

French-language Services Plan

2023–2024

Communications
Nova Scotia



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Communications Nova Scotia
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Ce document est également disponible en français sous le titre : « Plan de services en français 2023-2024 »

Message from the Acting Associate Deputy Minister

Communications Nova Scotia (CNS) is committed to providing information on government programs and services to the people they are designed to serve, including our Acadian and francophone community.

Our team of professional and certified translators works with various teams throughout CNS and government to ensure information in French is available through various platforms, including government's growing digital presence. In 2022-23, approximately 820,000 words were translated into French, including on the web, social media, advertisements, posters and signage, etc. ensuring public health and safety messages, and other significant messages from government were appropriately delivered to our Acadian and francophone community.

In 2023-22, we will continue to lead key information and communications commitments outlined in government's accessibility plan and will do so while also considering accessibility of information in other languages, as needed.

Tina Thibeau
Acting Associate Deputy Minister

Supporting the growth of the Acadian and francophone community

We recognize the importance of French-language services and we endeavour to fulfil our responsibilities under the *French-language Services Act* and regulations. We believe Nova Scotians should have access to quality government services in French, and this plan demonstrates our commitment to ensuring our programs, policies and services address the priorities expressed by the Acadian and francophone community. To achieve this, we collaborate with other designated public institutions across government – including the Office of Acadian Affairs and Francophonie – through the French-language Services Coordinating Committee. We greatly value this partnership, which ensures a continued understanding of the unique needs of our province's Acadian and francophone community.

We encourage Nova Scotians to request services from government in French. We also encourage Acadians and francophones to have their voices heard by participating on agencies, boards and commissions, which are regularly advertised by the Executive Council Office. As we continue to maintain and improve our French-language services, we welcome feedback on our progress and we invite you to share with us your comments or questions by contacting our French-language services coordinator. If you wish to make a formal complaint regarding French-language services, please contact the Office of the Ombudsman.

The CNS Translation Services team consults on communication and marketing projects and approaches to meet communications objectives. Early involvement during the planning stages helps ensure all projects are given due consideration of requirements/suitability for translation.

We will continue to promote internal awareness about the legislated translation requirements as well as opportunities to translate other materials when it would benefit Acadian and francophone citizens.

French-language services coordinator

The Communications Nova Scotia French-language services coordinator is Kimberly Kennedy (Kimberly.Kennedy@novascotia.ca).

Services we offer in French

Communications Nova Scotia provides the following French-language services, per the French-language Communications Guidelines:

- English-to-French translation services for marketing and communications initiatives, news releases, and government program and service delivery
- Production and placement of advertising in French, when required
- Web content development in French
- Media relations, as required

Communicating with the public

French-speaking staff are asked to respond to verbal and written requests from the public in the language of the citizen's choice. Whenever possible, French media are connected with bilingual communications or program staff. Likewise, bilingual office employees communicate in French when that is the preferred language of partners or the public.

What we did to maintain or improve our French-language services in 2022–23

Objective 1: Strengthen internal operational structures including policy, legislative and administrative frameworks

- Continued development of a recruitment strategy for the Translation Program to fill vacant positions
 - Successfully filled a position that was vacant due to a retirement.
- Ensure the French-language Communications Guidelines are up-to-date and remain relevant.
 - This work is on-going and will be finalized in 2023-24.

Objective 2: Develop and deliver quality French-language services and programs to the public

- Promote the availability of French-language training to staff within the department, increasing capacity within the organization
 - Two CNS staff participated in French-language training through Université Sainte-Anne.
 - Ability to provide services in French was included as an asset in competitions
- Lead key information and communications commitments outlined in government's accessibility plan and do so while also considering accessibility of information in other languages
 - Translation Program Manager continued to provide input and recommendations for information accessibility in French or other languages.
- Develop an annual operational plan for the Translation Services unit for 2022-23
 - Translation Manager worked with Director and other CNS teams to analyze translation trends and plan for the most effective and efficient solutions to ensure translation of content by designated public institutions.
- Ensure availability and professional delivery of translation services to all government departments and offices as necessary under the French-language Services Act and Regulations
 - The Translation Program Manager ensured that professional French-language translation services were available to government in support of goals and objectives.

Objective 3: Maintain ongoing dialogue and consultation with the Acadian and francophone community

- Ensure consistent application of French content on CNS-managed digital platforms.
 - The @gouvNE Twitter account was transitioned to an OAAF account.
- Offer advice and support to government departments conducting province-wide public consultations with Nova Scotians
 - CNS provided advice on public consultation in relation to French-language requirements, and provided the required resources, either in-house or through external suppliers, per the French-language Communications Guidelines
- Support the Executive Council in the development, translation and promotion of their annual recruitment campaigns for agencies, boards and commissions (ABC) members
 - CNS continued to support recruitment campaigns for ABC members, through provision of translation, production and marketing strategy services. French ads were published in the print and/or online edition of *Le Courrier*.

How we plan to maintain or improve French-language services in 2023–24

- Support government departments and offices in fulfilling their obligations under the French-language Services Act and Regulations by ensuring the availability and professional delivery of translation services as necessary (marketing and communications initiatives, news releases, government programs, service delivery, production and placement of advertising, web content, and media relations, as required)
- Collaborate with OAAF to obtain federal funding to ensure support for government departmental mandates and priorities.
- Ensure the French-language Communications Guidelines are up-to-date and relevant, and provide advice and support to government departments and offices on their application
- Offer advice and support to government departments conducting province-wide public consultations with Nova Scotians
- Promote the availability of French-language training to staff within the department, increasing capacity within the organization
- Support the Executive Council in the development, translation, and promotion of their annual recruitment campaigns for agencies, boards and commissions (ABC) members