

An Assessment of Translated Materials and Resources with Recommendations for HHSD Implementation

HHSD and AARC Contract Milestone 3

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1. Introduction

An essential component to outreach and engagement for the Asian American community is the ability to communicate information in native languages for Limited English Proficiency (LEP) populations. The 2010 American Community Survey data shows that **51% of Vietnamese, 50% of Koreans and 37% of Chinese in Travis County speak English “less than very well”**. Therefore, this report and the accompanying workbook focus on meeting translation needs for those three populations (**Vietnamese, Korean, Chinese**). While there exist other language needs in the community such as Arabic, Burmese and many others for the refugee community, addressing those three key languages can provide a template for addressing additional languages in the future.

The workbook, the **Asian Language Materials Workbook**, contains two sheets.

1) HHSD Materials Inventory

This is an **inventory of health education materials used by nine (9) City of Austin Health & Human Services Department (HHSD) programs** that have significant interactions with the community (Communications, Accreditation, Epidemiology & Emergency Preparedness, Chronic Disease Prevention & Control, Planning & Evaluation, Communicable Disease & Refugee Services, WIC, Immunizations, and Health Equity).

2) Materials from other sources

This spreadsheet provides **links to translated materials developed by other organizations**, which could be used to improve HHSD materials or guide the development of new translated materials. Health education materials listed on this spreadsheet are **searchable by topic, language, demographic group, type of medium, and date created/revised**. Furthermore, the notes column provides specific language details that should be considered before use.

2. Prioritizing Materials to Translate

Point 1

Based on discussions with HHSD managers from the nine different units, **a general order for material translations** was established:

- Priority #1:** Information that affects the **general public or addresses immediate concerns**, such as flu prevention, natural disasters, and agency services, hours, and contact information
- Priority #2:** Information on **major chronic diseases**, including diabetes and smoking and tobacco use
- Priority #3:** Information **related to target populations**, such as anti-tobacco or mother-friendly worksite initiatives

Point 2

Our research identified a wide-range of pre-existing materials available from various sources. Therefore, it is recommended that the **translation process for HHSD be further reviewed and refined**. For example, new translations for diabetes and immunization materials may not be necessary due to the availability of pre-existing materials on these topics in Vietnamese, Korean, and Chinese. (Refer to 'Materials from Other Sources' sheet in the accompanying workbook for more information)

Point 3

In each service area, programs may vary for population(s) served and differ in level of capacity and funding. As a best practice, organizations are advised to **establish written guidelines** for the method of translations, **assess the quality of translators**, and **build the capacity for oversight**. Additionally, it would be useful for Austin/Travis County to have **designated community members to review materials for cultural and linguistic appropriateness** before they are published. The cultural makeup of the populations in this community can greatly impact the appropriateness and effectiveness of the communication.

3. Tools and Considerations for Translated Materials

When developing written materials in Non-English languages, several actions can be taken to ensure that materials are understandable and culturally and linguistically appropriate. According to the [US HHS Toolkit for Making Written Material Clear and Effective, Section 5: Detailed Guidelines for Translations](#), the first step in the translation process is to **decide whether an existing material in English is appropriate** for translation after:

- a) Considering an audience's reading level of their native language
- b) Determining preferred communication method
- c) Researching pre-existing translated materials on that topic

Secondly, once well-written English content is identified for translation, it should be reviewed to identify terms or concepts that may be difficult to translate. Then, a **method for translation can be**

selected, such as **“one-way” translation** from English to the target language or **“two-way” or “back-translation”** where the original English text is compared to the back-translated English. **Writing new material** independently in the target language is also another method and would not need a translator. Furthermore, **format and design of the material**, use of **professional translators with cultural knowledge**, and **multiple rounds of edits and reviews of the material**, ideally from target readers, are essential in the process for developing high quality, culturally and linguistically appropriate translations.

Online resources, tools, and information to assist with curating, developing, and assessing translated health materials

Translation Policy and Procedures

- [King County Written Language Translation Process Manual: Guidelines, Effective Practices, Maps, Resources](#)

Translation Toolkits and Guides

- [US HHS Toolkit for Making Written Material Clear and Effective, Section 5: Detailed Guidelines for Translations](#)
- [Massachusetts Department of Health Translation Toolkit](#)
- [Massachusetts Department of Health Foreign Language Guide](#)
- [Massachusetts Department of Health One-page Translation Checklist](#)
- [Center for Medicare Education Brief: Translating Materials for Non-English Speaking Audiences](#)

Graphic Design and Writing

- [US HHS Toolkit for Making Written Material Clear and Effective, Section 4: Special Topics for Writing and Design](#)
- [Plain Language Principles](#) (Plain Language is defined as “communication your audience can understand the first time they read or hear it.”)

Quality Assurance and Review Tools

- [CDC Clear Communication Index](#)
- [Massachusetts Department of Health Quality Assurance Form](#)
- [Massachusetts Department of Health In-House Review Form](#)

General Language Assistance Guidance

- [Think Cultural Health Communication Tools](#)

Language Identification for Language Assistance Services (primarily for language interpretation)

- [Culture Connect, Inc. “I Speak” Flashcards](#)
- Language line vendors who can identify language over the phone. The City of Austin vendor, Voiance (<http://www.voiance.com/phone-interpretation/>), can provide phone, written or video interpretation.

For links to pre-existing health information materials in Non-English languages, please refer to section 5 of this report.

4. Recommendations

- 1) Policy level
 - a) **Require materials to be translated** once a population reaches a threshold.
 - b) Ensure content and images are **culturally and linguistically appropriate** for each target population.
 - c) Develop a screening system in each Asian American community to **review draft translated documents and advise on language and cultural appropriateness**.
- 2) Short-term strategies and activities:
 - a) **Translate pre-existing documents or flyers** into one or more Asian languages.
 - b) **Utilize pre-existing resources** listed on the Asian Language Materials workbook for certain activities or programs where appropriate (i.e. mobile van)
- 3) Mid to long-term strategies and activities:
 - a) **Coordinate with existing community organizations or events** (posting flyers and disseminating information) to support HHS goal of promoting health equity. (Previously submitted workbook on Asian American Organizations (milestone 4) can assist with this effort)
 - b) **Coordinate with other types of community-based facilities or organizations**- schools, faith-based groups, public libraries, mobile vans, and health fairs

5. Other Resources for Health Information in Asian Languages

Behavioral Health and Substance Use

1. White House Initiative on Asian Americans and Pacific Islanders (WHIAAPI): Behavioral Health, Mental Health and Substance Abuse information in Vietnamese, Chinese, Lao, Khmer, Punjabi, Korean: <http://sites.ed.gov/aapi/health/behavioral-health-and-aapis/materials-for-consumers-and-provider/>
2. National Asian Pacific American Families Against Substance Abuse: Substance Abuse information and links to many other sites. <http://napafasa.org/resources/substance-abuse/#SAI-in-API-Lan>

Cancer

1. Asian American Network for Cancer Awareness and Training (AANCART): Cancer prevention and information sources in multiple languages which can be sorted by language, cancer type, topic, or author. Web tool: <http://www.aancart.org/apicem-web-tool> AANCART Educational

Materials (Cancer Information): <http://www.aancart.org/cancer-research/publications/aancart-educational-materials>

2. American Cancer Society: Information about cancer including prevention, early detection, treatment, and managing side effects in the following Asian languages: Bengali, Chinese, Hindi, Korean, Urdu, and Vietnamese <http://www.cancer.org/asianlanguagematerials/index>
3. Asian Liver Center at Stanford University: Information on hepatitis B and liver cancer in multiple Asian languages <http://liver.stanford.edu/Public/brochures.html>

Diabetes

1. Diabetes GPS: Navigate Your Diabetes (www.diabetesgps.cs/en): An interactive microsite to help people with diabetes access credible information that is culturally appropriate and available in multiple languages. Asian languages available include Chinese (Simplified and Traditional), Punjabi, Hindi, Tamil, and Urdu
2. CDC National Diabetes Education Program (NDEP) (<http://www.cdc.gov/diabetes/ndep/4-steps-to-manage.htm>): NDEP's website has free downloadable PDFs of their 4 Steps to Manage Diabetes series, translated into 15 Asian languages, with review dates between 2007 and 2011.

Heart Health

1. American Heart Association: <http://www.heart.org> Information is available in Traditional and Simplified Chinese and in Vietnamese

Immunizations

1. Immunization Action Coalition: (<http://www.immunize.org/vis/>) Information about different vaccines is available in multiple languages, sorted by vaccine type and/or language.

Refugee Health

1. Refugee Health – Vancouver: (<http://www.refugeehealth.ca/handouts>) Health information is provided in 18 languages through this site.

Smoking

1. Asian Smokers Quitline: (<http://www.asiansmokersquitline.org/>) – This website's 'Resources' section has posters and brochures about smoking cessation in Chinese, Korean, and Vietnamese. The website is viewable in Chinese, Korean, or Vietnamese
2. Asian Pacific Partners for Empowerment, Advocacy & Leadership (APPEAL): (<http://www.appealforcommunities.org/in-language-tobacco-resources/>) In-Language Tobacco Resources on this site has health information about smoking cessation and tobacco (both free and for a fee) in multiple Asian languages

WIC

1. California WIC materials:
<http://www.cdph.ca.gov/programs/wicworks/Pages/WICEducationMaterialsInfants.aspx> This site includes some educational materials in Chinese, Hmong, Vietnamese, Armenian, in addition to Spanish are included on this site.

Multiple health topics

1. Minnesota Department of Health: (<http://www.health.state.mn.us/divs/translation/>) Health information available in many languages.
2. Health Reach Portal (US National Library of Medicine): (<https://healthreach.nlm.nih.gov/Default.aspx>) Health information available in many languages.
3. Health Information Translations: (<https://www.healthinfotranslations.org/>) A searchable online portal of health information materials in multiple languages for healthcare professionals and others to use in their communities
4. New South Wales Multicultural Health Communication: (<http://www.mhcs.health.nsw.gov.au/publicationsandresources/resources-by-language>) This is a rich resource with numerous health topics that provide health information in 50 languages.
5. National Network of Libraries of Medicine: (<http://nnlm.gov/outreach/consumer/multi.html>) This is a collection of links to multi-lingual resources.
6. Healthy Roads Media: (<https://www.store.healthyroadsmedia.org/>)- An online database offering health education materials in a number of languages and a variety of formats to help provide meaningful health information access.
7. Selected Patient Information Resources in Asian Languages (SPIRAL): (<http://spiral.tufts.edu/>) This website is maintained by Tufts University, providing a web resource that connects people to authoritative health information in Asian languages, freely available on the World Wide Web.
8. CDC Community Health Media Center: (<https://nccd.cdc.gov/chmc/Apps/overview.aspx>) This is an online repository of free and low-cost, audience-tested advertising and support materials produced by state and local health departments, nonprofit organizations, and federal agencies. These materials are designed to create awareness about obesity and other chronic conditions and to promote healthy living.
9. CDC Media Campaign Resource Center (MCRC): (<http://nccd.cdc.gov/MCRC/Apps/QuickSearch.aspx?Mode=NEW>) The Resource Center provides an online repository of tobacco counter-advertisements including television, radio, prints, eared media, and other collateral media material in a variety of formats.
10. National Library of Medicine Resources: Medline Plus - <https://www.nlm.nih.gov/medlineplus/languages/languages.html> Health information publications are available in many non-English languages searchable by health topic or language.
11. Asian American Health Initiative – Montgomery County, Maryland Department of Health and Human Services: <http://aahiinfo.org/resources/resource-library/> - Written and video content is available in multiple languages, covering mental health, cancer, Hepatitis B, Osteoporosis, home safety, communications between patients and providers, heart disease.

12. Association of Asian Pacific Community Health Organizations (AAPCHO):
<http://www.aapcho.org> – This is a national association of community health organizations with advocacy, policy initiatives and health related information. However, translated materials are not available on this site
13. Asian & Pacific Islander American Health Forum (APIAHF): This site includes a very good database of resources and programs. <http://www.apiahf.org/resources/resources-database>
 - Filter by Ethnicity (Healthcare Law, Pan Flu, H1N1, cancer, specific cancers for some populations)
 - Filter by language
 - Filter by state: Texas – Healthcare reform, cancer research, Houston data
14. Minnesota Department of Health: <http://www.health.state.mn.us/divs/translation/index.html>
Multiple topics are translated into 18+ different languages.
15. Center for Pan Asian Community Services (Atlanta):
http://www.cpac.org/index.php?mid=page_LsHD90 - This is a Federally Qualified Health Center in Atlanta, Georgia, providing health and social services to immigrants, refugees and underprivileged, with website and information translated into Chinese, Korean, Nepali and Vietnamese.
16. White House Initiative on Asian Americans and Pacific Islanders (WHIAAPI):
<http://sites.ed.gov/aapi/the-affordable-care-act/> Videos and fact sheets about the Affordable Care Act are available in multiple languages
17. Healthcare.Gov: <https://www.healthcare.gov/language-resource/> Health enrollment information is available in languages besides English, including 6 Asian languages. It includes direct links to translated content about health insurance and enrollment by language.
18. Office of Social Security: <https://www.ssa.gov/multilanguage/> - Information is available about Social Security and other public programs in multiple Asian languages including Chinese (Traditional), Korean, Vietnamese, Hmong, as well as Arabic

For further information on the advantages and limitations of interpretation and translations, refer to the [National CLAS Standards: A Blueprint for Advancing and Sustaining CLAS Policy and Practice](#).

For further information on health literacy and goals and strategies to address health literacy, refer to the [National Action Plan to Improve Health Literacy](#)