

**Forging Ties  
Fostering Engagement  
Building Together**



**Santé en  
français**

ÊTRE BIEN DANS SA LANGUE

**Annual Report 2021-2022**





**Santé en français works in the original lands of the Anishinaabe, Cree, Oji-Cree, Dakota and Dene peoples and in the homeland of the Métis nation.**

We respect the treaties made on these territories. We acknowledge the wrongs and mistakes of the past and are committed to moving forward with Indigenous communities in a spirit of reconciliation and cooperation.

Recognition of First Nations and traditional territories has become the first item on the agenda of meetings led by Santé en français. In order to walk the path of truth and



reconciliation, we strive to better understand our history and cultivate our empathy. Among other things, several staff and board members participated in one of the 10 virtual Kairos blanket exercises organized by the *Conseil jeunesse provincial* (CJP) [Provincial Youth Council]. “[This

exercise] explores the main themes and recommendations of the Royal Commission on the Aboriginal Peoples of Canada and identifies what Indigenous peoples and their allies are doing to effect positive change.” (CJP website)

# Message from the Chair of the Board and the Executive Director

Dear Santé en français partners:

The chain of health and social services in French Manitoba is made up of many vital links. It is forged by various means, including advocacy based on respect for the rights of Francophones to services in their language, the implementation of incentive policies and far-reaching strategic plans, and the creation of productive alliances. By taking into account contemporary issues, such as the COVID-19 pandemic, Santé en français ensures the strength of the chain by playing its unifying and catalytic role in maintaining and promoting the offer of French-language health and social services.

## Nurturing Alliances in a Changing Environment

2021-2022 was marked by many changes in the leadership of designated bilingual facilities and Regional Health Authorities (RHAs) and also by the continued Manitoba Health System Transformation. Santé en français has made considerable efforts to lay the groundwork for and promote interconnection between stakeholders who have a material role to play in French-language service delivery within complex health and social services systems.

We focus on educating the people responsible for new hires and appointments by emphasizing the importance of selecting people who can defend, promote and ensure the delivery of high quality French-language services. We are delighted when champions of access to French-language services are selected to perform key functions within designated bilingual facilities and RHAs.



## Shared Health

Shared Health's role is to "plan [...] clinical and preventive services for delivery across the entire province, supported by centralized administrative functions" (<https://sharedhealthmb.ca/about/>). Since Shared Health was created in 2018, Santé en français has worked closely with its management team and various other health stakeholders to see to it that the health of the French-speaking population and French-language services are included in the implementation of the Health System Transformation.

2021-2022 was marked by three achievements resulting from long-term collaborative work that embeds French-language services in Shared Health operations:

1

The appointment of the first provincial lead of Francophone Health at Shared Health, Joel Lafond. The new position reflects Santé en français's vision for the position it proposed to Shared Health.

2

In February 2022, the *Provincial Health Care Multi-Year Strategic French Language Services Plan 2022-2027* and the *Shared Health-Soins Communs Multi-Year Strategic French Language Services Plan 2022-2024* were adopted and have since been approved by the Minister and translated. This was a first for both plans.

3

Following union negotiations led by Shared Health, a memorandum of understanding was signed regarding the inclusion of a common language regarding designated bilingual positions and French-language services in collective agreements. Santé en français had paved the way for this achievement in many ways.

Santé en français also continued its efforts to ensure that Shared Health was designated bilingual. We strongly believe that hiring a provincial lead of Francophone Health at Shared Health will make it possible to move this file forward.

Regrettably, our proactive measures do not always produce the desired outcomes. For example, we, in partnership with the Société de la francophonie manitobaine (SFM), recommended to Manitoba Health three candidates with extensive experience to sit on the first Shared Health Board of Directors. Despite its obligations to the French-speaking population, the provincial government did not appoint any French-speaking people to the Board. We expressed our disappointment about this in a letter to Manitoba Premier Heather Stefanson, Minister Responsible for Francophone Affairs Rochelle Squires and Health Minister Audrey Gordon. As you can see, we are not giving up!



## Strategic Plan – Mid-term Evaluation

Santé en français called on an expert to conduct a mid-term evaluation of its performance in implementing its five-year strategic plan. Despite the impact of external factors, including the pandemic, Santé en français held its own thanks, among other things, to its ability to adapt its approach to the circumstances.

### Our Deepest Thanks

The pandemic has stressed health and social services for a second year in a row. In addition, our health partners continued to experience and implement the Health System Transformation. Despite their heavy and sometimes unpredictable workloads, they still strove to serve the French-speaking community by promoting the advancement of French-language services. Our board and staff are very grateful.



We also thank our members, staff, community tables and managers, as well as our Board of Directors for forging close ties with key players in the health and social services systems, fostering their engagement, and building a foundation with them for better access to French language services withing Manitoba's French-speaking community.

#### Chair of the Board of Directors

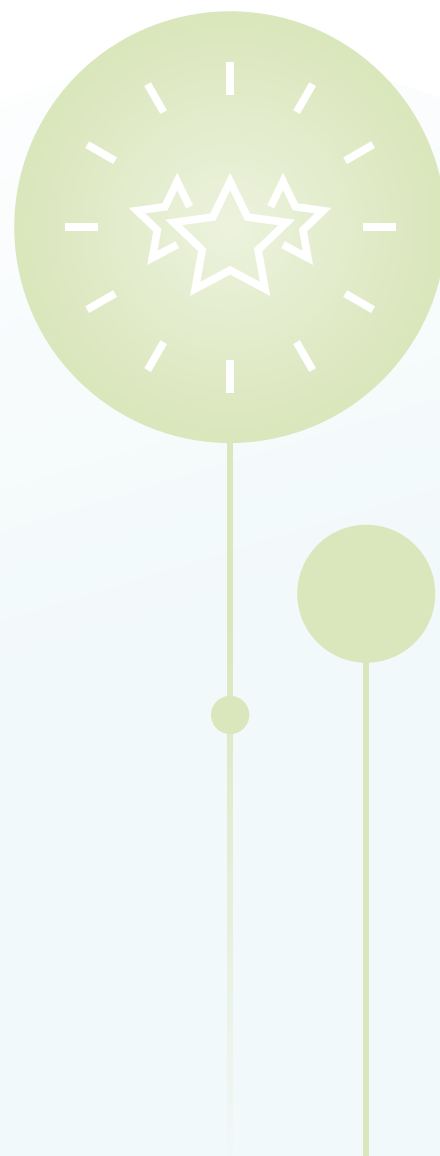
Diane Poiron-Toupin

#### Executive Director

Annie Bédard

#### Excerpt from the external mid-term evaluation report:

*[Santé en français is very active] in advocacy and public and government relations. This includes sustained efforts to maintain ties with senior management of RHAs and health facilities, and participation in multiple consultations, conferences or events. Bilaterally, or in conjunction with SFM, [Santé en français] also contacts the Ministers of Health, Family or Education to discuss certain issues, and makes representations to officials in these departments. [The organization] also regularly collaborates on various issues with Shared Health-Soins communs executives.*



**Vision:** Manitoba's French-speaking community can receive a full range of French-language health care services.

**Mission:** In order to improve access to quality French-language health and social services, Santé en français provides collaborative leadership that engages and supports partners.

# Mandate



## Collaborate

We promote collaboration and teamwork between partners in the health and social services system.



## Influence

We identify critical issues in the French-speaking community and encourage service providers and governments to find solutions.



## Support

We help our partners develop and implement initiatives and provide them with technical and professional services.



## Innovate

We encourage our partners and allies to develop and implement innovative solutions and models that meet the needs of the French-speaking community.



Société Santé en français (SSF) is a national leader that provides better access to quality French-language health services. It works closely with the Santé en français networks in every province and territory, including ours in Manitoba, which plays an important role in a variety of national issues.

# Strategic Focus



## Positioning and Anchoring

Provincial government health and social services agencies take the French-speaking community's needs and priorities into account in their decision-making process.



## Human Resources

Manitoba health care system partners implement a common provincial strategy to ensure that the necessary bilingual human resources are available to serve the French-speaking population, and partners in Manitoba's social services system have the tools they need to recruit and retain bilingual human resources.



## Evidence

Provincial government health and social services agencies introduce provincial mechanisms for ongoing data collection and analysis to determine the needs of the French-speaking population and the system's ability to provide French-language services in Manitoba.

## Board of Directors

From left to right, top row: Annie Bédard, Executive Director; Carmell Saint-Brave; Diane Poiron-Toupin, Chair of the Board of Directors; Yvonne Rowe. 2<sup>nd</sup> row: James Ryan, Treasurer; Joanne Colliou, Vice-Chair of the Board of Directors; Daniel Gagné; Teresa Collins, Executive Director, Francophone Affairs Secretariat. 3<sup>rd</sup> row: Wilgis Agossa; Diane Gosselin, Secretary. Absent from photo: René Déquier.

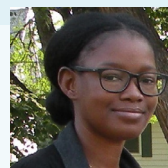
Santé en français welcomes two new Directors, Yvonne Rowe and Joanne Colliou, and warmly thanks the two members of its Board of Directors who completed their term at the annual meeting on November 4, 2021: Pierre Beaudoin (15 years of service, including eight as Vice-Chair) and Denis Collette (eight years of service) are stalwart defenders of French-language services.



## Staff

Santé en français staff from left to right: Annie Bédard, Executive Director; Natalie Gagné, Programs and Operations Manager; Renée Beaudry, Training and Communications Coordinator; Kelly Bado-Giesbrecht, Executive Assistant.

Santé en français thanks Lynne Lemoine, who left the team in December 2021, for her work with the Manitoba Child and Family Services Authorities, designated bilingual agencies and on various projects, including the preliminary implementation of the "Café de Paris" pilot project.





# Activities Review

## Staying on Course

As part of a second tripartite project with Shared Health and the Francophone Affairs Secretariat, funded by Health Canada through Société Santé en français (SSF), Santé en français continues to position French-language services in the changing environment of health services. During the first three year phase, Santé en français laid the groundwork for establishing measures to ensure the offer of French-language services within the provincial health and social services system. This pilot project provides the three partners with the opportunity to consolidate these measures. As you may have read in the message from the Chair of the Board of Directors and the Executive Director, the work performed in the first three years produced concrete results in 2021-2022, for example the hiring of a provincial lead of Francophone Health at Shared Health.

.....

The achievements in French-language services at Shared Health are largely attributable to Santé en français's tenacity, foresight and above all its exemplary leadership. Thanks to its diligent efforts to build the necessary foundations and establish system-level measures, we were able to quickly move forward on our strategic plans and the human resources file. Without Santé en français's forward-looking contribution, we would certainly not have made as much headway on these key files.

**Joel Lafond**

**Provincial Lead, Francophone Health,  
Shared Health-Soins communs**

## Acting Now to Meet Future Workforce Needs

In addition to supporting Shared Health's efforts to include common provisions on French-language services and designated bilingual positions in the collective agreements under its jurisdiction, Santé en français supported Beth Beaupré, Provincial Lead, Health Workforce, in her efforts to facilitate further discussion and reflection on priority steps to be taken to develop and advance a Provincial Health Human Resources Plan.

Also within the framework of the tripartite project with Shared Health and the Francophone Affairs Secretariat, Santé en français worked with Consultation Alegria to implement a project to increase strategic placement of bilingual interns enrolled in health and social services study programs. The ultimate goal is to encourage bilingual students enrolled in health and social services programs at the University of Manitoba, as well as people enrolled at the Université de Saint Boniface, to choose a bilingual career. The intention behind this strategy is to increase the bilingual workforce and contribute to the active offer of French language health care services.

The consulting firm began interviewing stakeholders to gather information.





## Compiling Evidence to Better Serve the French-speaking Community

Data collection and analysis is now part of one of the three components of the tripartite project. Santé en français has reshaped the initiative previously known as the “OZi project” to bring it into line with Shared Health’s work on data collection and make the data useful in planning provincial French-language services. The questionnaire was revised to increase the participation of managers of various programs and sites. In addition, the project made it possible to better guide coordinators who support managers asked to answer the questionnaire. All these strategies seek to enable more robust and meaningful data collection.

## Supporting the Designation of Social Service Agencies

It should be noted that St. Amant became the first designated bilingual agency of the Department of Families in 2020. Since then, the issue of designating social service providers has changed tremendously under the leadership of Emmet Collins, political analyst and French Language Services coordinator at the Department, and then under the leadership of his replacement, Sarah Khalil. The Manitoba Adolescent Treatment Centre, Centre Youville Centre, Sara Riel and Manitoba Possible were all designated bilingual in the fall of 2021. Steps have been taken to formulate the process for designating agencies.

The General Child and Family Services Authority’s adoption of the 2021-2023 French Language Services Plan marks an important milestone in French-language social services. The plan includes the innovative idea of establishing a recognition program for French-language service providers. A great way to encourage staff!

### Bilingual Designations in 2021

Manitoba Adolescent Treatment Centre  
Centre Youville Centre  
Sara Riel  
Manitoba Possible



## Action on Early Childhood and Francophone Immigration

Santé en français is supporting an early childhood project and an immigration project.

- In 2020-2021, the proposal that the *Fédération des parents de la francophonie manitobaine* (FPFM) submitted on behalf of the *Coalition francophone de la petite enfance du Manitoba* was selected following a call for tenders made as part of the *Petite enfance en santé* project supported nationally by SSF through funding from the Public Health Agency of Canada. The “*Grandir en santé*” pilot projects carried out in 2020-2021 are now part of FPFM’s programming:

1. *Bonjour Bébé*, visits to inform parents of children from 0 to 24 months of the early childhood programs offered in French.



2. *Prêt à grandir*, a community support program for parents with a child aged 12 to 14 months.



In March 2022, the Public Health Agency of Canada announced new funding from 2022 to 2024. This funding supports other actions prioritized in the *Plan de services communautaires pour la petite enfance francophone en santé du Manitoba* [Community services plan for Francophone early childhood health in Manitoba] (2019-2024). A request for proposals related to the Community Plan was sent to partners and early childhood workers following a meeting to update projects carried out from 2020 to 2022. The steering committee selected the FPFM’s project to expand its “*Grandir en santé*” program.

# Early Childhood

- 2021-2022 marked the second year of a five-year project funded by Immigration, Refugees and Citizenship Canada (IRCC) aimed at giving professionals the tools they need to address the mental health challenges that French-speaking immigrants face. As part of this project, Santé en français works in conjunction with the health and social services sector group of the *Réseau d'immigration francophone du Manitoba* (RIF). This group acts as an advisory committee.

Four workshops were offered, each with its own theme.

1. Current situation: researcher Danielle de Moissac delivered a presentation on the results of a consultation to provide better support for primary health care, mental health and social well-being professionals who welcome immigrants.
2. The immigrant experience: stories and experiences of immigrants.
3. Cultural humility: workshop led by students from the *École de travail social* at the Université de Saint-Boniface (USB). A valuable learning experience for them!
4. Good practices: courses of action for maintaining, improving or transforming approaches to make immigrants feel more welcome.

# Immigration

Cultural humility is a concept that seems new in theory. For the completion and success of the project entitled “La personne immigrante au cœur de nos services – comment mieux soutenir les professionnels en santé” [The immigrant at the heart of our services – how to better support health professionals], two key elements caught our attention: our cultural heritage and the way we use it.

The committee had a chance to think about how to discuss and present the problems relating to the malaise of the target populations in order to first raise their awareness and then encourage them to act.

Sensitivity to others allows us to consider their opinions and feelings, which may be guided by their racial, cultural, religious or linguistic heritage, and to find the best way to communicate. All that matters is that we put aside our prejudices and promote human relationships.

**Émeline Ngayak Essembion**

**Student, École de travail social, Université de Saint-Boniface**

# Santé en français Support Services

Santé en français makes several support services available to designated bilingual health and social services facilities, Child and Family Services Authorities and Regional Health Authorities. All these services, which are delivered pursuant to an agreement with the Government of Manitoba, were provided remotely in 2021-2022. This required a great deal of adaptation and innovation on the part of Santé en français's staff and partners.

## Health and Social Services Careers: Recruitment and Promotion

In 2021-2022, various news reports pointed out that the pandemic exacerbated the shortage of bilingual workers to meet demand, particularly health care workers. Santé en français continued to support the recruitment of health and social services professionals through various means, such as delivering presentations to secondary school students in the Franco-Manitoban School Division (DSFM) and immersion students, using virtual kiosks to deliver presentations, etc.

We should point out that:

- Santé en français participated in the Nursing & Allied Health Recruitment Workgroup now reporting to Shared Health, which has taken charge of recruitment. Santé en français has noted an increased commitment to the importance of strategies for recruiting bilingual professionals.
- Santé en français's objective is to provide bilingual recruitment managers with readily available tools to facilitate their work. For example, its recruitment microsite provides a platform for posting bilingual positions, information for job seekers and information on the active offer of French language services.
- Santé en français helped clarify content related to bilingual recruitment in Manitoba Healthcare Providers Network presentations.

## Translation

During the first year of the Covid-19 pandemic, designated bilingual health and social service providers relied more than ever on the Santé en français translation service to publish documents in French for the public. In 2021-2022, the demand for health services decreased slightly, but the demand for social services increased significantly. The net increase in the number of words translated from one year to the next was almost 10%.

Area	Number of documents	Number of words
Health	488	342 090
Social Services	147	139 904
<b>Total</b>	<b>635</b>	<b>481 994</b>

## Language Proficiency Assessments

Santé en français performed 36 assessments in the health sector to measure applicants' ability to meet the language requirements of a health care position.

Bonjour!  
Hello!

## Language Training and Resources: Online Courses

Through the Continuing Education Division (CED), Santé en français delivers language training-in-health-care-settings courses for staff in designated bilingual and Francophone facilities, RHAs and designated bilingual and Francophone social services agencies in Winnipeg and outlying areas.

Area	Course registrations	Certificates of achievement awarded
Health	283	159
Social services	21	10
<b>Total</b>	<b>304</b>	<b>169</b>

The CED continued to offer all French-in-health-care-settings courses online for a second consecutive year. Enrollment was down slightly in 2021-2022 compared to the previous year, but continues to be much higher than when classes were mostly in person, which is remarkable given the pressures faced by health care providers during the pandemic. The virtual mode is clearly a better option for them. In particular, it gives better access to people who work or live in rural areas.

## Café de Paris

Given the great success that the “Café de Paris” pilot project achieved in 2020-2021, Santé en français continued to offer this informal training in 2021-2022. Complementary to French-in-health-care-settings courses, *Café de Paris* gives participants the opportunity to work with a monitor to improve their vocabulary and ability to express themselves in work-related communication situations.

Staff from St. Amant and the Interlake-Eastern RHA participated in sessions during the fall of 2021 and the winter of 2022.

	Meet & greet	Number of sessions	Hours of training
Fall 2021	13	56	28
Winter 2022	12	73	28
<b>Total</b>	<b>25</b>	<b>129</b>	<b>56</b>

I enjoy Café de Paris with all the monitors. They all have their own style or unique model for teaching French. On top of that they are so friendly and helpful.

**Baljeet Singh Bangar (RA)**

**Rehabilitation Assistant, Interlake-Eastern Regional Health Authority**

I like the format, being able to participate in individual and group sessions. The instructors are fantastic and really take the time to help us achieve our goals. I LOVE how they type everything in a little document and send it to you at the end of the session. I also like that they recommend websites that we can access to enhance our knowledge of French.

**Caroline Le Clair**

**Dietitian and Certified Chef, Interlake-Eastern Regional Health Authority**

## Supporting the Development and Implementation of Strategic French Language Services Plans

Santé en français provides child and family services authorities and RHAs with a variety of support options for formulating, developing and assessing their Strategic French Language Services Plans. In 2021-2022, Santé en français adopted:

- The *Provincial Health Care Multi-Year Strategic French Language Services Plan 2022-2027* and the *Shared Health-Soins Communs Multi-Year Strategic French Language Services Plan 2022-2024*.
- The General Child and Family Services Authority's *French Language Services Plan 2021-2023*.

Accès ÉQUITÉ is an asset for those looking to launch or improve French language services in their programs. The portal provides an exhaustive compilation of tools and resources for delivering French language services in a minority setting. The layout is easy to navigate and understand. The information is based on best practices and helps organizations meet the criteria set out in the Access to Health and Social Services in Official Languages standard recognized by Accreditation Canada. I would certainly liked to have had access to a platform like this one when I was learning about French language services.

**Michelle Berthelette**  
Coordinator, French Language Services,  
Interlake-Eastern Regional Health Authority

## Reducing Language Barriers

Santé en français has played an active role in the "accès ÉQUITÉ" project spearheaded by Société santé en français (SSF).

SSF and health networks, such as Santé en français, have a number of resources to support health organizations and health professionals in order to better understand the French speaking population in their region, learn how to approach French-language health care, social service or community service problems, and implement proven solutions. SSF provided evidence-based learning tools in the "accès ÉQUITÉ" platform.

In June 2021, Santé en français staff participated in the introductory webinar on the platform, seeing it as a promising tool for implementing French Language Services Plans. It then promoted, in Manitoba, the five support workshops that took place from September 2021 to January 2022. Each workshop brought together about 20 health or social services workers from across the country. Five people from Manitoba attended in whole or in part.

Also, Santé en français:

- Distributed some *Clés de réussite à l'offre active des services en français* [Keys to success in the active offer of French-language services], a tool that helps people in the field better understand the importance of actively offering French-language services, bilingual identifiers (Hello/ Bonjour) and *LexiGo Santé — phrases utiles* [Lexi-Go Health — useful phrases] booklets to provide them with the vocabulary they need.
- Updated the French-language health and social services directory.



# Report of the Independent Auditor on the Summary Financial Statements

To the Members of the Board of Directors of Santé en français inc.

## Opinion

The summary financial statements, which comprise the summary statement of financial position as at March 31, 2022, and the summary statement of operations for the year then ended and related note are derived from the audited financial statements of Santé en français inc. for the year ended March 31, 2022.

In our opinion, the accompanying summary financial statements are a fair summary of the audited financial statements, in accordance with the note.

## Summary Financial Statement

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements and the auditor's report thereon, therefore, is not a substitute for reading the audited financial statements and the auditor's report thereon.

## The Audited Financial Statements and Our Report Thereon

We expressed an unmodified audit opinion on the audited financial statements in our report dated June 24, 2022.

## Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements in accordance with the note.

## Auditor's Responsibility

Our responsibility is to express an opinion on whether the summary financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standards (CAS) 810, «Engagements to Report on Summary Financial Statements».

*BDO Canada LLP*

Chartered Professional Accountants  
Winnipeg, Manitoba  
June 24, 2022

## Summary Statement of Financial Position

As at March 31	2022	2021
Assets	\$ <b>372,963</b>	\$ 315,478
Liabilities	93,760	51,155
Net assets	279,203	264,323
	<b>372,963</b>	315,478



## Summary Statement of Operations

For the year ended March 31		2022	2021
		\$	\$
<b>Revenue</b>			
Grants and subsidies			
Province of Manitoba	Canada - Manitoba Agreement	250,000	250,000
	Department of Health and Seniors Care	250,194	254,500
	Department of Families	5,734	42,200
Société Santé en français/Health Canada	Safely Receiving Francophone Immigrants (IRCC)	30,000	15,000
	Franco-Health	5,162	2,809
	Integration of services	9,791	39,167
	Early Childhood Health (Public Health Canada)	17,900	17,900
	Shared Health/Soins communs Project	105,000	–
	Networking	231,311	225,665
	Provincial RH Strategy	–	30,000
Self-financing revenue			
Registrations		12,310	14,100
Interest and other		5,051	7,565
		<b>922,453</b>	<b>898,906</b>
<b>Expenses</b>			
Annual meeting		8,772	7,783
Insurance		1,873	1,804
Audit		9,782	8,125
Service contracts		21,925	22,328
Memberships		1,342	1,343
Travel		76	–
Equipment		3,877	2,345
Staff training		2,210	2,005
Language training		53,967	60,717
Bank charges		157	139
Printing, postage, stationery		1,248	1,758
Equipment rental and other		4,048	4,157
Rent		41,438	40,301
Resource persons		229,275	143,696
Advertising and website		9,199	9,474
Recruitment		49,655	48,261
Representation and meetings		1,440	78
Salaries and benefits		347,943	427,653
Testing		3,895	3,295
Translations		113,167	97,524
Telephone, fax, Internet		2,284	4,040
		<b>907,573</b>	<b>886,826</b>
<b>Excess of revenue over expenses for the year</b>		<b>14,880</b>	<b>12,080</b>

**Note on Basis of Presentation** The summary presented includes only the summary statement of financial position and the summary statement of operations. It does not include the notes to financial statements. The summary statement of financial position does not present the details of the elements of assets, liabilities or net assets. The summary statement of operations is reproduced in as much details as the audited financial statements. A copy of the audited financial statements is available at the office of Santé en français Inc.



**Santé en  
français**

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**Canada**



Société **Santé**  
en français

The projects and initiatives of Santé en Français, in collaboration with the Société Santé en Français, are funded by Health Canada under the Action Plan for Official Languages 2018/2023: Investing in our Future. The opinions expressed here do not necessarily reflect those of Health Canada.

The Healthy Early Years project is made possible thanks to a financial contribution from the Public Health Agency of Canada, as part of the SSF's Canada-wide impacts project Healthy Early Years.

The *Building Capacity to Safely Receive Francophone Immigrants* project is funded by Immigration, Refugees and Citizenship Canada, as part of the SSF's Canada-wide impacts project Francophone Immigration Health.



Santé en français also wishes to thank the Province of Manitoba for its funding through the Canada-Manitoba Agreement, Manitoba Health and the Department of Families.