

French-language Services Plan

2022–2023

Communications Nova Scotia



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Ce document est également disponible en français sous le titre : « Plan de services en français 2022-2023 »

Message from the 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. During 2021-22, approximately 685,000 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 2022-23, 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.

Donna MacDonald
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 population.

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 in 2021-22

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

- Continue development of a recruitment strategy for the Translation Program to fill vacant positions
 - Work in consultation with partners like OAAF, EECD, LSI, PSC recruitment, and universities.
 - 2021-22: Recruitment work was paused due to the need to focus on other government priorities. This work will become a priority in 2022-23, when we expect a vacancy due to retirement.
- Ensure the French-language Communications Guidelines are up-to-date and remain relevant.
 - Conduct annual review of the French-language Communications Guidelines with OAAF, update and revise as necessary.
 - 2021-22: There are best practices and lessons learned from the pandemic response that will be considered and applied to this work going forward.
- Develop guidelines and recommendations for gender-neutral and inclusive writing in French to ensure greater inclusion when addressing the public
 - A jurisdictional scan of best practices has been completed. Recommendations and guidelines will be drafted for consideration.
 - 2021-22: CNS created a French Style Guide for translation vendors that can also be used by civil servants who write in French. The Guide includes a section about gender-neutral writing in French.

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

- Promote the availability of French-language training to staff within the department, increasing capacity within the organization
 - Maintain consistent enrolment by CNS staff in the French-language training program
 - 2021-22: Due to operational circumstances, no CNS staff participated in French-language training through Université Sainte-Anne. Training will continue to be shared and supported corporately.
 - 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 is an active member of the CNS Accessibility Working Group and will continue to provide input and recommendations for information accessibility in French or other languages.
 - 2021-22: In 2021-22, CNS worked to ensure Nova Scotians received information in ways that are most accessible to them. This includes reaching people in the languages they understand best.
 - The CNS team of certified French translators translated approximately 426,000 words related to the pandemic, which included web content, social posts, fact sheets, as well as the slides that appeared before each COVID-19 briefing.
 - CNS has also arranged translation of public health guidelines into languages including Mi'kmaw, Arabic, Simplified Chinese, Oromo, Somali and Tigrinya. CNS consulted, and worked closely, with ISANS to identify the specific languages and translators.
- Develop an annual operational plan for the Translation Services unit for 2021-22
 - The Translation Manager will ensure an operational plan is developed and implemented.
 - 2021-22: Employee development plans were created, which become the operational plan.
- Ensure availability and professional delivery of translation services to all government departments and offices, and designated entities, as necessary under the French-language Services Act and Regulations
 - The Translation Program Manager will ensure that professional French-language translation services are available to government in support of goals and objectives.
 - 2021-22: The CNS translation team was able to assist departments in meeting their obligations under the Act and Regulations and relied on a network of freelancers to support that work.
 - Number of words translated in 2021-22: approximately 1.26 million words in total, including almost 685,000 words specifically by the in-house team.
 - Number of departments and other institutions served: almost all government departments and offices, as well as additional designated entities.

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

- Develop crisis communications guidelines in association with the Office of Acadian Affairs and Francophonie
 - The guidelines will complement the French-language Communications Guidelines and will consider best practices and lessons learned during the COVID-19 pandemic response.
 - 2021-22: Draft guidelines were developed and will be refined in 2022-23 in collaboration with CNS teams and OAAF.
- Ensure consistent application of French content on CNS-managed digital platforms.
 - Transition the @gouvNE Twitter account to the CNS Digital team and create a dedicated Twitter account for OAAF.
 - Digital team will create a new French Facebook government page.
 - Support the CNS digital team in managing French-language digital platforms for government.
 - 2021-22: This work will resume in 2022-23 and new recommendations will be drafted based on the CNS digital team's experience during the COVID-19 pandemic.
 - The CNS digital team worked closely with OAAF and the CNS translation team to ensure all translated public health and safety messages were shared on the @gouvNE Twitter account, as well as to the main government Facebook page in English and French.
- Offer advice and support to government departments conducting province-wide public consultations with Nova Scotians
 - CNS will provide advice on public consultation in relation to French-language requirements, and will provide the required resources, either in-house or through external suppliers.
 - 2021-22: CNS provided advice on public consultations (budget, coastal protection, climate change) in relation to French-language requirements, and provided the required resources, either in-house or through external suppliers.
- Support the Executive Council in the development, translation and promotion of their annual recruitment campaigns for agencies, boards and commissions (ABC) members
 - CNS will continue to support recruitment campaigns for ABC members, through provision of translation, production and marketing strategy services.
 - 2021-22: CNS worked with the Executive Council Office in planning and placing print ads in *Le Courrier* in an effort to promote positions available on agencies, boards and commissions. Ads were published in the print and/or online edition of *Le Courrier* in April, May, October and November of 2021.

Plans for 2022-23

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

- Continue development of a recruitment strategy for the Translation Program to fill vacant positions
 - Work in consultation with HR partners to broadcast the competition as widely as possible across the country
- Ensure the French-language Communications Guidelines are up-to-date and remain relevant.
 - Include crisis communications guidelines

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
 - Maintain enrolment by CNS staff in the French-language training program
- 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 will continue 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 will work 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 will ensure that professional French-language translation services are 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.
 - Transition the @gouvNE Twitter account to an OAAF account
- Offer advice and support to government departments conducting province-wide public consultations with Nova Scotians
 - CNS will provide advice on public consultation in relation to French-language requirements, and will provide 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 will continue to support recruitment campaigns for ABC members, through provision of translation, production and marketing strategy services