

Minutes



Meeting: French Language Advisory Network (FLAN)
Date: Thursday February 19, 2009
Time: 10:00am-12:00pm
Details: Teleconference

Chair: Samara Foisy
Recorder: Kathleen Orth
Attending: Joëlle Zorzetto, Lysanne Trudeau, Marie-Claude Thibault
Guest: Jaimie Hemsworth (NRC student0)

1. Welcome and introductions

- Welcome to Jaimie Hemsworth, who is at NRC for 8 weeks as part of the combined Master's/Internship in Nutritional Science at the University of Western Ontario

2. Approval of Agenda and November 20, 2008 Meeting Minutes

- Add Membership recruitment to the agenda. Suzanne Primeau-Raymond is retiring.
- Minutes from November 20th approved.

3. Business from previous meeting

Action items:

- FLAN will look at setting up a procedure for updates and give its decision to Samara
 - The committee set some guidelines for updates at the last meeting. Anyone can submit terms to the Lexicon and Samara will advertise this on Nutri-Notes and contact-nrc.
- The posting at the University of Ottawa for a student has been removed.
- Members to submit terms suitable for the lexicon
 - Joelle sent some terms to Samara. (There was nothing from Healthy Eating for Healthy Baby).
- NRC will submit summaries of the FLAN minutes to the NRC Digest.
 - An update on the FLAN will be included in any new release of the digest.
 - Kathleen to post FLAN minutes on the NRC website. [This has been done.]
- Update NRC policy on translations based on feedback from November 20, 2008 meeting.
 - Samara has completed this work.
- Samara will circulate the welcome message for Nutri-Notes for approval.
 - Samara did this.

Progress on:

French lexicon

- The committee feels there is no need for a formal policy on adding new words to the Lexicon.

- The FLAN discussed the usage of the Lexicon. What are people doing to advertise it (within their own health unit or outside)?
- Translation services could use the Lexicon.



NUTRITION
RESOURCE
CENTRE

CENTRE DE
RESSOURCES
EN NUTRITION

Policy on translated materials

- This item was discussed at the meeting in November. FLAN's role is to review, not to re-translate.
- The committee agreed the wording in the policy is fine, and Samara will finalize the policy.
- The FLAN will review the policy in one year.

List serv and usage

- Samara will resend the message to advertise the list serv. She will send a reminder every two months.
- NRC will post the availability of French resources on Nutri-Notes.
- Samara will watch contact-nrc for any messages that could be posted on Nutri-Notes.
- The FLAN will do a survey in one year to assess usage of the list serv.
- The FLAN will develop a bilingual message that can be picked up by public health newsletters and list servs. The message will advertise the Lexicon and Nutri-Notes.

Membership Recruitment

- The FLAN would like to recruit new member(s) from the Windsor and Hamilton areas.
- Samara will post an ad on contact-nrc and Nutri-Notes. The ad will show the benefits of membership, the type of projects and give a synopsis of the TOR.
- The FLAN will post first, and if no one comes forward, the committee will recruit at the OSNPPH exchange in May.
- Include in recruitment info that the FLAN meetings are conducted in English.
- FLAN members will receive samples of promotional items produced by NRC (Kathleen to send).

4. New Business Items

Create a policy that defines criteria for prioritizing translations

- The FLAN discussed the use of bilingual logos and translating messages on promotional items.
- The Eat Smart water bottles used only the English logo, and the Colour It Up pens used only English-language messages.
- Factors that influence translation include timing, funding, usage, type of item, etc.
- The preference may be for French-language messages rather than bilingual (English and French) messages, which increase production cost.
- FLAN committee members noted the impact of promotional items and that these items can take the messages further than printed items. It is felt that there is a need for promotional items in French, and that at least the logo in French should be included.

- One suggestion was to use visuals instead of words.
- Longevity of the item is not a consideration in whether or not it is available in French.
- The FLAN encouraged a “think bilingual from the start” approach when developing promotional items.
- Samara will post a message on Nutri-Notes, asking if anyone has developed a policy on translations, dealing with both internal and external materials.
- The FLAN may look at developing a list of key stakeholders who could advise on the usage of French-language materials. There are eight health units in the northern healthy eating project.
- Translation can be done by French-language services but there is often a long lead time.

Review TOR

- Samara looked at the TOR after the last meeting.
- The FLAN does not develop resources, its role is to review and adapt.
- Joëlle noted that NutriSTEP® required a lot of work to come up with French-language equivalents for many terms.
- Samara will delete the reference to “developing new resources in French” from the TOR.
- The committee meets four times a year instead of three, and Samara will make this change to the TOR.
- The NRC Program Coordinator acts as Chair of the FLAN.
- Samara will email the changes to the TOR to FLAN members. Once approved, the TOR will be emailed to recruit new committee members.

5. Updates

NRC

- The Eat Smart Recreation Centre program will not launch in 2008/2009. NRC is pushing for a launch in September 2009, but the Ministry of Health Promotion is restructuring and this may affect the launch date.
- Revised school and workplace program nutrition standards:
 - The nutrition standards include snacks and vending machines.
 - Eat Smart is looking at integrating the snacks and the vending component into schools and workplaces.
 - The school and workplace components of Eat Smart are strong, but the restaurant component has been dropped.
 - The Nutrition Standards are in place for 2009.

Draft additional standards:

- Work on the three ‘ps’ - pricing, placement, promotion, and the formation of an advisory committee, will take about a year.
- Samara will send out a message on the Eat Smart list serv announcing the changes to the program.
- After Samara meets with the Eat Smart Provincial Advisory Committee, she will have an estimate of the plan for proceeding with the other components of the program.

- Two meetings were projected and there were nine meetings over a 10-month period. Schools and workplaces contend with food service contracts.
- Bill 8 has no implementation plan and no enforcement measures attached to it. Look at what Eat Smart can offer if Bill 8 makes the nutrition piece redundant.

Eat Smart CIHR Grant

- NRC has developed special items for point of purchase promotion. We worked with a consultant to develop 27 point of purchase messages.
- Eat Smart had records on purchase and indicators of healthy choices to work with.
- This project is unique in that there has been no evaluation done on any point of purchase program.

Online Toolkits

- New toolkits (English & French) will be posted on the website.

Nutristep

- The French version of toolbox now available on Flintbox site:
<http://www.flintbox.com/technology.asp?page=3586>

Colour It Up

- The program coordinator is looking at who in the province is using the materials and who is running the program.
- New promotional items have been available.

NRC Digest

- Kathleen will check on the status of the NRC Digest. It may continue in an html format but a new issue has not been compiled.

Ottawa Public Health (Marie-Claude)

- Training for 30 new Community Food Advisors (CFAs) is underway. Several are bilingual.
- They have noticed an increase in requests for CFAs to present, plus an increased need for new volunteers in schools.

6. Adjournment

- **Next meeting date:** May 28, 2009 10am-12pm