



GIG
CYMRU
NHS
WALES

Bwrdd Iechyd Prifysgol
Abertawe Bro Morgannwg
University Health Board



BWRDD YR IAITH
GYMRAEG • WELSH
LANGUAGE BOARD

WELSH LANGUAGE SCHEME

Prepared in accordance with the Welsh Language Act 1993

This Document may also be available in alternative format and other languages on request as is reasonably practicable to do so.

Policy Owner: Corporate Administration

Approved by: Welsh Language Board

Issue Date: 20th April 2010

Review Date: 20th April 2013

Policy ID:

Contents

| | |
|---|-----------|
| Preface | 3 |
| Introduction | 4 |
| Our Vision | 5 |
| Equal Opportunities | 5 |
| 1 Service Planning And Delivery | 6 |
| 1.1 Mainstreaming | 6 |
| 1.2 New Policies and Initiatives | 6 |
| 1.3 Service Provision | 7 |
| 1.4 Service provided by others | 8 |
| 1.5 Grants and Funding | 9 |
| 1.6 Partnership | 9 |
| 1.7 Quality Standards | 10 |
| 1.8 Twf | 10 |
| 2 Dealing With The Welsh Speaking Public | 11 |
| 2.1 Written Communication | 11 |
| 2.2 Telephone Communication | 12 |
| 2.3 Public Meetings | 12 |
| 2.4 Other Meetings | 13 |
| 2.5 Other means of dealing with the public | 13 |
| 2.6 Information Technology | 14 |
| 3 The Public Face of the Organisation | 15 |
| 3.1 Corporate Identity | 15 |
| 3.2 Signs | 15 |
| 3.3 Publishing and Printing Materials | 16 |
| 3.4 Forms | 16 |
| 3.5 Media releases | 17 |
| 3.6 Advertising and Publicity | 17 |
| 3.7 Recruitment Advertising | 18 |
| 4 Implementing and Monitoring the Scheme | 18 |
| 4.1 Staffing and Recruitment | 18 |
| 4.2 Welsh Language and Vocational Training | 20 |
| 4.3 Administrative Arrangements | 21 |
| 4.4 Third Parties | 23 |
| 4.5 Monitoring the Scheme | 23 |
| 4.6 Investigations under Section 17 of the Welsh Language Act | 24 |
| 4.7 Complaints | 25 |
| 4.8 Publishing information | 25 |
| 4.9 Publicity | 25 |
| 5 Timetable | 27 |

Preface

We are proud to introduce to you this important document which we hope will leave patients, visitors and staff in no doubt as to our vision for the future as far as bilingual services are concerned. Everyone who comes into contact with our services should be treated with respect and dignity and receive safe and responsive quality services that are accessible in the language of their choice.

Not being able to access services in the language of choice could place patients, service users, families and staff at a disadvantage. We therefore wish to be proactive in offering the public the right to choose which language they use in their dealings with services provided by Abertawe Bro Morgannwg University Health Board.



Win Griffiths (Chairman)

&

David Sissling (Chief Executive)

Introduction

The Abertawe Bro Morgannwg (ABM) University Health Board is the operational name of ABM University Local Health Board. ABM is committed to its obligations under the Welsh Language Act 1993, and has adopted the principle that in the conduct of its public business, it will treat the English and Welsh languages on an equal basis. This scheme sets out how the Health Board will give effect to that principle when providing services the public in Wales.

This is the first Welsh Language Scheme of ABM University Health Board. It builds on the work undertaken by its predecessor organisations and as such a number of the measures referred to in this scheme are already in place. This scheme once finalised will require formal approval by The Welsh Language Board under section 14(1) of The Welsh Language Act 1993.

This scheme sets out the overall vision for what the organisation ultimately wishes to accomplish. Whilst a significant proportion can be achieved within the three year implementation action period, it is acknowledged that the delivery of certain aspects will take considerably longer. For example the need to increase the proportion of the organisation's workforce with bilingual skills across all aspects of service delivery.

As part of the Health Board's commitment to deliver an equally high standard of service to its patients through the language of their choice, the organisation will ensure that appropriate facilities and processes are available in all main service areas to support the delivery of bilingual services.

Welsh is spoken by around 21% of the population of Wales (source: census 2001). In recognition of this, and its obligation under 'The Act', the Health Board will implement this scheme so that patients/service users can have their treatment and care conducted in the language of their choice.

The following principles apply to the introduction of this scheme:

- People are able to express themselves more effectively and comfortably in the language of their choice
- Positively encouraging the public to use their chosen language as a matter of good practice rather than it be seen as a concession;
- In the spirit of equality, patients/service users have the right to choose the language they wish to communicate in.

Health Board Profile

The ABM University Health Board serves a population of around 600,000 covering the Swansea, Neath Port Talbot, Bridgend and western Vale of Glamorgan areas with primary and secondary care health services. In addition, our specialist services cover much wider areas of Wales.

It employs around 16,000 staff and in 2009/10 had an annual budget of more than £1 billion. The Health Board has four main hospital sites these being Singleton, Morriston, Neath Port Talbot and the Princess of Wales Hospital. Although Dentists, GPs Pharmacists and Ophthalmologists remain independent contractors, the Health Board is continuing to develop close working arrangements with these independent contractors as well as partner organisations such as community health councils, the police, the voluntary sector, universities etc.

The Health Board hosts a number of organisations on behalf of The Welsh Assembly Government. These are the National Leadership and Innovation Agency for Healthcare, the Centre for Equality and Human Rights and the National Delivery and Support Unit.

The Health Board's Mission and Guiding Values

The Assembly have set out the public service values within which the NHS will operate. Within this context there is a need to engage with staff and partners to develop the vision, culture and values of the Health Board. Information as to the organisation's mission and guiding values will be published on its Internet site at: www.abm.wales.nhs.uk

Content of the Scheme

The scheme is published as a bilingual document and specifies the measures proposed to achieve the principle of equality as outlined in section five of the Welsh Language Act (1993). The measures described within the Scheme indicate the end position.

1 Service Planning and Delivery

1.1 Mainstreaming

When Abertawe Bro Morgannwg Health Board plans and formulates new policies or initiatives, or updates existing policies, it will assess the language consequences to make sure that they meet the commitments given in this Scheme. The Health Board will use new/up-dated policies and initiatives to facilitate the use of Welsh and to move the organisation closer to implementing the principle of equality.

The Health Board recognises that all staff have a critical role to play in promoting the use of Welsh, whether they speak Welsh or not. The Health Board will also ensure that those introducing and implementing new and revised policies have a clear understanding of the Scheme's values and intentions and that this intent is translated into action.

1.2 New and Revised Policies and Initiatives

1.2.1 The Board will ensure that the Welsh language will be mainstreamed when formulating new policies and initiatives through Equality Impact Assessments which form part of the Health Board's Equality Scheme.

1.2.2 Any reference to 'bilingual' refers to the ability to communicate through the medium of Welsh and English. In formulating new and revised policies and initiatives, the Health Board will:

- Assess the linguistic effect of any new policies and initiatives and ensure they are consistent with the Welsh Language Scheme
- Facilitate and promote the use of Welsh wherever possible and ensure no new policy or initiative undermines the Welsh Language Scheme
- Take every opportunity to implement the principle of equality whenever the opportunity presents itself
- Consult with the Welsh Language Board in advance regarding proposals which will affect this Welsh Language Scheme or the scheme of other organisations
- Ensure that the Welsh Language Scheme is not altered without consulting with the Welsh Language Board beforehand
- Ensure that any new policies and initiatives implemented conform to the measures contained in the Scheme.

Target 1 - New Policies and Initiatives

ABM University Health Board will maintain the Welsh language in the organisation's key policies and initiatives by working with each Clinical Programme Group during the lifetime of this scheme.

WLI1 - Welsh Language Indicator - New Policies and Initiatives

Number and % of new policies and initiatives subject to language impact assessment.

1.3 Service Provision

1.3.1 It is generally recognised as being of great importance that service users and staff are able to communicate freely with each other. In delivering its services in accordance with the contents of this Scheme, the Health Board will:

- Offer services at every possible opportunity in the language of choice without the need for the patient to make a specific request for it
- Aim to have Welsh speaking staff available in each care setting. In service areas where there may be a shortage of Welsh speaking staff, arrangements will be put in place to ensure that Welsh speaking patients will still be able to receive a service through the medium of Welsh
- Provide training and guidance to staff in order to facilitate the implementation of the Welsh Language Scheme
- Promote a bilingual workplace and highlight the Health Board's translation service to ensure that high quality translation of all of the relevant literature produced by the Health Board is available to patients.

1.3.2 Systems and procedures used to provide services through the medium of Welsh will vary according to the nature of the work, the service offered and the proportion of bilingual staff within the departments. It will be the responsibility of the Clinical Directorate Management Teams in co-operation with Health Board's Welsh Language Officer to ensure that appropriate procedures are established. All systems will however give particular attention to:-

- Mechanisms for establishing and recording the language of choice of the patient at the earliest opportunity through the patient administrative system or equivalent
- Arrangements for the service to be provided direct or by interpretation in the language of choice

- Arrangements to ensure that other departments are aware of language choice after referral so that the patient does not have to request a Welsh language service.

1.4 Service Provided by Others

When commissioning work from others, the Health Board will note in the arrangements that they are to comply with the organisation's Welsh Language Scheme.

Where the Health Board directly manages a General Practice, it will aim to ensure they take full account of this scheme when providing services to Welsh speaking patients and their families.

1.4.1 Primary Care Contractors (ie - General Practitioners, Dentists, Pharmacists and Opticians) are independent, self employed contractors and are not employees of the Health Board. The Health Board will continue to build on the relationships fostered by its predecessor organisations within primary care, by working closely with the contractors and their staff, and will continually encourage and support them in the delivery of a bilingual service for the ABM catchment population. The Health Board will ensure that linguistic dimension is considered in the following areas of its services:

- in care standards
- in improvement programmes
- in new practice models
- in workforce development

1.4.2 The Health Board will also continue to promote bilingualism in care homes to ensure effective communication with the elderly patients, one of the most vulnerable groups referred to in 'Welsh in the Health Service' (Welsh Consumer Council) 2000. When service level agreements are renewed the Health Board will include Welsh language requirements.

Target 2 - Services provided by others

ABM University Health Board will clearly communicate the requirements of the Language Scheme so that the language will be an intrinsic part of the delivery of services by others

WLI2 - Welsh Language Indicator - Services provided by others

Number and % of agreements monitored complying with the requirements of the language scheme.

1.5 Grants and Funding

When the Health Board awards grants and loans for activities to be undertaken in Wales, it will include conditions with regard to the use of Welsh. In doing this it will have regard to the Welsh Language Board's guidelines on awarding grants and loans.

1.6 Partnerships

- 1.6.1 The Health Board works in partnership with public bodies, private and voluntary sector and other agencies. The Health Board operates on many levels when working with others:
- 1.6.2 When the Health Board is the strategic and financial leader within a partnership, it will ensure that the public service provision is compliant with the Welsh Language Scheme.
- 1.6.3 When the Health Board joins a partnership in which another body is leading, its input into the partnership will comply with the Welsh Language Scheme and the Health Board will encourage other parties to comply.
- 1.6.4 When the Health Board is a partner in a consortium, it will encourage the consortium to adopt a bilingual policy. When acting publicly in the name of the consortium, the Health Board will act in accordance with its Welsh Language Scheme.
- 1.6.5 When the Health Board joins or forms a partnership, it will ask prospective partners about their Welsh Language Schemes, language policies or the means by which they will operate bilingually. Within any partnership, the Health Board will offer advice and support to the other organisations.
- 1.6.6 When working in partnership with others, the Health Board will promote its Welsh Language Scheme and encourage organisations with which it is involved in the provision of services to offer Welsh language provision in all of its contacts with the public. This will be achieved through:
 - Written guidance to all contractors, voluntary, and private sector organisations to impress on them the importance of producing materials bilingually
 - Welsh language training and support, to help front line voluntary staff to comply with the Scheme
 - Require private businesses operating on Health Board sites to make use of bilingual signs
 - Provide support and advice to primary care contractors to enable them to comply with the Welsh Language Scheme.

1.7 Quality Standards

The Health Board is committed to providing an equally high quality service in both languages and this will be stated in key documents. Effective communication with patients and the public is a key part of providing quality healthcare, and communicating in their chosen language is an essential element .

The new Healthcare Standards for NHS Wales reflect this, recognising the importance of providing a bilingual service. Standard 18 of the Healthcare Standards states that the Health Board will address the legal status and use the Welsh Language when communicating to patients and the public.

The Health Board will:

- 1.7.1 ensure the same standard of service is delivered in both languages
- 1.7.2 declare the principle of equality of standard in key policy documents e.g. annual reports
- 1.7.3 set standards for providing services and dealing with the public through the medium of Welsh
- 1.7.4 monitor the standards and their implementation
- 1.7.5 ensure consistency in the standard of services in Welsh provided by the Health Board in all locations.

1.8 TWF

1.8.1 TWF is one of the Welsh Language Board's projects. It aims is to increase language transfer within the family by working closely with midwives and health visitors to raise awareness amongst parents, prospective parents and the public of the value of introducing the Welsh language at home, the value of bilingualism and the advantages of Welsh medium education. The Health Board will work with and support the TWF project to:

- Distribute a folder provided by TWF to record maternity notes
- Present a TWF presentation card as a frame the 12 week ante natal scan image
- Disseminate information about the advantages of language transfer within the family as part of the parenting skills talks provided by Midwives and Health Visitors
- Ensure that TWF's posters and marketing materials are displayed and distributed in appropriate places for the public by allowing TWF Field Workers to visit sites at their discretion.

- Liaise with the local TWF officer to ensure that TWF's work and campaigns are promoted within the Health Board.

2 Dealing With The Welsh Speaking Public

The Health Board will ensure that members of the public who wish to deal with the Health Board, are able and welcome to do so in Welsh or English.

2.1 Written Communication

The Health Board welcomes correspondence from the public in both Welsh and English including letters, fax, e-mail and text messages. Whilst recognising that time may be required to allow for accurate translation of incoming correspondence and replies, the Health Board will ensure that:

- 2.1.1 Corresponding in Welsh will not result in any delay that prevents targets for response times from being met.
- 2.1.2 Letters received in Welsh will receive a signed reply in Welsh
- 2.1.3 Where the Health Board is already aware that an individual's language preference for correspondence is Welsh, the organisation will correspond in Welsh automatically.
- 2.1.4 When an initial face to face or telephone communication has been in Welsh, any further correspondence will be in Welsh unless the member of the public has indicated otherwise.
- 2.1.5 Information, circulars and any other general correspondence to the public initiated by the Health Board will be bilingual.
- 2.1.6. The Health Board will initiate bilingual correspondence if the language of the recipient is not known.
- 2.1.7 When the Health Board receives electronic correspondence, the same principle will apply as to written correspondence.
- 2.1.8. All e-mail signatures will be bilingual
- 2.1.9 'Out of office' messages will be bilingual.
- 2.1.9.1 The Health Board's translation service will be used to ensure the above actions take place and staff will be issued with guidelines on how to meet the Health Board's commitment to corresponding in Welsh.

2.2 Telephone Communication

- 2.2.1 Anyone contacting the organisation by telephone will be welcome to do so through the medium of Welsh or English. The switchboard greeting will always be bilingual. Callers will be made to feel welcome to use the language of their choice. They will not be made to feel a nuisance or inconvenienced because they want to speak in Welsh.
- 2.2.2 All staff will be encouraged to answer the telephone with a bilingual greeting. If the caller responds in Welsh and the operator is not fluent then the caller will be transferred to a Welsh speaking member of staff. If there is no Welsh speaking member of staff available, the caller will be given the option of a Welsh speaking member of staff calling them back or to consider continuing the call in English.
- 2.2.3 If a Welsh speaking member of staff needs to be found to return a call, this should happen within a reasonable time.
- 2.2.4 Training will be provided to non Welsh speaking staff to enable them to deal adequately with calls from Welsh speakers.
- 2.2.5 Answer phone and Voice Mail messages accessible through direct dial lines will be bilingual. This will be achieved through a planned programme to ensure staff are clear how to achieve this and how to access translation of any messages that are left in Welsh.
- 2.2.6 The ability to speak Welsh will be considered essential when appointing new staff or relocating staff to main switchboards.

2.3 Public Meetings

In meetings where the public are invited to contribute and express their views, the Health Board is committed to ensuring that those attending such meetings are welcome and able to contribute through the medium of Welsh. To achieve this, arrangements for public meetings invite the public through advertisements to notify the Health Board of whether they wish to contribute in Welsh so that appropriate simultaneous translation arrangements can be made.

In addition the organisation will:

- 2.3.1 Produce all notices of public meetings bilingually and will make it clear that the public will be welcome to speak in Welsh or English
- 2.3.2 Provide simultaneous translation facilities at all public meetings where prior notice has been received from a member of the public that they wish to contribute in Welsh.
- 2.3.3 Ensure that Welsh speaking staff will be available to welcome and assist those who attend such meetings.

- 2.3.4 Ensure that any exhibition will carry bilingual information and notices.
- 2.3.5 Ensure that any written materials such as leaflets presentations used will be bilingual.

2.4 Other Meetings

The Health Board holds meetings other than public meetings as part of the delivery of its services. Included in this category are case conferences, clinical consultations, etc. The Health Board is committed to ensuring that members of the public who attend such meetings or who are required to have face to face dealings with the Health Board will be able and welcome to do so through the medium of Welsh or English.

- 2.4.1 Systems will be developed to ensure language choice is established and refer Welsh speaking patients to Welsh speaking staff. This will be equally the case wherever the contact takes place. Service teams will be organised so that sufficiently proficient bilingual staff are available to deal with Welsh speaking clients, otherwise translation facilities or an interpreter (whichever is the more appropriate) will be made available. This will equally be the case whether the contact takes place on Health Board premises, in the patient's home or elsewhere.
- 2.4.2 Staff who are fluent in Welsh will be encouraged to wear badges indicating their ability to deal with enquiries in Welsh. "Working Welsh" badges will be provided to all new Welsh speaking staff during their induction and at language awareness sessions.
- 2.4.3 Welsh speaking receptionists will be on duty in outpatient clinics and at main entrances to Health Board buildings and these will be identified by a notice and badge. Where this is not possible, The Health Board will arrange for another Welsh speaking member of staff to deal with enquiries.
- 2.4.4 A database of Welsh speaking staff will be established and available to all members of staff. Ensuring communication of language choice between various departments is vital to making the bilingual service workable.

2.5 Other Means of Dealing with the Public

- 2.5.1 Public address systems will be bilingual.
- 2.5.2 Electronic message boards will be bilingual
- 2.5.3 The Health Board's website will be bilingual
- 2.5.4 Where television and radio facilities are provided for inpatients the Health Board will ensure that Welsh language channels are accessible to patients.

2.5.5 The Health Board will also ensure the availability of Welsh language resources e.g. books, CD's, DVD's etc. on children's ward.

Target 3 - Face to face contact with the public

ABM University Health Board will ensure that staff at main entrances and outpatient clinics provide a basic bilingual service by December 2011. All new reception staff will be expected to display a sufficient level of Welsh-speaking competency, or be willing to work towards this and all existing main entrance and reception staff will be offered basic training where necessary.

WLI3 - Welsh Language Indicator - Face to Face contact with the public

Number and % of posts in outpatient clinics receptions and at main entrances where the Welsh language is specified as essential and % of those filled by Welsh speakers.

2.6 Information Technology

The Health Board provides services for the public by using computer systems. The Health Board recognises that information technology also plays a key role in services which are not provided online.

The Health Board will ensure that both languages are treated on the basis of equality within its information technology systems. In order to do this, the Health Board will work towards the Welsh Language Board's Information Technology Standards within its Information Technology strategies.

Members of the public will be able to access information via the Health Board's Internet in both Welsh and English as the site will be maintained in a bilingual format. The site will make available all documents of public interest in Welsh and English, and both language versions will be published at the same time. This includes, but is not confined to:-

- Media Releases
- Public advice on health related matters
- Minutes of Board meetings and public meetings in Wales
- Any other documents directed at the public e.g. annual reports, consultation documents etc.

Target 4 - Information Technology

ABM University Health Board will work towards implementing the Welsh Language Board's Information Technology Standards in order to ensure that services provided for patients and the public electronically or which demand the use of Information Technology for their administration are available to the same standards in Welsh and in English by agreement with the Welsh Language Board.

WLI4 - Welsh Language Indicator - Information Technology

Number of improvement plans

- prepared
- fully implemented following assessment using the Welsh Language Board's bilingual software assessment scheme.

3.0 The Public Face of the Organisation

3.1 Corporate Identity

The Health Board is committed to ensuring that its corporate identity is fully bilingual.

3.1.1 The name of the Health Board is “**Bwrdd Iechyd Prifysgol Abertawe Bro Morgannwg/ Abertawe Bro Morgannwg University Health Board**”

3.1.2 All of the Health Board’s official stationery and electronic signatures will carry the organisation’s name, logo and address and any other standard information bilingually.

3.1.3 All other stationery, e.g. compliment slips, fax sheets, business cards and identity badges will be bilingual.

3.1.4 The Health Board’s identity will also be bilingual on publications, signs, vehicles, buildings and any other goods or materials.

3.1.5 All information published directly for the public on the Health Board’s website will be fully bilingual.

3.1.6 Staff will be provided with guidance on the use of the bilingual identity of the Health Board.

3.2 Signs

3.2.1 All signs, whether permanent or temporary, produced by or on behalf of the Health Board will be bilingual and respect the principle of equality.

3.2.2 Where Welsh and English signs are separate, they will be of equal size, shape, format, quality and prominence.

- 3.2.3 The Welsh version will appear above or to the left of the English version.
- 3.2.4 To assist staff with locally produced or temporary signs, facilities will be made available to staff seeking translation of all new signage. A glossary of the most commonly used signs will be available in Welsh and English on the Health Board's Welsh Language Intranet site which will be updated regularly.

3.3 Publishing and Printing Material Directed At The Public In Wales

The Health Board is committed to ensuring that public information for which it is responsible will be fully bilingual.

- 3.3.1 All publications issued to the public in Wales produced by the Health Board will be bilingual. The only exception to this will be if the technicality of the production is too complicated to allow this to be achieved e.g. maps or plans or where the document would be more easily read if Welsh and English versions were available separately. In these cases the documents will be issued simultaneously, distributed together and be equally accessible.
- 3.3.2 When existing publications are reprinted they will be produced bilingually.
- 3.3.3 Where literature produced by others, is printed in English only, the Health Board will encourage these groups (whether public, private or voluntary) to produce information in Welsh or bilingually for the public in Wales. When the Health Board distributes material produced by other organisations, i.e. Inland Revenue etc., bilingual versions will be distributed - if they are available. If the material is in separate Welsh/English versions, the Health Board will ensure that both versions are available.
- 3.3.4 The Health Board will ensure that the texts for both languages will be equally prominent in bilingual publications, and will respect the principle of equality in terms of size, format and legibility. When the text is displayed in dual columns, the Welsh version will appear in the left hand column.
- 3.3.5 Miscellaneous items such as appointment cards and inpatient menus produced by the Health Board will also be bilingual.
- 3.3.6 Staff will be issued with guidance for dealing with written bilingual publications.

3.4 Forms and other Associated Explanatory Material

- 3.4.1 The Health Board will ensure all forms, questionnaires and explanatory material issued to the public in Wales will be fully bilingual. In certain cases however separate Welsh and English versions could be more appropriate. In such cases, both Welsh and English versions will:

- Be published simultaneously
- Be equally available
- Be distributed together
- Carry a message confirming the form is also available in the other languages.

This will ensure that the public can receive, read and complete the version of their choice.

3.4.2 When staff are called upon to fill in forms for patients, arrangements will be made to ensure the form is completed in the patient's language of choice.

3.5 Media Releases

3.5.1 All releases intended as 'blanket releases' for the media in Wales will be published bilingually.

3.5.2 The Health Board will respond to individual media enquiries in the language of the initial enquiry.

3.5.3 A bilingual member of staff will be available to provide media interviews if the Health Board deems this appropriate.

3.6 Advertising and Publicity

The Health Board is committed to any form of publicity and advertising in Wales being bilingual.

3.6.1 All exhibitions, displays and public information stands staged by the Health Board within Wales will be bilingual.

3.6.2 All publicity material including posters, information boards, public surveys and marketing campaigns will be bilingual.

3.6.3 Literature produced to promote the policies of the Health Board will be bilingual.

3.6.4 Staff and others involved in promoting the Health Board will be issued with guidance on implementing the above.

3.6.5 The Health Board will also ensure that every public notice published within Wales will be bilingual. They will be equal in form, size, quality and prominence.

3.7 Recruitment Advertising

Job vacancies are publicised through the national NHS Jobs' bilingual website at www.jobs.nhs.uk

- 3.7.1 The recruitment service aims to be paper free. All job applications are submitted online and applicants may apply for a post through the medium of Welsh or English. The Health Board will:
- 3.7.2 Ensure all job advertisements are bilingual
- 3.7.3 Note whether the ability to speak Welsh is desirable or essential. Guidance will be issued to staff on how to determine this
- 3.7.4 Refer to the fact that the Health Board operates a bilingual policy
- 3.7.5 Ascertain whether applicants wish to receive further correspondence in Welsh or English.
- 3.7.6 Job vacancies being advertised in the local press in Wales will be published in bilingual format. Where Welsh is an essential requirement of the post, in both local and U.K. press a Welsh only advert will be placed, along with an explanatory note in English. Advertisements in Welsh language journals and newspapers will normally appear in Welsh only. In the U.K. press, where Welsh is not an essential requirement of the post, the advertisement will be placed in English with a bilingual footnote stating the Health Board's commitment to the Welsh Language.
- 3.7.7 Requirements regarding recruitment and the Welsh language will be included in the Health Board's Recruitment Policy.

4.0 Implementing and Monitoring the Scheme

The Health Board will develop a Linguistic Skills Strategy. The aim of the Strategy will be to enable the Health Board to provide a quality service to our bilingual population in line with commitments within the Scheme. The Health Board will share good practice with other organisations.

4.1 Staffing and Recruitment

The Health Board is committed to ensuring that where linguistic ability is considered to be essential or desirable for any post, this will be specified when recruiting to that post.

It is the Health Board's intention to work with educational and professional establishments within Wales to rectify as far as possible any long-term problems with regard to the recruitment of Welsh speakers. In discussing training, the Health Board will indicate its requirements to the appropriate

bodies with regard to the numbers of bilingual nursing or care associated personnel that are needed to provide a service to patients in the language of their choice.

The Health Board will:

- 4.1.1 Ensure that workplaces with potential for contact with the Welsh speaking public seek access to sufficient and appropriately skilled Welsh speakers to enable those workplaces to deliver a full service through the medium of Welsh
- 4.1.2 Consider language ability as one of the many relevant skills when appointing staff
- 4.1.3 Identify those workplaces, posts and teams where the ability to speak Welsh is essential and those where it is desirable to assess the level of proficiency required in each case and to formulate job descriptions accordingly
- 4.1.4 Support the Directorate Management Team to establish a register of Welsh speaking staff, their location, position and their degree of linguistic proficiency. This will be linked to work that is ongoing around the Electronic Staff Register. Heads of Department will be responsible for informing officers who update the register as to staff changes
- 4.1.5 Work with staff in the most appropriate way to ensure that adequate and relevant training takes place to ensure sufficient members of staff who speak Welsh are available in the department and service
- 4.1.6 In areas where there is a shortfall of Welsh speakers, the Health Board will take a pro-active approach in recruitment and training in order to attract Welsh speakers into the relevant areas
- 4.1.7 Identify and support members of staff who wish to learn or improve their Welsh. Levels of support will depend on resources available to the Health Board however these will be identified each year
- 4.1.8 Encourage and support staff who wish to communicate with each other in Welsh. This will promote the availability of a bilingual service and enhance bilingual communication with patients and visitors.

Target 5 - Recruitment

ABM University Health Board will ensure an adequate number of staff who can provide a Welsh medium service by assessing each new vacant post and advertising language requirements as part of the recruitment process.

WEI5 - Welsh Language Indicator - Recruitment

Number of posts advertised for which Welsh was specified as an essential skill and the percentage filled by Welsh speakers.

Target 6 - Language Skills

ABM University Health Board will ensure that sufficient numbers of staff are available across the services it provides and will monitor the level of its staff's ability according to the standard levels.

WLI6 - Welsh Language Indicator - Language Skills

Number and % of staff with Welsh language skills by service department, according to the grade of the post; and according to workplace.

4.2 Welsh Language and Vocational Training

The Health Board will assess the need for specific training through the medium of Welsh in terms of existing staff and, within available resources, provide courses to help it deliver the commitments within this Welsh language scheme. This will include recommending training courses to key groups who have contact with patients and members of the public to enable them to operate within their own field through the medium of Welsh.

The Health Board will implement a framework of Welsh language training and will learn from others and share our learning and experiences of developing bilingual healthcare across Wales.

Every new member of staff will receive language awareness training through the staff induction programme. Language awareness sessions will also be held in individual departments for existing staff according to levels of demand.

The ABM University Health Board recognises that the ability to understand and use the Welsh language to a good standard in the workplace is a valuable skill which can assist the staff in providing a better service to patients.

The Health Board is committed to encouraging and supporting its staff to learn or improve their ability to speak Welsh. Resources will be focused on those areas where there will be frequent communication with Welsh speakers, whether face to face or by telephone. To achieve this, the Health Board will:

- 4.2.1. Consider the needs and wishes of individual members of staff to learn Welsh through its appraisal systems and Staff Development Review processes
- 4.2.2. Give priority to members of staff who come into frequent contact with patients and the public, or where there are shortfalls in terms of bilingual skills

- 4.2.3 Arrange foundation courses to enable staff with no knowledge of the language to learn some 'useful' Welsh and at the very least be able to greet patients in the language of their choice.
- 4.2.4 For those unable to attend classes internet links to Welsh language learning sites will be provided together with any available distance learning materials
- 4.2.5 An annual Welsh language event will be held to celebrate the achievement of Welsh learners within the Health Board and learners will be encouraged to celebrate their success and share their achievements by participating in the annual Welsh Language in Healthcare Awards.
- 4.2.6 The Health Board will facilitate the use of Welsh by staff by providing the Welsh language spell checker and terminology package on computers along with Microsoft's Welsh interface.
- 4.2.7 The Health Board will designate officers to attend quarterly All Wales NHS Champions and Contact Points meetings.

Target 7 - Language Training

ABM University Health Board will increase the number of staff in its workplace who are able and actually work through the medium of Welsh in order to satisfy the requirements of delivering a quality service. Appropriate training will be provided, including vocational training, and language improvement training and well as taster courses.

WLI7 - Welsh Language Indicator - Language Training

Number and % of staff who have received Welsh language training up to the level of a specific qualification.

Target 8 - Awareness Training

ABM University Health Board will ensure that each new member of staff receives language awareness training as part of the corporate induction process or where this is not available, within 3 months of taking up their post. The Health Board will also ensure that 20% of current staff have received language awareness training within three years.

WLI8 - Welsh Language Indicator - Awareness Training

Number and % of staff who have received language awareness training.

4.3 Administrative Arrangements

- 4.3.1 Welsh and English will both have official status within the administrative arrangements of the Health Board. Staff will have the right to use Welsh or English when dealing with the Health Board. Wherever possible, Welsh

aspects of the service will be integrated within the general administrative processes of the Health Board.

4.3.2 Managers will have responsibility for implementation of those aspects of the Scheme relevant to their departments. They will be required to report on this on a regular basis as part of general reviews and via quarterly reports to the Welsh Language Working Group. This group will submit progress reports to the Board's Quality and Safety Committee. The overall accountability for the Welsh Language Scheme lies with the Chief Executive. The Board Secretary assumes operational responsibility which is delegated on a day to day basis to the Head of Corporate Administration.

4.3.3 The Health Board will:

- Ensure that the Language Scheme carries the full authority of the Board as the measures are implemented
- Ensure that everyone in the organisation is familiar with the Scheme, the implementation process and what is expected. Awareness sessions will be arranged across the Health Board and staff will be made aware of the relevance and importance of the practical elements of the Scheme. Leaflets will be available to provide guidance on various aspects of the Scheme. Awareness of the Scheme will also be raised for new staff at staff induction sessions. The Health Board will ensure that any equality training also deal with the issue of language choice.

4.3.4 The Health Board's Welsh Language Officer will:

- Be responsible for integrating the Welsh Language into the administrative processes of the Health Board
- Ensure that a high quality translation services are available through external translators.
- Ensure the prompt establishment of a Welsh Language Working Group whose membership will include representatives from Directorates in particular within the four main service areas (mental health, learning disability, elderly services and paediatric services) together with other key staff representatives from departments which will include Equality, Communications, Recruitment and Training and Development. The Health Board's Welsh Language Working Group will continue to facilitate and monitor progress made in terms of the implementation of the Scheme. To ensure consistency and quality in application, guidance leaflets will be produced for staff regarding specific elements of the Scheme

- Will be responsible for revising the Scheme every three years, and for producing a comprehensive evaluation report assessing performance and progress made in implementing the scheme since its inception. This report will be provided to the Welsh Language Board.

4.4 Third Parties

4.4.1 The Health Board will:

- Ensure that any agreements or arrangements with third parties which relate to the provision of services to the public in Wales are consistent with the terms of the Scheme. This will include services that are contracted out
- Ensure that contractors are aware of the terms of the Scheme where it is relevant to the services they are providing on the Health Board's behalf. Any contract details will reflect this
- Issue written guidelines to staff for dealing with agencies, contractors and providers and specify the requirements as to the use of the Welsh language in all its business arrangements
- Provide support to volunteers who deliver services on behalf of the Health Board.

4.5 Monitoring the Scheme

4.5.1 The Welsh Language Working Group will be the formal mechanism for monitoring progress towards implementing the actions around the Welsh Language Scheme although this will be undertaken between meetings of that group by the Welsh Language Officer.

4.5.2 The Welsh Language Working Group will:

- Receive reports regarding the response times for Welsh Language correspondence
- Receive reports regarding the quality of translation services
- Monitor the corporate identity of the Health Board, in terms of compliance around publications, forms, signs, notices and other printed materials
- Receive reports regarding the implementation of staffing and training measures
- Receive reports regarding the provision and administration of services by contractors and agents

- Receive reports regarding the incidences and nature of complaints relating to the Health Board's Welsh language services
- Receive reports regarding the arrangements in place to deliver the action plan in relation to the scheme and the time scale.
- Monitor the opinion of Welsh speakers regarding the bilingual services provided

4.5.3 The Board will receive an Annual Monitoring Report, which will enable it to achieve the following objectives:

- Measure whether the Health Board is conforming to the Scheme
- Measure compliance with the Scheme against the timetable and standards
- Measure the quality of its services in Welsh.

4.5.4 The Health Board will provide an annual report to the Welsh Language Board in an approved format confirming progress in terms of implementation of the Scheme against the approved timescale and standards. An analysis of the number and nature of complaints and suggestions for improvements from the public will be included.

For the three years in the life of this scheme, the organisation will as part of its annual compliance report undertake a thematic review concentrating on the following:

2010/11 – services for the four priority group
 2011/12 – skills, training and language awareness
 2012/14 - information management relating to patients and communicating information regarding language choice.

4.6. Investigations under Section 17 of the Welsh Language Act

Where the Welsh Language Board require to hold an Investigation under Section 17 of the Welsh Language Act, the Health Board will co-operate fully by providing information - reports, documents and/or an explanation to the Welsh Language Board.

The Health Board will be prepared to do so in writing or in person and the Welsh Language Board will be able to discuss the matter with

- an elected member;
- an officer employed by the Health Board;
- a service provider by agreement with their employee;
- any other individual who might be assisting the Health Board with the delivery of its services.

4.7 Complaints

The Health Board is committed to improving the quality of services delivered and welcomes any comments or suggestions that will help to achieve this. The public can convey compliments, concerns or suggestions to the Welsh Language Officer or the Head of Corporate Administration who will respond either orally or in written for (via letter or email) dependant on the wishes of the person making contact with the Health Board. The Health Board welcomes the opportunities to review how it provides services in order that it can seek to make improvements where necessary and practical.

The Welsh Language Officer or the Head of Corporate Administration can be contacted at ABM University Local Health Board, Health Board Headquarters, 1 Talbot Gateway, Port Talbot, SA12 7BR

Telephone: 01639 683670
Fax : 01639 687675
Email: enquiries@amb.wales.nhs.uk

Target 9 - – Complaints

ABM University Health Board will deal with complaints regarding the implementation of this Language Scheme promptly and in accordance with the organisation's corporate procedures.

WLI 9 - Welsh Language Indicator - Complaints

Number of complaints received regarding the implementation of the Language Scheme and % of complaints dealt with accordingly to the organisation's corporate procedures.

4.8 Publishing Information

Progress made in implementing the scheme and information comparing performance with standards set out in the scheme will be published annually .The Health Board also produces an Annual Report regarding the organisation achievements during the year and this will include a summary of progress made in respect of the Welsh Language Scheme.

4.9 Publicity

The Health Board will use various forms of existing communications with staff, and stakeholder to promote its bilingual commitments and support staff to promote facilities and services in Welsh.

- 4.9.1 Copies of the Welsh Language Scheme will be available on the Health Board's Intranet and Internet sites. The Health Board will demonstrate its commitment to the provision of services equally in Welsh and English:

- By providing a summary of its Welsh Language Scheme for staff and contractors through the Intranet. A hard copy will be available where access to the Intranet is not possible
- Through staff induction programmes and staff handbooks
- By making a positive statement in general information material to patients e.g. inpatient admission booklets etc.
- Distributing the Scheme to the local authorities within in the region.

Target 10 - Publicity

ABM University Health Board will promote specific activities provided through the medium of Welsh so that Welsh speakers may choose to use them.

WLI 10 - Welsh Language Indicator - Publicity

Call centres and telephone lines - number and % of Welsh calls per service monitored through random sampling and 'mystery shopper' exercises.
Online services - number and % use of Welsh service

5 Implementation Timetable

| No. | Task | Timescale | Accountability |
|-----|--|------------------------|--|
| 1 | Ensure all staff are aware of the Scheme and its implications | Annually | Welsh Language Officer / Directorate Welsh Language Champions |
| 2 | Summarise the Welsh Language Scheme for staff, local contractors and key stakeholders | June 2010 | Welsh Language Officer |
| 3 | Establish a Welsh Language Working Group to implement and monitor the Scheme | June 2010 | Welsh Language Officer |
| 4 | Monitor mainstreaming of the Welsh Language as part of the Quality Impact Analysis Policies | Annually | Welsh Language Officer/ Equality Officer |
| 5 | Put arrangements in place to ensure that language choice is compulsory via the Myrddin system | December 2010 | Welsh Language Officer / Myrddin Implementation Scheme Officer |
| 6 | Arrange for departments to undertake a review of the language skills of staff and keep such information on a local database. | December 2010 | Welsh Language Officer / Local Welsh Language Champions |
| 7 | Provide guidelines / guidance for Clinical Directorates on implementing and complying with the Welsh Language Scheme | January 2011 | Welsh Language Officer |
| 8 | Ensure all appointment letters and cards are bilingual. | December 2010 | Welsh Language Officer / Local Welsh Language Champions |
| 9 | Provide guidelines around bilingual telephone greetings and how to deal with calls in Welsh | June 2010 and annually | Welsh Language Officer |

| | | | |
|----|---|--------------------------------|--|
| 10 | Develop a bilingual website Monitor the Health Board's website | December 2010 Quarterly | Welsh Language Officer / Communications Team |
| 11 | Monitor the Health Board's corporate identity including formal and informal signage and advertisements, to ensure that they are fully bilingual | Six monthly | Welsh Language Officer / Communications Team |
| 12 | Monitor the process of ensuring that all information, publications and printed materials for the public in Wales are bilingual | Annually | Welsh Language Officer / Local Welsh Language Champions |
| 13 | Evaluate Welsh Language lessons provided for staff | Annually | Welsh Language Officer |
| 14 | Develop an Information Leaflet for Clinicians to raise awareness of the importance of the Scheme and its relevance in providing a service for patients | December 2010 | Welsh Language Officer |
| 15 | Publish written guidelines to agencies, contractors and providers, stating the requirements regarding the use of Welsh language in every business arrangement with the Health Board | March 2011 | Welsh Language Officer |
| 16 | Develop an audit tool to monitor the Scheme | September 2010 | Welsh Language Officer |
| 17 | Provide an Annual Report to the Health Board and the Welsh Language Board | Annually | Welsh Language Officer |
| 18 | Develop, monitor and update the Intranet's Welsh Language site | Quarterly | Welsh Language Officer / Local Welsh Language Champions |
| 19 | Provide training to enable non-Welsh speaking main entrance/ reception staff to provide a basic bilingual service | December 2011 | Welsh Language Officer / Local Welsh Language Champions |

| | | | |
|----|--|---|--|
| 20 | Ensure patient language choice is included in details transferred at shift change on all wards | January 2011 | Local Welsh Language Champions |
| 21 | Provide necessary email signature; out of office message template on Welsh language resource intranet | June 2010 | Welsh Language Officer |
| 22 | Provide Welsh language spellchecker and terminology package Cysgair together with Microsoft Welsh interface on computers | Implemented with every new computer distributed from March 2011 but provided for those who request it from June 2010. | Welsh Language Officer/ Assistant Director of Information Management & Technology |
| 23 | Develop formal guidance document to assist staff in identify locations, posts and teams where the ability to speak Welsh is essential or desirable and include in recruitment measures | September 2010 | Local Welsh Language Champions |
| 24 | Establish a monitoring process for third party contractors compliance with the scheme | January 2011 | Welsh Language Officer / Local Welsh Language Champions |
| 25 | The Health Board will fully support the TWF initiative, and ensure that marketing materials are displayed and distributed in appropriate places for the public | Ongoing | Welsh Language Officer/ Head of Nursing and Midwifery |
| 26 | Ensure that managers and others responsible for recruitment, training and monitoring staff are aware of the commitments of the scheme | September 2011 | Welsh Language Officer/ Head of Training and Organisational Development |