

# The Active Offer of Health and Social Services in an Official Minority Language: *Actors, System, and Strategies for Action*

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Health Canada Scientific Conference

Ottawa, February 27, 2017



# 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 (GRIOSS 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



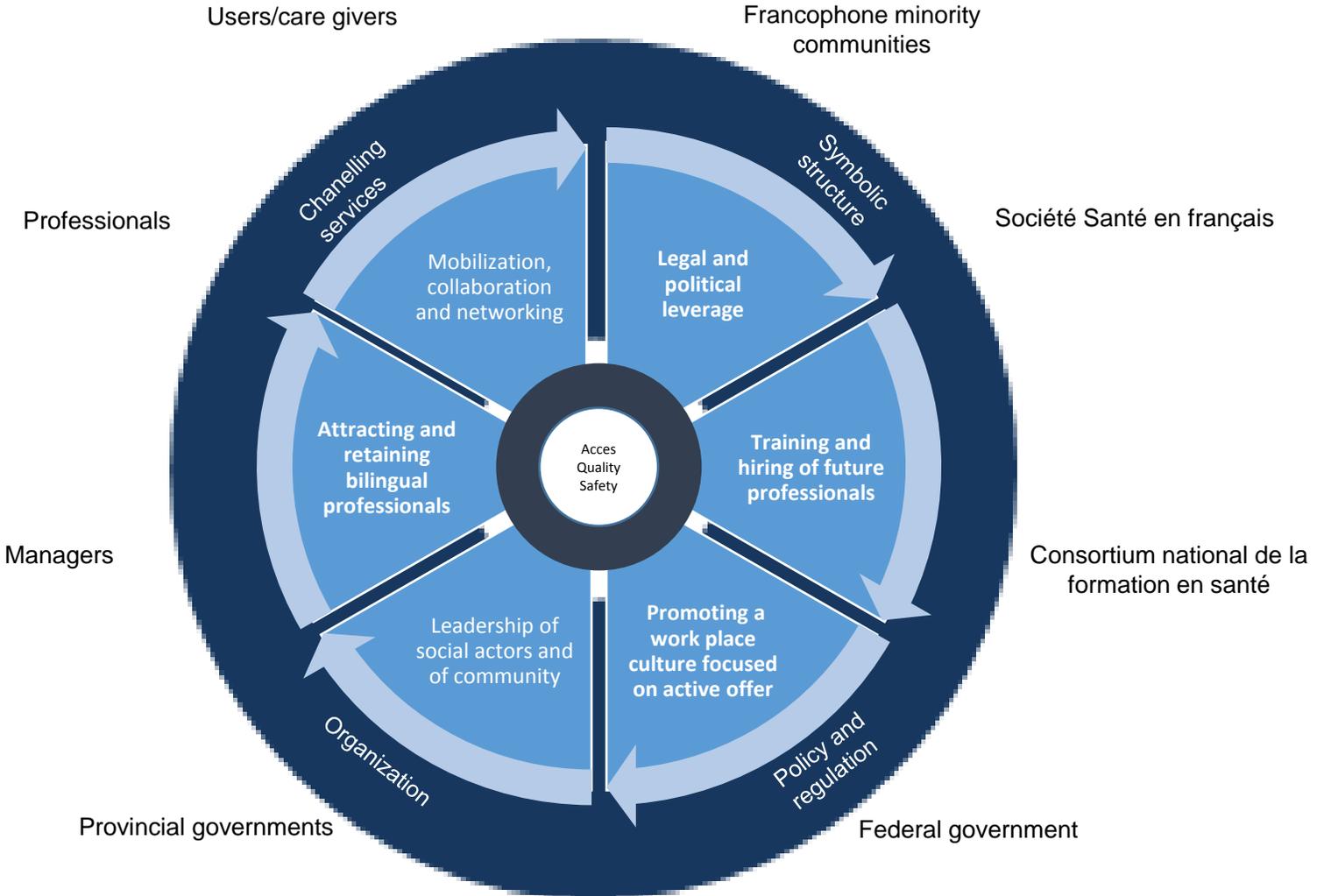
# 3. Principal issues and challenges

- 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



# 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.

