



Centre de santé et de services sociaux  
de Sept-Îles

# Adapting Health and Social Services into English: Strategies Developed by Sept-Îles CSSS

**February 2013**  
**Charlotte Audet**



# Introducing Sept-Îles CSSS



- **Our team:**
  - Approx. 1,000 employees
  - 62 current members of the CMDP
  - 52 associate members of the CMDP
  - 108 volunteers
- **One of the region's largest employers**





# Services Offered

## ◆ Secondary trauma centre

- **Permanent specializations**
  - Anesthesia (pain clinic)
  - Cardiology
  - General surgery
  - Dermatology
  - Internal medicine
  - Nuclear medicine
  - Microbiology
  - Neurology
  - Obstetrics and gynecology
  - Ophthalmology
  - Orthopedics
- Otorhinolaryngology
- Pathology
- Pediatrics
- Child psychiatry
- Pneumology
- Psychiatry
- Radiology
- Urology



# Key Statistics

## Volume of Services

	2010-2011	2011-2012
Short-term admissions	3,276	3,203
Births	578	529
Average length of stay (ALS)	6.90	8.66



# Key Statistics

## Volume of Services

**2010-2011**

**2011-2012**

Emergency	Ambulatory patients:	20,057	Ambulatory patients:	19,209
	Stretcher patients:	7,915	Stretcher patients:	7,605
	<b>TOTAL:</b>	<b>27,972</b>	<b>TOTAL:</b>	<b>26,814</b>
Outpatient visits	54,727	59,852 (Increase of 14%)		
Number of prescriptions	81,424	80,658		
Number of laboratory analyses	798,260	791,450		







# Sociodemographic Profile

Some demographic characteristics of populations comprising the Sept-Îles local services network (RLS), other RLS's in the eastern sector, the eastern sector as a whole, and Quebec as a whole

Demographic Characteristics	Sept-Îles RLS	Port-Cartier RLS	De la Minganie RLS	Basse-Côte-Nord RLS	De l'Hémathite RLS	CLSC Naskapi	Eastern Sector	Province of Quebec
Population <b>2011</b>	27,577	7,782	6,349	5,284	3,437	607	51,036	7,946,832
Population <b>2001</b>	27,464	7,912	6,831	5,707	3,694	549	52,157	7,396,331
First Nations population (2006)	9.0%	0%	18.4%	22.1%	16.5%	100%	11.8%	2.2% (2001)
Anglophone population	2.7%	1.4%	0.3%	61.3%	2.5%	2.7%	8.6%	7.7%

**Total population of Côte-Nord in 2011: 94,518**



# To be the ideal health care partner for Côte-Nord residents





# Strategic Positioning

- **OBJECTIVE:**
  - **To improve our collaborative relationships with the various non-francophone health care and services communities**



# Problems

- **Access to services and information in English**
- **Difficulty in recruiting and retaining personnel**
- **No real-time interpreting service**
- **No mechanism for coordination and communication**



# Project Submission and Funding

- In 2009, the project was submitted to the Community Health and Social Services Network by Basse-Côte-Nord CSSS, the Centre de Protection et de Réadaptation de la Côte-Nord (CPRCN), and Sept-Îles CSSS.
- In 2010, we received confirmation of the following funding:
  - 2009-2010: \$50,000 (for translation of documents)
  - 2010-2011: \$70,355
  - 2011-2012: \$73,000
  - 2012-2013: \$74,000



## Strategies Developed

- **As part of the project to adapt health services and social services into English, Sept-Îles CSSS hired a service agent for anglophone clients, who started work in April 2011.**



# Objective

- To improve the quality of care and services for English-speaking clients





# Roles and Responsibilities

- **Welcoming clients and informing them about the services available in the hospital sector;**
- **Accompanying anglophone clients;**
- **Directing anglophone clients toward appropriate resources;**
- **Serving as a liaison between departments to ensure coordinated service;**
- **Supporting caregivers in their interactions with anglophone clients;**
- **Acting as an interpreter.**



# Reception Counter

- Installation of a reception counter, strategically located at the CSSS's main entrance (45 Rue du Père-Divet).





# Communication Methods

- Cell phone enabling direct contact with the agent
- Free telephones available for use by clients that provide direct contact with the agent, located at the main entrance and emergency entrance
- Business cards available to clients and professionals



Centre de santé et de services sociaux  
de Sept-Îles

Sharon Turfitt  
Customer services for  
english language

45, rue de Pére-Duval  
Sept-Îles (Québec) G4E 2B7  
Phone number: 418 965-7621  
Website: www.ccsis.qc.ca





## Documents

- Many documents aimed at clients have been translated into English, notably including the Services Guide, which was funded by the Users' Committee.
- To date, almost 300,000 words have been translated.
- The Services Guide has been distributed to English-speaking households from Baie-Trinité to Blanc-Sablon





# Website



- The organization's website is available in English:  
**www.cssssi.qc.ca**



## Other Strategies

- **Caregiver training to facilitate interactions with English-speaking clients.**
- **Methods being considered to promote hiring of individuals able to speak English:**
  - **Training courses**
  - **Settlement grants**









- **Ministère de la Santé et des Services Sociaux**
- **Agence de la Santé et des Services Sociaux de la Côte-Nord**
- **Health Canada**
- **Basse-Côte-Nord CSSS**
- **Centre de Protection et de Réadaptation de la Côte-Nord**
- **North Shore Community Association**









# North Shore Community Association

## A need is addressed:

- 2007 recommendations from the Regional Access Committee to the Provincial Committee;
- 2009 CHSSN launched “Adaptation Project”;
- Project component submitted by the Agence de la santé et des services sociaux de la Côte-Nord for a translation resource person at the CSSS de Sept-Iles;
- In March 2011 English customer service was put into place.

L E T ' S   G E T   C O N N E C T E D

## English Services at the CSSS de Sept-Iles

On December 6<sup>th</sup>, 2011 the CSSS de Sept-Iles held a press conference to officially launch the strategies they developed promoting the adaptation of health and social services in the English language (see press release on page 4). Charlotte Audet, *director of quality services, public health and communications*, and Martin Beaumont, *director general* spoke on behalf of the CSSS. Jody Lessard was invited to also speak on behalf of the North Shore Community Association (NSCA). The NSCA and its Networking Partnership Initiative (NPI) along with the Regional Access Committee have supported the initiatives of the CSSS for a number of years.



The strategies developed include:

- the hiring of an English-speaking customer services agent who can greet and orient English-speaking to the appropriate resource and also can act as an interpreter;
- the translation of several client-related documents as well as the service guide;
- their website for English users - [http://www.csssi.qc.ca/index\\_an.html](http://www.csssi.qc.ca/index_an.html)

This is great news for English-speaking clientele using the services of the CSSS de Sept-Iles, which includes not only the residents of Sept-Iles, but residents from the Lower North Shore, Fermont, Port-Cartier and Schefferville.





# North Shore Community Association

## Our role as a community partner:

- Inform the public :
  - Numerous articles in our quarterly newsletter;
  - 50+ Club, school and community events;
  - Pamphlets introducing English Customer Services;
- Act as liaison between ESC & CSSS;
- Feedback from users;
- Support towards improvement of services;
- Open lines of communications.



## Help Us Help You



### Have You Met Sharon?

Have you used the services of the agent for English customer services at the Sept-Îles Hospital?



Fill in the survey on the back and return it to the designated person. Make your voice count.





# North Shore Community Association

## What NSCA is doing to try and ensure services continue:

- Motions to Regional Access Committee;
- Survey to measure satisfaction of clients;
- Report on results and recommendations.

### Evaluation of English Customer Services

In order to improve services as well as to justify the need for an English customer services agent, we would kindly ask you to fill in this evaluation and deposit it in the survey box at the front entrance of the hospital or mail back to:

NSCA  
P.O. Box 163  
Baie-Comeau, QC  
G4Z 2G9

- 1 = strongly disagree  
2 = disagree  
3 = neutral  
4 = agree  
5 = strongly agree

Circle what applies

The customer services agent's help was valuable.				
1	2	3	4	5
The customer services agent was courteous.				
1	2	3	4	5
I will use the customer services agent again in the future.				
1	2	3	4	5
The customer services agent was easy to contact.				
1	2	3	4	5
This service should be permanent.				
1	2	3	4	5

Additional comments:

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*Thank you!*



# What does the future hold for us?







# Questions?

# Thank you!