

Indigenous Services Canada

Crown-Indigenous Relations
and Northern Affairs Canada

Update on Indigenous web presence on Canada.ca

October 2022



Government
of Canada

Gouvernement
du Canada

Canada

Land acknowledgement

We acknowledge that viewers of this presentation and readers of this document are on the ancestral lands of First Nations, Inuit and Métis and we commit to working in partnership to address the ongoing impacts of colonization, support an increased understanding and expand awareness of our individual and collective responsibilities in reconciliation.

Merci. Thank you. Wela'lioq. Meegwetch. Maarsi. Tansi. Nakurmiik.



Overview

- Context
- Current GC Indigenous web presence
- What we need from you
- Guidance



Context: Increased interest

- Indigenous population growing and younger than non-Indigenous Canadians
- Prime Minister's most recent mandate letter to ministers:
"I am directing every Minister to implement the United Nations Declaration on the Rights of Indigenous Peoples and to work in partnership with Indigenous Peoples to advance their rights."
- Creation of Indigenous Services Canada and Crown-Indigenous Relations and Northern Affairs Canada
- Creation of National Day for Truth and Reconciliation
- Focus on service improvement: ISC delivers services to Indigenous Peoples

Census 2021

1,807,250 ↑9.4%

Average age 33.6

1 out of every 5 people in Canada identify as Indigenous

First Nations 1,048,405 ↑9.7%

Inuit 70,545 ↑8.5%

Métis 624,220 ↑6.3%

Current web presence

Theme

Indigenous Peoples

- Theme/topic page collaboration with PCH for topics such as Indigenous history and NDTR
- Topic links ie Indigenous justices, Indigenous policing

Departmental

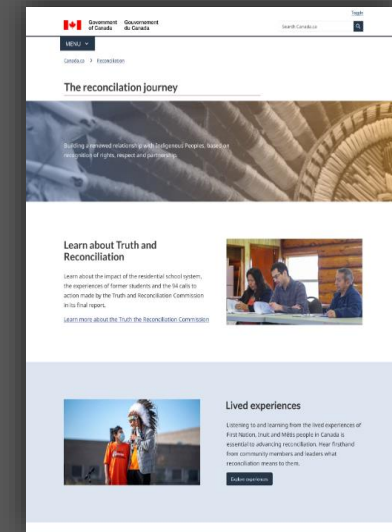
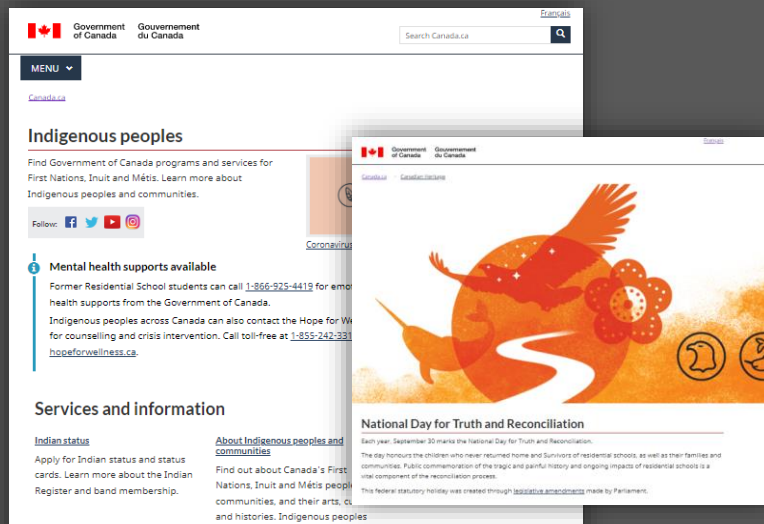
ISC Institutional profile CIRNAC Institutional profile

- Canada.ca design and outside AEM
 - Includes Nutrition North Canada
- Plus: Other departmental websites with Indigenous content (Justice, Public Safety, PCH, DFO, StatsCan, etc.)

Campaignish

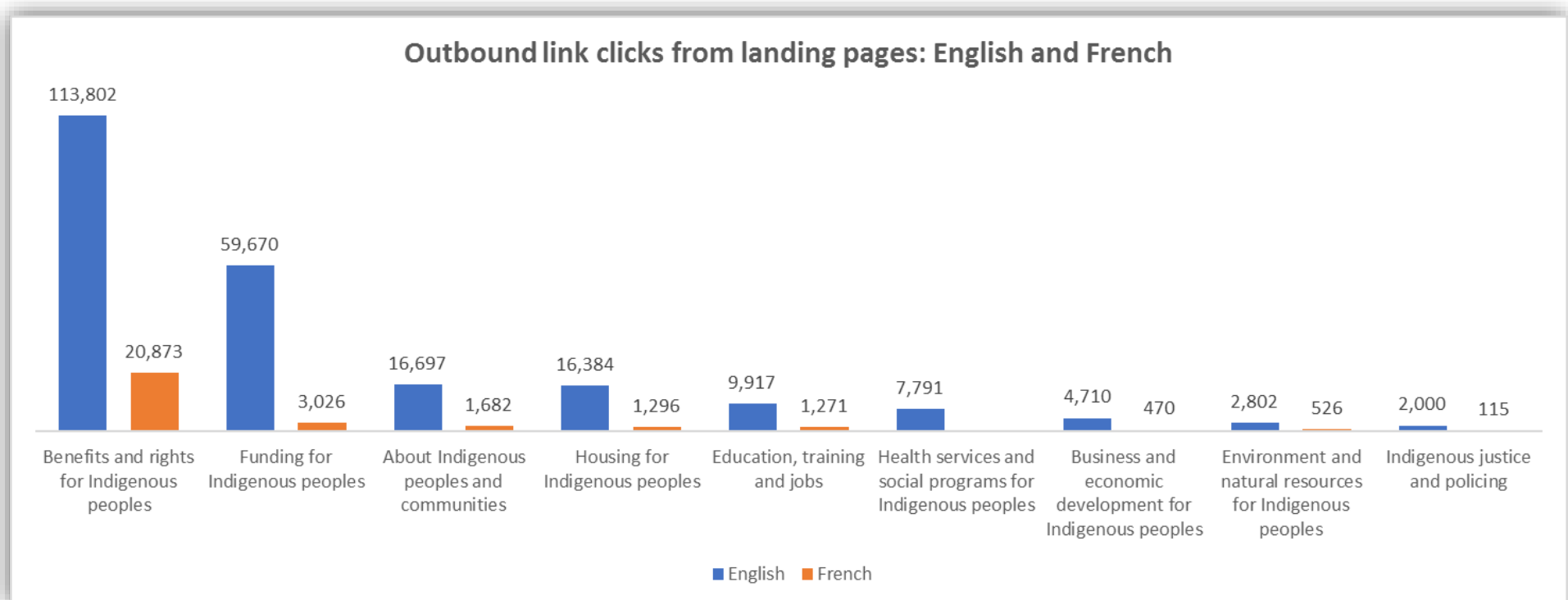
New Reconciliation journey hub

- Validated by National Indigenous Organizations (NIOs)
- Storytelling template Canada.ca
- Whole of Government
- Focus on lived experiences



Indigenous Peoples audience page

- Created in 2016 and no theme meetings since 2018 (creation of ISC, CIRNAC + COVID)
- Provides one window to GC-wide rights, benefits, services and programs and information on three Indigenous groups recognized in the Constitution
- IA is on Canada.ca except for topics that belong to one department

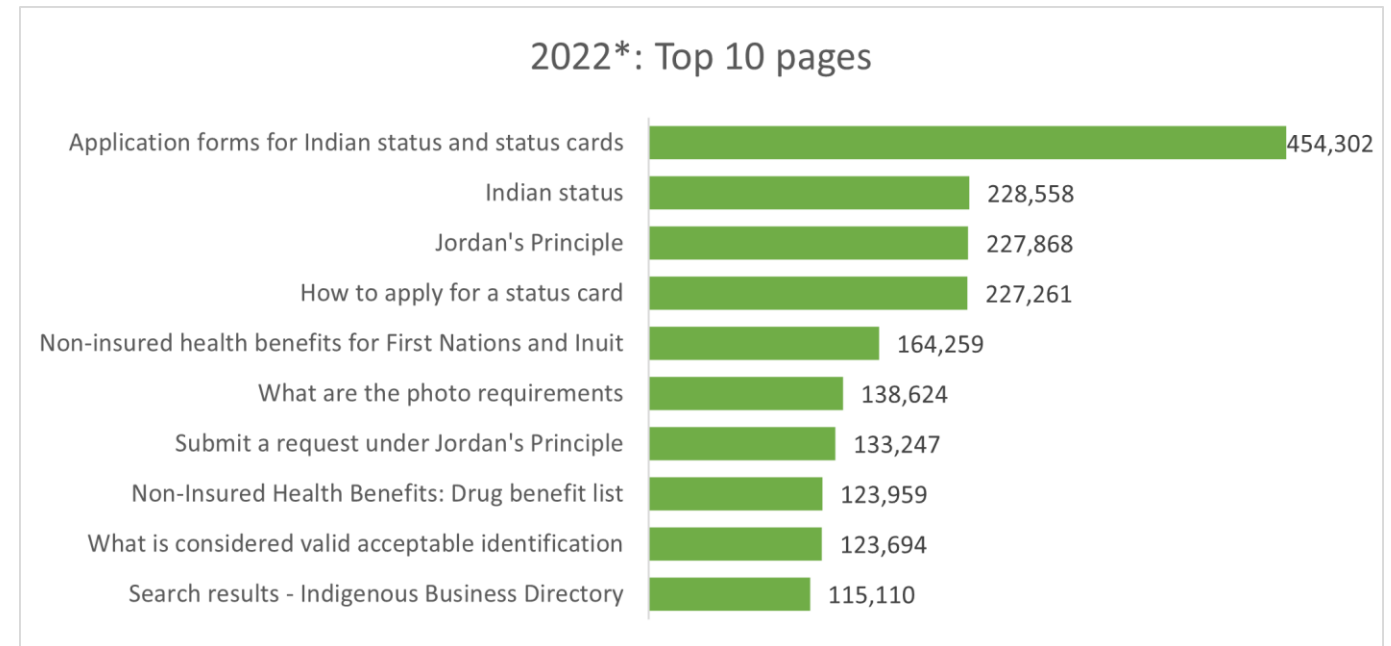


Top tasks: Indigenous Services Canada

1. Indian status
2. Jordan's Principle
3. Non-Insured Health Benefits

Last year:

- Water
- COVID



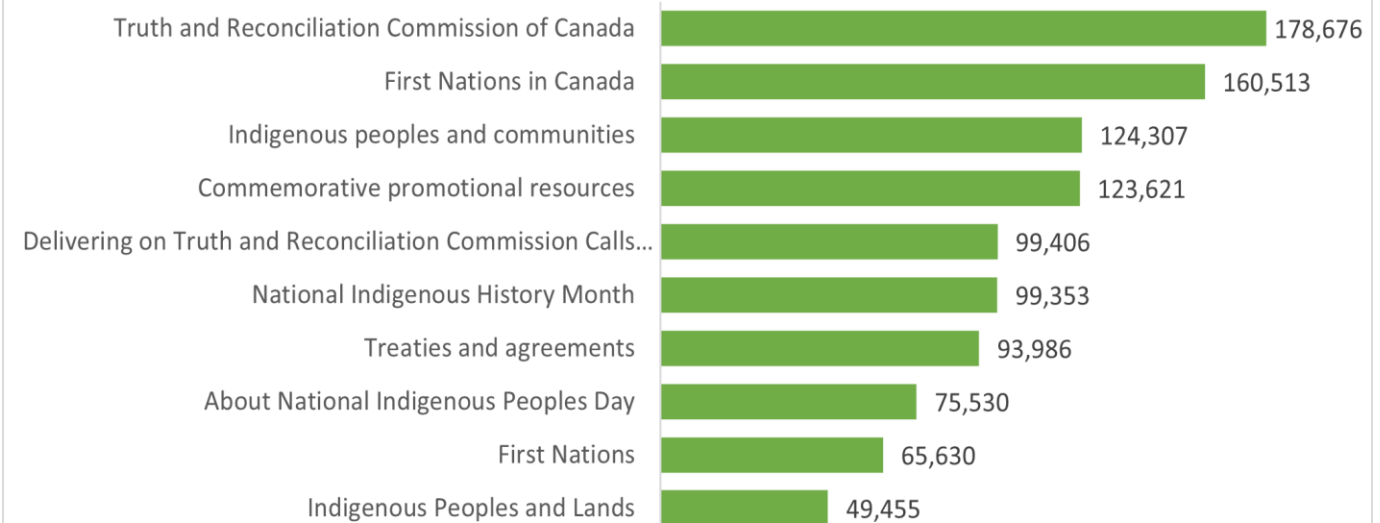
Total visits 2021: 4.3 million



Top tasks: Crown-Indigenous Relations and Northern Affairs Canada

1. Truth and Reconciliation Commission of Canada and Calls to Action
2. Indigenous peoples and communities
3. National Indigenous History Month / Indigenous Peoples Day
4. Treaties and agreements
5. National Day for Truth and Reconciliation – PCH lead

2022*: Top 10 pages

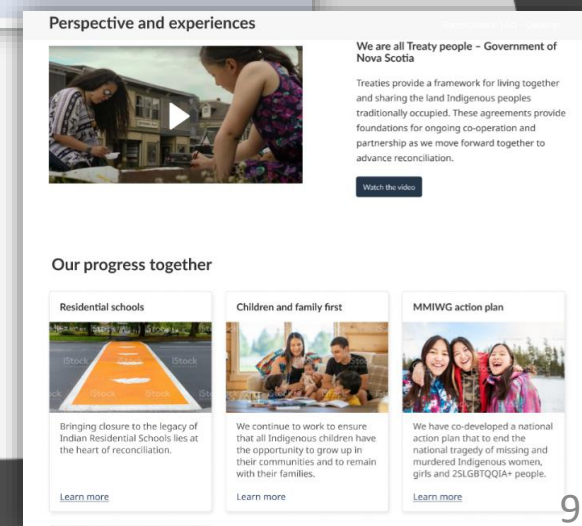
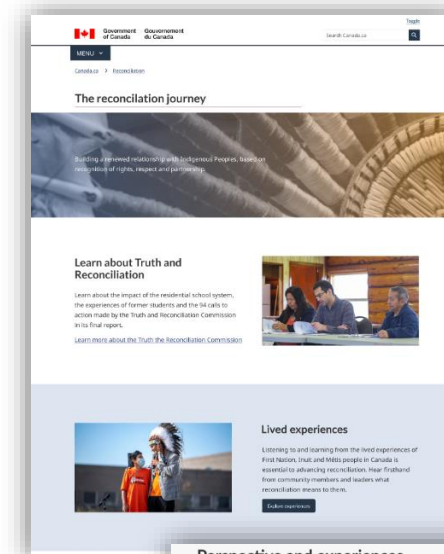


Total visits 2021: 2 million



Reconciliation hub

- Whole of Government
- Still in development
- Organized by themes/storytelling
- Three key sections:
 - Learn
 - Indigenous voices
 - Moving forward (GC priorities)
- New web pages on key priorities
- Public education campaigns



Our focus in coming months

- Relaunch the **Indigenous Peoples theme committee**
 - Ensure we link to all GC Indigenous content
 - Move forward in a coordinated way
- Officially launch GC-wide content about **reconciliation**
- Continue with **UX** plan
 - Indian status
 - Jordan's Principle
- Replenish **photobank**
- Collect **stories**

Guidance: Indigenous languages

- Increased expectations to offer communications products in Indigenous languages
- Legislation says: if technical capacity and demand are there
- Developed after consultation with our regional offices and PCH
- Still internal but will share when final

Guidance: Indigenous languages

1. **Urgent health-related PSAs:** continue to publish in 17 dialects in HTML and PDFs on the web even though it does not meet accessibility laws; ADM accepts responsibility (this is what we did during COVID)
2. **Speeches:** provide some content for Ministers in the languages of the communities they are visiting if they are comfortable speaking that language (we don't publish speeches online)
3. **News releases:** only publish in English and French but indicate that a translation in x language is available if they email us (we have never received a request in two years)
4. **Web content:** in high-profile files publish some content in some of the 5 Indigenous languages we are able to publish in in Team Site and explore options for promoting Indigenous languages in new products designed for National Indigenous History Month and National Indigenous Peoples Day
5. **Social media:** ask partners who post social media messages in Indigenous languages to post on our behalf so will actually reach those who speak that language; can publish short phrases (not complete messages) in Indigenous languages on our channels when appropriate as long as English and French also provided
6. **Other products (community posters etc):** make available through other channels, not web

Guidance: *Words Matter*

- Revised and reposted on [GCPedia](#) in June
- Key points:
 1. Indigenous **P**eoples
 2. Inuit is plural in French, not Inuit**s**
 3. Order is First Nations, Inuit and Métis



What we need from you

- Participate in the Theme committee – send a representative
- Provide links or content for audience page and reconciliation hub
- Add crosslinks from your web pages to ours
- Eliminate duplicate titles
- [Update content](#) on *Delivering on Truth and Reconciliation Commission*

Contacts

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CIRNAC and Reconciliation hub:

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Guidance:

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- *Words Matter 2022*: Cyndi.Kennedy@sac-isc.gc.ca