

Office of the Public Sector
Integrity Commissioner
of Canada



Commissariat à l'intégrité
du secteur public
du Canada

Management Response to the Evaluation of the Effectiveness of PSIC's Website

June 2023

The Management team at Office of the Public Sector Integrity Commissioner of Canada (PSIC) generally agrees with the recommendations made by OTUS Group in their [evaluation report](#) in relation to the content and structure of the PSIC website, as well as the content of the booklets.

The overall recommendation is to humanize the content and structure of the website. The Management team accepts this recommendation and will build it into the redesign of the PSIC website beginning in 2023–24.

RECOMMENDATION	RESPONSE
General	
Convey to the target audience there are people working behind the scenes that they can trust	This will be a key lens for development of content and structure of the redesigned website.
Use language to create a human connection	Where possible and appropriate, the Communications team will use more active language in the first or second person.
Use video to create engagement	The Communications team is working to acquire the necessary equipment to create video in house and allow for frequent updates and new content.
Use impactful words	The Communications team will explore impactful words to determine if they are appropriate to our message.
On the primary landing page, list words that respond to concerns raised in the focus group sessions relevant to reporting of wrongdoing	The Communications team will explore the possibility of always directing users to a landing page for each visit. The exact words recommended may or may not be listed on the landing page.
Create a “PSIC at a Glance” section that includes key points from the frequently asked questions presented in video format, with a welcoming message from the Commissioner	The Communications team will consider this structure for the redesign of the website.
Create a secondary landing page that shows actual staff members and buttons/headings such as: <ul style="list-style-type: none"> • I want to report wrongdoing or a reprisal • I want to know about the investigation process • I want to know about PSIC’s results • I want to know more about PSIC 	The Communications team will work to create a website with various paths for different users. The exact text recommended may or may not be used as headings for these paths.

RECOMMENDATION	RESPONSE
Wrongdoing and Reprisal Sections of the Website	
<p>Create video content featuring the Commissioner to address the following criteria:</p> <ul style="list-style-type: none"> • Recognition of whistleblowers as courageous people • When to report wrongdoing • What is the right thing to do relevant to whistleblowing • Clarity about the rights of people who report wrongdoing • How confidentiality is maintained and how whistleblowers are protected from reprisals to address fear of reprisals and possible repercussions 	<p>The Communications team will increase video content on the website. Exact language will be determined during the drafting of video scripts.</p>
<p>Include a simple contact option with a clear explanation informing people when they will be contacted</p>	<p>The Communications team will ensure more visibility of and clear wording about PSIC’s service standards in order to better inform users about when they will receive a response from PSIC.</p>
<p>Leverage or repurpose video and presentation content</p>	<p>The Communications team will integrate existing videos into the website redesign, and explore the possibility of recording presentations for use on the website.</p>
<p>Combine content from the wrongdoing and reprisal sections of the website, including the publications “Five questions about blowing the whistle” and “How Am I Protected?”</p>	<p>The Communications team will explore how to streamline and integrate the website and booklet content.</p>
<p>Present integrated information in one publication via a link below the video content from the Commissioner</p>	<p>The Communications team will consider creating a single publication with key information for potential whistleblowers.</p>
Investigations Section of the Website	
<p>Create video content featuring a senior staff member</p>	<p>The Communications team will explore the possibility of having a senior staff member featured in this video.</p>
<p>Create video content explaining the investigation process in plain language, supplemented by simple flow-chart type graphics</p>	<p>The Communications team will develop a video about the investigation process.</p>
<p>Streamline existing content from the investigations section</p>	<p>The Communications team will streamline the content from the investigations section.</p>
<p>Feature case studies and information on service standards in this proposed section</p>	<p>The Communications team will explore how to integrate this information into a new streamlined section of the website.</p>

RECOMMENDATION	RESPONSE
Results Section of the Website	
<p>Create video content featuring senior staff members to address the following criteria:</p> <ul style="list-style-type: none"> • The impression that the burden of proof is very high • The perception that little, if anything, changes because of the process (i.e., wrongdoers are rarely punished) 	<p>The Communications team will develop content about disclosers' responsibilities related to the burden of proof, as well as content with examples of changes that have occurred following investigations.</p>
<p>Review and update existing video content where necessary</p>	<p>The Communications team will increase frequency of new video content.</p>
About Us Section of the Website	
<p>Combine information from the resources and about us sections of the current website</p>	<p>The Communications team will restructure the content on the PSIC website.</p>