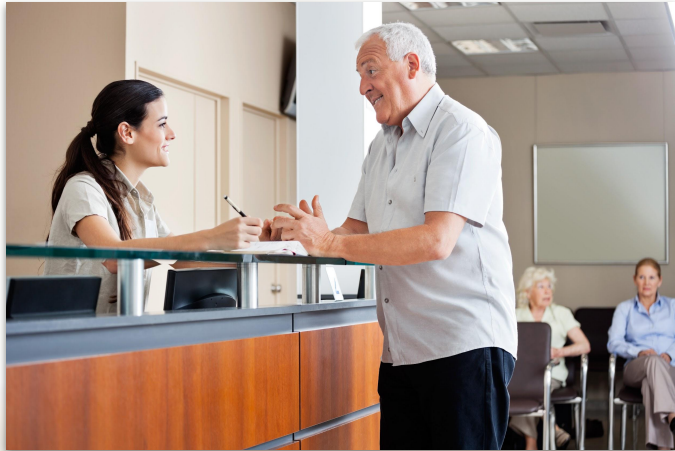
Information on the Training



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Online Training on Active Offer of French Language Health Services

Training Goals



- ❖ Discuss the importance of the active offer of French language health services with individuals who work or study in health care or other related field
- ❖ Promote the important role individuals can play in ensuring ongoing improvement of the active offer of French language health services
- ❖ Promote safe and quality person-centered care



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Online Training on Active Offer of
French Language Health Services

General Information on the Training

- ❖ Available in **English** and **French**
- ❖ **Free**
- ❖ **5 hours** - Modules 1-6
- ❖ **3 hours** - Modules 1-3 (Ontario and national only)
- ❖ Geared toward individuals **studying** or **working** in **health care** or **other related field**
- ❖ Registration for **individuals** or **organizations**

**Possibility to obtain continuing
education credits**



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Main Training Modules

Introduction - Chapter 3

1 2 3 4

For example, here is the testimony of Ronald Bisson who discusses the end of life of his brother, a bilingual man who lost the ability to understand and speak English.

1. Excellence in Person-Centered Care

2. Equity and Safety

3. Cultural Competency



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Main Training

Active Offer Training

Modules 1 to 3
3 hours

Complementary Modules

4. Recruitment et retention of bilingual human resources
45 minutes

5. Work environment and organizational culture
45 minutes

6. Community engagement for health equity
45 minutes

The active offer of French language health services to Francophone immigrants in Ontario
45 minutes

Services adapted to Francophone clients in the mental health and addictions sector
45 minutes

Culturally appropriate care for Francophones in long-term care homes
45 minutes

Francophone cultural awareness in the primary care sector
45 minutes



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Obtain Continuing Education Credits



CANADIAN COLLEGE OF
HEALTH LEADERS
COLLÈGE CANADIEN DES
LEADERS EN SANTÉ

Maintenance of Certification : Successful completion of the 3-hour training course entitles certified members of the Canadian College of Health Leaders (CHE / Fellow) to **1.5 Category II credits**, while the **5-hour** training course is equivalent to **2.5** credits, and a **complementary module** is worth **0.5 credit**. These credits apply towards the certification maintenance requirements.



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Obtain Continuing Education Credits

This **one-credit-per-hour self-study program** meets the certification criteria of the **College of Family Physicians of Canada** and the **Royal College of Physicians and Surgeons of Canada**, and offers up to **3.0 Mainpro+ credits** for the **3-hour** training, and up to **5.0 credits** for the **5-hour** training.

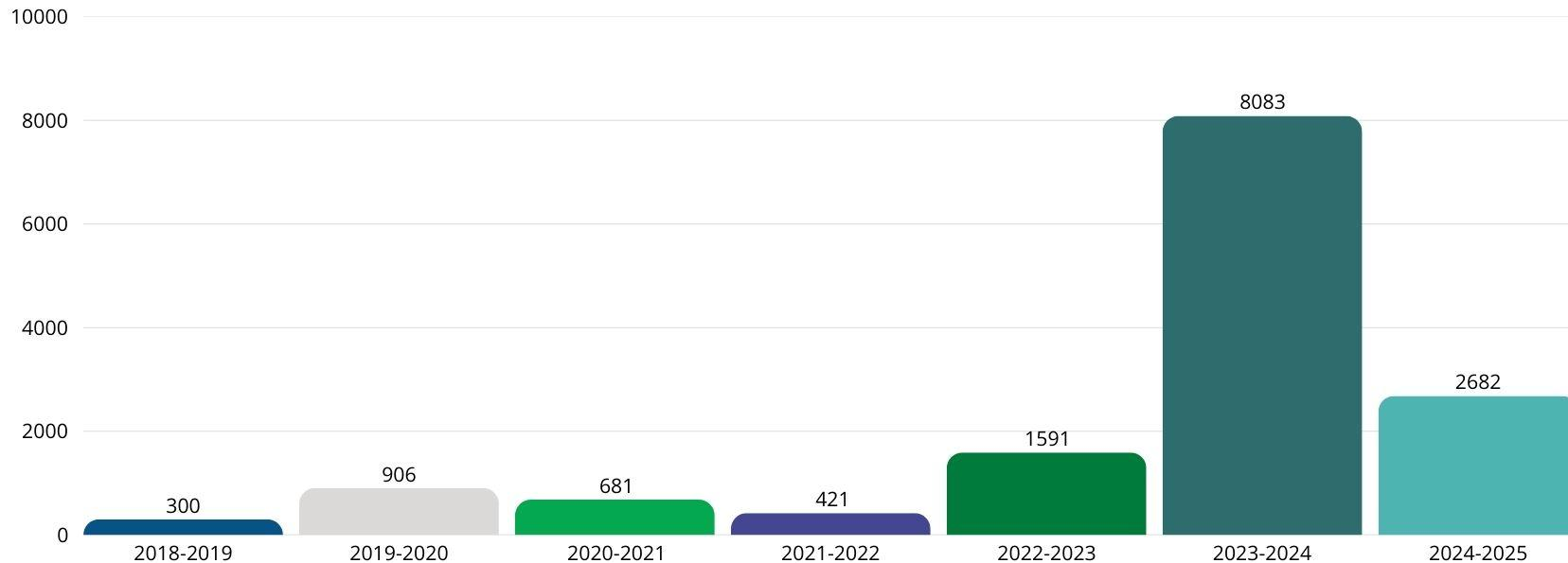


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Where are we at and what's next



2018 - 2025 Results





2018 - 2025 Results

User satisfaction

Recommend the training



Did not perceive any bias

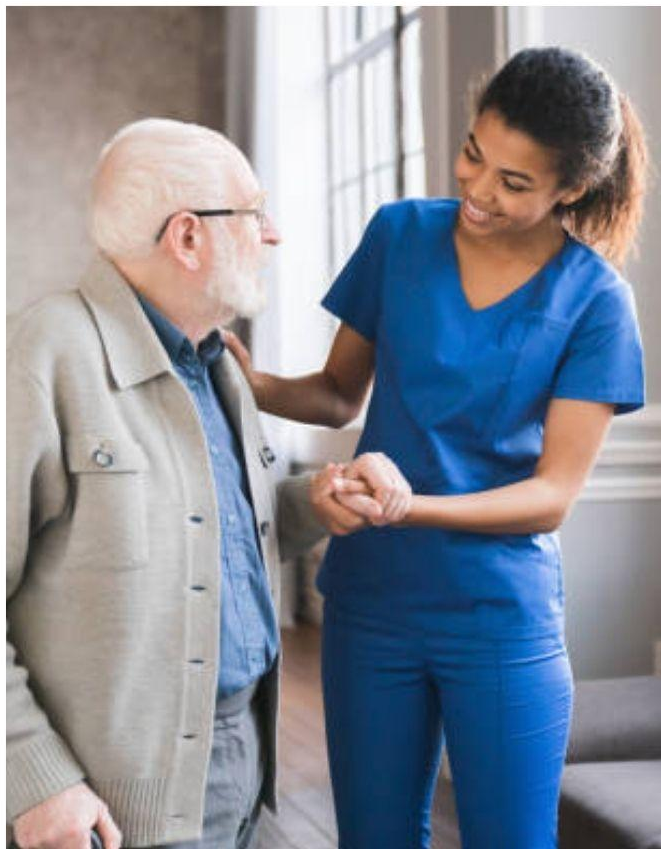


Training met its goals



Complementary modules - satisfied





Results 2018 - 2025

user testimonials :

« The information is valuable and important for all healthcare professionals. » (translated from French)

« As a healthcare professional, it's important to make an active offer in our daily practice to ensure quality health services. » (translated from French)

« This training made me aware of the importance and how to engage in an active offer with my patients. I believe this will improve patient care and I believe all healthcare professionals should be aware of this. »



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Evaluation of the Impact of our Training

The Centre for Rural and Northern Health Research is initiating a research project to assess the impact of the training on the active offer behaviours of participants.

The objectives of the study are:

- ❖ How and to what extent the active offer training serves to influence the active offer behaviour with Francophone clients
- ❖ Better identify the challenges of implementing active offer
- ❖ Better identify the additional needs of people for the implementation of active offer
- ❖ Offer recommendations that could help in the implementation of the active offer

Analysis of the data collected will be available in the fall of 2025.



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Following today's webinar, would you consider incorporating this training into your organization?

- ❖ Yes, for sure
- ❖ Maybe
- ❖ No
- ❖ It's already done



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Would you recommend this active offer training to others?

- ❖ Yes, for sure
- ❖ Maybe
- ❖ No
- ❖ Already done, and will continue to do so



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For More Information on the Training or to Register Your Organization

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The views expressed in this training course are not necessarily those of Health Canada.