



PROGRESS REPORT

on French-language Services Provided by
the Government of Nova Scotia, 2018–21



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Message from the Minister

I am pleased to present the government of Nova Scotia's progress report on French-language services for 2018–21.

This report, published in accordance with the *French-language Services Act 2004*, is meant to show Nova Scotians what government has been doing to maintain and improve provincial services in French. It provides a general overview of new and improved French-language services and summarizes the work that has been done so far by government. To find out more about specific initiatives at individual departments, offices or government organizations, I invite you to consult their French-language services plans, which are available online.

The Covid-19 pandemic has disrupted many routines, but it has also been a reminder of the importance of providing services in French. During a public-health emergency, it is more important than ever that members of the public have access to information in their own language, especially in both official languages of Canada. I am pleased that the government of Nova Scotia has been able to continue offering regular updates to the public in French throughout the pandemic. This is a testament to the longstanding relationship between the government of Nova Scotia and the Acadian and francophone community.

Many of the newest initiatives in this report focus on ensuring the availability of healthcare services in French, increasing the accessibility of online materials and services in French, and supporting the economic and population growth of our Acadian and francophone regions. As we move forward through this pandemic, we'll continue working with our community partners to build on these important initiatives and collaborate to support the growth of our province's Acadian and francophone community.

It is vital that Acadians and francophones have a say in the major issues that are facing our province today. For this reason, I want to encourage all Nova Scotians, especially members of the Acadian and francophone community, to consider participating on agencies, boards and commissions. By serving on these 'ABCs', you help ensure that you and your community have a voice in important decisions made in our province.

Moving forward, I encourage all designated public institutions to continue strengthening their public communications in French, including by offering services online, which helps improve accessibility during this challenging time. I commend departments and offices for embracing new technologies that facilitate dialogue with the Acadian and francophone community – this open communication helps ensure that government remains aware of the community's evolving needs. Finally, I want to thank all French-language services coordinators for diligently sharing best practices for service delivery through the French-language Services Coordinating Committee.

This progress report covers fiscal years 2018–19, 2019–20 and 2020–21.



Hon Colton LeBlanc ECNS MLA
Minister of Acadian Affairs and Francophonie
March 2022

How We Approach Our Work

- The **Office of Acadian Affairs and Francophonie** leads the work to ensure Nova Scotians can receive government services in French. The office is part of the Department of Communities, Culture, Tourism and Heritage, and serves as the Nova Scotian government's central support agency for services in French.
- Nova Scotia's **Strategic Plan for French-language Services 2018–23** is a five-year plan to maintain, improve and expand government services in French. It is supported in part by the Canada–Nova Scotia Agreement on French-language Services, which provides Nova Scotia with matched funding to maintain and improve its services in French. This report is divided into three main sections, which align with the objectives of Nova Scotia's strategic plan.
- **Designated public institutions** of the provincial government are subject to the *French-language Services Act* 2004 and have specific responsibilities to provide services in French. Each designated public institution publishes an annual French-language services plan. These institutions are listed in Schedule A of the French-language Services Regulations.
- **French-language services coordinators** are public servants who represent the institutions to which the French-language Services Regulations apply. They are their institutions' – and the public's – first point of contact for services in French and are members of the French-language Services Coordinating Committee.
- The **French-language Services Coordinating Committee** (FLSCC) assists and advises the Minister of Acadian Affairs and Francophonie on the implementation of the *French-language Services Act* 2004. This interdepartmental committee is chaired by the Office of Acadian Affairs and Francophonie and includes representatives from designated public institutions, who are referred to as French-language services coordinators.

Advisory Committee to the Minister of Acadian Affairs and Francophonie

This advisory committee was established in 2017 to provide advice and information to the Minister of Acadian Affairs and Francophonie on issues of importance to the Acadian and francophone community. It is comprised of six individuals from the community: three are appointed by the minister and three are nominated by the Fédération acadienne de la Nouvelle-Écosse. The committee meets four times a year.

Committee of Deputy Ministers on the Implementation of the *French-language Services Act*

A separate committee, chaired by the Deputy Minister of Communities, Culture, Tourism and Heritage, examines how to address gaps in front-line services in French and to promote greater collective accountability for government's French-language services. In addition to the chair, other members are the deputy ministers of the departments of Community Services, Education and Early Childhood Development, Health and Wellness, Justice, and Service Nova Scotia and Internal Services. This committee also meets four times a year or as required.

For more information about our partners and stakeholders, visit the Office of Acadian Affairs and Francophonie's website at <https://acadien.novascotia.ca/en/partners>.

Administration and Policy Work

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

French-language services plans

All government departments, as well as many offices and other government organizations, offer services to the public in French. Each of these designated public institutions publishes an annual French-language services plan, which describes in detail the improvements that have been made regarding services in French over the past fiscal year. The plan also establishes goals for continuing to improve these services over the next fiscal year. To read more about what each designated public institution is doing to maintain and improve its own services in French, consult the relevant French-language services plan online.

French-language communications guidelines

The government of Nova Scotia has developed guidelines on French-language communications to help ensure consistency in government communications. A subcommittee of the French-language Services Coordinating Committee (FLSCC) regularly reviews these guidelines in conjunction with Communications Nova Scotia and updates them as necessary.

French-language human resources guidelines

The French-language human resources guidelines were developed in 2018 by the Human Resources and French Language Training subcommittee. These guidelines provide hiring managers and other public servants with guidance on hiring, supporting and retaining French-speaking employees. The subcommittee regularly reviews these guidelines to ensure they are accurate and up to date.

In addition to the guidelines, a French-language hiring panel pool was established in 2018, comprising a number of fully bilingual public servants who volunteer to assist job hiring panels with assessing applicants' levels of French for positions for which French is a requirement. This helps find qualified French-speakers to fill positions in government and to increase the ability of Nova Scotia's public service to offer services to the public in French.

Informing the public of services available in French

The FLSCC also has a subcommittee dedicated to ensuring that provincial government institutions make Nova Scotians aware of the services they offer to the public in French. The subcommittee affirms that any government service that is provided to the public in French should be ‘evident, accessible, readily available, and demonstrated in the form of a bilingual greeting, signage or other means’¹.

The subcommittee also works on reviewing the active offer and the government’s Bonjour! programme. The *French-language Services Coordinator’s Handbook*, published by the subcommittee, defines an active offer as ‘a bilingual greeting made by an employee when addressing a customer’; for example, saying ‘Hello, *bonjour*’ or displaying bilingual signage, such as the Bonjour! wordmark. Another example is the use of a Français/English toggle button on webpages. The purpose of doing so is to help Nova Scotians feel comfortable asking for, and receiving, a service in the language of their choice.

French language training for public servants

Recognizing the importance of public servants being able to speak and understand French, Nova Scotia is proud to offer French language training courses free of charge to civil servants and MLAs at every level of French. Courses are provided by Université Sainte-Anne and Alliance Française.

The past three years saw 1 500 enrolments in these courses, with about three in five participants registering as beginners. A quarter of all participants were at an intermediate level, with the remainder taking advanced French courses.

The FLSCC’s HR and French language training subcommittee reviews participant feedback and survey results, and makes recommendations to improve the training courses offered. Following participant evaluations, two new courses were offered beginning in 2020–21: a specialized business French course at Université Sainte-Anne and a course tailored to healthcare professionals from Alliance Française Halifax.

In late 2020, Réseau Santé Nouvelle-Écosse, Nova Scotia Health, the IWK Health Centre and the Office of Acadian Affairs and Francophonie jointly launched a survey of healthcare professionals, employees and students in order to identify ways to further improve French language training courses for these individuals. The results of this province-wide consultation are expected to be available in 2021–22. Visit <https://www.engage4health.ca/frenchtools> to learn more about this initiative.

¹Cited in Province of Nova Scotia, *French-language Services Provided by the Government of Nova Scotia, Report for 2015–2018*, (2019), https://acadien.novascotia.ca/sites/default/files/inline/documents/french-language_services_gov_of_ns_report_2015-2018_en.pdf

'Acadie' at a Glance

The Office of Acadian Affairs and Francophonie offers a free training session to all government employees to raise awareness of the Acadian and francophone community of Nova Scotia and to explain the role of civil servants in offering services to the public in French. The Fédération acadienne de la Nouvelle-Écosse (FANE) was engaged to help revise and update this workshop, ensuring a community perspective. 'Acadie' at a Glance was redeveloped into a streamlined, half-day course that is also adaptable to an online learning format, allowing even more public servants to take part in this popular workshop. It was officially launched as a regularly scheduled online class in autumn 2020. More than 120 public servants have completed the new training course as of 31 March 2021.

Programmes, Services and Special Projects

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

Translation services

The government of Nova Scotia believes citizens should have easy access to information in French. Each year, over a million words are translated into French, coordinated largely by Communications Nova Scotia's translation team.

Here are just a few of the many publications, documents and information materials that have been made available in French over the past three fiscal years:

- *Netukulimk* permanent exhibit at the Museum of Natural History (for more information visit <https://naturalhistory.novascotia.ca/what-see-do/permanent-exhibits/netukulimk>)
- *The Nova Scotia Francophone Immigration Action Plan 2019–21* (available at <https://immigration.novascotia.ca/Publications>), as well as French-language guides for immigrants in Nova Scotia
- The Office of the Ombudsman's website (<https://ombudsman.novascotia.ca/fr>)
- The final report and recommendations of the Commission on Effective Electoral Representation of Acadians and African Nova Scotians: <https://novascotia.ca/representation>
- Public consultations on climate change and adoption law reform
- Guides published by the Department of Justice on family law reform, amendments to civil procedure rules and representing oneself in court
- *How to Make an Effective Access to Information Request and Guide to the Review Process*, two guides published by the Office of the Information and Privacy Commissioner (these publications and more are available at <https://oipc.novascotia.ca/publictools>)
- The Sea in Her Blood temporary exhibit at the Maritime Museum of the Atlantic
- The Affordable Housing Commission's website and final report (visit <https://www.commissionlogementabordablene.ca>)

- The provincial teachers' collective agreement for 2019–23 (available at <https://www.ednet.ns.ca/document-depot/fr>)
- A resource guide on Gaelic Nova Scotia designed for use in classrooms
- Career guides to help young workers find employment and labour-market information (available at <https://explorecareers.novascotia.ca>)
- Guidelines on physical education
- The 'How's Work Going?' 2019 and 'Count Yourself In!' 2020 biennial surveys of public servants
- The new <https://beta.novascotia.ca> website's privacy statement, terms and conditions and Crown copyright notices

In-person, online and telephone services in French

Over the past three fiscal years Nova Scotia has continued to improve and increase its services to the public in French. In 2018–19, 11 bilingual positions were funded at the Department of Service Nova Scotia and Internal Services, including a full-time French-language services coordinator, a webmaster, two agents at the business registration unit and seven customer service representatives. Additional funding was provided the following year to hire another bilingual customer service representative – three now offer in-person services and six offer services by phone.

In 2018–19, Nova Scotia corrected a longstanding disparity by developing systems to permit the use of diacritics and accented letters on driving licences and other ID cards. Nova Scotians whose names contain accented letters can now see their names transcribed correctly on official government ID. In March, a ticket lottery permit application form was launched online in French, helping Acadian and francophone community organizations host lotteries and fundraising activities without completing a lengthy paper application process. Nova Scotia also conducted stability updates for various online services and increased the French-language signage and announcements in Access Nova Scotia centres.

In 2019–20, the province announced the option to choose 'X' as a gender identifier on bilingual documents including birth certificates, driving licences and photo-identification cards. In October, the heating rebate programme application form was made available online in French, enabling lower-income families to apply in the language of their choice. An online dealer service portal was made available in French, enabling authorized motor vehicle dealers in Nova Scotia to submit applications for vehicle titles, permits and licence plates online. Additionally, Service Nova Scotia's business permit and licensing service – 'BizPal' – was made available online in French, providing citizens with another means of applying for various provincial and municipal permits in French.

In 2020–21, Nova Scotia tested the Alert Ready emergency notification system within Nova Scotia using a bilingual message. During the 2020 municipal and Conseil scolaire acadien provincial (CSAP) elections, the province supported its Acadian and francophone community by publishing a bilingual guide on safe elections and a bilingual electoral candidates' handbook. Other election-related initiatives included providing French posters to polling stations and ensuring that any French translations used in election materials were accurate. Towards the end of the fiscal year, Nova Scotia also released an online travel declaration form and the safe check-in form in both languages to serve travellers during the Covid-19 pandemic.

Other initiatives are underway, including a modernization of the Registry of Joint Stock Companies' online French-language portal and an online system for citizens to book appointments at Access Nova Scotia centres in French or English.

For a more extensive list of new services offered by government in French, please see the French-language services plans published by the Department of Service Nova Scotia and Internal Services and the Department of Municipal Affairs and Housing.

Municipal services

Nova Scotia is proud to provide funding to support the delivery of municipal services in French. Between 2018 and 2021, Nova Scotia assisted four municipalities in maintaining and improving a range of municipal services and initiatives in French:

- **Argyle:** Translations of public municipal documents; and the development and launch of a new online application process for non-profit organizations to submit grant requests (2019–20);
- **Clare:** Support for various municipal services in French in the province's only officially bilingual municipality, including simultaneous interpretation, advertising, public service announcements, a communications officer position and translation of municipal bylaws (2018–21);
- **Halifax:** French language training courses for municipal employees (2018–21); funding to enable municipal representatives to participate in the annual conference of the Réseau des villes francophones d'Amérique (2019–20); translations of various public documents (2019–21); and funding to develop and launch a French-language 'micro-site' – available at <https://halifax.ca/fr> – which provides citizens with information on public transit, waste disposal and other important subjects in French (2018–19);
- **Inverness:** Funding to create a bilingual communications and community engagement specialist position in addition to a municipal consultation committee on Acadian affairs (2018–21).

Healthcare and social services

Funding is provided each year for a French-language services consultant and a linguistic interpreter at Nova Scotia Health, as well as for a French-language services coordinator for the Department of Community Services.

Ten emergency departments across the province were equipped with tablets in summer 2018 (an additional six units were purchased in March 2019). These tablets, mounted on mobile carts, are programmed with video and telephone software that enables real-time interpretive services. Thanks to these devices, healthcare workers can better assist French-speaking patients or those with limited knowledge of English with quick access to the healthcare they need.

The onset of Covid-19 has created a need for increased support for healthcare and health services in French. In 2020–21, additional funding, made available by the Office of Acadian Affairs and Francophonie, ensured that the Department of Health and Wellness's public-health announcements related to Covid-19 were released simultaneously in French and English. Funding was also provided the same year to the IWK Health Centre to purchase neuropsychological vocabulary evaluation resources in French, which will help French-speaking patients receive more precise and comprehensive evaluations.

For more information about healthcare initiatives in French, please consult the French-languages services plans published by Nova Scotia Health, the IWK Health Centre and the Department of Health and Wellness.

Economic development and immigration

Economic development and immigration are sectors of particular importance to the Acadian and francophone community. Support 4 Culture, a programme funded through the Department of Communities, Culture, Tourism and Heritage, and other funding through the Office of Acadian Affairs and Francophonie has helped support the CDÉNÉ, Nova Scotia's francophone economic development organization. Over fiscal years 2018 to 2021, Nova Scotia provided funding to the CDÉNÉ to assist francophone businesses with preparing nearly 200 business plans and helped the CDÉNÉ offer more than 360 learning sessions and individual counselling sessions for francophone entrepreneurs.

Immigration has been identified as a critical means of addressing our province's declining and ageing population, while also revitalizing our communities, helping employers recruit skilled workers and supporting our economy. Francophone immigration in particular 'plays an important role in supporting francophone and Acadian communities as well as increasing the number of immigrants to the province to address provincial labour market and economic needs.'² The Nova Scotia Office of Immigration and the Office of Acadian Affairs and Francophonie collaborated on the *Nova Scotia Francophone Immigration Action Plan 2019–21*. This plan enabled the province of Nova Scotia to enhance the efforts and explore new opportunities for francophone immigration.

For more information about how Nova Scotia is working to increase francophone immigration to the province, consult our Francophone Immigration Action Plan at <https://immigration.novascotia.ca/Publications>.

Education, early childhood, culture and recreation

Education and early years are areas of critical importance to the Acadian and francophone community, and Nova Scotia regularly contributes to a variety of initiatives within these sectors. A full-time French-language services coordinator is employed by the Department of Education and Early Childhood Development, and is responsible for coordinating translations of educational materials, liaising with the Acadian and francophone community, and giving guidance to the department on services in French.

See the Department of Education and Early Childhood Development's 'document depot' webpage at <https://www.ednet.ns.ca/document-depot>, as well as its French-language services plan, for some examples of educational resources in French.

Many other cultural initiatives received funding through the Canada–Nova Scotia Agreement on French-language Services over the past three fiscal years. In 2018, Nova Scotia helped fund the Historical Acadian Village's French-language summer day camp for children in Lower West Pubnico. Funding also assisted with maintenance and updates to the Historical Acadian Village's digital database in French, as well as with maintaining bilingual communications.

A programme developed and run by the Équipe d'alphabétisation de la Nouvelle-Écosse, or EANE, also receives regular funding. Over the past three fiscal years, this programme – 'Je parle français avec mon enfant' – has helped more than 200 parents of CSAP students with reading and writing in French, and assists them in better supporting their children's learning of French.

Staff from Archives Nova Scotia attended the Extrême Frontière space in Moncton, New Brunswick, during the Congrès mondial acadien 2019. Visitors to the Archives' booth could use genealogical tools to research their family history, assisted by bilingual Archives staff. Staff also promoted the Archives' new online transcription tool – available at <https://archives.novascotia.ca/transcribe> – which enables crowd-sourced transcriptions of digitized historical documents, many of which are written in French.

In addition, the Nova Scotia Museum printed and distributed a new French edition of its museum guide in 2020, a digital copy of which is available at <https://museum.novascotia.ca/our-museums/nsm-guide>. And in 2019–20 the Eastern Counties Regional Library purchased a large number of books, ebooks and other materials in French for its Chéticamp branch.

² Province of Nova Scotia, Nova Scotia Francophone Immigration Action Plan 2019–2021, (2019), <https://immigration.novascotia.ca/sites/default/files/Nova-Scotia-Francophone-Immigration-Action-Plan-2019-2021.pdf>

Vive l'Acadie community fund

When purchasing or renewing a licence plate, Nova Scotians can choose the 'Vive l'Acadie' plate, which features an Acadian flag design. A \$50 donation is collected, which goes directly to a local Acadian and francophone community organization to fund cultural projects.

Eleven regional Acadian and francophone organizations receive funding through Vive l'Acadie:

1. Association du Centre communautaire de la Rive-Sud (ACCRS), Cookville
2. Association francophone de la Vallée (AFV), Greenwood
3. Centre communautaire Étoile de l'Acadie (CCÉA), Sydney
4. Centre communautaire francophone de Truro (CCFT)
5. Conseil acadien de Par-en-Bas (CAPEB), Tusket
6. Conseil communautaire du Grand-Havre (CCGH), Dartmouth
7. L'Acadie de Chezzetcook, West Chezzetcook
8. La Picasse, centre communautaire culturel, Petit-de-Grat
9. Société acadienne de Clare (SAC), Saulnierville
10. Société acadienne Sainte-Croix (SASC), Pomquet
11. Société Saint-Pierre (SSP), Chéticamp

Below are a few examples of projects that received funding over the past three fiscal years.

- **2018–2019** – A series of community meals (CCÉA); a mural at École du Carrefour celebrating francophone community leaders and an art piece entitled *Shifting Ideas*, featuring a 5m tall marionette, at the Nocturne festival (CCGH); and a free, open-air micro-library (aka public bookcase) for locals to borrow and share books in French (SASC)
- **2019–2020** – An autumn farm visit for francophone families, featuring a corn maze, apple-picking and wagon rides (AFV); a variety of art workshops in elementary schools (CAPEB); an intergenerational knowledge-sharing workshop (L'Acadie de Chezzetcook); and a dinner-theatre production of *The Nutcracker*, led by local students (La Picasse)
- **2020–2021** – A physically distanced, community picnic on the LaHave River (ACCRS); a virtual Christmas concert, featuring live performances by Acadian musicians from across the Maritimes (CCFT); music lessons for Acadian youth and the production of an online comedy series called *Le Desoir Show* (SAC); and a virtual edition of the Festival de l'Escaouette's annual gala (SSP)

The Vive l'Acadie community fund has grown steadily in popularity since it was launched in 2012. In 2020–21, Nova Scotians bought or renewed a record 932 Acadian-flag licence plates, which has provided \$46 600 to fund more unique, community-led projects in 2021–22.

Québec–Nova Scotia agreement

Nova Scotia is proud to partner with the province of Québec to fund Acadian and francophone community projects. Each province contributes about \$50 000 each year to a common fund, which is then allocated to community groups based in either province who undertake special projects together. Some of these projects are listed below.

- **2018–2019** – A workshop on using storytelling through the medium of dance; a research and economic development connection between Université Sainte-Anne and the Université du Québec à Rimouski for fisheries; and a travelling showcase of Québec films in Nova Scotia
- **2019–2020** – A performance-art workshop in Greenwood led by the Montréal-based troupe LaboKracBoom; a comedy workshop with Just For Laughs at Université Sainte-Anne; and a showcase of Nova Scotian francophone artists at the Festival de la chanson in Tadoussac
- **2020–2021** – A 'literature exchange' enabling CSAP students to meet with indigenous authors writing in French; training for francophone summer camp staff; and a collaborative podcasting project called *L'Acadie conte* ('Acadia narrates'), developed by Québec and Nova Scotia

Visit <https://acadien.novascotia.ca/en/reports> for more information about this agreement and to see full lists of all projects funded over the past three fiscal years.

Acadian and francophone community projects

The Office of Acadian Affairs and Francophonie funds a wide variety of community projects to support its vibrant Acadian and francophone community. Through a system of grants, more than \$340 000 in provincial funds is spent each year in sectors like culture, economic development, education, healthcare, tourism and more. Funding supported 30 projects in 2018–19, 24 projects in 2019–20 and 26 projects in 2020–21; some examples are listed below.

- **2018–2019** – Clare municipality's 250th anniversary celebrations; shared Mi'kmaq and Acadian cultural celebrations at Grand-Pré; the development of a website for the research centre at the Musée des Acadiens des Pubnicos; and funding for the provincial Jeux de l'Acadie – the regional francophone games – including sporting events for youth, as well as training for coaches and referees

- **2019–2020** – An appearance by La Baie en Joie dance troupe at the Semaine acadienne festival in Normandy, France; a symposium on French-language media organized by Université Sainte-Anne’s Observatoire Nord/Sud; a study on literacy needs in Acadian regions led by the Équipe d’alphabétisation Nouvelle-Écosse; and training videos on healthcare services in French developed by Réseau Santé Nouvelle-Écosse
- **2020–2021** – CSAP’s annual Semaine de l’éducation en français, a week-long event promoting French educational opportunities in Nova Scotia; support for the Cœur d’artiste intergenerational music video project, featuring amateur Acadian musicians from Nova Scotia; funding for the FéCANE’s Stella project, a specialized training and mentorship programme which supports young francophone artists in Nova Scotia; and the development of a marketing strategy to promote tourism in Nova Scotia’s Acadian regions

Communication and Consultations

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

News releases

In accordance with the French-language Service Regulations, the government of Nova Scotia may issue a news release in French whenever the information:

- is of special interest to the Acadian and francophone community;
- relates to the health, safety or security of the public; or
- pertains to the delivery of services in French.

One-third of all government news releases between 1 April 2018 and 31 March 2021 were published in both languages. In 2020–21, 512 news releases were issued in both languages – 55% of all releases issued that year.

Updates to our government website

The government of Nova Scotia has been gradually overhauling its website since late 2017. The new design and format of the website will make it easier for citizens to find relevant information, including materials and documents in French.

The province is committed to ensuring that Nova Scotians can easily access government information online in French. The new website's privacy statement, terms and conditions and Crown copyright notices are all available in both languages. Many departments and offices, including Service Nova Scotia and Internal Services, have made their new webpages fully available in both French and English.

As departmental and office websites move to the new beta site, expect to see more information made available in French. Visit <https://beta.novascotia.ca/government> to find out more.

Social media

The government of Nova Scotia is on social media in French – find us on Twitter at @GouvNE. Over the past three fiscal years, we tweeted over 2 000 times in French – not including retweets – and saw a 22% increase in Twitter followers.

The Office of Acadian Affairs and Francophonie also has its own Facebook page, @Affairesacadiennes. As of 31 March 2021, the page had over 1 200 followers.

Print and radio advertising

Government regularly publishes advertisements and public-service announcements in *Le Courrier de la Nouvelle-Écosse*, the province's only weekly French-language newspaper. Radio spots are also frequently purchased to advertise services on French-language stations throughout the province.

Here are a few examples of advertisements from fiscal years 2018–19, 2019–20 and 2020–21:

- Service Nova Scotia placed French-language advertisements in *Le Courrier* on Nova Scotia's heating assistance rebate programme and purchased French-language radio spots on CKJM, CKRH, CITU and CIFA; bilingual print ads were also placed in local newspapers including the *Clare Shopper* and the *Lobster Bay Shopper*, plus additional ads on social media
- The Office of the Fire Marshal published information on proposed building code changes in *Le Courrier* in 2020–21
- A full-page op-ed article by the Office of the Information and Privacy Commissioner was published in *Le Courrier* on 25 January 2019
- The Department of Health and Wellness purchased radio ads in French to familiarize Nova Scotians with the province's changes to organ and tissue donation in 2020–21. Posters were also distributed to community organizations, libraries in francophone regions, the Réseau Santé's board of directors and even MLAs
- The Department of Justice placed advertisements in multiple editions of *Le Courrier* in late 2019 to encourage Acadians and francophones to apply for positions on agencies, boards and commissions

Promotional campaigns

Nova Scotia provided funding in 2019 to support an initiative led by Conseil jeunesse provincial, a non-profit organization run by and for French-speaking Nova Scotians aged 12 to 25. The project, which was called 'Le CJP vote aux élections' helped encourage democratic participation amongst Nova Scotian youth. Visit <https://conseiljeunesse.ca> to learn more.

Consultations with the public

The Office of Acadian Affairs and Francophonie meets regularly with the Fédération acadienne de la Nouvelle-Écosse (FANE) – the official voice of the province's Acadian and francophone community. This helps ensure an ongoing, constructive relationship to discuss issues, exchange information and consult on matters of importance to the community.

FANE is comprised of 28 regional, provincial and institutional organizations from diverse sectors of the Acadian and francophone community of Nova Scotia. The Office of Acadian Affairs and Francophonie frequently meets with many of these organizations as well. To find out more, visit <https://www.acadiene.ca>.

Results by the Numbers

A data summary of the three-year period spanning 1 April 2018 to 31 March 2021

Highlights

- **26+** departments, offices and institutions are represented on the FLSCC
- **10%** of public servants report being able to communicate fluently in French as of 2020

Promotion and advertising

- **775** news releases were issued in French (**33%** of all news releases)
- **2 098** tweets by @GouvNE and **22%** increase in Twitter followers from 1 April 2018
- More than **\$258 000** was spent on **109** individual print, radio and online advertising campaigns in French

Translation

- Communications Nova Scotia coordinated the translation of more than **4.29 million** words for over **40** departments, offices and other government organizations

Education

- **1 500** registrants participated in various levels of French language training courses
- More than **120** public servants completed the newly revised 'Acadie' at a Glance cultural awareness training course

Community

- Between 1 April 2017 and 31 March 2020, Nova Scotians bought and renewed **2 485** Acadian-flag licence plates, which provided **\$124 350** to **11** community organizations; these donations enabled organizations to host more than **30** special events, cultural activities and other community projects between 2018–19 and 2020–21
- Québec and Nova Scotia jointly contributed a total of **\$286 000** to support **31** collaborative artistic and cultural projects led by Acadian and francophone organizations
- Over **\$1.1 million** spent on **80** Acadian and francophone community projects

