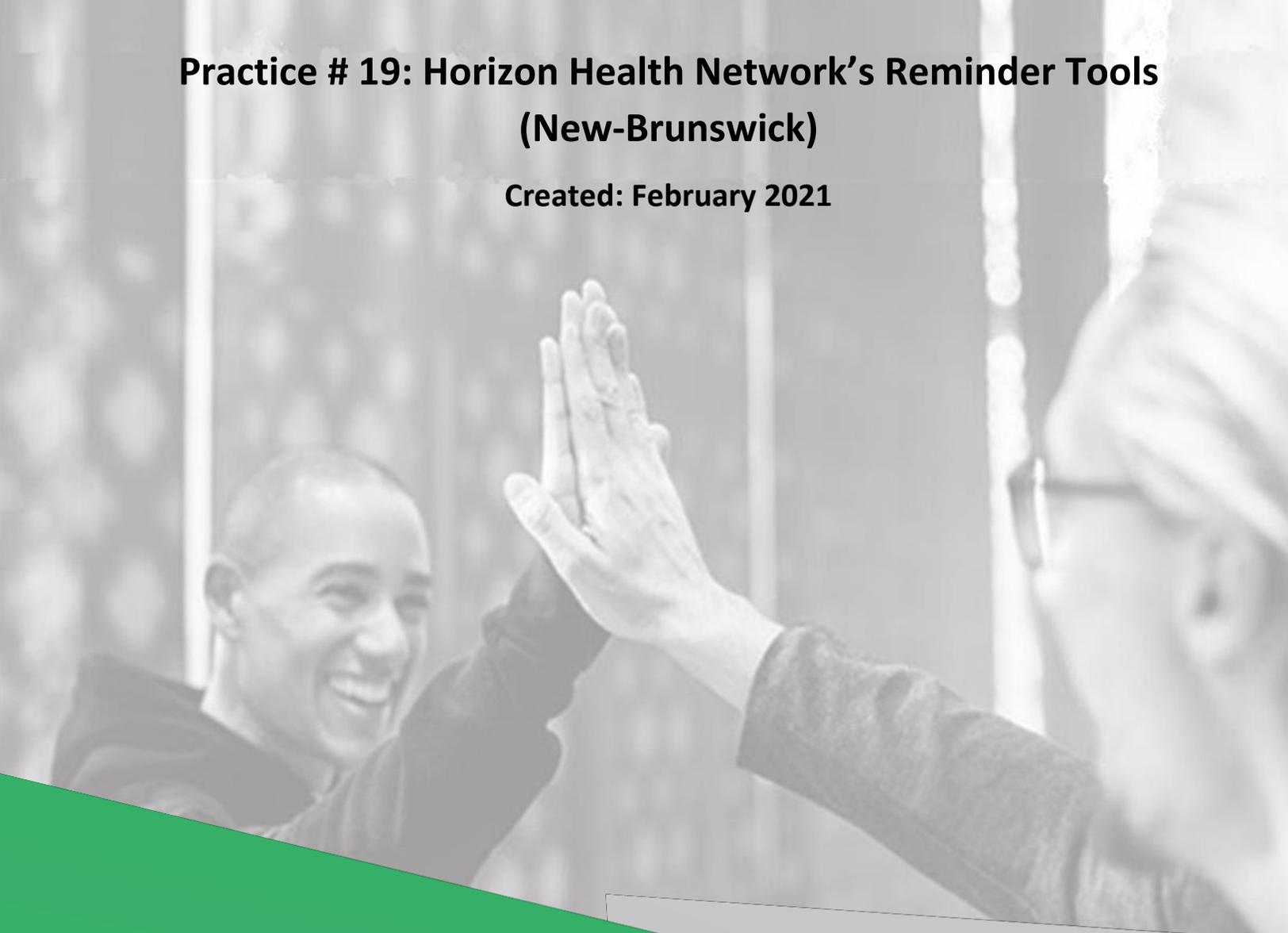


# Practice # 19: Horizon Health Network's Reminder Tools (New-Brunswick)

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## ABOUT THE FACT SHEET

This fact sheet is part of the *Directory of Innovative Practices in Health and Social Services in Official Language Minority Contexts* (available at: [https://www.grefops.ca/directory\\_innovative\\_practices.html](https://www.grefops.ca/directory_innovative_practices.html))

The *Directory of Innovative Practices* (formerly the Handbook of Innovative Practices on the Integration of Official Language Minority Health and Social Services) is a complementary resource to the *Organizational and Community Resources Self-Assessment Tool for Active Offer and Social and Health Services Continuity*<sup>1</sup>. It presents initiatives that have been put in place, most often at the local level, that respond to a community need and are perceived as innovative by the various actors involved in their implementation. The practices were identified, analyzed and classified according to an evaluation framework developed by the Health Council of Canada. This framework allowed us to distinguish between emerging practices, promising practices and leading practices. Some of these practices were suggested by the *Société Santé en français* and the provincial, territorial and regional French-language health networks, or other partners.

The reader is referred to the [Introduction and Method](#) document for information about the authors and collaborators, background on the project, a description of the methodology used to create the fact sheets, definitions of the following concepts:

- Leading Practice, Promising Practice, Emerging Practice
- Quality of evidence, impact, applicability, transferability
- Service coordination, service integration, liaison
- Active offer

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[https://www.grefops.ca/directory\\_innovative\\_practices.html](https://www.grefops.ca/directory_innovative_practices.html).

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<sup>1</sup> The self-assessment Tool is available in English and French and can be accessed at the following Web address:  
[https://www.grefops.ca/selfassessment\\_tool.html](https://www.grefops.ca/selfassessment_tool.html) (English version)  
[https://www.grefops.ca/outil\\_autoevaluation.html](https://www.grefops.ca/outil_autoevaluation.html) (French version)

## Practice # 19: Horizon Health Network's Reminder Tools (New Brunswick)

### This practice contributes to improving:

- Your organization's values and principles: Innovation and service offer in the user's preferred official language;
- Active offer (welcome and visibility);
- Relations with service users.

### The organization implementing this practice: Horizon Health Network, New Brunswick

The information contained in this fact sheet was obtained from various videos and documentation shared by Lorna Mansfield, Official Languages Advisor at Horizon Health Network, as well as from an interview with her on November 18, 2020, and an email exchange on February 9, 2021.

### Background

In New Brunswick, health services are grouped under two Regional Health Authorities (RHAs): Vitalité Health Network and Horizon Health Network. Each RHA has a general mandate to provide health services in New Brunswick and is governed by a board of directors. Horizon Health Network is the largest Regional Health Authority in New Brunswick and the second largest in Atlantic Canada. It manages 12 hospitals and over 100 facilities, clinics and offices in central and southern New Brunswick. Horizon offers services ranging from acute and specialized care to community health services<sup>2</sup>. The language of work in the Horizon Health Network is generally English, but the services provided must be offered in both official languages, like all public services in New Brunswick<sup>3</sup>.

In the winter of 2017, Horizon Health Network launched a pilot project called Active Offer Every Day, beginning with an active offer survey of staff, patients, and visitors, wanting to determine the quality of active offer at Network facilities. The results showed that some services were doing well, while others were facing challenges. The reasons ranged from lack of resources to lack of compliance. As a result, ways were sought to ensure that all staff and management were aware of and compliant with New Brunswick's Official Languages Act, and that they promoted best practices in both official languages to ensure patient and family-centered care.

As a first step, the Network set up dialogue sessions (see Practice # 17) to familiarize employees with the Act, and to create an exchange with staff on their needs and recommendations to improve the quality of their services in both official languages. The dialogue sessions highlighted the need for resources and tools to support staff in their active offer of services in both official languages. In addition to the customized contingency plan (described in Practice #18), other resources have been put in place in the form of reminder tools.

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<sup>2</sup> Réseau de santé Horizon (s.d.). About us. Retrieved on June 9, 2021 : <https://en.horizonnb.ca/home/about-us.aspx>

<sup>3</sup> Legislative Assembly of New Brunswick. Status of Legislation (s.d.). - First Reading Bill. Retrieved on June 9, 2021 : <https://www.gnb.ca/legis/bill/editform-e.asp?ID=134&legi=54&num=0&page=>

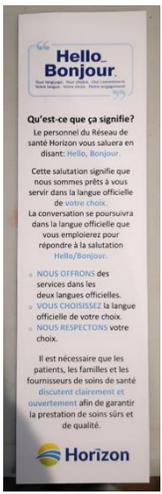
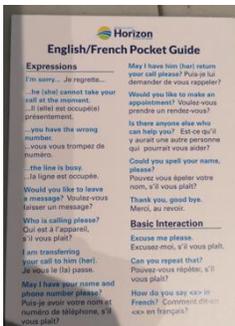
## Objectives

Reminder tools were developed for staff and the public as a means of raising awareness and reminding them of the meaning and importance of active offer. Thanks to these tools, patients and their family members are able to understand that they can receive services in the official language of their choice within the organizations of the Horizon Health Network. Some of the tools also serve as resources for staff, supporting them in their practice of active offer.

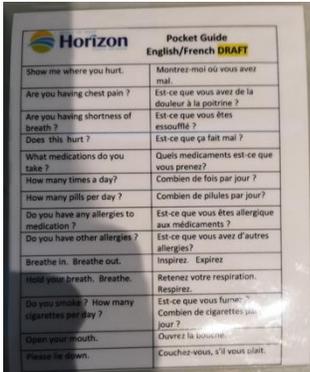
## Features of the practice

Reminder tools are objects or visuals that highlight the active offer of services in both official languages and the meaning of the greeting "Hello, Bonjour". Some tools were already available prior to the implementation of the pilot project, but had not been widely distributed. The dialogue sessions and the contingency plan project facilitated the distribution of the tools. The Horizon Health Network also adopted a slogan (6-word story) that highlights the willingness to serve patients and family members in the language of their choice: Your language, Your choice, Our commitment (*Votre langue, Votre choix, Notre engagement*). The various reminder tools will be described below.

<p><b>Flip Menu</b></p> 	<p>A flip menu like the one in the image is located in the reception areas of the different service units. The side facing the client recalls the meaning of "Hello, Bonjour". On the other side are indications for the health professional so that he or she can mobilize resources if the client requires services in French. The resources in the flip menu include the unit's personalized contingency plan, contact information for accessing interpreters, contact information for the Horizon Health Network's official languages managers, and translations of key phrases often used in the health network.</p>
<p><b>Cell phone popper</b></p> 	<p>A cell phone popper is a small object that can be stuck on the back of a cell phone. When the tip is pulled out, it extends to allow fingers to grip it, making it easier to position the fingers on the phone. The Horizon Health Network has acquired these poppers with the Hello/Bonjour logo. They therefore serve as advertising and promote the active offer of services in both official languages.</p>

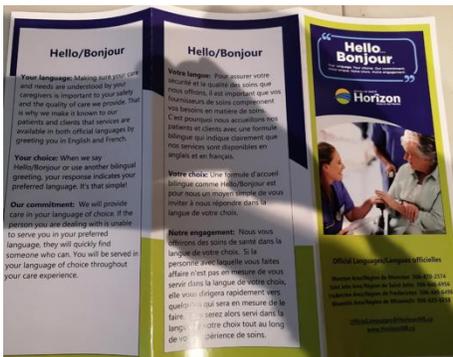
<p><b>Cellular phone wallet</b></p> 	<p>The mobile phone wallet is a pocket that sticks to the back of cell phones. The user can put his credit cards, business cards or bus pass in it. The Hello/Bonjour logo (the bilingual greeting) appears on the mobile wallets provided by the Horizon Health Network.</p>
<p><b>ID card pin</b></p> 	<p>This pin is used to insert an ID card and is hung on the health professionals clothing. The bilingual Hello/Bonjour greeting is inscribed on it.</p>
<p><b>Bookmark</b></p> 	<p>The bookmark is intended for patients and family members and includes the definition of the bilingual Hello/Bonjour greeting. The bookmark explains that the client's response to the bilingual greeting indicates to the employee the client's language preference and ensures that the Network has put into place the means to respect this choice. The bookmarks have also been distributed at community libraries and various other public locations.</p>
<p><b>English/French Pocket Guide</b></p> 	<p>The English/French Pocket Guide is a small pocket dictionary in which sentences in English are translated into French. These sentences are expressions used in basic interaction such as: I'm sorry (<i>Je regrette</i>). Words often used in exchanges in the hospital environment are also included (example: stairs, <i>escaliers</i>). This guide is available in pocket size.</p>

## Service-specific translation cards



In addition to the Pocket Guide, different departments have developed specific cards for their department to translate certain vocabulary more commonly used in their department, based on the concept proposed by Horizon, and with the help of the Horizon translation department.

## Hello/Bonjour Leaflet



The Hello/Bonjour leaflet is intended for the public. This leaflet identifies the manner in which Horizon employees are expected to greet the public, in a variety of scenarios, while respecting their language of choice. If the employee knows the patient, he or she can speak directly to the patient in the language in which they have previously conversed. If the employee does not know the patient, the employee will begin the interaction with the Hello/Bonjour bilingual greeting.

## Hello, Bonjour Sticker

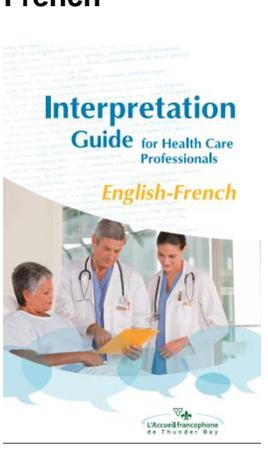


These stickers include the greeting Hello, Bonjour, as well as the pilot project slogan: Your Language, Your Choice, Our Commitment.

## English/French Quick Reference Phrases



The English/French Quick Reference Phrases is a set of business cards. Words translated from English to French (including phonetics) are found on these cards. These terms are generally phrases and words frequently used by health care professionals. They have been distributed extensively across the Horizon Network.

<p><b>English/Français Desk Sign</b></p> 	<p>These signs can be placed at reception desks and any other office to remind people of the availability of services in either official language.</p>
<p><b>Bilingual Calendar</b></p> 	<p>The Horizon Health Network has produced a bilingual calendar for clients and staff. The definition of the “Hello, Bonjour” greeting is recalled on each page. Other community resources and information in both languages are also presented in the calendar.</p>
<p><b>Interpretation Guide for Health Care Professionals – English-French</b></p> 	<p>This guide was developed by the <i>Accueil francophone de Thunder Bay</i> and designed as a quick and simple tool to provide French equivalents for medical terms and expressions commonly used in various contexts. It is one of the learning tools used by employees of the Horizon Health Network. An app is available with the book on the Accueil francophone website, as a resource (not as a translator). The app also provides phonetics.</p>

## Challenges

According to the contact person, no major obstacles were encountered in the implementation of these reminder tools. However, she noted that the Network's official languages team demonstrated flexibility and adaptability during the process.

## Analysis<sup>4</sup>

### Why is this practice considered innovative?

The various resource tools stem from the need to highlight and increase the provision of the active offer of services in both official languages within the Horizon Health Network and to ensure the understanding of the bilingual greeting among all stakeholders (clients and employees). Objects with an organization's name and logo exist in many organizations, but a set of such tools with an active offer focus is seen as innovative.

### Emerging, promising or leading: An emerging practice

**Quality of evidence:** The practice has received positive feedback from managers and employees, but the reminder tools have not been formally evaluated.

**Impact:** The reminder tools reach the Horizon Health Network staff, as well as users and their family members. They serve as a reminder of the importance of receiving services in the official language of their choice, as well as the organizational commitment to make an active offer. It is not known how many tools were distributed, nor is it known how many people saw these tools or read the messages in them.

**Applicability:** The reminder tools can be found in the Horizon Health Network's hospitals and institutions, with public resources distributed both within and outside of Horizon facilities. Promotion of the reminder tools was done through electronic newsletters, the Horizon Star newsletter, the webinar offered by the Official Languages team, the internal web page (OL Skyline) and through word of mouth. Official Languages Advisors continue to provide advice and distribute tools as required.

**Transferability:** Although some of the tools are common objects (popper, mobile wallet, pin, bookmark, etc.), the Horizon Health Network uses them as promotional and reminder tools for the active offer of services in both official languages. We are not aware of other institutions that have similar tools in place in a systemic manner. The English/Français signs and the Interpretation Guide by the *Accueil francophone de Thunday Bay* are probably used by other institutions.

Comments received by employees and informal observations made within the Network lead us to believe that the practice could be generalized in other health care institutions that would like to build on the importance of offering services in both official languages.

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<sup>4</sup> This analysis is based on criteria established in the *Innovative Practices Evaluation Framework* designed by the Health Council of Canada, Retrieved from: [https://healthcouncilcanada.ca/files/IP\\_Framework\\_Eng\\_final\\_1.pdf](https://healthcouncilcanada.ca/files/IP_Framework_Eng_final_1.pdf) and also outlined in the Introduction and method document.