



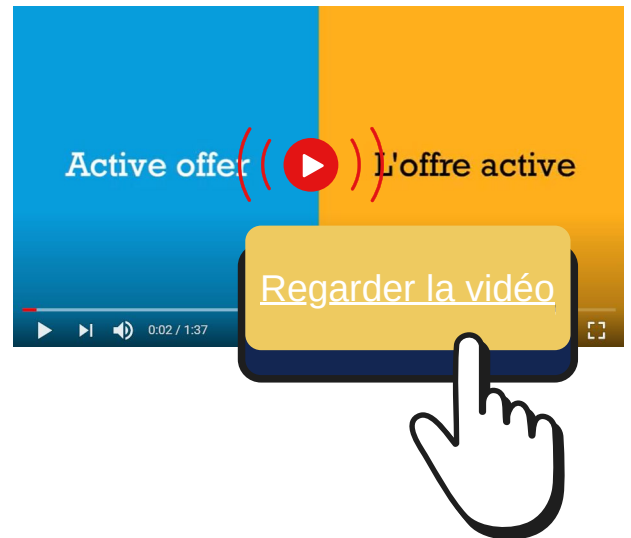


ACTIVE OFFER

TOPICS COVERED

-  The definition of active offer
-  Behaviours associated with active offer
-  The benefits of active offer
-  The actors in active offer



WHAT IS THE ACTIVE OFFER OF FRENCH-LANGUAGE HEALTH SERVICES? → → →

Active offer is a measure that consists in inviting clients to use their preferred official language. This invitation must precede the request and must be done proactively, with confidence and conviction.



ACTIVE OFFER IS THE STARTING POINT IN PROVIDING FRENCH-LANGUAGE HEALTH SERVICES.

A lot of people wish for better access to quality French-language health services. Although active offer may be practiced by all involved, it is still only the first step in improving access. In fact, access to French-language health services is part of a much broader process, since beyond this active offer, French-language health services must actually be provided, along the whole continuum of care.

As stated by Bouchard (2011), an active offer must be visible, easily heard, accessible, and evident, and the greetings and services intended for Francophones must be as automatic as a reflex, and timely. Therefore, services in the patient's preferred official language must be available throughout the patient's journey, from the admission at the hospital and all throughout care continuum.

BEHAVIOURS ASSOCIATED WITH ACTIVE OFFER



Bilingual greeting...

Bonjour!
Hello!



It is also...

- Books, magazines or newspapers in both official language in waiting rooms
- A bilingual message on the answering service
- A bilingual website

And...

- Self-identifying, for example with a name tag, as a provider who can deliver French-language services
- At first contact with clients, checking which language they prefer to use to talk about their health
- Recording language preferences in the client's file

Je parle
français

And still...

- Maintaining an updated list of Francophone resources
- Providing forms in both official languages;
- Getting assessment tools that were validated in French.

THE BENEFITS OF ACTIVE OFFER



Communication is central to quality health and social services. Active offer actualizes this principle and puts forward effective communication in line with a person-centered approach.

01

PROMOTING THE POSSIBILITY OF OBTAINING FRENCH-LANGUAGE SERVICES

Active offer serves to promote the existence of French-language health services among Francophones living in minority settings. Francophones are not used to receiving services in their own language and they don't know that such services are available.

03

CREATING A SENSE OF INCLUSION

Active offer allows the detection of an individual's preferred language, thus creating from the onset, a sense of inclusion for Francophone clients.

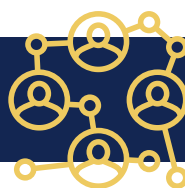
02

ENCOURAGING THE USE OF FRENCH-LANGUAGE HEALTH SERVICES

Not only are clients not informed of the availability of services, but they are unaware of their right to receive these services or how to access them. It even happens that individuals do not request services, even though they know they exist, because they are not aware of (or do not believe in) their importance.

→ (Bowen, 2000).

WHO ARE THE ACTORS IN ACTIVE OFFER?



Since active offer is a measure that guarantees better access to quality services for Francophone communities and must be put forward at the first point of contact with beneficiaries, every organization and all personnel in the health field must collaborate to promote active offer.

Health professionals who integrate active offer into their practice:

- At the first point of contact, will ask about the client's linguistic preference (taking the patient's linguistic pulse... a vital sign);
- Ensure that clients are comfortable in using their official language of choice;
- Seek concrete opportunities to promote active offer;
- Show leadership with a view to constantly improving the environment so it is conducive to active offer.

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