

Bonjour Program – Information for Supervisors, Managers and Directors

Through the French Language Services Act, government has committed to supporting the Acadian and Francophone community, most notably with the provision of French-language services. The Public Service Commission supports the provision of French-language services through several initiatives, including giving access to French-language training, conducting French-language skills assessments and implementing the Bonjour Program.

What is the Bonjour Program?

The Bonjour Program builds on the success of government's current French-language training program and aims to provide knowledge and tools to bilingual employees for the active offer of services in French. The Bonjour Program highlights bilingual employees with clear signage and visual cues, making it easy for the public to know they can be served in English or French.


What do we mean by “active offer”?

Active offer means clearly informing members of public that a service is available to them in English and in French. It can include a bilingual welcome, such as “Hello! Bonjour!”, and supporting visuals, such as signage.

Active offer is important because it removes any doubt as to whether services are available in French and allows members of the public to use services in their preferred language.

What tools and resources does the Bonjour Program offer?

The Bonjour Program provides a variety of resources and tools, such as:

- Online training modules
 - Guides and best practices
 - Visuals (lanyards, pins, posters, tabletop displays, etc.)
 - Bilingual email signature template
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Who should use the Bonjour Program?

Any employee offering services in French is encouraged to do so using the Bonjour Program visuals and practices. This includes:

- Employees providing designated services under the *French Language Services Act*. Employees providing a designated service are required to make an active offer under the *Act*. The Bonjour Program visuals can be used to meet this requirement.
- Employees in designated bilingual positions.
- Bilingual employees that can provide services in French.

It should be noted that the Bonjour Program visuals should only be used when French-language services are available. For example, if the employee who can provide French-language services is not there, visuals should be removed.

Who do I contact if I have questions?

The Bonjour Program is managed by the Public Service Commission. Please communicate with the French Language Services Division of the PSC.

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