

For Information

DATE: August 14, 2009

REPORT TITLE: **LE LIEN FRANCAIS: PEEL.SERVICES.FAMILLES / THE FRENCH LINK: PEEL.SERVICES.FAMILLES**

FROM: Janet Menard, Commissioner of Human Services

OBJECTIVE

The purpose of this report is to provide Regional Council with information on and an invitation to Le lien français: Peel.Services.Familles / The French Link: Peel.Services.Familles.

REPORT HIGHLIGHTS

- Le lien français: Peel.Services.Familles / The French Link: Peel.Services.Familles is an event organized by Human Services in partnership with the Peel Francophone Steering Committee through Best Start funding.
- It will take place on Saturday September 26, 2009, from 10:00 a.m. to 5:00 p.m. at Shoppers World Brampton Mall, 499 Main St S., Suite 56, (Centre Court by Laura Secord), free admission.
- The purpose is two-fold: to launch the online Peel French Language Services directory to raise awareness and engage Peel residents (Francophone) about the French language services available to them and to raise awareness of the Francophone community.
- All Council Members are invited to meet with service providers from 10:00 a.m. onward and attend a parade at 10:40 a.m. and the Opening Ceremonies at 11:00 a.m.
- Service providers will be available to the general public to provide information until 5:00 p.m.

DISCUSSION**1. Background**

Le lien français: Peel.Services.Familles / The French Link: Peel.Services.Familles is the first Francophone community event organized by the Peel Francophone Steering Committee.

a) Peel Francophone Steering Committee (PFSC)

Through its Best Start initiative, the Region of Peel, Human Services is required to collaborate with Peel French language services and community agencies to increase French language service/program capacity for children and families in Peel. In October 2007, these organizations together formed the Peel Francophone Steering Committee (PFSC) specifically to:

- Raise awareness of the diverse needs of the francophone community
- Identify and address service/program gaps

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Since its inception PFSC has recruited the following members: Brampton Neighbourhood Resource Centre, Child Development Resource Connection Peel (CDRCP)/Community Information Partners Peel/Ontario Early Years Centres, Conseil scolaire de district catholique Centre-Sud, Conseil scolaire de district du Centre-Sud-Ouest, La Garderie Petit Bateau, Le Cercle de l'Amitié, Ministry of Children and Youth Services and Peel Children's Centre.

The 2006 census data reports that Peel's total French population is 25,990. Both Brampton and Mississauga are designated areas under the French Language Services Act and it is, therefore imperative that the francophone community is made aware of such services/programs so they are able to access information and opportunities with ease.

b) Impact on Peel's Children and Their Families

Children and their families will engage in a fun-filled day of French language entertainment with the opportunity to access information about French language services/programs. This event will encourage children and their families to access and speak French in an inclusive environment as well as utilize services located in the Region of Peel. Currently 35 per cent of French speaking children do not attend French language schools. It is hoped through events such as this, there will be an increased awareness among francophone families of the French language schools available in Peel.

c) Accomplishments to date

Advocacy for accessibility to services, programs and resources in French has resulted in many significant accomplishments to date:

- Both French language school boards have been added to the Immigration Peel.ca and Peel Police website to make the public aware that there are four school boards in Peel. Subsequently, similar to the Peel District School Board and Dufferin-Peel Catholic District School Board, a Peel community police officer has been assigned to each of the French schools in the Region. Feedback has been very positive and appreciative from the French language school board representatives.
- Ongoing French translation of Region of Peel materials includes Early Literacy Calendar, Peel Best Start Integrated Agreement, Raising the Bar in Peel training manual, segments of the Integrated Plan, PFSC materials and PFSC information on the Children's Services website.
- A needs assessment survey was developed and distributed and completed by Families from the six French language schools and the six French language child care centres.
- Printed and distributed 5000 copies of the translated Child Care Choices in Peel booklet.
- Developed the Peel Francophone Steering Committee identifier.
- A French language services environmental scan was conducted in Children's Service Operations and Early Learning Services. A plan has been developed to begin building French language capacity within the divisions.

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2. Details of the Event

a) Purpose

Le lien français: Peel.Services.Familles / The French Link: Peel.Services.Familles, is a free family event organized by the Region of Peel, Early Learning Services division through Best Start funding to launch the online Peel French Language Services directory and to raise awareness of the programs and services available in French. This event will provide an opportunity for service providers and francophone families to connect. Computer kiosks and volunteers will be on site for participants to provide real-time feedback on the use and accessibility of the online Peel French Language Services directory.

b) Date and Location

Le lien français: Peel.Services.Familles / The French Link: Peel.Services.Familles, will be held in Brampton on Saturday September 26, 2009 from 10:00 a.m. to 4:00 p.m., at Shoppers World Brampton Mall., 499 Main St S., Brampton, ON L6Y 1N7.

c) Theme and Program

Community agencies and organizations who are featured in the online Peel French Language Services directory will exhibit information on their services/programs from 10:00 a.m. to 5:00 p.m. The event will include a parade, the launch of the online Peel French Language Services directory, exciting and interactive Cirque performers: Cirque-u-l'air, cirque mingling act and juggling comedy act for children and families and preschool and school age children's choirs.

d) Opening and Closing Ceremonies

Peel agencies and organizations will be open to the general public from 10:00 a.m. to 4:00 p.m. Le lien français: Peel.Services.Familles / The French Link: Peel.Services.Familles, will commence with the opening ceremonies at 11:00 a.m. following a parade in the mall and conclude with closing remarks at 4:00 p.m.

FINANCIAL IMPLICATIONS

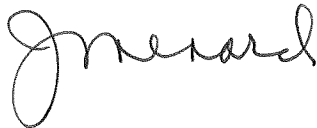
The anticipated cost is approximately \$20,000.00. It will be covered by the 2009 Best Start approved budget for the Francophone strategy. Staff has consulted with Risk Management and is working with the Regional Event Planner and Communication Services. The organizers are currently working with several potential sponsors.

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CONCLUSION

The Region of Peel is pleased to launch the online Peel French Language Services directory in partnership with the Peel Francophone Steering Committee and Child Development Resource Connection Peel to better serve the francophone residents in Peel. This event will raise awareness of the Francophone community in Peel and it is hoped that agencies will assist with the advocacy of more French language services/programs as well as outreach and increased rapport with the francophone community. The event will provide an opportunity for Peel residents to become aware of and celebrate its francophone community and one of the official languages of Canada. It is hoped that francophone families will become aware of and connect with service providers that offer French language services for a sense of belonging and identity of their culture within Peel.



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Commissioner of Human Services

Approved for Submission:

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c. Legislative Services

JK for Thomas Yoon