

Active Offer and Requesting French-Language Services in Action!

Winnipeg, October 5, 2026 – Santé en français is proud to launch a new series of 10 videos highlighting the importance of both actively offering and requesting French-language health and social services. These videos explore how these complementary approaches help improve access to high-quality, safe, and equitable services for Manitoba's Francophone communities

Inspired by everyday situations and presented through an accessible, engaging approach with touches of humour, the videos are intended for both the French-speaking population and health and social services professionals. They demonstrate different ways to promote the availability of French-language services, express language preferences, and facilitate communication and understanding.

For Francophones, receiving services in French contributes to a better understanding of information, fosters trusting relationships, and supports safe, high-quality care. It also allows individuals to better express their symptoms, needs, and concerns, ask questions, and fully participate in decisions related to their health and well-being.

The campaign highlights the complementary nature of two essential approaches. On one hand, active offer helps organizations and professionals make French-language services more visible, accessible, and clearly identifiable. On the other hand, requesting services in French allows Francophones to communicate their language preference and helps document and better understand the needs of the community.

The series also emphasizes that active offer does not depend solely on perfect fluency in French. For professionals who do not consider themselves bilingual, using a few words in French, acknowledging a person's language preference, and directing them to a resource available in French or to an interpretation service, for example, are meaningful actions that can create a more welcoming environment and build trust. These gestures demonstrate a commitment to better addressing an individual's linguistic needs while promoting a more inclusive and respectful service experience.

The videos also showcase practical resources that can help facilitate access to services. These include interpretation services as well as *the Guide de navigation du réseau de la santé et des services sociaux du Manitoba* (Manitoba Healthcare and Social Services System Navigation Guide), designed to help the public better understand the various access points within the system and the French-language resources available.

By bringing together active offer and the request for services within a single initiative, Santé en français aims to foster a culture in which access to French-language health and social services becomes a more natural part of organizational practices, professional reflexes, and care pathways.

This initiative aligns fully with the mission of Santé en français, which mobilizes and supports its partners in improving access to quality French-language health and social services in Manitoba. In doing so, it

helps create the conditions that allow individuals to thrive in their language and enables the Francophone community to fully experience health and well-being in French.

Available in French and English subtitles, the videos are accompanied by additional resources designed to support the public in navigating services and to equip professionals with tools for integrating active offer into their practice.

Discover the 10 videos by clicking on the following link: [Offering and Requesting Services in French: Video Series | Santé en Français](#)

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For more information, please contact: Santé en français

204-235-3293 administration@santeenfrancais.com

About Santé en français

Santé en français works to ensure that Manitoba's francophone population can fully live their health journey in French. The organization provides collaborative leadership by mobilizing and supporting partners to improve access to French-language health and social services. Santé en français is one of the 16 provincial, territorial, and regional networks that make up the Société Santé en français. Since 2004, the organization has been designated by the Government of Manitoba as the official spokesperson for Manitoba's francophone community on matters related to health and social services.