

LINGUISTIC DUALITY DAY • #JDL2020LDD

ACTIVITIES TO INSPIRE OUR COMMUNITIES, OUR FAMILIES AND OUR CHILDREN



**On September 10, 2020, Celebrate that
Some Things Are Better Together.**

LINGUISTIC DUALITY DAY is about raising awareness on the importance of inclusion, respect and diversity in Canada and taking action to demonstrate our support.

LINGUISTIC DUALITY / RÉSEAU DE LA
NETWORK / DUALITÉ LINGUISTIQUE



By celebrating LINGUISTIC DUALITY DAY, you're part of a community of over 1 million people who take part in marking this date every year.

The first LINGUISTIC DUALITY Day was celebrated in 2009 as the former Clerk of the Privy Council declared the second Thursday in September as LINGUISTIC DUALITY Day in time to mark the 40th anniversary of the *Official Languages Act*. It continues to be marked by the Federal Public Service through events, armchair discussions and competitions such as the Commissioner's Dictation to underscore its importance in the workplace.

The LINGUISTIC DUALITY Network was established in 2018 by organizations having linguistic duality at the core of their mandates: Canadian Parents for French, French for the Future and the Canadian Foundation for Cross-Cultural Dialogue. It has created a unified voice for anglophones, francophones and bilinguals who want to use and fully appreciate the linguistic minority language and culture in their respective communities across Canada.

We are now expanding the reach of activities to communities via our members, volunteer ambassadors and local CPF Chapters and Branches to educate and inspire people about the importance of linguistic duality in Canadian society and its role as part of our identity.

LDN Founding Partner Organizations

The Network brings together three organizations that have linguistic duality at their core.



It represents a strong and united voice that highlights the importance of learning and appreciating the culture of the other official language group in Canada. The Network is also focused on promoting the opportunities and connections between anglophone and francophone Canadians.

How to Support and Celebrate Linguistic Duality Day Virtually

Join the Better Together social media campaign taking place as of **September 4, 2020!**



Like and follow projects and organizations that support or encourage bilingualism and official languages like: frenchstreet.ca, the Office of the Commissioner of Official Languages, the Language Portal of Canada as part of the Translation Bureau, among others.

Use hashtags to increase the visibility and reach of your posts:

- **#JDL2020LDD**
- **#LinguisticDuality**
- **#LinguisticDualityDay**
- **#OfficialLanguages**
- **#bettertogether**
- **#DynamicDuo**

Pay special attention during the campaign as other hashtags may be shared.



Share and retweet content coming out from the LDN social media channels!

- React to social media – you can do so from both your personal account and from your page. Like or, better yet, leave a comment (“*What a great idea*”, “*Must share this with our members*”, “*Hey @frenchstreetCA, did you see this great event?*” etc.). These reactions and conversations will amplify our positive message about linguistic duality.
- Don’t forget to tag us when posting your own content!

 **Twitter:**

@cpfnational
@françaisavenir
@fonddialogue

 **Facebook:**

@fondationdialogue
@FrenchfortheFuture
@lefrançaispourlavenir
@CanadianParentsForFrench

How to Support and Celebrate Linguistic Duality Day Virtually...



Create your own original social media posts by making videos, hosting an event!

- Whether you hosted an event to promote French, learned new vocabulary or know of an interesting story related to learning French, share it! This will allow you to connect with your audience and to increase visibility. Photos, videos, memes and even emojis are great at grabbing people's attention and inviting reactions so add them to your posts whenever you can!
- Record short video interviews with members of your community or school: ask people about their path learning French, their views on linguistic duality, etc.
- Ask people to submit their videos sharing what they think about Linguistic Duality, and you can post them on your social channels.
- Visit linguisticduality.ca, as the website already hosts content that you can use to create your own posts, like videos from "Where Are They Now" which feature stories from FSL graduates.



- Share anything relevant about how you, your community or your school experience linguistic duality. The goal is to increase awareness and start a conversation about Linguistic Duality.
 - ➔ Share your favourite Canadian films in English or French.
 - ➔ Share places where you have access to French resources or a place where French is promoted in your community.

Share it!



How to Support and Celebrate Linguistic Duality Day Virtually...



Organize or join an online event such as “Linguistic Duality Teach-in” and share your experience.

- Organize or join an online ‘Linguistic Duality Teach-in’ in your local community: schools, libraries, houses of worship, community centres, parks. Reach out to your neighbours. Register your event. Tell the press.
 - Write a short article and share it with your local media.
 - Notify them of the initiatives you are doing or invite them to your event.
 - Take photos and share the information in the school or community newspaper.

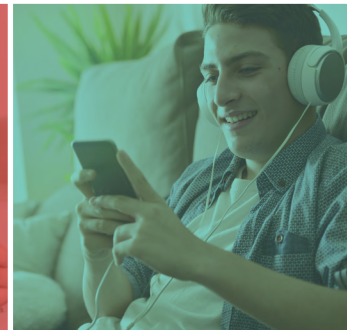
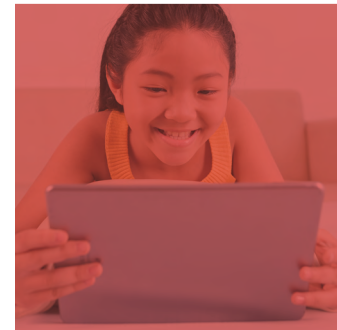


Make a pledge to support linguistic duality by registering on linguisticduality.ca.

- Writing down a commitment and making a plan are two actions that increase the likelihood that someone will follow through. So if you want this value to stick, this is an easy activity to do with students of any age.

What is a “Teach-in”?

It’s a general educational forum or series of broad scope discussions on a subject of public interest or an issue involving current affairs. See **Appendix A – How to Host a Teach-in** from earthday.org.



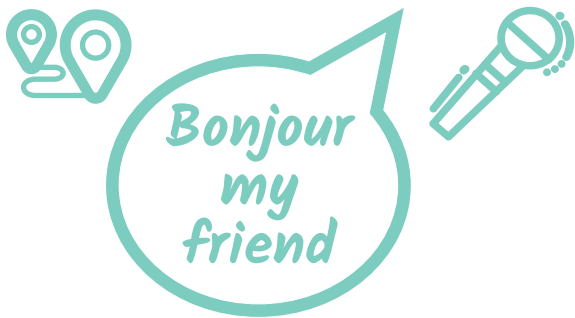
How to Support and Celebrate Linguistic Duality Day Virtually...



Raise awareness of bilingual initiatives in your community by participating in a Linguistic Duality Day Challenge! What can that be?

Some ideas are:

- Organize a Neighbourhood “Scavenger Hunt” to find how Linguistic Duality is a part of the community: *find a bilingual sign, greet someone in French.*
- Complete a Risk Taking Passport, to list all the activities you can do in your second official language.
- Conduct “Interviews/Surveys” to ask people what they know about Linguistic Duality and how it is a part of their everyday life in Canada. Post on social media with a short description of how the interview went.



- Distribute “Did you know...” Flash Cards/post cards/stickers to get people talking about important Linguistic Duality facts in your neighbourhood or at a community event.

→ Include the **#JDL2020LDD hashtag** to encourage people to post the flash card they receive.

→ Use Language Portal of Canada **resources and quizzes** on the themes of linguistic duality and bilingualism:

- 10 facts about linguistic duality in Canada
- Anglophones and Francophones in minority situations in Canada
- Let’s celebrate the Official Languages Act
- Official Languages Act: *Past, Present and Future*
- Celebrating in both official languages

- Join the “Dynamic Duos” Video Challenge. Post a meme or short video that builds on the idea that English and French form a dynamic duo. Share things that are better when combined: just like... bacon and eggs, Bob and Doug, Tessa and Scott, pancakes and maple syrup. Use the **#bettertogether** and **#DynamicDuo hashtags** and we will make a compilation of all of the video examples received.



How to Mark the Day as a Community

Where in-person activities are permitted according to health regulations and considering social distancing measures.



Staff a kiosk at the local mall, community centre, or other community locations.

- In collaboration with a local CPF chapter, youth can staff a kiosk while facilitating the CPF / OCOL Bilingual Canada Trivia Game (Spin the wheel and ask questions from a set of 25 questions - available for a youth audience and adult audience), increasing awareness of the LDN, talking about different bilingual initiatives and encouraging people to sign up as supporters on the [website](#).



Make a video or presentation urging others to take action and support linguistic duality.

- Students can make a bigger impact if they influence others to do their part to support a bilingual Canada. Putting together a video or presentation also helps them internalize the material – they need to understand it before they can explain it to others. Presentations can be given in the classroom or even to the whole school. They may then present their lessons and research at a local community event, such as Rotary Club Breakfast or Toastmasters Club meeting.

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How to Mark the Day as a School Event

Young students can, and do, make a big difference. Schools have the opportunity to spark a passion in students that will drive them to do their part to support a strong, bilingual Canada. **Here are a few ways you can inspire your students this LINGUISTIC DUALITY DAY:**

Make Signs for School and At Home.

It can be as simple as posting bilingual labels on objects, inspiring quotes on the fridge or the CPF Stronger Together poster on a classroom door. To order the poster, created to mark the 50th anniversary of the Official Languages Act, contact cpf@cpf.ca.



Plant a Canadian Maple tree.

By planting trees, you're taking a tangible action with your students and you're taking part in a bigger goal – promoting a healthy physical environment that also promotes a proud, healthy Canada! Don't forget to check out these [tree planting tips](#) before you get started. Other plants could include French Lavender, English Ivy, Old English Rose, or French Tarragon, etc.

Host a fundraising drive to bring in a Francophone performer to school or community centre.

This is an opportunity for your students to help raise awareness about this topic within your school and community and share the joy and benefits of learning both official languages.

Share examples of other students having learned French.

It's important for students to see examples of young leaders so they know the many possibilities that learning French can open up for them. To view and share inspiring examples, [Where Are They Now?](#) is a great place to start. Learning about the work these young people are doing can give your students new ideas and interesting job prospects to pursue.

Visit Frenchstreet.ca, a database that's chock full of resources to introduce the French culture. Find performers, guest speakers, community activities and educational opportunities that will bring some fun to learning and using French!

Appendix A: How to Host a Teach-in

Source: www.earthday.org/campaign/global-teach-in

1. Form an Organizing Committee

Engage with local community organizations or businesses that have skills or resources that can help plan an event.

2. Recruit Program Speakers

Professors, elected officials, education leaders, advocates, local community leaders and student activists make great teach-in speakers. Make sure your community is well represented in your speaker choices.

3. Select a Moderator

Your moderator should keep the program on track, help foster an inclusive discussion between speakers and audience and help keep your audience engaged.

4. Assess for Diversity, Equity and Inclusion

Be inclusive of all incomes, races, languages, religions, classes, abilities and identities. Ask yourself and the planning committee; “Whose voices aren’t at the table? Are we creating a safe and inclusive space for all community members?” What steps can your committee take to get the word out to a wider audience? How can you make the event more accessible?

5. Pre-Event Logistics

Think about the needs of your intended audience and event. For digital events, the most important decision you will make is deciding which platform you will use to broadcast your event. Some platforms require registration, while others do not. Some platforms allow your broadcast to be recorded, while others do not. Make sure to choose a platform that can accommodate the size of your intended audience. Seek out volunteers who are savvy in technology to help make informed decisions about virtual platforms. Some ideas include Zoom, WebEx,

GoToWebinar, YouTube Live, Facebook Live and Instagram Stories Live.

For in-person events, think about your event’s needs such as audio equipment, venue space, registration and accessibility. Consider providing ASL interpretation and other translation services. Provide closed captions on video streams.

6. Create an Agenda

Introduce your event with the big picture of why this issue is important. For virtual teach-ins, set guidelines for participation and do an icebreaker that attendees can answer in the chat box. Plan enough time for your speakers, panels, Q&A time and/or group discussion. Depending on the bandwidth of your online platform, divide participants into smaller break-out groups that can reflect on the topic. End with a call to action for the audience to take.

7. Community Outreach

Social media, local news outlets and digital flyers are great ways to promote your event. Partner with local businesses and leaders who can promote with you, and don’t forget to share your voice at www.LinguisticDuality.ca

8. Test Your Technology

If your presenters will be tuning in from different locations, schedule a dry run to ensure that all cameras and microphones work well, picture and sound are clear and that volunteers handling the technology are comfortable with what they need to do (e.g., switching between presenters, monitoring questions from the audience, etc.).

9. Amplify Your Live Virtual Event

Share live updates from your event on social media using the hashtags and tagging the linguistic duality organizations. Afterwards, share the success of your event through local newsletters, print and other communications channels.

10. Follow up

Find ways to check in with your audience after the event to hear what successes and obstacles they faced while taking action to promote linguistic duality. Don’t forget to thank speakers and volunteers for pitching in their time and resources to ensure that your teach-in is a success.

More Linguistic Duality Activities

The Council of the Network of Official Languages Champions plan activities for federal organizations within the Public Service of Canada. This year includes an armchair discussion led by Stephan Déry, Chair of the Council and Assistant Deputy Minister, the Canada School of Public Service. **To find out more visit:** [Government of Canada - Linguistic Duality Day](#)



Some Things Are Better Together... Celebrate LINGUISTIC DUALITY DAY.

Like a scoop of ice cream on a piece of apple pie, some things are just better together. The same can be said about Canada's official languages, whether you speak English or French... or both!

Linguistic duality is at the heart of our identity and a unique source of pride.

If you believe that linguistic duality:

- Is a core Canadian value.
- Contributes to building a more open and inclusive society.
- Makes Canada more Canadian.

Join the growing Linguistic Duality Network! Sign up and stay on top of all the latest news. Visit us at www.linguisticduality.ca. We are now expanding the reach of activities to communities via our members, volunteer ambassadors and local CPF Chapters and Branches to educate and inspire people about the importance of linguistic duality in Canadian society and its role as part of our identity.



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