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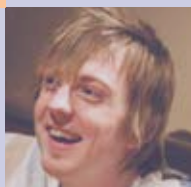
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More

than just

words.....

# Delivering the 'Active Offer' Information Pack – Social Services and Social Care



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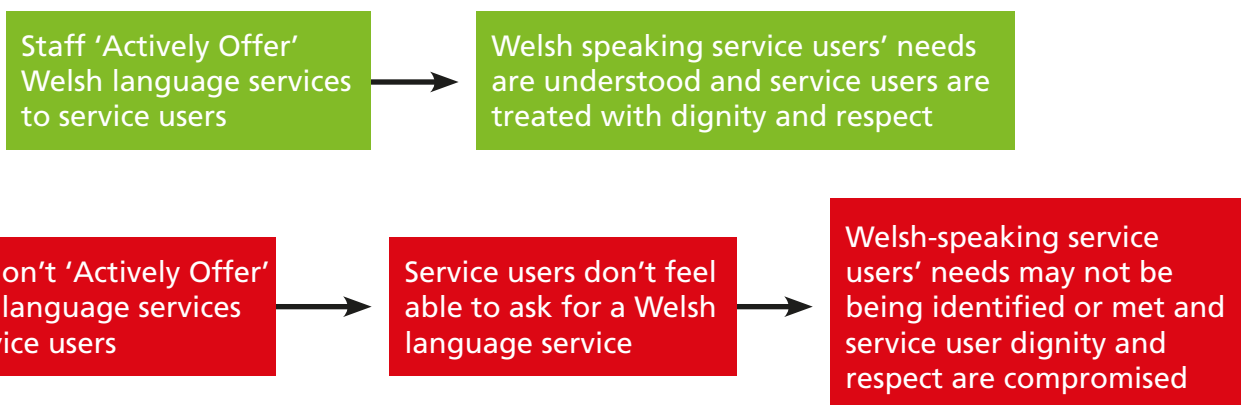
# Introduction

Welcome to the 'More than just words....' Information Pack. This pack is aimed at supporting all staff across the Social Services and Social Care sectors in making an 'Active Offer'. We recognise that many of you may already be providing an 'Active Offer'. But for some of you, this will be a new concept. This Information Pack contains the minimum that should be provided to users of your services. It contains this booklet, a DVD of service users' experiences, a Pocket Book for Students and a 'Working Welsh' poster.

## What is an 'Active Offer'?

An 'Active Offer' simply means providing a service in Welsh without someone having to ask for it. The Welsh language should be as visible as the English language.

- It means creating a change in culture that takes the responsibility off the service user to ask for a service through the medium of Welsh.
- Providing a service that is service user-centred is fundamental to the 'Active Offer'. What this means in practice is providing a tailor-made service that enables the individual to be assured that he/she is in control and fully understands the services being offered.
- Making an 'Active Offer' means not making assumptions that all Welsh speakers speak English anyway! It ensures Welsh-speaking service users are treated with dignity and respect by asking them what their preferred language is and acting on it.
- What is needed is a proactive approach that ensures language need is identified as an integral part of safe high-quality service provision.
- Making an 'Active Offer' is also about creating the right environment where service users feel empowered and confident that their needs will be met.



# How can I deliver the 'Active Offer'?

We all have a part to play in ensuring quality and safety for Welsh speakers. It is a team effort and everyone's contribution counts.

Delivering the 'Active Offer' can be achieved in many different ways and does not need to be costly. It may be challenging in some areas due to a possible shortage of Welsh speakers, but non-Welsh speakers also have a role to play in delivering the 'Active Offer'.

Here are some practical things you can do to provide an 'Active Offer':

"I make an 'Active Offer' by greeting people bilingually. Knowing who speaks Welsh in my team means I'm able to ask them for help if a service user needs to speak Welsh."

"I provide an 'Active Offer' by using simple Welsh phrases with residents/service users to make them feel more at ease with the service I'm providing."

"I provide an 'Active Offer' by greeting service users in Welsh if that's their first language"

"I provide an 'Active Offer' by labelling our food bilingually. By doing this, I am meeting our Welsh-speaking service users' needs."

## Bilingual greetings

Here are examples of bilingual greetings you can use. If you, or someone you know doesn't have any Welsh language skills or is learning, why don't you show the table below to them to help them to make an 'Active Offer' like in the examples above?

English	Cymraeg/Welsh
Hi, how're things?	Shwmae/Su'mae = Shoo my (S Wales) Sim my (N Wales)
Good morning	Bore da = Bore eh dah
Good evening	Noswaith dda = Noss wythe ('th' as in 'think') thah ('th' as in 'the')
How are you?	Sut ydych chi? = Shoo deech chee? ('ch' as in Loch) (S Wales) Sid dach chee? ('ch' as in Loch) (N Wales)

If you answer the phone often, why not use the following example of a bilingual phone greeting:

**Bore da Tŷ Preswyl xxx / xxx Residential Home good morning...**  
(pronounced: Bore eh dah tee pressooeel xxx)

For more useful Welsh words and phrases, take a look at the 'Pocket Book for Students' included with this information pack.

### How do I provide information to service users bilingually?

Here are some examples:

- All Welsh-speaking staff in your organisation should wear a 'Working Welsh' or 'Learning Welsh' pin badge or lanyard. For information on obtaining some of these, contact your Welsh Language Officer.
- Make sure that all signs are in Welsh and English and displayed with Welsh on the left, and English on the right and/or Welsh on top and English below.
- All information which is public-facing should be bilingual.
- Make sure your staff know the importance of having bilingual menus to ensure Welsh-speaking service users are making an informed meal choice.

Provide visible commitments through bilingual signage etc.

## What are the benefits of the 'Active Offer'?

- Users of services feel more comfortable discussing personal and emotional matters in their first language. Making an 'Active Offer' will help to ensure a quality service that meets the user's needs.
- Language is at the heart of effective assessment and safe care. Making an 'Active Offer' recognises that effective communication is key to meeting the needs of Welsh-speaking service users/residents.
- Making an 'Active Offer' is particularly important for vulnerable people such as **children and young people, mental health service users, people with learning disabilities, older people and people with speech and language difficulties.**
- Making an 'Active Offer' is a behaviour that reflects the core values of the Social Services and Well-being (Wales) Act 2014, **to put the individual at the core of services.**

# Who is responsible for delivering the ‘Active Offer’?

The Strategic Framework ‘More than just words...’ action plans have identified a number of areas where the strengthening of Welsh language services is crucial in order to provide an equitable service.

The responsibility lies not only with the Welsh Language Officer within local authorities, but with all who provide care services for individuals and their families across Wales. This could be as part of a local authority provider or as an individual care home. Each of the sections below refers to specific actions within the strategic framework.

## All front-line staff working directly with service users/residents

As you know, people in your care come from many different backgrounds. Considering their dignity within your care is crucial and their language needs form a part of this.

Using a small amount of Welsh with those who need to communicate in Welsh demonstrates that you understand their needs and makes individuals feel at ease within their environment.

By remembering language needs of individuals and that many can only communicate in Welsh if they are elderly or suffering from Dementia, you are recognising that language is connected to good-quality care outcomes.

People in your care are often in an unfamiliar environment; not attempting to consider their language needs can isolate them even further.

Language consideration does not necessarily mean learning the language. Remember, you can be language-sensitive by being aware of the cultural needs of individuals. One way of doing this would be to ensure Welsh language print is available to them to read.

If you have contact with service users/residents and the public either face-to-face or on the phone, you should:

- Ensure you know who the Welsh speakers within your team are. They will be an invaluable source of support when dealing with a Welsh-speaking service user initially by offering them words of comfort.
- Show that you are a Welsh speaker through wearing a 'Working Welsh' lanyard or badge. These can be obtained from your Welsh Language Officer or by contacting the Welsh Language Policy Unit at [uned-yr-iaith@wales.gsi.gov.uk](mailto:uned-yr-iaith@wales.gsi.gov.uk).
- If you are learning Welsh, why not wear a 'Learning Welsh' badge or lanyard? If you would like a stock of these, contact your Welsh Language Officer or the Welsh Language Policy Unit at [uned-yr-iaith@wales.gsi.gov.uk](mailto:uned-yr-iaith@wales.gsi.gov.uk).
- Try and use Welsh when dealing with the public, using simple phrases when you communicate. To help you do this you could use the included 'Pocket Book for Students' developed by the University of South Wales that gives you Welsh translations of words and phrases relevant to health and social services, you could also use the table of phrases found on page 3 of this pack.
- If you are a care home provider, ensure that the information about the home is available in English and Welsh. This would make a huge difference to Welsh speakers who are looking for care homes.
- Promote the use of the Welsh language by asking the people you care for if they are Welsh speakers. Beginning a conversation about the Welsh language may provide you with a lot of knowledge about the people you care for.
- As part of your training, request that you have basic Welsh language training opportunities. The Care Council for Wales will also have information on this.





- Ensure you answer the phone bilingually. Don't worry about not being able to continue the conversation in Welsh. Any use of the Welsh language is appreciated by Welsh speakers. If they wish to continue the conversation in Welsh, make sure you know who to contact in your team for help.
- Ensure you know who your Local Authority's Welsh Language Officer and Welsh Language Champion are. They will be a valuable source of support and guidance for you in trying to make an 'Active Offer'.
- Make sure your care home or similar care setting has a bilingual environment and is welcoming for Welsh speakers. You can do this through providing Welsh language reading materials (such as Y Cymro, Golwg or other Welsh language papers and magazines). You can also help create a bilingual environment by making sure that S4C and radio stations like BBC Radio Cymru are available for Welsh speakers.

## Workforce Planning and Service Delivery – within a Local Authority setting.

Workforce Planning and Service Delivery have a central part to play in the delivery of the 'Active Offer' for example:

- Ensure that service users' language needs are recorded on data systems and ensure that all services provided in the future take account of the users' language needs.
- Record the Welsh language skills of all staff in order to plan Welsh language service delivery and provision. A useful tool to assess these skills has been developed by the Care Council for Wales at <http://www.ccwales.org.uk/working-in-welsh/>
- Increase awareness of the impact of language sensitivity among ICT staff who support the provision of social services. This will ensure that as ICT systems develop, consideration will be given to the Welsh language needs of service users.



- ICT specifications to include details of the Welsh language dimension of the services being commissioned.
- Data systems enable the service to operate bilingually – e.g. Welsh-speaking users to be matched with Welsh-speaking staff when needed.
- Consider offering Welsh language training as a priority for staff in order to increase the authority's capacity to provide services bilingually.
- Mainstream Welsh language awareness sessions into staff inductions.
- Map current provision and capacity to deliver an 'Active Offer' within services, in particular dementia services, as this is a specific group identified within the framework as a vulnerable group.
- Ensure that you consider the Welsh language needs of your service users when commissioning services.

## Providers of services

Providers of services have a central part to play in the delivery of the 'Active Offer' for example:

- Provide information to potential and current users of services and their families on the level of bilingual provision within the care setting.
- Employee registers should include information on the Welsh language skills of staff. This can be very useful when you consider the shift patterns of your Welsh speakers and the ability to 'match' a Welsh-speaking carer to an individual who may need to use the Welsh language to communicate.
- Identify the individuals in your care who are Welsh-speaking and provide them with a Welsh language environment with opportunities to access the language. Examples of this could be to ensure S4C is accessible to them along with Welsh language radio stations, magazines and papers (such as Y Cymro or Golwg).
- Consider providing 'themed' experiences for those in your care. This could include contacting your local choir and asking them to sing Welsh hymns.
- Contact your local 'Menter Iaith' ([www.mentrauiath.cymru](http://www.mentrauiath.cymru)) for ideas as to how you can integrate the language within the care home.

## IT Providers

IT providers have a crucial part to play in ensuring the delivery of the 'Active Offer'.

- Data systems must enable the service to operate bilingually. For example, Welsh language interfaces should be available for those members of staff who speak Welsh. Should you only have one computer in your care home, this should include the same opportunities to use the language as larger providers.
- ICT specifications include details of the Welsh language dimension. For example, if you are procuring new systems, ensure that the Welsh language is considered at the beginning of considering exactly what you need from your systems.
- If you run a care home, your data systems should allow Welsh-speaking staff to be matched with Welsh-speaking service users. This could be by systems such as e-rostering.

For guidance on Welsh language technologies, websites and software guides, visit: <http://www.comisiynyddygybraeg.org/English/Assistance/Pages/welshlanguagetechology.aspx>



## What does implementing the 'Active Offer' look like?

The characteristics of a service that provides an 'Active Offer' could include the points in the following table:

<p><b>QUALITY OF LIFE</b></p>	<p>A pre-admission assessment includes a language assessment.</p> <p>There is an ongoing assessment in respect of how language needs will continue to be met.</p> <p>Care delivery is observed to be provided through the medium of Welsh.</p> <p>The individual care plan is available in Welsh.</p> <p>Members of staff are observed routinely engaging with people using the service through the medium of Welsh.</p> <p>The Welsh culture is reflected in the life of the home by way of cultural and sporting events, significant dates and anniversaries, food and music.</p> <p>Activities are routinely provided in the medium of Welsh or bilingually.</p> <p>There are links with the local community to promote cultural and language experiences.</p>
<p><b>STAFFING</b></p>	<p>A register is maintained of Welsh-speaking staff.</p> <p>The key worker system ensures 'named' staff members are 'matched' to people who are Welsh-speaking.</p> <p>There are Welsh speakers in the staff group. Where this is not the case, Welsh-speaking volunteers are recruited.</p> <p>Welsh language skills/abilities play a key role in the recruitment and selection process of the service.</p> <p>Staff are encouraged to use Welsh in their daily work.</p> <p>There is an obvious Welsh 'learning' culture within the staff group.</p> <p>Welsh language training is available.</p> <p>Welsh-speaking staff are clearly identifiable.</p> <p>Welsh language skills are considered in relation to visiting professionals and services (for example: district nursing, chiropody or hairdressing visits)</p>

<p><b>LEADERSHIP &amp; MANAGEMENT</b></p>	<p>In-house systems reflect and explicitly include consideration of Welsh.</p> <p>Managers and senior staff are observed speaking Welsh or using Welsh language phrases.</p> <p>Senior Management actively promotes and supports Welsh language provision within the service.</p> <p>Welsh language compliance is routinely captured as part of the quality assurance consideration.</p> <p>Welsh language versions of key documents (statement of purpose, service user guide, key policies/procedures, assessment, management and review model) are produced and made available.</p>
<p><b>ENVIRONMENT</b></p>	<p>The physical environment reflects and promotes Welsh culture and language.</p> <p>Signage in the service helps to orientate Welsh-speaking users.</p> <p>There are sufficient numbers of TVs and radios to allow people to watch/listen in the medium of Welsh.</p> <p>Welsh language books, newspapers and magazines are, or can be made, available for Welsh-speaking users.</p> <p>Pictures/photographs are available for use in activities and reminiscence work.</p> <p>Notices, leaflets and other information is displayed and provided bilingually.</p>

## Understanding the context

The Welsh Language Strategic Framework 'More than just words....' was launched in 2012. Its focus is to provide a framework to strengthen Welsh language services within health, social services and social care. It recognises that many people can only communicate and participate effectively in their care as equal partners through the medium of Welsh.

If there is any doubt as to how crucial Welsh language services are to service users, the User Experience DVD found within this information pack demonstrates clearly how important they are. The Strategic Framework is an ambitious strategy and its three-year action plans aim to improve users' experiences of care by increasing access to services in the Welsh language. Our vision is for Welsh speakers to receive services that are centred on their communication needs rather than those of the provider.

In order to achieve this, **everyone** has a part to play in delivering a Welsh language service, as a Welsh speaker or a non-Welsh speaker.

As you work in an organisation which provides services to the public, you must ensure that you are aware of the language needs of your community.

### Legal Context

**The Welsh Language (Wales) Measure 2011 received Royal Assent on 9 February 2011.**

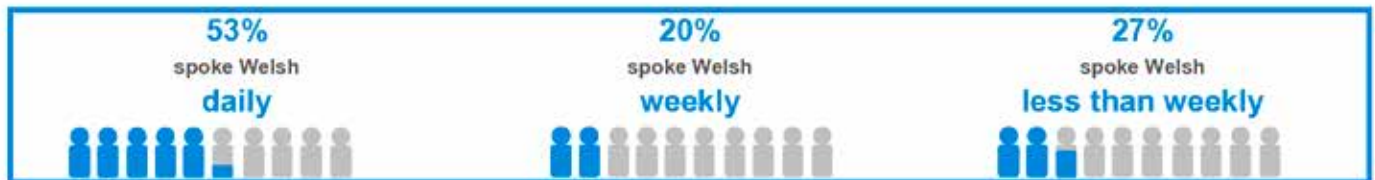
This Measure by the National Assembly for Wales:

- Gives the Welsh language official status in Wales
- Provides for a Welsh Language Partnership Council
- Establishes the role of the Welsh Language Commissioner
- Provides for an Advisory Panel to the Welsh Language Commissioner
- Makes provision for promoting and facilitating the use of the Welsh language
- Makes provision about standards relating to the Welsh language
- Establishes the principle that the Welsh language should be treated no less favourably than the English language
- Makes provision for the investigation of interference with the freedom to use the Welsh language
- Establishes a Welsh Language Tribunal

## Some useful statistics...

- Take a look at the following figures. Are you surprised by how often people use the Welsh language?

The Welsh Language Use Survey (2013-14) showed that of people in Wales who said they could **speak Welsh**



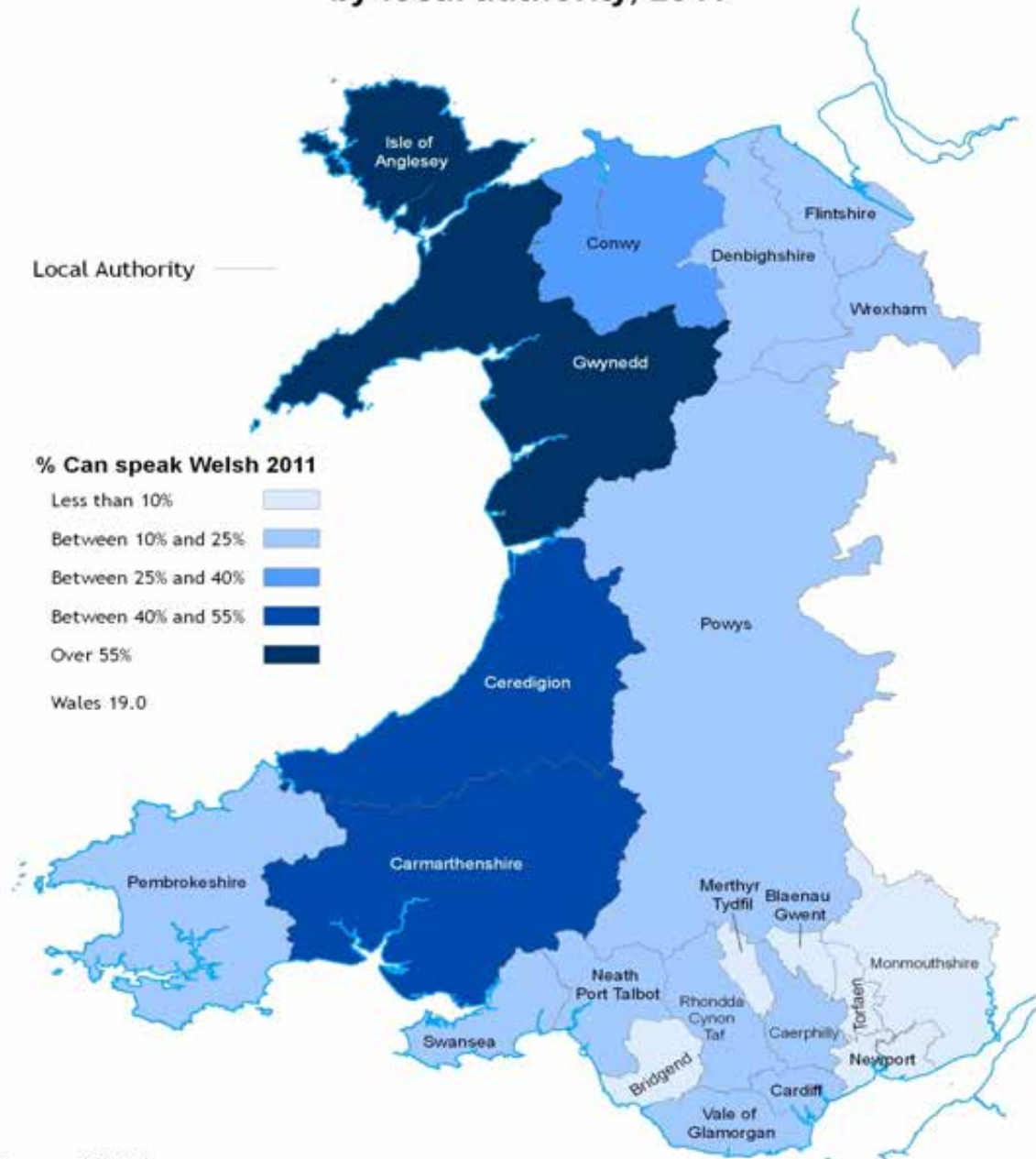
of the **310,600 fluent** Welsh speakers



Take a look at the following two maps.

Are there more Welsh speakers in your area than you thought?

### Proportion of people (aged 3 and over) able to speak Welsh, by local authority, 2011



Source: 2011 Census

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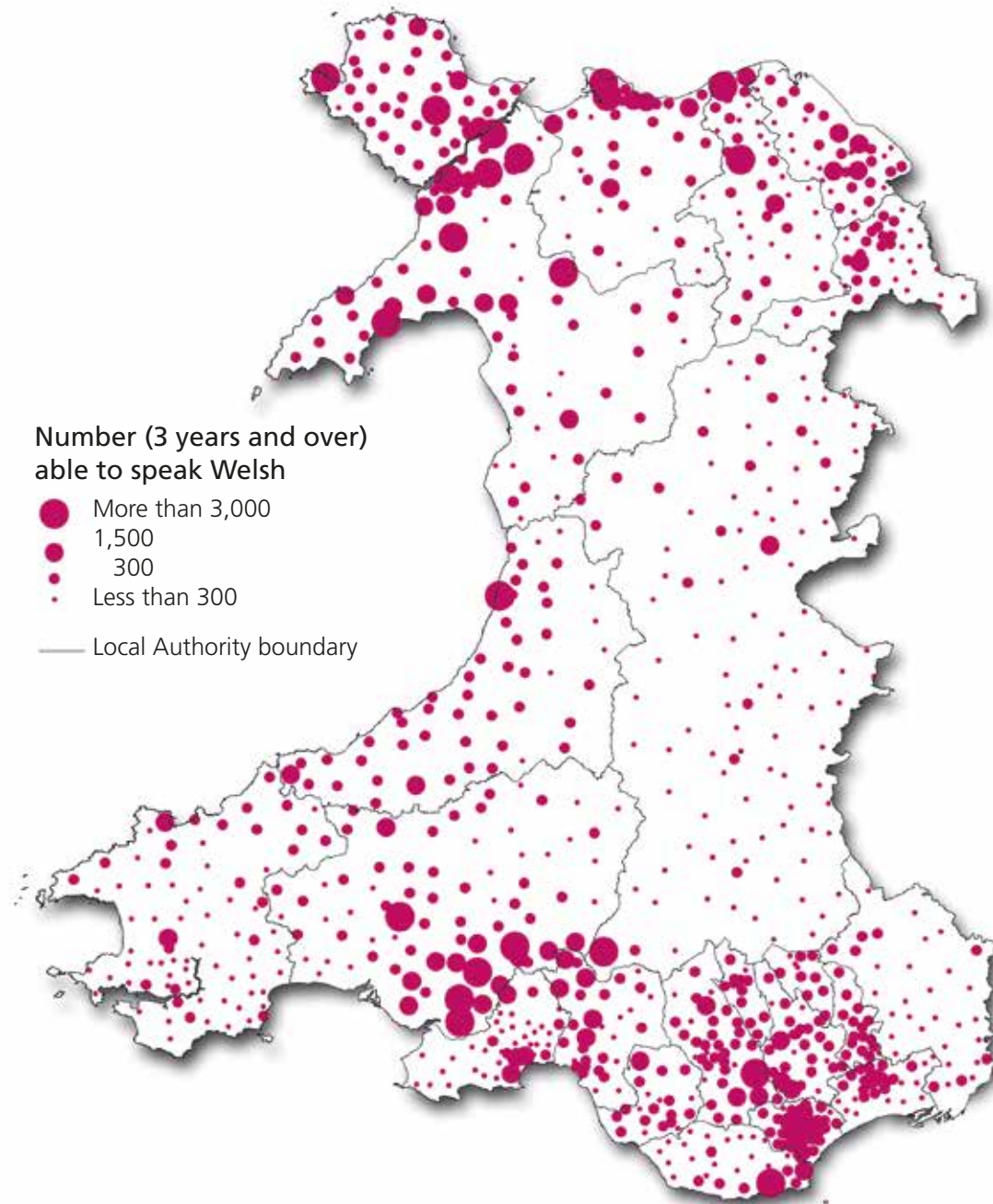
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## Number able to speak Welsh by Community, 2011



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### What do these maps show me?

As you can see from the first map, in some areas (such as Cardiff), the percentage of Welsh speakers may be low. However, when you look at the second map, you can see that the number of Welsh speakers might be higher than you expected.

## Welsh Language Training and Awareness

Ensuring you receive the right training is an important part of being confident and competent to deliver the 'Active Offer'. Below is an example of some of the behaviours you would see if the 'Active Offer' is being made and the impact this can have on users of your services.

What behaviour would you expect?	What behaviour would you not expect?
<p>All users of services are asked to state their preferred language.</p> <p><b>Impact:</b> Users of services feels their language needs have been respected.</p>	<p>Users of services are not routinely asked what their preferred language is as the assumption is that it will be English.</p> <p><b>Impact:</b> Dignity is compromised and they lack the confidence to ask for their preferred language.</p>
<p>Language preference is recorded and all services provided after that point reflect the service user/resident's language needs.</p> <p><b>Impact:</b> Quality and safety of services are improved and service user confidence is increased.</p>	<p>Preferred language is not identified and needs are not met.</p> <p><b>Impact:</b> Quality and safety of services are are potentially compromised. Service user/resident doesn't feel confident in the care they are receiving.</p>
<p>The 'work' environment is a bilingual one. Information and signage are bilingual. S4C and Welsh language radio (such as BBC Radio Cymru) are readily available. Staff wear 'Working Welsh' badges.</p> <p><b>Impact:</b> Individuals feel welcomed and included.</p>	<p>Information and signage is in English only. S4C and Welsh language radio (such as BBC Radio Cymru) are not available. Welsh-speaking staff are not identifiable.</p> <p><b>Impact:</b> Individuals feel unwelcome and excluded. May miss out on important information about treatment/care.</p>

**Reflect on the behaviours above and ask yourself if you are able to deliver what is expected. If you need support or more training there are a number of options available.**

- In the first instance, contact your Welsh Language Officer who will be able to tell you what is available in-house and signpost you to what is available in your area.
- Visit <http://www.ccwales.org.uk/working-in-welsh/> for information about learning Welsh and about the resources available to you.
- Remember that your social care partnerships can also assist you with information in relation to training and may be able to signpost you in the right direction.

## Can technology help?

There are several ways technology can help you with providing an 'Active Offer'. For guidance on Welsh language technologies, websites and software guides, visit: <http://www.comisiynyddygyymraeg.org/English/Assistance/Pages/welshlanguagetechology.aspx>

Take a look at the examples below, can you use any of these to improve Welsh language services for your service users?

- **Apps:**

**Gofalu trwy'r Gymraeg** – This is an app developed for Swansea University and the Coleg Cymraeg Cenedlaethol to increase the confidence of service providers when using the Welsh language in work or study.

**Ap Geiriaduron** – This app, developed by Bangor University, is a dictionary application that gives translations of thousands of words, even in offline mode.

**Cymraeg i'r teulu** – This app provides a more general introduction to speaking Welsh with examples, vocabulary units and practice sessions.

**Learn Cymraeg Gogledd** – This app is aimed at those who want to start learning Welsh vocabulary and grammar. The app also includes various activities and Welsh language games to help with learning the language.

- **Welsh Software:**

**Cysgliad** pack (available from [www.cysgliad.com/cysill/arlein/telerau.aspx](http://www.cysgliad.com/cysill/arlein/telerau.aspx)) containing:

**Cysill** – Welsh spelling and grammar checking

**Cysgeir** – a list of standardised Welsh terminology



- The 'More than just words....'

Facebook page [www.facebook.com/mwynageiriau](http://www.facebook.com/mwynageiriau)

This site will be useful to keep you up to date with information and general guidance, along with examples of best practice.



- For information on learning Welsh, or to learn more about opportunities to use the language, visit [www.cymraeg.gov.wales](http://www.cymraeg.gov.wales)

## Sharing best practice

The annual Welsh Language in Health, Social Services and Social Care Conference and Awards is an excellent way to learn about new and innovative ways you can provide Welsh language services.

Workshops are held to help service providers to overcome problems they may have faced in providing Welsh services, and awards are given to those who have gone the extra mile to provide Welsh language services. This includes the prestigious Minister's Special Award for the best overall initiative.

To learn more about this event, e-mail [uned-yr-iaith@wales.gsi.gov.uk](mailto:uned-yr-iaith@wales.gsi.gov.uk). You could also get in touch to order a booklet of the previous year's winners. Why not see if you could implement some of the winners' award-winning work in your department?



## Frequently asked questions....?

**Q: What if I don't have anyone who can provide a Welsh language service, what do I do then?**

**A:** Firstly, you must find out if anyone is able to provide a Welsh service or not by conducting a small exercise to collect data about your staff's skills. If you do find that none of your staff are able to speak Welsh fluently, remember that we all have a part to play in delivering the 'Active Offer'. Simple day-to-day Welsh language phrases can be introduced to be used with service users/residents. Any attempt to make the individual feel at ease will be appreciated by them. There are also a number of Welsh language resources available to you free of charge: like the Pocket Book for Students included in this pack.

**Q: If I don't have anyone who needs a Welsh language service, do I still have to spend money and time on it?**

**A:** If you look at the maps provided earlier in this pack, you will see that there are Welsh speakers all over Wales. Try and plan your services accordingly and you will be surprised how many people actually do need your services in Welsh.

**Q: I know I have to provide information in Welsh to my customers, but can the Welsh Government help me with the cost?**

**A:** Information to customers is crucial in order for them to make a clear judgement on what they need from your services. The Welsh Government would ask you to consider how you provide information in other languages, and by doing so, ask why you cannot think of doing the same in Welsh. However, we can provide you with information on translation services. A list of translators for various translation jobs can be found at <http://www.cyfieithwycymru.org.uk/>

**Q: What are the simple things I can do to encourage my staff to use the Welsh language?**

**A:** 'More than just words....' is focused on the use of everyday, conversational Welsh. Why not introduce a Welsh language noticeboard to your area which provides up-to-date information and relevant links for staff. For example, you could introduce a 'Welsh word of the day'.

**Q: I have some Welsh-speaking staff who could translate some material for me but they're not confident in their Welsh writing skills. What can I do about this?**

**A:** Welsh language translation is a specialist skill and as such, staff should not be asked to provide written translations. However, did you know that the Welsh Language Commissioner's office offers a free Welsh proof-reading service to small and medium-sized businesses, as well as to third sector organisations and charities up to 1000 words? For more information, go to: <http://www.comisiynyddygybraeg.org/English/Assistance/Pages/Proofreading-service.aspx>

**Q: I work in a predominantly English-speaking area, why should I care about the 'Active Offer'?**

**A:** Did you know that the biggest increase in the use of the Welsh language, as stated in the most recent census, was in the areas predominantly seen as having fewer Welsh speakers? Cardiff had the biggest increase in Welsh speakers. Just as you would offer other language opportunities, the Welsh language in Wales should be visible to all service users. Legislation in Wales (Welsh Language (Wales) Measure 2011) states that the Welsh language should be treated:

*“no less  
favourably than  
the English  
language”*

## Conclusion

Making small changes to how you provide services in Welsh and English can make a huge difference to those who need it. Providing a bilingual service by offering equitable status to both languages, rather than just a translation service from one language to another is a start.

Thinking of the needs of Welsh speakers is about dignity of care. It's about recognising that without the right communication with service users, you cannot possibly give them the best care, the care that they are entitled to, the care that they deserve.

Providing a service that is individual-centred is fundamental to the 'Active Offer'. What this means in practice is providing a tailor-made service that enables the individual to be assured that he/she is in control and fully understands the services being offered. This is fundamental to the principles behind the new Social Services and Well-being (Wales) Act 2014. Putting the individual at the centre of service provision is crucial.

Please remember that everyone has a part to play in delivering the 'Active Offer'. Whether your contribution is large or small, you'll be making a real difference.