The Active Offer of Health and Social Services in an Official Minority Language:

Actors, System, and Strategies for Action

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Presentation plan

1. Setting the context
2. Theoretical framework: strategic analysis
   - Theoretical reference points: social identity and minority groups
3. Principal issues and challenges
4. Actors and the system:
   - 6 strategies supporting active offer
1. Setting the context

- Publication (autumn 2017, UOP)
  - Accessibility and active offer: Health and social services in the linguistic minority context
- Meeting between two teams (GRI OSS and GReFoPS)
- Originality: a need for collaboration among researchers
  - Applying diverse perspectives to studying issues, challenges and solutions
  - Obtain a clear picture of the situation and determine future orientations
    - Intervention, Efficient organization of care and services, Public policies
2. Theoretical framework: strategic analysis
(Crozier & Friedberg, 1977)

The notion of strategy, the actor...
- focuses on achieving objectives
- endeavours to grasp opportunities
- Increases his or her ability to act in order to improve his/her situation

The notion of system:
- symbolic structure
- policy and regulatory structure
- organizational structure
The essence of being a minority:
Theoretical reference points: social identity and minority groups

• Hierarchy among social groups and (by extension) linguistic groups becomes legitimized (Tajfel & Turner, 1986)

• Tendancy of minority individuals to discredit themselves, withdraw from their community, to conform to the norms of minority and/or majority groups and avoid individual differences (Hogg & Abrams, 2003)

• Lack of self-assertion or reduced inclination to ask for services in French, i.e., their rights
  • They feel so hopeless... their needs are so pressing, that they say "Look here, we’ll accept services in English, or in French... whatever... just help us out."
Interaction between 2 key actors: the professional and the person in care

• Dynamic relation between:
  - Proactive professional with multiple strategies
  - Informed, proactive person with the “tools at hand”

• New paradigm in the offer of care and services
  - Not centred upon urgent needs, critical services
  - Neither professional expert nor passive person
  - Approach focused on the person, on his/her needs, care givers and milieu

• Steps towards appropriation-empowerment
  - Changes: habits/behaviours, life conditions
3. Principal issues and challenges

• Access to services in French: a question of quality and safety
• Recognition of the particular needs of Francophone minority communities
• Promoting a culture focused on active offer
• Availability of French and bilingual human resources
• Adapting the system to make optimal use of resources
• Awareness of realities faced by Francophone minority communities and training in the active offer of services
4. Actors and the system:

6 strategies supporting the active offer

- Mobilization, collaboration and networking
- Leadership of social actors and of community
- Attracting and retaining bilingual professionals
- Promoting a work place culture focused on active offer
- Training and hiring of future professionals
- Legal and political leverage
Conclusion

• The publication creates a clearer understanding of issues related to accessibility and proposes courses of action leading to the active offer.

• Certain common values can advance implementation of the active offer:
  • reform centred upon patients/service users opens up new channels (new paradigm for health and social services, integration of knowledge base of citizens with their actual experiences, satisfaction survey, etc.).

• Francophone minority communities seek changes to the rules:
  • professional standards, training in the active offer, testimonials and measurement instruments, etc.

• Collaborative work with managers of organizations/agencies
  • recognize the value-added nature of the active offer; set support measures in place.