

Strategies and mechanisms to communicate with Francophone communities

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Multilingual Information Provisions Policy

- The City's **Multilingual Information Provisions Policy** aims to ensure that information about the City's programs, services and engagement activities reflect the linguistic diversity of the City and helps the public to engage, participate and be informed of City services, programs and engagement activities.
- Policy came into effect August 2, 2017 and applies to all City divisions.
- Policy establishes criteria for translation and interpretation of information based on type of information, target audience and impact on localized areas.
- The Policy helps ensure that critical information (i.e. information that impacts the health and safety of residents) has the greatest reach.
- Policy provides a framework for City divisions to guide decision-making around translation of City information. City Divisions use the framework to decide when information should be translated into French.

Multilingual Information Provisions Policy



Critical Information – will or may impact the health and safety of Toronto residents and/or communication about a long-term or sudden disruption of the City’s critical services.



Localized Area Information – about City services, programs and engagement activities operating or being promoted in a specific geographic area, a neighbourhood, and/or a ward or adjacent wards in the City of Toronto.



Marketing Information – about the City or a City service or program that is intended to promote the City of Toronto to generate tourism, business growth and/or economic development.



All Other Types of Information – not captured by the categories above.

Case study: COVID-19 Communications

- All materials and resources that were translated, were translated into French – 50+ items since the start of the pandemic
- Including videos, brochures, posters, guides
- Considered critical information

Advertising and Media Relations

Advertising for 2020-2021 (up to June)

- 18 media campaigns including translated ads placed in French media outlets
- Approximately 20% of campaigns included French ads

Media Relations:

- Proactive outreach to French media outlets, including on distribution of City news releases and invitations to attend media briefings
- Best efforts to provide a French-language spokesperson for media interview requests
- Regular correspondence with French language media and responses to their emails and calls - 244 responses to French language media over the past year



Merci!