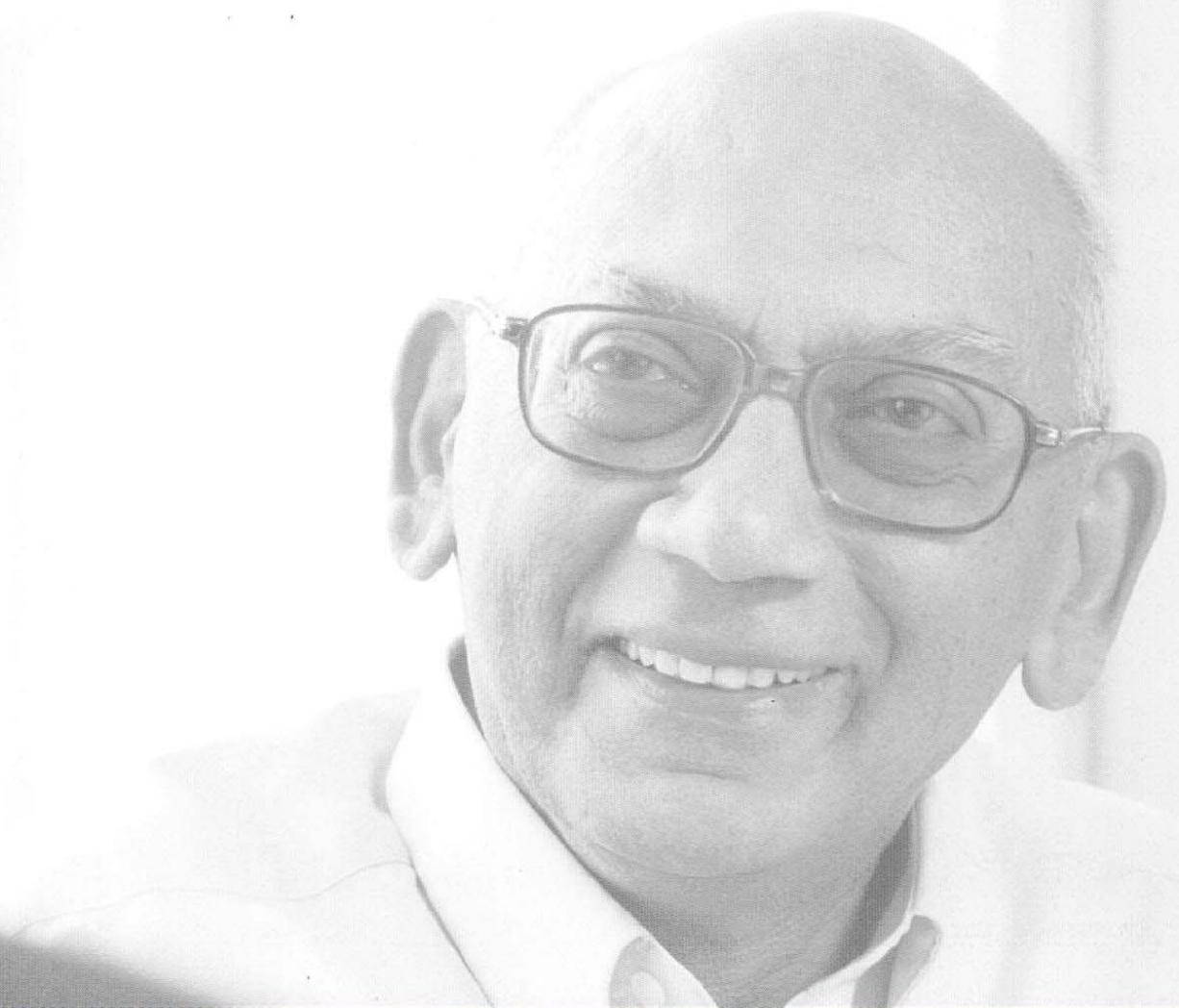


# Communicating with Diverse Audiences

A practical guide to producing translated materials in appropriate languages and formats for people from minority ethnic communities



# Communicating with Diverse Audiences

A Good Practice Guide to producing translated materials in appropriate languages and formats for people from minority ethnic communities

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**Lullyn Tavares**

*Research & Development Unit*



# 1 Summary

An essential part of the work of Age Concern is to ensure equal access to information and services for all older people. Fundamental to this work is an acknowledgement of the role that language plays in ensuring that all social groups can find out about and benefit from services and sources of information. Age Concern Groups and Organisations have a vital role to play in ensuring that information about services reaches all members of the community they serve, and in the most cost effective and beneficial way. This means showing real and visible commitment to communicating with and getting information to non-English speakers in a language they understand. It should not be forgotten that people from minority communities with sensory and other disabilities should also receive and access information in the most appropriate format.

For some organisations the process of getting information across to non-English speaking communities can be straightforward, especially if they have good links with their local communities, but for others it may be more challenging. Factors such as limited knowledge about how best to communicate, uncertainties about who to involve and which language, dialect and literacy levels to use can combine with resource constraints to provide disincentives to producing materials other than in English. Many people from minority communities will also say that receiving information in their own language is not necessarily enough; that what they really need is access to culturally specific services.

This Guide suggests that consideration should be given at an early stage to communicating effectively with diverse communities as part of a wider communication strategy that reflects the organisation's commitment to valuing diversity and to being inclusive. Evidence has shown that providing some brief translated material (e.g. bi-lingual leaflets) in community languages has been very useful to those communities and the people who work with them. Other means of communicating information should also be considered at an early stage (e.g. audio and video cassettes or word of mouth). In this Guide we consider some of the practical stages for providing translated materials.

This means, at the outset:

- knowing or finding out:
  - Why is the translation being produced, and what is the rationale for doing so?
  - For whom is the translation being produced? (Learn as much as you can about the community/ies).
  - What is the best way of reaching the different communities?
  - What characteristics/languages do they share?
- planning the translation project: What message do you want to get across? What materials will you translate? Who will you involve?
- deciding how will you measure whether the translation has had any impact.

## 2 Introduction

*Translated material can be offered and used for individuals who need it and for those who can read their own language. In this way it acts as a reminder or prompt about the information that they have been given or requested.*

**Lesley Allison-White** – Age Concern Warwickshire

This Guide, aimed at Age Concern Groups and Organisations, summarises key elements of current good practice in producing translated materials for older people from minority ethnic communities who may not speak or read English fluently.

It is proposed that the Guide could be used as part of a wider communication strategy to assist the production of clear, short and well presented information expressed in straightforward and easily understandable language. The information should be accessible and in the most appropriate format for the users and the people who work with them. This approach will also give a clear message to everyone that the organisation values diversity, respects individual differences and aims to be inclusive.

Before any decisions are made about whether to translate information, two key questions should be considered:

- Why is the translation being produced?
- For whom is the translation being produced?

This will enable you to work in the most effective way to reach your audience and plan the translation project. Consideration should be given to:

- Rationale for translation
- Translation and interpreting
- Planning the project
- What materials to translate
- Choosing the most appropriate community language.



## 3 Effective Communication

Effective communication is key to any organisation for working together, sharing information and influencing others; it is a way of reflecting and advancing the values of your organisation.

In the guide '*Diversity in Diction Equality in Action*' (produced by Unison & the TUC) we are reminded that "*All communication has an impact on the recipient, and may be remembered for a very long time. The language used and the tone in which it is delivered, can have an effect on the recipient's perception of the services and may be repeated to other people*".

For the purpose of this Guide, the focus is on looking into how we can ensure that we are effectively sharing written information to a diverse audience from minority communities, in a format that is most easily understood by them. This requires commitment and good planning from the outset. Decisions must be made about who you want to reach, the type of message you want to communicate, the language/s to be used and having in place ongoing feedback and evaluation procedures.

### 3.1 Communicating with people from ethnic minorities who have disabilities

We would recommend reading the report *Everybody Benefits - a practical guide to improving take-up of welfare benefits amongst disadvantaged older people* by Michelle Gibson-Ree, produced by Age Concern England in 2004. Section 4 sets out some good practices in providing access for BME elders and Section 5 deals with good practices in providing access to older people with poor health and disabilities. The report notes that people from ethnic minorities who have sight problems may face additional communication difficulties: "*There is very little material available in large print or Braille or on tape in ethnic languages.*" This useful report features some helpful facts, useful literature, and signposts to sources of help and information such as RNIB and MENCAP.

## 3.2 Interpretation and translation – the difference

This Guide focuses on providing translated materials (written materials in languages other than English for minority ethnic older people/service users) rather than on using an interpreter but some of the principles are similar.

### Definitions:

**Interpretation** - Transfer of the spoken word and its meaning from one language into another.

**Translation** - Transfer of the written word or text into another language.

Translation and interpretation are often used synonymously, but in practice they are quite different professional disciplines. The spoken word can have a completely different nuance and literal meaning from what is written. Interpreting is a highly specialised skill, quite different from translating. Many Local Authorities and providers of translation services provide both translation and interpreting services. The Institute of Translation & Interpreting also provides guidelines (See Appendix 4 for contact details).

The common response in situations where an interpreter is needed is to cast around for a staff or volunteer who speaks the appropriate language, but this is often inappropriate because:

- Interpreting is a skill which needs to be learned and developed
- Accurate communication is not guaranteed
- Using bilingual staff on a casual basis means that they cannot get on with their own job.

### Recommended practice

Use a professional interpreter for:

- Effective and accurate communication
- Confidence and trust
- Quality standards
- Efficiency and cost effectiveness
- Informing on culturally sensitive services

### 3.3 Communication vehicles

*Translated information gives more to the reader - especially a sense of familiarity and respect - it could be looked upon as caring and respectful.*

**Frank Isahak** – AC Oxford County

The Rationale below (Section 4) sets out the need to provide translated materials to reach and engage ethnic minority communities. However, at the outset consideration should be given to other effective solutions or ways of reaching your target audience; simply translating the information word by word may not necessarily be the best answer for the following reasons:

- Translations that are of poor quality, irrelevant or culturally insensitive are less effective than no translation at all.
- Many people speak in dialect which may lead to controversies on which dialect to use and when; certain words are not translatable.
- Literacy levels in mother tongue in some communities are limited.
- Scarce resources are often wasted and many translated leaflets and reports end up unread on shelves.
- The material may not reach those who are unfamiliar with mainstream structures and services, and thus only a small number may benefit from the translated documents.

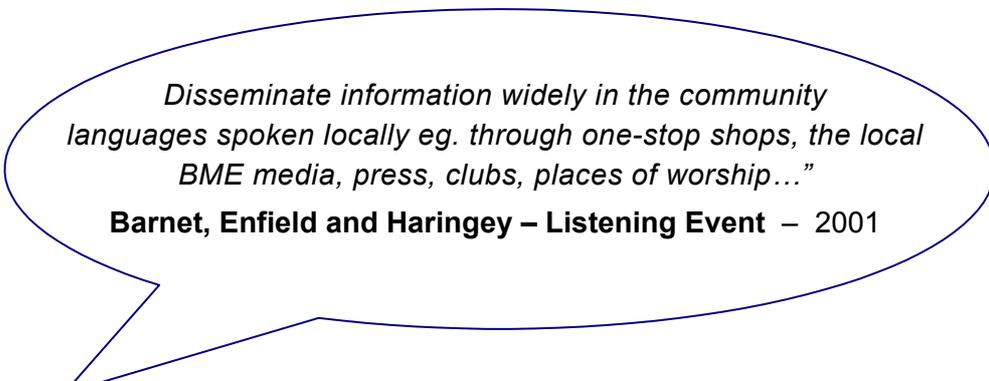
The COI Communications Common Good research suggests that while leaflets are the most common translated material produced by the Department for Work and Pensions (DWP) “it is not a panacea for the communication problems faced by non-English speakers”. Consideration should be given to other means for getting the message across:

- audio and video cassettes are very popular with many ethnic communities and can be more effective for addressing particular issues such as health.
- media – community newspapers and radio.

### **Recommended practice**

- Determine whether the translated materials will benefit the target community.
- Consider other ways of engaging and disseminating the information:
  - word of mouth (or face to face communication) can be the most effective way of giving information individually or to groups by going direct to the community in their community meetings;
  - presentations at group workshops;
  - use of appropriate media for these communities: local minority community newspapers, radio programmes;
  - audio and video cassettes are also very popular with minority communities. They overcome the barriers of literacy; are easy to produce and easily distributed to a variety of community settings e.g. community centres, shops.

## 4 Rationale for Considering Translation



*Disseminate information widely in the community languages spoken locally eg. through one-stop shops, the local BME media, press, clubs, places of worship..."*

**Barnet, Enfield and Haringey – Listening Event – 2001**

### 4.1 Research findings

Many research studies have reported that the 'language barrier' is a key factor which hinders minority communities in accessing mainstream services. During 2001, Age Concern England supported a series of regional black and minority ethnic (BME) 'Listening Events' in Leicester, London, Yorkshire & Humberside and Newcastle. At all these events, many of the older participants from BME communities reported that information was not getting through to them. They asked for materials to be provided in their own languages and for dissemination in other imaginative ways.

### 4.2 Unsuitability of materials and format

English fluency is low amongst older members of BME groups for whom English is not their first language and much written material is unsuitable for them.

### 4.3 The changing ethnic minority community landscape in some areas of Britain

The ethnic minority landscape of some parts of Britain changes rapidly. Within the past 10 years the percentage of people from ethnic minority populations has increased to 12.5% of the population of England and Wales and 7.9% of the UK population. (*Source: 1991 and 2001 Census*)

## 4.4 Legislation/duty/code of practice

Two key points from the Race Relations (Amendment) Act 2000 are that public bodies have a general duty to promote race equality and to promote equality of opportunity. Many voluntary organisations recognise that they should also adhere to the principles and spirit of the RR(A) Act. Whilst there is no legal duty to communicate in languages other than in English or Welsh, Age Concerns can be pro-active in seeking to avoid unlawful discrimination and/or promote equality of opportunity to minority older people in their area by considering their needs, and by producing translated information into appropriate languages to enable them to access health and social care services.

## 4.5 The changing communication landscape – Internet and websites

With increasing use of the Internet and web sites as a means of communication amongst some groups of older people, great potential exists for expanding older people's access to information through the Internet, including information in other languages.

*(Excerpt from: Translation is not enough: considerations for publishing in community languages on the web – The Accessibility Web Guidelines and Research - APLAWS Pathfinder report).*

“Creating web content for other cultures and languages requires a huge attention to detail, and translation is just the tip of the iceberg. The interface design, mode of address and content should reflect a cultural sensitivity and understanding of the target audience. The principle of deciding languages, user groups and content is the same as for written translation.”

*“From my own experience, translating from English to Indian Sub Continent languages is fairly straightforward - there are now many computer applications on the market which are initially fairly expensive but due to need, are invaluable.”*

**Maz Yaqoob** – AC Oxford County

The COI Communications *Common Good* research indicates that, while it is not clear to what extent non-English speakers within minority communities use the Internet, there is considerable potential for community advisers and professionals to use it as a means of distributing information in other languages.



## 5 Planning the Translation Project

Good planning is the key to the success of any project. Accuracy and timeliness are two significant factors in using translated materials, so it is essential that you plan any translation project well in advance. Below are some key points to consider in the planning process.

### 5.1 Establishing a single point of contact

If possible, ensure that the translation work is co-ordinated through a single point of contact for briefing and dealing with the individual communities, and the translator/ translation service.

### 5.2 Consulting with communities

Minority communities are increasingly expressing concern about being over-consulted, or not being consulted appropriately, and not seeing the benefit of any action taken as a result. On the other hand, some organisations view minority communities as “hard to reach” or of insignificant size in their area so make little effort to reach them. However we would recommend that, before any decisions are made about what to translate, you talk to minority communities and act upon their suggestions as appropriate and necessary. You should consider:

- Why is the translation being produced?
- Who do you want to reach – for whom is the translation being produced?
- What are the barriers to reaching them?
- What is the best way to reach them?
- What language/cultural characteristics do they share?

Akhlak Rauf in a presentation, to members of the Age Concern Minority Ethnic Minority Network, on communicating with minority communities: a case study on Bradford, advocated the STOP, LOOK and LISTEN approach:

- STOP – take stock of what you are communicating. Exactly who are you trying to reach? Why are you doing what you do, and in the way you do it?
- LOOK – avoid generalisations and assumptions, myths and stereotypes
- LISTEN – be proactive in your outreach: consult grassroots communities, and accept the validity of different world views and perspectives.

*(Akhlak Rau: Asian Health and Social Care Officer, Bradford District Health & Social Care, 2003)*

### 5.3 Being culturally aware

Cultural awareness is key to building relationships with community groups and it is important that this is considered for any documents being produced. The logic and style that makes for successful professionally written materials in one language does not necessarily apply in another language. In some instances a picture really *is* worth a thousand words! Consider whether text is the most effective means of getting your message across or whether it's easier or simpler to use images of people from the 'target' community with brief translated information that will provide useful signposts to the availability and access to the services.

If text is being used ask yourself the following questions:

- Is your English text for translation simply written, easy to read and free of jargon and/or abbreviations/acronyms?
- Have you included the right amount of information?
- Does the text include any language that is discriminatory, prejudicial, exclusivist or likely to cause offence (for example, in terms of age, disability, gender, race, colour, nationality, religion or sexual orientation)?

- Are there any illustrations that might cause offence or be inappropriate for the target group/s?
- Does the text include any advice that might not be followed or be unacceptable to the intended readership?

### Recommended practice

- Consult communities about the best medium of communication. Is written material the best way of reaching the people you are targeting?
- Become culturally aware.

## 5.4 Deciding what materials to translate

*Age Concern Wolverhampton has produced general leaflets, posters and information about different services: advocacy, shopping, Tax Help services. This was done after assessing the needs of the community and consultation with managers.*

**Madhu Sharma and Gurdev Kalkat** – AC Wolverhampton

(See Appendix 2 for examples of bi-lingual leaflets)

Research has shown that poorly translated materials are difficult for target audiences to read and understand. The translation of lengthy documents, such as annual reports, into community languages is likely to be a costly and wasteful exercise. It is also important to bear in mind that, in some communities, women and older people may have very low levels of literacy in their native language. Users from minority groups may be reached more effectively through:

- bi-lingual materials/leaflets
- checklists and summaries of larger documents

- signposting
- straplines to images and posters
- using logos with multi-lingual texts (e.g. English and the community language to signpost e.g. Age Concern Services; this practice has both symbolic and practical value.

**Please note:**

If you publish translated information or put a strapline in other languages at the bottom of materials written in English, inviting people to contact an address or telephone number for more information, they will expect to be able to speak to someone in their own language. If this is not the case, the strapline should say so.

## 5.5 Finding images to match the translation

Make sure you have a source of suitable and appropriate images that would reproduce well in print. You will also need to remember to provide the translator with the English text to accompany any logos, diagrams, or images.

**Recommended practice by COI Strategic Consultancy:**

- Use pictures to indicate the contents of a leaflet, attract attention through appropriate photographs, and provide a visual cue for people who have limited literacy in their mother tongue.

## 5.6 Choosing a community language

*Age Concern Coventry has produced an Older Citizen's Guides in Gujarati, Urdu, Punjabi, and Hindi*

**Mahendra Soni** – AC Coventry

There may be several language groups among your target population tempting you to have materials translated into all the principal languages of ethnic minorities - Arabic, Bengali, Chinese (Classic), Gujarati, Punjabi, Hindi, Urdu, Vietnamese, Turkish. Careful investigation should suggest which community language/s can best be used (see Appendix I). Some languages have more than one written format. For example, Chinese has two written formats ('Classic' – widely used in Hong Kong and 'simplified' – widely used in China). In general the 'Classic' translation can reach both groups but this is not true of the 'simplified' format.

Translation will not always be the best use of resources as the cost of producing good quality multilingual translations to the same standard as the original can be high. Members of the Age Concern National Minority Ethnic Network, who work either with a specific ethnic community or a variety of communities, have adopted a number of different approaches to suit individual translation projects. Below are some other suggestions:

*"In one of the clubs that I visit there are Gujarati speakers and the Co-ordinator assists when I need to transfer important pieces of information about the services to them".*

**Lesley Allison-White** – AC Warwickshire

*“...We tend to provide information to various BME community groups and they translate and disseminate the information as they think fit.”*

**Peter Bayman**, ICT Learning Manager – AC Enfield

*“...I have recently devised a leaflet in Urdu and English with photographs for a project that I’m doing for Age Concern.”*

**Maz Yaqoob** – AC Oxford County

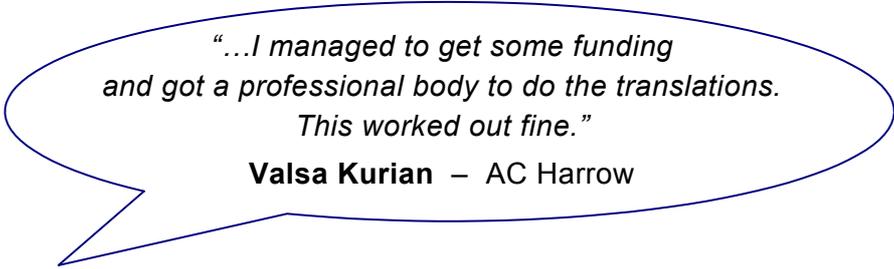
## 5.7 Estimating costs

Cost is often a prohibitive factor in determining whether or not to provide a translated document. Translation costs need to be built into the project from the outset; too often they are only considered as an 'afterthought' or an 'add on' and inadequately provided for. Making funding provision for translation should be seen as an integral part of making services more inclusive and accessible and the translation budget should cover the costs of translation, design and printing. Professional bodies charge for translation by the word, usually calculated at a rate per 100 or 1000 words of original text, and set a minimum rate payable for all passages, however short. Sometimes it is tempting to use staff and volunteers to do the translation but often this is not cost effective or produces unsatisfactory results. The translations may well be challenged even by members of the same language community. The best option will usually be to obtain the services of a professional body.

### **Recommended practice**

- Unless you have the services of a skilled translator, consider using a professional translation service provider.

## 5.8 Seeking funding



*“...I managed to get some funding  
and got a professional body to do the translations.  
This worked out fine.”*

**Valsa Kurian** – AC Harrow

Investigate whether there are sources of funding available specifically for translation into community languages. For example, the Department of Health Section 64 General Scheme of Grants encourages “applications promoting black and minority ethnic health and social care interests. Visit [www.dh.gov.uk/section64grants](http://www.dh.gov.uk/section64grants) or contact the Voluntary & Community Sector (VCS) Partnership Team [vcsp@dh.gsi.gov.uk](mailto:vcsp@dh.gsi.gov.uk); for overall advice and information. The Active Age Unit, Age Concern England, received funding in 2002 from Barclays to produce ‘Grasp the Nettle – a beginners guide to the internet’ in Urdu and Punjabi. Visit [www.activage.org.uk](http://www.activage.org.uk) to obtain a copy of this guide.



## 6 The Translation Process

*Age Concern England invited tenders from three translation service providers for translation of the Information Sheet on Attendance Allowance. Responses were piloted directly with Age Concerns to assist the selection of which languages to pick. Feedback on the three companies was also sought on issues like user-friendliness and accuracy. The information Sheet (IS: 21- Basic Guide to Attendance Allowance & Disability Living Allowance) is available on Age Concern England's website: [www.ace.org.uk](http://www.ace.org.uk) in six languages: Bengali, Gujarati; Hindi; Punjabi; Turkish and Urdu.*

### 6.1 Choosing a language service provider/ freelance translator

Ideally you should use a recommended language translation provider (unless your organisation has a skilled translator) but you must be specific about your requirements. Translators should understand the context of your message and create new text that maintains the intent, nuance and content of the original work. Here are some key recommendations for engaging a translation service provider:

- Choose a language translation service which will provide high quality translation. (Check with Local Authorities & government agencies, Age Concerns and other professional bodies).
- Give clear details of the target readership and stress that the finished product should convey the sense of the original, clearly and simply.
- Agree the time and output schedule with the provider in writing, prior to the start date of the project.
- Ensure that you have a point of contact for the provider throughout the project, who will be responsible for ensuring that the translation is on course.

- To check that the correct meaning is conveyed and that the style and choice of words, order and structure can easily be assimilated, it is a good idea to have the translated passages checked by two people (verifiers) whose language skills you trust. These verifiers should have a sound understanding of the target readership and have been properly briefed about your requirements.
- Translation will often alter the length of words and phrases – so text from one page to the next may not match up with the English version. Ideally, you should be able to “map” the original document by paragraph to the translated word.

## 6.2 Freelance translators

Many translators are self-employed and work on a freelance basis. You will need to check the translator’s requirements for payment of fees against the payment policy of your organisation. Make sure that any contracts will protect your organisation in the event of mistakes occurring during the translation process. Freelance translators should be able to provide references which you should follow up, and evidence of previous work.

Translators (whether professional or from the community) should

- be first-language speakers of the target language
- have a good written command of English and their own language/s
- have a sound knowledge of the community concerned
- have a reasonable knowledge of the subject matter of the material to be translated.

Appendix III provides a checklist for engaging a language translation service provider.

## 6.3 Checking the translations

Allow sufficient time for checking. When you get your translated document back from the translator you should invite members of the targeted community/community groups to quality test for spelling and the comparability of intent and tone with the original document.

This needs to be done with care. Correcting for errors at this stage saves time, money and face! Good translation services will ensure they have their own quality assurance processes in place to proof-read, spell-check and verify the tone and meaning of the translated words but it is important to try it out on the people for whom it is intended.

## 6.4 Typesetting, design and printing

The final result should be at least as good in quality as the English version. The following should be considered:

- The final product should follow the format of its English counterpart so you will need to use a typesetting and design firm that specialises in community languages.
- Translated text may be longer or shorter than the original: check that images are in the appropriate place.
- Documents should be clear, short, simple and expressed in straightforward language. Use bullet points and summaries and avoid large blocks of text.
- Use large font sizes and uncluttered layouts.
- Use pictures, cartoons, illustrations and colourful graphics to illustrate the contents of the leaflet and provide a visual cue for people who have limited literacy in their mother tongue.

Remember that some scripts are written right to left (Urdu, Arabic) or top to bottom (Chinese).

## 6.5 Proof Reading for accuracy and meaning

The translated text should be cross-checked for accuracy and meaningful translation rather than just proof-read and it is vital that mock-ups or proofs of the final typesetting and artwork are checked before printing. It is not unusual to find that some scripts have been printed upside down or back to front.

## 6.6 Distribution and publicity

This is a critical part of the planning/production process that is often forgotten, with the result that the outcome of much hard work ends up gathering dust on shelves. It is vital to work closely with community outlets, to promote the distribution of materials once translated. Not only will they endorse them, but advise about other suitable distribution networks which can vary according to the content of the materials being distributed. Examples of outlets are:

- GP surgeries
- information and advice centres
- libraries
- hospital out-patient clinics
- places of worship
- shops serving particular communities
- post offices

Care should be taken that material provided to these outlets is updated regularly. Staff are often too busy to display all the information they are sent or even to keep up to date with what is current and what is not. Space for leaflets may be at a premium. Some people are unable to access community outlets because of disability, distance to travel or community politics, so ensure contact is made with specialist groups that cater for particular groups or areas. At the Age Concern Listening Events held during 2001 many elders reported that they preferred face to face dissemination of information through community groups, backed up with translated materials.

*AC Harrow has distributed its translated materials in libraries, supermarkets, GPs surgeries, local newspapers and the local community news boards.*

**Valsa Kurian** – AC Harrow

## 7 Evaluation and Quality Assurance

In the publication 'As good as your word ... a guide to community interpreting and translation in public services' it is suggested that *in order to maintain and improve standards, a constant process of monitoring and evaluation is required*. Monitoring involves keeping information such as the types of document translated, the costs of translation, the numbers of translated documents distributed and the outlets used to distribute them. Evaluation (which may be undertaken in-house or by an external organisation) will help you to assess the effectiveness of the translated material you have provided.

### Recommended practice

- Assess the needs of the ethnic minority communities in your area on a regular basis so that you can provide the highest possible service to all older people.
- Obtain feedback from end-users. Ask whether translated material met their needs, how it could be improved, how many people read individual copies and whether reading the material resulted in any action being taken, such as establishment of contacts with services.



## 8 Summing Up in a Nutshell

- at the outset, as part of your communication strategy make a decision whether or not to translate
- project management should include establishing a single point of contact
- consult with communities to establish their needs
- have clear guidelines for deciding what materials to translate
- decide into which languages you will translate
- be guided by the community profile of your target group in deciding the kind of materials that should be translated, including content, structure and images
- remember that different communities have different information needs. In some communities it is mostly the women who don't speak English; in others it may be the older people. Make sure that the content, structure and the size of the print reflect the community's needs
- bear in mind that the size of a language group is not necessarily the best indicator of need. For example, newly arrived refugee communities may be relatively small in terms of numbers compared with longer established communities, but their information, language and general support needs may be greater or more immediate
- do quality tests for:
  - accuracy and meaning
  - typesetting, design and printing
  - distribution and publicity
  - evaluation and quality assurance.



## Appendix 1

### Profile of language communication for minority communities

Adapted from the chapter '*Profile of principal language of communication for minority ethnic communities in Great Britain*' in the COI Communication's "*Which ethnic minority languages review – Final Report*" - Department for Work and Pensions, March 2004.

#### **South Asian communities: Indian, Pakistani and Bangladeshi communities -**

Indian people have a high level of fluency in English. Many who are unable to read English can read either Punjabi or Gujarati. Although Hindi is the national language of India, Hindi speakers represent a small minority of British Asians. For older people bi-lingual leaflets in English and Punjabi or Gujarati are recommended.

#### **Pakistani community -**

Punjabi is the primary spoken language for over half of the British Pakistani community. Urdu is spoken by the rest. Older people write in Urdu and speak Punjabi. Provide simple bi-lingual leaflets, audio/video cassettes.

#### **Bangladeshi -**

Spoken languages are Bengali and Sylheti. Sylheti is a spoken dialect of Bengali (there is no written form). Cassettes/videos, bilingual leaflets are recommended.

#### **Chinese community -**

Chinese people in Britain speak a number of languages and dialects: Cantonese is the most prevalent and is the language spoken in Hong Kong from where the majority of Chinese migrants originate. Mandarin is the principal language of China. Older people write Classical Chinese and speak Cantonese.

### **Somali -**

The language spoken by the community is Somali (however, a small number may also speak English, Italian or Arabic). For older people, provide leaflets, audio/video cassettes.

### **Polish -**

Due to the length of time most Poles have lived in Britain, the majority are able to communicate in English. However, for the elderly the language is Polish. Bi-lingual leaflets.

### **The Arabic Community -**

The official language throughout the Arab world is Modern Standard Arabic (MSA) which in its written form is relatively consistent across national boundaries. For older people use bi-lingual leaflets.

### **French speaking African countries -**

French is the language that unites the populations of nearly twenty countries across the Central and West African continent where it is spoken as a first or second language. As asylum seekers, the majority of people from those countries have little or no fluency in English upon arrival in Britain. For older people use French audio/video cassettes or bi-lingual leaflets.

### **Greek community -**

Only the older members of the community are unable to communicate in English. Bi-lingual leaflets.

### **Turkish community -**

English is widely spoken but many Turks (especially women and the elderly) have not learnt to speak, read or write English. Bi-lingual leaflets are therefore useful.

### **Vietnamese community -**

The British community comprises mainly refugees from North Vietnam. For the older generations, Chinese and Vietnamese are the main written languages. Bi-lingual leaflets are suitable.

## Appendix 2

### Examples of Bi-Lingual Leaflets

AC Wolverhampton – bi-lingual list of services (English and Punjabi)

<p>Hupton House 93 Darlington Street Wolverhampton WV1 4EX</p>	<p>WOLVERHAMPTON</p>
<p>Tel: 01902 572060</p>	
<p><b>Advice and Information</b>  <b>Advocacy Service</b>  <b>Befriending Service</b>  <b>Community Safety Advice</b>  <b>Computer Club</b>  <b>Crime Care Service</b>  <b>Drop-in Centres</b>  <b>Energy Services</b>  <b>Friendship Club</b>  <b>Fund-raising</b>  <b>Good Neighbour Service</b>  <b>Health &amp; Fitness</b>  <b>Holidays</b>  <b>Hospital Discharge Service</b>  <b>Insurance Services</b>  <b>Luncheon Clubs</b>  <b>Pop-in Restaurant</b>  <b>Safety Support Service</b>  <b>Shopping Project</b>  <b>Tax Advice for Older People</b>  <b>Telephone Support</b>  <b>Visiting Service</b>  <b>Wills Service</b></p>	<p>ਬਜ਼ੁਰਗਾਂ ਨੂੰ ਹੱਕ ਦਿਵਾਉਣ ਦੀ ਸਕੀਮ  ਦੇਸ਼ੀ ਸੇਵਾ  ਸੁਰੱਖਿਆ ਬਾਰੇ ਸਲਾਹ  ਕੰਪਿਊਟਰ ਕਲੱਬ  ਜੁਰਮ ਚੌਕਸੀ ਸੇਵਾ  ਆਉਣ--ਜਾਣ ਦੀ ਸਹੂਲਤ ਵਾਲਾ ਸੈਂਟਰ  ਊਰਜਾ ਸੇਵਾਵਾਂ  ਮਿਤਰਤਾ ਕਲੱਬ  ਭਲਾਈ ਹਿੱਤ ਪੂੰਜੀ (ਫੰਡ) ਇਕੱਠੀ ਕਰਨਾ  ਚੰਗਾ ਗਵਾਂਢ ਸੇਵਾ  ਸਿਹਤ ਅਤੇ ਤੰਦਰੁਸਤੀ  ਜਾਣਕਾਰੀ ਅਤੇ ਸਲਾਹ  ਬੀਮਾ  ਦੁਪਹਰ ਦੇ ਖਾਣੇ ਵਾਲੇ ਕਲੱਬ  ਲੋੜ ਮੁਤਾਬਕ ਆਉਣ--ਜਾਣ ਵਾਲਾ ਸੈਂਟਰ  ਹਸਪਤਾਲ ਤੋਂ ਛੁੱਟੀ ਬਾਅਦ--  --ਮਦਦਗਾਰ ਸੇਵਾ  ਸ਼ੌਪਿੰਗ ਸੇਵਾ  ਬਜ਼ੁਰਗਾਂ ਨੂੰ ਟੈਕਸ ਬਾਰੇ ਸਲਾਹ  ਟੈਲੀਫੋਨ ਮਦਦ  ਯਾਤਰਾ ਕਲੱਬ  ਘਰ ਮਿਲਣ ਦੀ ਸਕੀਮ  ਵਸੀਅਤ ਲਿਖਣ ਦੀ ਸੇਵਾ</p>

## Example of Translated Leaflet (English version) on Money Maze initiative



# Money Maze

**Helping you to manage the way in  
which you receive your state  
pension and benefits**

The normal way of paying state pension and benefits is directly into an account.

- We can provide you with more information about this
- We can help you to get the right advice to make your choice
- We can help you to solve any problems you may be experiencing

Call the Money Maze team today for free, confidential and independent advice.



## Example of Translated Leaflet (Turkish version) on Money Maze initiative



Turkish

# Money Maze Para Karmaşası

Emekli maaşlarınızı ve devlet yardımlarınızı nasıl alacağınız konusunda yardım ediyoruz

Emekli maaşları ve devlet yardımları normalde doğrudan hesabınıza yatırılarak ödenir

- Size bu konuda daha fazla bilgi sağlayabiliriz
- Siz seçiminizi yaparken, doğru tavsiyeyi almanıza yardımcı olabiliriz
- Herhangi bir problem yaşıyorsanız, bunu çözmekte size yardımcı olabiliriz

Bedava, gizli ve bağımsız tavsiye almak için Para Karmaşası (Money Maze) takımını bugün arayın.





## Appendix 3

### Checklist for engaging a professional language translation service provider

- Consider putting the work out to tender. (*Obtain recommendations from other Age Concerns, Local Authorities, local businesses*)
- Ask for evidence that the service provider is a member of a professional body such as the Institute of Translation and Interpreting (ITI) or Association of Translation Companies (ATC). Below are some further check points for engaging a language translation service provider:

#### Check:

- which languages the service provider covers
- the number of years the company has been involved in the language field
- how many projects they have completed in the selected community language/s in the last twelve months covering both translation and interpreting
- how many clients they have had in the last twelve months in the public sector
- whether they have achieved the status of exclusive or authorised supplier for any key clients
- whether they can provide other related services (e.g. interpreting)
- whether they could help you develop linguistic resources locally. Can they provide translation for the same group of languages (for example Punjabi and Gujarati)? What is their technical expertise in sending languages electronically and on the web?
- what qualifications do the linguists have? They should have approved qualifications in translation and must have references from relevant bodies (e.g. the Institute of Translation & Interpreting (ITI); membership of the Association of Translation Companies (ATC))

- whether they have any linguistic resources in-house or whether all work is undertaken by external freelancers
  - what quality standards systems are in place for language projects and for the general operation of the company? Does a second translator always check documents before they are returned to clients, and is this included in the fee?
  - what are the standard charges? Translation charges are often based on a 'per 1000 words' rate; but this may be calculated either on the word count in the source language or on the word count in the target language. Charges may vary for each individual translation. Obtain quotations and compare these with those of other service providers
  - whether they have computer systems which are compatible with yours to enable exchange of documents without loss of formatting
  - whether they are familiar with your organisation's culture and vocabulary.
- When the translated document is returned to you from the typesetter and designer, have it proof-read for typography and design errors (either by the translation company or by a competent person in your organisation).

## Appendix 4

### References/Resources

#### REFERENCES

**Akhlaq. R** (2001) - *Des Padres: Health and Social Care Report*, Bradford: Bradford Metropolitan District Council

**COI Communications** (2003) - *Common Good Research*, Ethnic Minority Communities, Turnstone & Connect

**COI Communications** (March 2004) - *Which ethnic minority languages review – Final Report*, Department for Work and Pensions

**Marsha Sanders** (2000) - *As good as your word – a guide to community interpreting and translation in public services*, Great Britain: Maternity Alliance

**Office for National Statistics:** Census 1991 and Census 2001

**Accessible and Personalised Local Authority Web Sites (APLAWS) Pathfinder Project** (2002) - Accessibility Web Guidelines and Research report *Translation is not enough: Considerations for publishing community languages on the web*

#### RESOURCES

##### Publications:

**Age Concern England Information Sheet** (*IS: 21- Basic Guide to Attendance Allowance & Disability Living Allowance*) is available in six languages: Bengali, Gujarati; Hindi; Punjabi; Turkish and Urdu and can be downloaded from the website: [www.ace.org.uk](http://www.ace.org.uk)

**Grasp the Nettle – A beginner’s guide to the Internet**  
Available in Urdu and Punjabi free of charge.  
Visit: [www.activage.org.uk](http://www.activage.org.uk)

**Everybody Benefits** - Gibson-Ree, Michelle (June 2004).  
*A practical guide to improving take-up of welfare benefits among disadvantaged older people* – Good Practice Guidance.  
Age Concern England. Copies can be obtained from Age Concern England – GPG185.

**Race Relations (Amendment) Act 2000 - Practice Briefing**  
produced by Claire Ball, Research & Development Unit – 2003  
(Ref GPB001); Age Concern England.  
Contact: [lullyn.tavares@ace.org.uk](mailto:lullyn.tavares@ace.org.uk) for copy of the briefing.

**Unison & Trades Union Congress (TUC) publication (2005)**  
*Diversity in Diction Equality in Action – A guide to the appropriate use of language.* Price: £1.50 Available from:

Unison South West, Unison House, The Crescent, Taunton  
Somerset TA1 4DU

**Tel:** 01823 2888031. **Fax:** 01823 226013

**Website:** [www.unison.org.uk](http://www.unison.org.uk)

### Useful contacts:

#### Department of Health Section 64 General Scheme of Grants

**Website:** [www.dh.gov.uk/section64grants](http://www.dh.gov.uk/section64grants)

or contact the Voluntary & Community Sector (VCS) Partnership Team

**Email:** [vcsp@dh.gsi.gov.uk](mailto:vcsp@dh.gsi.gov.uk) for overall advice and information.

#### Association of Translation Companies (ATC)

5<sup>th</sup> Floor, Greener House, 66-68 Haymarket, London SW1Y 4RF

**Tel:** 0207 930 2200. **Email:** [info@atc.org.uk](mailto:info@atc.org.uk). **Website:** [www.atc.org.uk](http://www.atc.org.uk)

The Association of Translation Companies representing the interests of translation companies and serve the needs of translation purchasers.

#### Institute of Translation & Interpreting

Fortuna House, South Fifth Street, Milton Keynes MK9 2EU

**Tel:** 1908 325250. **Email:** [info@iti.org.uk](mailto:info@iti.org.uk). **Website:** [www.iti.org.uk](http://www.iti.org.uk)

The Institute of Translation & Interpreting is an independent professional association of practising translators and interpreters. ITI offers guidance to those entering the profession and advice not only to those who offer language services but also to their customers.

**Prestige Network Limited** (Language specialists)

1 Rivermead, Pipers Way, Thatcham, Berkshire RG19 4EP

**Tel:** 0870 770 5260. **Email:** [sales@prestigenetwork.com](mailto:sales@prestigenetwork.com).

**Website:** [www.prestigenetwork.com](http://www.prestigenetwork.com)

A language translation service provider used by Age Concern England.

**Refugee Council Learning and Integration Unit (LIU)**

3-9 Bondway, London SW8 1SJ.

**Tel:** 020 7840 4488. **Fax:** 020 7840 4403.

**Email:** [training@refugeecouncil.org.uk](mailto:training@refugeecouncil.org.uk)

**Website:** [www.refugeecouncil.org.uk](http://www.refugeecouncil.org.uk)

The Refugee Council produces a large number of resources and publications designed to help and support asylum seekers and refugees and those who advise and work with them.

# Communicating with Diverse Audiences

A practical guide to producing translated materials in appropriate languages and formats for people from minority ethnic communities

Age Concern exists to promote the well-being of all older people and to help make later life a fulfilling and enjoyable experience.



Good Practice Guidance