

# BEING PROACTIVE

TO REACH THE FULL HEALTH POTENTIAL OF MINORITY FRANCOPHONE AND ACADIAN COMMUNITIES IN CANADA



**Health promotion** is the process of enabling people to increase control over, and to improve, their health. (WHO – 1986)

In the movement for health services in French, health promotion often serves as the gateway between communities and the healthcare system to promote access to health services and programs that are linguistically equitable and culturally adapted. “If we are providing services in people’s first languages, they get better health advice, they make better informed decisions about their health”. (Honourable Leona Aglukkaq, 2009)

Language barriers are associated with less use of health promotion and health education resources (Brar et al., 2009; Stevens, 1993). According to the 1978 Declaration of Alma-Ata, the measures taken in relation to the determinants of health through health promotion and disease prevention are intrinsically linked to primary health.



**The National Strategy for French-language Health Promotion builds on the Ottawa Charter. It is a source of inspiration for the entire movement for health services in French. It favours a concept of health that is broad, positive, empowering and social.**

## Guiding principles

- An all-encompassing vision of health
- The role of the community
- An intersectoral approach

## Main directions

1. Supporting action on health determinants
2. Influencing public policy
3. Building communities’ capacities
4. Developing knowledge and competencies

## Criteria determining the structuring potential of a health promotion initiative for services in French

### Main criterion

Direct link with one or several directions of the national strategy for health promotion

### Secondary criteria

- Success and sustainability over time: impacts the community
- Impact on the health of Francophone and Acadian populations
- Substantial innovation
- Launchpad for other initiatives in health promotion and primary healthcare services
- Transferable to another environment (replicated elsewhere)
- Program adapted from a tried and tested program in health promotion and/or primary healthcare services

# A GLIMPSE

into a few initiatives developed  
across Canada

## Newfoundland and Labrador Health Passport



The Health Passport is a bilingual tool that encompasses a series of medical terms. Its goal is to facilitate communication between French-speaking patients and English-speaking healthcare professionals.

[www.francotnl.ca/ReseauSante](http://www.francotnl.ca/ReseauSante)

## Nova Scotia

Public consultations conducted through the "Parlons santé" Strategy (Talk about health) by the Nova Scotia Health Authority



The consultations conducted online and in person by the Health Authority, both in English and in French thanks to the Réseau santé's help, have allowed for the sharing of information about Nova Scotians' health. During the consultations, participants were also asked to share their thoughts about opportunities and responsibilities for creating a healthier future.

[www.reseausantene.ca](http://www.reseausantene.ca)

## Prince Edward Island

*Village des Sources l'Étoile Filante* with its mental health project involving resourcing, and personal and social development camps



This project is focused on prevention and mental health promotion for youth, but it is also offered to other target groups within the community. This project has engaged several community partners as well as PEI's Commission scolaire de langue française. The sponsors of this project have gathered testimonials demonstrating how these camps have saved lives. A pool of volunteers has been assembled, and resources and tools have been developed.

[www.santeipe.ca](http://www.santeipe.ca)

## New Brunswick (SSMEFNB)

Francophone partner in the wellness strategy and movement in N.B.



As a recognized official partner of the Government of New Brunswick, and thanks to its focus on wellness, the Société Santé et Mieux-être en français du N.-B. (SSMEFNB) and its three networks have contributed to the launch of the New Brunswick Wellness Strategy for 2014-2021. It has also contributed to the provincial movement in representing the interests of the Francophone population and in contributing to the annual social marketing campaign promoting wellness.

[www.ssmefnb.ca](http://www.ssmefnb.ca) et <http://www.mieux-etrenb.ca>

## New Brunswick (SSMEFNB)

Healthy Schools and Healthy Communities



Over 120 Healthy Communities, Organizations and Schools are committed to act on the determinants of health and wellness through services provided in French. This is possible thanks to a successful partnership between the Société Santé et Mieux-être en français du N.-B. (SSMEFNB) and the Mouvement Acadien des Communautés en Santé du N.-B. Highlighting success stories, supporting stakeholders, developing tools and tightening the link between the system and communities are the ways in which these organizations increase capabilities and the Francophone population's ability to take action.

[www.ssmefnb.ca](http://www.ssmefnb.ca) et [www.macsnb.ca](http://www.macsnb.ca)

## New Brunswick (SSMEFNB)

Age-friendly communities and municipalities



SSMEFNB and its three networks support the Association francophone des aînés du N.-B. (AFANB) in the creation of its network of Age-friendly communities and municipalities. Nearly 20 of these communities and municipalities are already established. This initiative, developed by the AFANB, has served as a model for the New Brunswick government who has created a provincial recognition program. Three winners have already been recognized: two of the recipients are Francophone groups.

[www.ssmefnb.ca](http://www.ssmefnb.ca) et [www.afanb.ca](http://www.afanb.ca)

# THE 16 FRENCH-LANGUAGE HEALTH NETWORKS IN CANADA

collaborate with their partners to develop health promotion initiatives that have a direct impacts on communities.

## Eastern Ontario

Carrefour Santé



Eastern Ontario's Largest French Health and Well-Being Expo welcomed 1,400 participants over two days. It was a perfect opportunity for the community to discover the wide range of services available to them in French in the region and to know what is going on in health news. The event was a perfect opportunity for health professionals to mingle with members of the community, to network with other health professionals and to acquire new information through the 20 workshops and conferences on health and wellness offered to the public and to health professionals.

[http://rssfe.on.ca/upload-ck/Communique\\_bilan\\_final.pdf](http://rssfe.on.ca/upload-ck/Communique_bilan_final.pdf)

## Southern Ontario

Sain et Sauf : vie sans violence  
(Safe and Sound: Without Violence)



The goal of this project is to improve access to preventative and support services in French for vulnerable children, youth, families and elderly. It is offered by the Catholic Family Services of Durham, an accredited and not-for-profit agency, offering family and individual counseling. This project helped the agency improve its ability to provide services and programs in French and to become a truly bilingual organization. These services are still offered to the Francophone communities in Oshawa, Ajax and Port Perry.

[www.francosantesud.ca](http://www.francosantesud.ca)

## Northern Ontario

Carrefours Santé (Health Hubs)



Health Hubs are groups of Francophones who meet to identify the needs of their community and find solutions. These groups allow Francophones living in Northern Ontario to take control of their own health.

[www.reseaudumieuxetre.ca](http://www.reseaudumieuxetre.ca)

## Manitoba

Citizen engagement towards health



In alignment with the healthy Francophone communities in Manitoba, four towns in the La Montagne region have identified outdoor fitness stations as one of the strategies in promoting health. This is an initiative developed in partnership with the Réseau communautaire of the Société de la francophonie manitobaine and other municipal and provincial partners including Sport Manitoba.

<https://santeenfrancais.com/>

## Saskatchewan

Healthy Start



Healthy Start is a bilingual initiative promoting healthy eating as well as physical activity in early childhood. This initiative supports early childhood workers and parents by supplying resources, training and continuous support.

[www.rsfs.ca](http://www.rsfs.ca)

## Alberta

Healthy School Communities



The Healthy School Communities initiative is a follow-up to the *Moi je bouge à l'école!* (Let's move in school!) Program. It helps school communities cultivate a culture of wellness in their schools and puts emphasis on the provincial priorities relating to healthy eating, active lifestyle, positive social environments and healthy relationships. This initiative was developed in collaboration with the Fédération du sport francophone de l'Alberta.

[www.reseausantealbertain.ca](http://www.reseausantealbertain.ca)

## British Columbia

École en Santé - Caravane santé 2016  
(Healthy School – Health Caravan 2016)



The Caravane Santé is the application on the ground of the resources that the RésoSanté had translated in partnership with DASH BC, the Department of Education and the Francophone School District. The Caravane has made its way to 6 Francophone and French Immersion schools in British Columbia to introduce the teachers to the concept of Healthy Schools and its “global approach”.

[www.resosante.ca](http://www.resosante.ca)

## Yukon

Promotion package for early  
childhood health



There are ten packages containing activities and resources in French and promoting health and healthy lifestyles. Each package has a theme and contains a puppet, songs, rhymes, games, books as well as activity sheets that can be photocopied.

[www.francosante.org](http://www.francosante.org)

## Nunavut

Conferences and consultations on mental health



Conferences on the topic of adult and child stress combined with a public consultation within the community. A report on the mental health of Francophones living in Nunavut was published in May 2017.

[www.resefan.ca](http://www.resefan.ca)

## Northwest Territories

Call for proposals related to health promotion



This process was meant to reinforce the individual and collective capacity to take charge of health and wellness services offered in French. To do this, different actors working in health and wellness were invited to work together and develop structuring initiatives that will have long-term impact on the health of individuals and communities. This process was also intended to reach the remote communities of the Northwest Territories.

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The Société Santé en français is a national leader that works in close partnership with the French-language health Networks in each province and territory to ensure better access to quality healthcare programs and services in French to improve the health of all Francophone and Acadian minority communities.



MOUVEMENT ACADIEN  
DES COMMUNAUTÉS EN SANTÉ  
DU NOUVEAU-BRUNSWICK



This initiative has been carried out on behalf of the Société Santé en français and its 16 networks throughout Canada in collaboration with the Mouvement Acadien des Communautés en Santé du Nouveau-Brunswick, their resource group in health promotion.