



**NORTH SHORE COMMUNITY ASSOCIATION
Health and Social Services Networking and
Partnership Initiative**

**REPORT ON THE EVALUATION OF
ENGLISH CUSTOMER SERVICES AT
THE CSSS DE SEPT-ÎLES**

*Marilyn Durepos
February 2013*

TABLE OF CONTENTS

<i>Introduction.....</i>	<i>page 3</i>
<i>Objective.....</i>	<i>page 4</i>
<i>Methodology.....</i>	<i>page 4</i>
<i>Research Summary.....</i>	<i>page 4</i>
<i>Demographics.....</i>	<i>page 5</i>
<i>Total Interventions.....</i>	<i>page 5</i>
<i>Summary of Responses (Clients)</i>	<i>page 6</i>
<i>Summary of Responses (Professionals).....</i>	<i>page 7</i>
<i>Observations, Conclusions and Recommendations.....</i>	<i>page 8</i>

INTRODUCTION

The North Shore Community Association (NSCA), a non-profit organization, is dedicated to representing the English-speaking community living on the North Shore. In 2009 they became a part of the Community Health and Social Services Network (CHSSN) and became a network in their Health and Social Services Networking and Partnership Initiative (HSSNPI). The main objective of the HSSNPI is to help improve and maintain access to health and social services for the English-speaking population of the Côte-Nord Health Region 09.

The CHSSN launched an initiative to help adapt health and social services (2009-2013) for the English-speaking population of Quebec, supported by an investment from Health Canada, through the Roadmap for Canada's Linguistic Duality. This 'Adaptation Initiative' is being undertaken in partnership with the Ministère de la Santé et des Services Sociaux (MSSS).

The health and social service agency for the Cote-Nord Region 09 submitted a project proposal entitled "Overcoming the Language Barrier to Offer Quality Services to Everyone". Within the proposal was a component – 'CSSS de la Basse-Côte-Nord, Centre de protection et de réadaptation de la Côte-Nord (CPRCN) and CSSS de Sept-Îles: Translation service for English-speaking client groups who do not have access to services in their language, translation of documents, and management of the relationship with the client.

- * Improve access to and the quality of health and social services by offering a translation service to clients who do not have access to services in their language in terms of secondary services and community organizations.
- * Provide clients with documents translated into their language.
- * Free up workers within the institution who currently do translation and interpretation for various institutions in the network and community organizations that have regional mandates, enabling local workers to focus on their regular duties.
- * Improve access to health and social services in English for English-speaking people from the eastern North Shore sub-region.
- * Meet the needs of the English-speaking population as identified by the provincial Access Committee through the local mandate and the CSSS de Sept-Îles' sub-regional mandate.
- * Improve the health and social services experiences of English-speaking users.
- * Improve strategies for health promotion and prevention among English-speaking clientele.
- * Ensure the safety of users by preventing interpretation errors.

Within this component were listed the following deliverables:

- * A translation resource person is needed to respond to the many requests from English-speaking client groups who have to obtain services outside their designated institutions.
- * Information and communication documents in English made accessible and disseminated to all English-speaking client groups
- * All of the translated documents to be shared with network partners so that English users living outside of the Lower North Shore can have access to these tools.
- * A set of instruments to enable quicker, easier and more efficient orientation within the buildings of the CSSS de Sept-Îles.¹

The NSCA's HSSNPI Network is aware of the needs and the priorities of the English-speaking population in the CSSS de Sept-Îles territory and can see the benefits of the resource person (English Customer Services Agent) for both first line services for the population from Sept-Îles and nearby communities and second line services for the English-speaking population from the Northern communities including the Lower North Shore.

¹ Community Health and Social Services Network (CHSSN) 'Adaptation Initiative' project Guide 2009-2013

This service is an extremely valuable service to all English-speaking clients of the CSSS de Sept-Îles. It is important that it become a permanent position and be considered an essential service. The fear is that once the 'Adaptation Project' comes to an end (March 2013), so will these services.

OBJECTIVE

The objective of this evaluation is to show the results of the 'Adaptation Project' and to impress upon the decision makers the absolute need to continue the project or, even more imperative and realistic, to make this a permanent service offered by the CSSS de Sept-Îles. It should become an essential part of the services offered and fits in with the establishment's commitment of "Centre of excellence: a leader in continuous improvement of quality care and services for our community and partners".

METHODOLOGY

In March 2010 the Agent for English Customer Services was put into place. In the fall of 2012 forms were developed for both client users and professionals of the departments benefiting from the service. From September 2012 to January 2013 the client evaluation forms were distributed as follows:

- handed out directly to client users by Customer Services Agent herself; or
- mailed to community members who had used the services by the NSCA;

The completed evaluation forms were either returned directly to the Agent herself or mailed back to the NSCA.

In January 2013, the evaluation forms for the professionals were sent out to the different departments by the CSSS and the returned evaluation forms were forwarded to the NSCA.

RESEARCH SUMMARY

A total of 74 completed surveys were received: 64 client surveys, 10 professional surveys.

The respondents' identities have been kept confidential. No names appear on the surveys.

The NSCA would like to thank all respondents who took the time to respond.

DEMOGRAPHICS OF ENGLISH-SPEAKING PEOPLE USING THE SERVICES OF THE CSSS DE SEPT-ÎLES

	CSSS de Sept-Îles	CSSS de Port-Cartier	CSSS de l'Hémathite	CSSS de la Basse-Côte-Nord	CLSC Naskapi	TOTAL
English-speaking population being served by CSSS de Sept-Îles (first and second line services)	905	115	180	3,610	460	5,270 ²

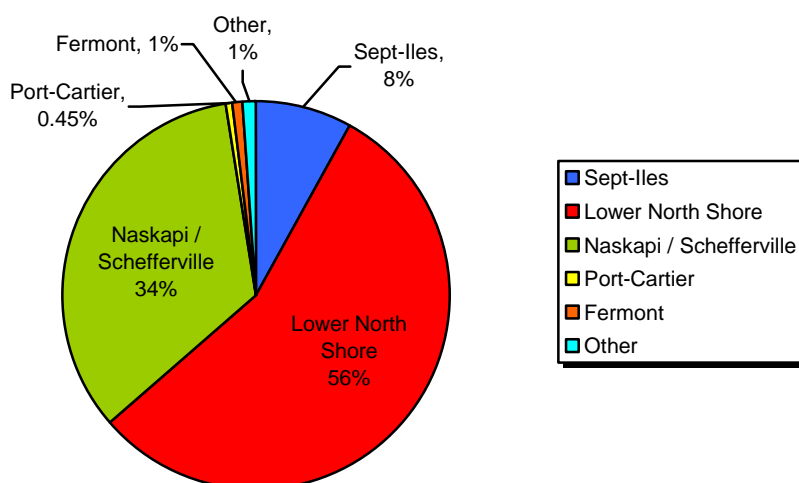
Within the Côte-Nord Region 09, the CSSS de Sept-Îles is the health institution serving the largest population of English-speakers.

TOTAL INTERVENTIONS (APRIL 2011 TO SEPTEMBER 2012)

Total Interventions (approximate)	Number	Percentage
Sept-Îles	124	8%
Lower North Shore	870	56%
Naskapi / Schefferville	528	34%
Minganie	0	0%
Port-Cartier	6	.45%
Fermont	15	1%
Other	15	1%
Total number of interventions	1,554	100%
Number of users	1,164	

TOTAL INTERVENTIONS = 1,554

From April 2011 to September 2012



² Statistics Canada, 2006 Census

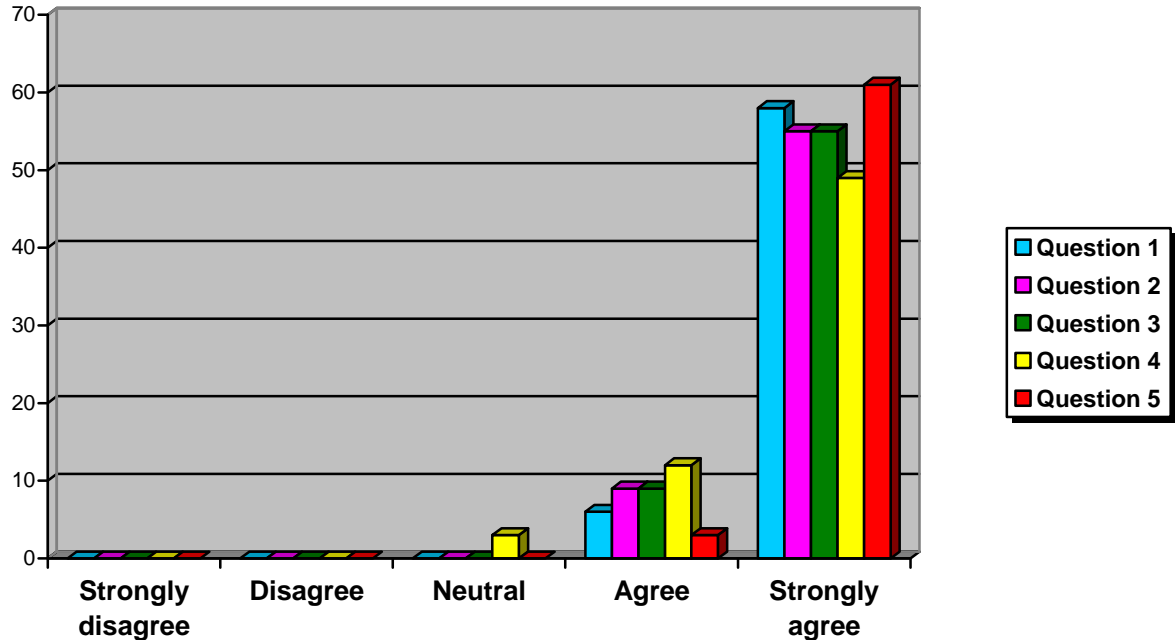
EVALUATION OF ENGLISH CUSTOMER SERVICES

SUMMARY OF RESPONSES (CLIENTS)

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

Clients Responses		1	2	3	4	5
1	The customer services agent's help was valuable.				9%	91%
2	The customer services agent was courteous.				14%	86%
3	I will use the customer services agent again in the future.				14%	86%
4	The customer services agent was easy to contact.			4%	19%	77%
5	This service should be permanent.				5%	95%

Client Responses



SUMMARY OF RESPONSES (PROFESSIONALS)

1 = strongly disagree

2 = disagree

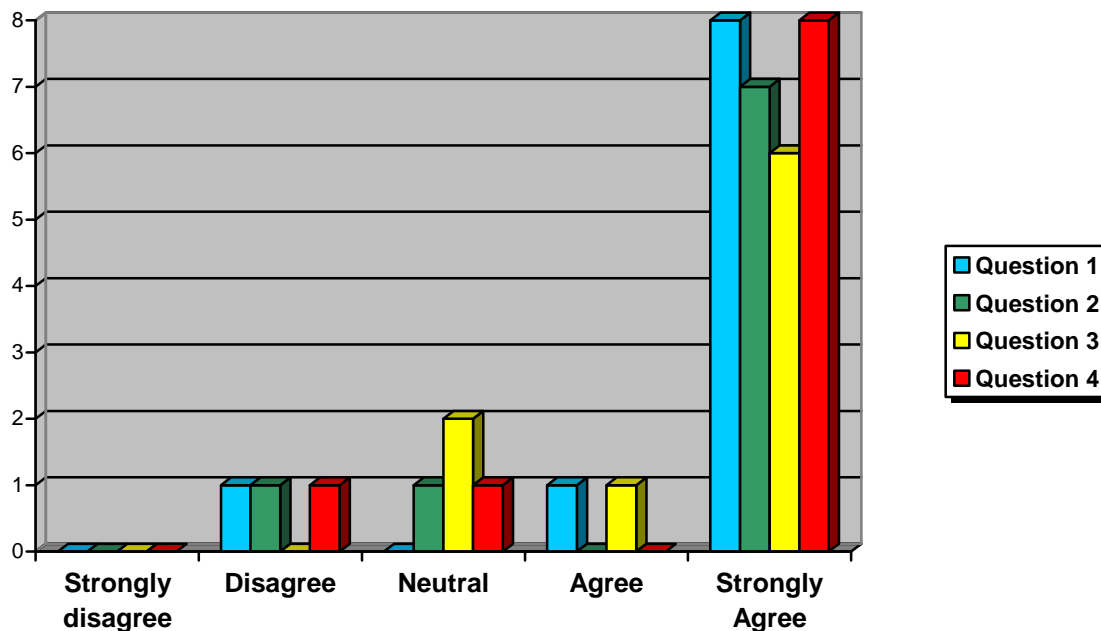
3 = neutral

4 = agree

5 = strongly agree

Professionals Responses		1	2	3	4	5
1	The agent for English Customer Services was important in facilitating the communication between me and the client in order to better serve them.		10%		10%	80%
2	I will use the customer services agent again in the future.		9%	9%		78%
3	The customer services agent was easy to contact.			22%	11%	67%
4	This service should be permanent.		10%	10%		80%

Professionals Responses



OBSERVATIONS

1. Information gathered from the community reveals that a possible explanation for the small percentage of Sept-Iles clients using the service (8%) is due to the fact that the Agent is often pre-booked by users coming from the Lower North Shore and Schefferville, making her unavailable for the local Sept-Iles clients.
2. Of the clients and the professionals using the service there is a very high level of satisfaction.
3. The low scores on the some of the professionals responses about the use or necessity of such a service can be explained by comments made in the 'comments section'....they did not need or use the Agent for English Customer Services because their department already had several bilingual staff who deal with English-speaking clients. (This would be our ultimate goal...to have bilingual staff in all departments, but for the departments where this is not a reality....the Agent for English Customer Services is the second best option.)

CONCLUSIONS

Among those that use the Agent for English Customer Services (both client and professionals), they indicated the services were extremely valuable and should become a permanent service.

RECOMMENDATIONS

1. Make sure the decision makers are aware of the needs of the English-speaking population living on the North Shore and the importance of projects such as the 'Adaptation Project'.
2. Approach the *Agence de Santé et des services sociaux de la Côte-Nord* and the *CSSS de Sept-Îles* to impress upon them the need for the continuation of the 'Customer Agent for English Services' after the 'Adaptation Project' ends March 31, 2013 and the need to install this as an 'essential service'.
3. Work in collaboration with the CSSS de Sept-Iles offering support that will help to improve access to services, such as:
 - liaison between the CSSS and the English-speaking community;
 - evaluation of services;
 - feedback from the English-speaking community;