Llywodraeth Cymru
Welsh Government

Follow-on Strategic Framework for Welsh Language Services in Health, Social Services and Social Care 2016 – 2019



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MINISTERIAL FOREWORD

Ensuring the safety, dignity and respect of Welsh speakers is at the heart of providing health and social services in Welsh. It is not just about complying with legal requirements and maintaining professional standards; it is also about improving the quality of care and meeting the language need of people and providing good public services that focus on the individual.

More than just words…., the Welsh Government's original strategic framework for Welsh language services in health, social services and social care, launched in 2012, has led to a number of improvements which helped ensure Welsh speakers receive health, social services and social care services in their first language. This has been achieved by making the best use of the existing skills and resources across our NHS and social services.

The aim of this follow-on strategic framework is to maintain momentum but also support a greater level of recognition among service providers that the use of the Welsh language is not just a matter of choice but also a matter of need. It is especially important for many vulnerable people and their families who need to access services in their first language, such as older people suffering from dementia or stroke who may lose their second language or very young children who may only speak Welsh.

When *More than just words….* was launched in 2012 it was clear that strengthening Welsh language provision in health and social services would be a journey. As various initiatives celebrated at the annual Welsh Language in Health, Social Services and Social Care Awards have shown there is a lot of commitment to realise the vision of *More than just words….* but more can be done to ensure more consistency in implementation across Wales.

The focus of this follow-on framework is providing care that meets the needs of the individual, not just procedures. We have also taken the opportunity to ensure that the framework reflects changes in the political and legislative landscape since the publication of the original *More than just words…..* As

such, implementing this follow-on framework will provide a good foundation for organisations to provide services in compliance with the forthcoming Welsh Language Standards.

The objectives outlined in this follow-on framework will not be achieved overnight but I know that there is a clear commitment to delivering change. If we remember to ask service users not just what is the matter with them but what matters to them we will be well on our way to turning vision into reality.



Mark Drakeford

Mark Drakeford AM
Minister for Health and Social Services

INTRODUCTION

At the core of all arguments for strengthening Welsh language provision in health, social services and social care is patient safety, dignity and respect. Care and language go hand in hand and the quality of care can be compromised by the failure to communicate with people in their first language.

Many people can only communicate and participate in their care as equal partners effectively through the medium of Welsh. Service providers therefore have a responsibility to meet these care needs. Language may seem a marginal issue to some but it can be key to service users.

People choose to receive health and social care services in Welsh because that is their preference and right. For others, however, it is more than just a matter of choice – it is a matter of need. This is especially true for the elderly, people with dementia or a stroke, or young children who may only speak Welsh. It is also important to recognise that the individual is not always in a position to express their choice. People are often vulnerable, and not confident to ask for services in Welsh. Language must therefore be an integral part of the care provided.

> Throughout my career, I've seen many situations where there has been a lack of availability of Welsh-medium staff which has led to a misinterpretation of patients' needs or even a misdiagnosis because patients are confused, in pain or have lost the ability to understand and speak English.
>
> – Service provider

With a high proportion of services in the NHS, social services and social care being contracted to third parties, it is essential that the importance of language sensitivity is also clear and explicit in all commissioning.

There is an acceptance that public services are operating within very tight and challenging financial constraints but realising the vision in this follow-on strategic framework is unlikely to require additional resources. It will, however, require organisations to operate differently. Organisations need to mainstream

Welsh language services as an integral part of their service delivery and workforce planning. The original *More than just words….* strategic framework brought about the development of a number of initiatives which showed how it was possible to ensure that Welsh speakers can receive health and social services in their first language by making the best use of existing skills and resources.

The focus of this follow-on strategic framework is on care not simply procedures and so everyone working in health, social services and social care needs to ask their service users not just what is the matter with them, but what matters to them.

Good practice

An intensive care nurse was caring for a patient who had not fully regained consciousness two weeks after sedation had been stopped and this was causing concern. Although there wasn't any language preference noted on the patient's records, the nurse started speaking in Welsh and the patient immediately understood her. It transpired the patient had lost the ability to understand or speak English.

CHAPTER 1

Policy context for delivering Welsh language services in health and social care

(i) Overview

1.1 The Welsh Government is committed to delivering high-quality health, social services and social care services that are centred on peoples' needs and outcomes. Organisations across the public sector have a responsibility to comply with the Welsh Language (Wales) Measure 2011 which allows the creation of new Standards to ensure Welsh speakers can receive services in Welsh. Therefore, Local Health Boards and Local Authority Social Services Departments have a statutory responsibility to ensure that peoples' well-being outcomes are supported, and that their care and support needs, including their language need, are accurately assessed and met. Many people can only communicate and participate in their care and support as equal partners effectively through the medium of Welsh and service providers therefore have a responsibility to meet these care needs.

> In Welsh I can talk about experiences and personal things. The flow isn't the same in English. You have to translate, especially when you are talking about something that is so important.
>
> – User experience

1.2 Since 2007 the Welsh Language in Health and Social Services Task Group has met regularly to discuss concern about the availability of Welsh language services. It became clear to the Task Group that there was a commitment by staff working in both health and social services to provide services in Welsh. There was also some good practice, but this was more often than not the result of the commitment of individuals, rather than being a planned element of service provision. In 2012, a report published by the Care Council for Wales expressed concern about the lack of Welsh language services available for patients and families through the medium of Welsh and this report contributed towards informing the Welsh Government policy on the use of Welsh in health, social services and social care.

(ii) Strategic Framework for Welsh Language Services in Health, Social Services and Social Care, *More than just words….*

1.3 The Welsh Government published *More than just words….* its strategic framework for health, social services and social care in November 2012 to address these issues in a planned and co-ordinated way. The strategic framework confirmed the Welsh Government's commitment to strengthen Welsh language services in these areas. Two three-year action plans, one for NHS Wales and the other for social services, were also published to complement the strategic framework and outline the practical actions required to realise the vision. The strategic framework was intended to cover the period April 2013 to April 2016 with annual reports published to demonstrate progress.

1.4 Being able to access Welsh language services is a clear desire for some, and having the option to use services through the medium of Welsh is not always a matter of choice: it can also be a matter of need and vital in securing positive well-being outcomes. Expressing and communicating needs in Welsh can be more comfortable and effective for those who think and live their lives through the medium of Welsh. A lack of services available in Welsh can therefore be seen as a failure to provide basic requirements. Many Welsh speakers feel more comfortable expressing themselves and communicating their needs in Welsh, as they think and live their lives through the medium of Welsh. It can therefore be argued that when services are not available in Welsh; this is a failure to meet a basic requirement.

> She (mother) used to go to hospital but it was difficult for her to express herself in English. So, she used to feel that things weren't moving as quickly as they should. She used to feel that they were talking above her and that they couldn't have a dialogue with her.
>
> – User experience

1.5 There are good reasons why health and social care and support services should be available in Welsh:

- Improving the quality of care and clinical necessity – it is important to recognise the concept of language need. Although the Welsh language is an integral element in the care and support of many Welsh speakers, some groups have greater need to receive their services in Welsh. For these groups, the Welsh language should be viewed as an even more fundamental element of service provision. These groups are:
    - Children and young people
    - Older people
    - People with learning disabilities
    - Mental health service users
    - Dementia services
    - Stroke services
    - Speech and language therapy services
- Maintaining professional standards – numerous professional standards in health and social care list effective communication as a key requirement and highlight the need to ensure people are treated with respect and dignity.
- Meeting the language need of people – organisations have a responsibility to recognise and to respond to language need as an integral element of care. In other words to provide an Active Offer.
- Comply with legal and statutory requirements – organisations in the public sector have a responsibility to comply with the new Welsh Language (Wales) Measure 2011. This will create standards regarding Welsh, which will result in rights being established that will ensure Welsh speakers can receive services in Welsh.

(iii) The Active Offer

> There were two people who spoke Welsh on the ward and when one of these happened to be on duty, he'd be quieter. He used to sit down, whereas otherwise he used to parade around. It makes the condition a lot worse if you can't communicate in your first language.
>
> – User experience

1.6 One of the key principles of *More than just words*…. is the Active offer. An Active Offer simply means providing a service in Welsh without someone having to ask for it. It means creating a change of culture that takes the responsibility away from the individual and places the responsibility on service providers and not making the assumption that all Welsh speakers speak English anyway.

> I think it is hard to ask for a Welsh language service. You don't want to upset the people who are treating you.
>
> – User experience

1.7 In the context of health and social services, many service users are very vulnerable or anxious and therefore expecting them to ask to receive their health or social care services in Welsh is unfair. It is the responsibility of NHS Wales and social services to deliver appropriate services, which include meeting people's linguistic needs. Only by doing this can they provide a service that is safe and effective.

1.8 Over the last 3 years there has been a growing understanding about the importance of the Active Offer which remains a key element of the *More than just words*…. strategic framework. A recently published information and training pack aimed at supporting all staff across NHS Wales and social services in making an Active Offer has helped raise the profile and understanding of the principle. As part of this follow-on strategic framework, the Welsh Government will be creating and updating an online information resource for all health, social services and social care staff to help with a more consistent delivery of the Active Offer.

> If the child is monolingual, then you should be offered the service in Welsh without having to ask.
>
> – User experience

(iv) Welsh Language Standards

1.9 Since the publication of *More than just words….* the Welsh Language (Wales) Measure 2011 has become law. The Measure provides for new Standards which are being placed on a range of organisations across the public and private sector and gives the Welsh language official status in Wales which means that it should be treated no less favourably than the English language.

1.10 Welsh Language Schemes have been successful in raising the profile of services that should be available in Welsh as well as ensuring that many of the services are now provided bilingually. The Standards replace and build on the Welsh Language Schemes and will make it easier for people to use Welsh in their everyday lives whilst ensuring that services are provided according to language choice, as well as need.

1.11 The introduction of the Standards should not be seen as an addition to the implementation of *More than just words*…. or vice versa. The Standards should instead be viewed as a strengthening of the commitments made in this follow-on strategic framework. By delivering actions from this strategic framework, public bodies will be simultaneously meeting some of the Standards.

1.12 Unlike the current Welsh Language Schemes, the Welsh Language Standards have greater enforcement provisions to ensure compliance. Upon discovering that a body has not acted in accordance with a Standard (through spot checks or complaints received), the Welsh Language Commissioner has powers to investigate a potential non-compliance. If the Welsh Language Commissioner finds that a body has not complied with a Standard, the Commissioner may impose a civil financial penalty upon the infringing body and publicise the non-compliance to compel the body to comply.

1.13 Welsh Language Standards for local authorities (and therefore social services) will come into force on 30 March 2016 and the Regulations creating the Standards for NHS Wales are likely to be passed by the National Assembly for Wales in late 2016/early 2017. From that point, the Welsh Language Commissioner will have the right to serve a Compliance Notice to organisations within NHS Wales. Organisations will have at least 6 months from the date on which the Compliance Notice is served to comply with the Standards the Welsh Language Commissioner chooses to subject them to.

1.14 As this follow-on strategic framework is built upon the foundations laid by the Welsh Language Standards, if people are unable to receive services in their language of choice, they would have access to the Welsh Language Standards' complaints procedure. This typically involves contacting the organisation which has failed to provide services in Welsh directly and awaiting a response. If the person concerned does not feel that the response is adequate, the individual may choose to report the matter to the Welsh Language Commissioner who may investigate the alleged infringement.

(v) European Charter for Regional or Minority Languages

1.15 European legislation and compliance with the European Charter for Regional or Minority Languages establishes the principle that: the right to use a regional or minority language in private and public life is an inalienable right.

1.16 Article 13 of the Charter is concerned with 'Economic and Social Life' and is binding upon the UK Government (and therefore the Welsh Government):

'to ensure that social care facilities such as hospitals, retirement homes and hostels offer the possibility of receiving and treating in their own language persons using a regional or minority language which are in need of care on grounds of ill-health, old age or for other reasons' (article 13).

1.17 However, the most recent monitoring report from COMEX[1] (Council of Europe's Committee of Experts) in 2010 showed that there is still much to be achieved. They made the following recommendation:

'…that the authorities of the United Kingdom…take concrete steps to further increase the use of Welsh in health and social care'.

(vi) *My Language, My Health*: The Welsh Language Commissioner's Inquiry into the Welsh Language in Primary Care

1.18 *My Language, My Health* was published by the Welsh Language Commissioner on 10 June 2014. The inquiry was undertaken on the primary care sector as this is the first point of contact for many members of the public with the healthcare system. Therefore, it is important that there are adequate Welsh language services available in this sector. Health boards will need to ensure when commissioning services that adequate provision is available and at the same time publicise the location of these services.

Good Practice

To provide services in Welsh, a GP's surgery encouraged staff to learn or improve their Welsh and it developed a new computer system that recorded a patient's language choice.

1 COMEX (Council of Europe's Committee of Experts) 2010

(vii) Well-being of Future Generations (Wales) Act 2015

1.19 In April 2015 the Well-being of Future Generations (Wales) Act 2015 became law in Wales. The Act sets out seven goals for the well-being of future generations in Wales. One of these goals aims to ensure 'A Wales of vibrant culture and thriving Welsh language'. Achieving the aims set out in *More than just words*…. will not only contribute to this goal by ensuring that the Welsh language will be increasingly used and thrive in our communities but it will also lead to an improvement in care.

(viii) Social Services and Well-being (Wales) Act 2014

1.20 The Act sets out overarching duties to help people who need care and support and carers who need support. Having regard to the characteristics, culture and beliefs of an individual is paramount in supporting people to achieve well-being. For many Welsh speakers, language is an integral element of achieving their care. The Act's definition of well-being includes 'securing rights and entitlements'. For Welsh speakers, securing rights and entitlements will mean being able to use their own language to communicate and participate in their care as equal partners.

1.21 Welsh Ministers are required under the Act to issue a statement of well-being outcomes to be achieved for people who need care and support and carers who need support this includes whether people can get care and support through the Welsh language if that is their choice.

1.22 The Codes of Practice under the Act require local authorities to ensure Welsh language services are built into service planning and delivery and that services are offered in Welsh to Welsh speakers without them having to request it as required by the Active Offer.

(ix) Prudent Healthcare

1.23 The delivery of *More than just words*…. will also assist in the culture change required to deliver Prudent Healthcare. At present, the inconsistent provision of Welsh language services means that the ability of Welsh speakers to communicate with service providers in their own language is often compromised. The language barrier which exists between Welsh speakers and service providers presents clear difficulties in ascertaining people's needs. With the delivery of *More than just words*…., this language barrier will be removed. This will help service providers to satisfy the 'do no harm' and 'carry out the minimum intervention required' principles of Prudent Healthcare as people will have been able to express their needs, symptoms and problems in their own language and people's needs will have been fully understood.

> We receive a number of services in Welsh, for example, from our GP, our social worker and all the education based services. In all services, X our son, can be included fully in every discussion; he can express his opinion clearly and the professional can get to know him as an individual.
>
> – User experience

(x) Declaration of Rights for Older People in Wales

1.24 In 2014, the Welsh Government issued its Declaration of Rights for Older People in Wales which brings the rights contained within the Equality Act 2010 and the European Convention on Human Rights to life for older people in Wales. Within the Declaration, it is made clear that older people have the right to use their language of choice to communicate. Where Welsh speakers wish to engage with health, social services or social care services staff in Welsh, they should be free to do so.

(xi) Legislation concerning children

1.25 Numerous legislative provisions such as the Children Act 1989 and 2004 protect the rights of children. The language rights of children are strengthened by the Rights of Children and Young Persons (Wales) Measure 2011 from the National Assembly for Wales which gives further effect in Wales to the United Nations Convention on the Rights of the Child. The Convention protects the rights of children to use their own language. As many Welsh-speaking children are only able to speak Welsh (particularly young children), this strategic framework identifies children and young people as a group who have greater need for Welsh language services. Where children or young people want or need their services provided to them in Welsh, they should be provided.

CHAPTER 2

Building on *More than just words....*

2.1 When *More than just words*.... was launched in 2012, it stated that strengthening Welsh language provision in health and social services would be a journey. It is clear that not all of the actions in the first strategic framework have always been successfully implemented, or if they have been implemented, they have not always been implemented consistently across Wales. Given that the original vision which formed the foundation of the first strategic framework remains largely the same, these actions have been brought forward to this follow-on strategic framework's action plan.

2.2 Alongside the need to carry forward some of the actions from the previous strategy, there have also been changes to the policy and legislative landscape for example the Well-being of Future Generations (Wales) Act 2015, the *My Language, My Health* inquiry into Welsh language provision in primary care and the Welsh Language Standards which have all made a follow-on strategic framework a necessity. The follow-on strategic framework also reflects the need to have a greater focus on outcomes to ensure that health boards and local authorities remain focussed on *More than just words....* and clearly understand the actions they need to take and by when.

2.3 It is clear that there is a lot of commitment to realise the vision of *More than just words*...., but more needs to be done to make best use of the workforce's existing Welsh language skills and to invest in the workforce of the future and turn the principle of the Active Offer into a reality. Adopting a bilingual workforce planning strategy can help remove any uncertainty regarding the Welsh language in recruitment and allow an organisation to deal with language skills positively, objectively and legally[2]. From the foundation laid by the first *More than just words*...., this follow-on strategic framework's action plan has been strengthened with new and amended actions to ensure that all those responsible for its implementation across health, social services and social care can clearly understand what is required to realise the vision of *More than just words*....

2 Recruitment: Welsh Language Considerations, Welsh Language Commissioner.

2.4 The ultimate aim of this follow-on strategic framework is to ensure that we reach a point where we have mainstreamed the Welsh language into virtually all aspects of the day-to-day business of NHS Wales, social services and social care. This will involve recognition that many vulnerable people, such as older people who suffer from dementia or stroke, also lose their second language and many toddlers only speak Welsh.

> Everyone spoke Welsh, I could speak to them as if I was speaking to my family at home… For me being able to speak Welsh helps me get better.
>
> – User experience

Governance and Partnership

2.5 As well as having played a crucial advisory role during the development of this follow-on strategic framework, the *More than just words….* Implementation Group and the Welsh Language in Health and Social Services Task Group will play a key role in monitoring its implementation.

2.6 Made up of representatives from each of the sectors concerned with the implementation of *More than just words….*, the *More than just words….* Implementation Group will be a forum to feed back to the Welsh Government on progress made in implementing the strategic framework. The group, with the assistance of the strategy's implementation manager, will also have a key role in identifying areas within the strategic framework which may prove more challenging to implement and attempt to work through them. A core part of the group's work will also be to provide progress reports on the implementation of the strategic framework to the Welsh Language in Health and Social Services Task Group.

2.7 The Welsh Language in Health and Social Services Task Group will oversee the implementation by NHS Wales, social services departments and other organisations of the *More than just words….* strategic framework by analysing and scrutinising progress reports which will be provided to it by the *More than just words….* Implementation Group.

CHAPTER 3

Responsibility and Accountability

3.1 Strengthening Welsh language services in health, social services and social care is the responsibility of many organisations. The Welsh Government has a central role in setting the strategic direction, but NHS Wales organisations, social services departments and other organisations (such as higher and further education institutions) will ultimately be accountable for their responsibilities to deliver the actions within the action plan which are applicable to their organisation.

3.2 The Welsh Government is determined to emphasise the importance of ownership, commitment and accountability for the programme by its main stakeholders. To this end, the action plan of this strategic framework aims to provide clarity on what is required to be delivered, the body responsible for an action's delivery and a timescale for delivery.

3.3 The Welsh Government will ensure that it fulfils its responsibilities in setting the strategic direction by providing direction on Welsh language issues to the health and social services sectors in national policy documents. To that end, the Integrated Medium Term Plan (IMTP) guidance for NHS Wales will specifically direct health boards and trusts as to what IMTPs must include concerning the Welsh language. For Directors of Social Services, a Directors Code of Practice is being published which will require Directors of Social Services to produce an annual report which will provide an update on Welsh language service provision. In addition, various other government strategies will restate the importance of Welsh language service provision such as the Quality Plan.

3.4 Social services departments and NHS Wales organisations will have to plan and be accountable for the delivery of Welsh language services in their own areas, including services provided by the independent and third sector. This strategic framework is founded on improving the quality of care provided and will therefore also be particularly relevant to the Royal Colleges, professional bodies and further and higher education sectors.

3.5 The monitoring systems for the strategic framework will be based on a set of principles which will:

- Focus on people's experiences of services provided in Welsh. This feedback will be collated through the use of existing patient surveys
- It will be mainstreamed into existing monitoring systems
- Dovetail with the Welsh Language Commissioner's reporting mechanisms for both existing Welsh Language Schemes and emerging Welsh Language Standards.

(i) The Active offer

3.6 The Active Offer continues to be integral and central to this strategic framework. Making an Active Offer is a behaviour that reflects the core values of NHS Wales and social services to treat everybody with dignity and respect as well as providing a safe service. The term Active Offer simply means:

- Providing a service in Welsh without someone having to ask for it and creating a change in culture that takes away the responsibility of the individual to ask for a service through the medium of Welsh.
- Providing a service that is patient-centred is fundamental to the Active offer.
- Making an Active Offer means not making assumptions that all Welsh speakers speak English anyway. It ensures Welsh-speaking people are treated with dignity and respect by asking them what their preferred language is and acting on it.
- Making an Active Offer is also about creating the right environment where people feel empowered and confident that their needs will be met.

3.7 Managers, professionals and other staff employed in health, social services and social care, whether provided by NHS Wales, local authorities or commissioned by them will make an Active Offer of care in the Welsh language to people. Chief Executives of Health Boards and Trusts and Directors of Social Services will take lead responsibility for this.

> I've made the point from the beginning, can we have services in Welsh please? Having said that, we still tend to have to raise the point again at every step in the process
>
> – User experience

(ii) Delivering the objectives of this strategic framework

3.8 To deliver the actions of this strategic framework, 7 key objectives have been identified for delivery. Each objective relates to a key area where actions are needed in order to deliver the high-quality services that Welsh speakers deserve. This follow-on strategic framework aims to ensure an integrated approach to the delivery of health and social services and social care. To this end, one single action plan has been developed for both sectors instead of two as in the first strategic framework. In addition, to reflect current integrated thinking in health and social care policy, this follow-on strategic framework's action plan contains a greater focus on outcomes for people to ensure that the people of Wales can clearly understand what the delivery of this strategic framework will mean for them.

Objective 1: National and Local Leadership, and National Policy

3.9 To achieve the objectives set out in this framework, leadership must be demonstrated across every level of any organisation. A consistent approach is needed from every tier of every service to implement change and continuous improvement. Senior members of staff have a responsibility to establish a supportive culture that ensures services are accessible to Welsh speakers through policy direction, recruitment processes, workforce planning, training programmes and continuing professional development. *More than just words….* believes that service managers have a responsibility to ensure that this is implemented in day-to-day services.

3.10 In addition, the Welsh Government will ensure that all national policy and strategy documents in the field of health and social care will make explicit references to the responsibility to provide care and support in the Welsh language. This will be done in accordance with the Welsh Language Commissioner's Policy Making Welsh Language Standards. The Welsh Government will also ensure that the provision of care in the Welsh language is mainstreamed into the work of the national leadership alliance which provides advice to Ministers on the implementation of legislation.

3.11 Professional bodies should also have a role to promote the link between Welsh language services and high-quality care outcomes.

Objective 2: Mapping, Auditing, Data Collection and Research

3.12 Without an effective and mandatory process of collecting meaningful and up-to-date data on the needs of the community they serve and on the workforce language skills, it is very difficult for organisations to plan their workforce in a way that meets the needs of the people they serve. Also, a lack of data on Welsh speakers within the workforce impedes not just workforce planning but also restricts the process of providing appropriate training and support to enable the workforce to develop their Welsh language skills. Workforce plans need to be informed by an analysis of community language needs and data on the Welsh language skills of the workforce, to ensure that service providers meet the needs of Welsh speaking people.

3.13 Directors of Social Services and NHS Wales Chief Executives will be aware that data systems in health, social services and social care must enable the service to operate bilingually to fulfil Welsh speakers' needs. The following three areas will be prioritised:

- A system will be put in place to record the Welsh language skills of staff and this information will be used for workforce planning
- Client and patient records should clearly demonstrate the preferred language of the people
- Client and patient records must include sections to enable staff to record when an Active Offer must be provided

Objective 3: Service Planning, Commissioning, Contracting and Workforce Planning

> We're not going to have an ideal world where everyone speaks Welsh but if the medical team has someone who speaks Welsh it helps.
>
> – User experience

3.14 The strategic framework has identified a number of areas where the strengthening of Welsh language services is crucial in order to provide an equitable service. The responsibility for this lies with all departments across health boards, trusts and social services.

3.15 Workforce planning and organisational developments have a central part to play in the delivery of this strategic framework for example:

- Provide staff training in relation to the delivery of the Active Offer and mainstream it into induction programmes.
- Lead on the development of a Bilingual Skills Strategy that will identify the language needs of the organisation.
- Training programmes for staff to be offered in order to increase the ability of staff to provide services through the medium of Welsh.
- Initial training programmes to focus on encouraging staff to use the Welsh language skills they have and increase staff confidence to use those skills.
- Welsh language skills are mainstreamed into the Knowledge and Skills Framework core competencies and should be reflected in discussions at annual staff appraisals.
- Map current provision and capacity to deliver an Active Offer within services.

Good Practice

To answer the demands by patients, a ward was set up to deliver Welsh language services. This ward is staffed by clinical staff with Welsh language skills and the 'Working Welsh' logo is used to promote the services available.

A residential home realised the need to provide activities in Welsh and put a plan together to ensure that it had Welsh speaking staff available to deliver these activities.

3.16 NHS Wales Chief Executives and Directors of Social Services should ensure that the Welsh language needs of people are explicitly considered when undertaking the joint population assessment and in commissioning or contracting services from the independent or third sector including not-for-profit models. Examples include residential or nursing care, advocacy, domiciliary care, out of hours services, GP services and early intervention/ prevention services. The Welsh language will be considered in contract specifications, service level agreements and grant funding processes. Where health, social services and social care are commissioned on a national basis e.g. GPs, Dentists, Opticians and Pharmacies, the Welsh Government will provide guidance and best practice examples on the use of Welsh in care to facilitate this process.

Objective 4: Promotion and Engagement

3.17 To enable people to identify who can communicate in Welsh, visual markers are very important. To this end, the Welsh Government will work with the Welsh Language Commissioner to develop and distribute markers similar to the 'Working Welsh' logo to enable service users to identify care staff who are learning Welsh. As well as helping people, this will encourage the use of the Welsh language in the workplace.

3.18 Health, social services and social care organisations will also promote the use of the 'Working Welsh' logo on staff uniforms, lanyards and e-mail signatures to enable people to identify Welsh speakers and start communicating through the medium of Welsh.

3.19 In addition the Welsh Government will work with the Care Council for Wales (Social Care Wales) to create and continually update an online information resource for all health, social services and social care staff to help with the delivery of the Active offer. This resource will contain training materials and signpost staff to additional sources of information.

3.20 In order to support staff to deliver the objectives of this strategic framework, it is important that health professionals can communicate and share good practice. NHS Wales and local authority Welsh Language Officers / Champions will share best practice on the provision of Welsh language services to all staff involved in the provision of care services, service heads and service managers in particular.

Objective 5: Professional Education

3.21 In order for the health, social services and social care workforce to be capable of delivering the Active Offer, it is imperative that they reflect adequate levels of Welsh language skills and sensitivity. Investing in the workforce of the future, through strategic planning and responsive resource allocation in pre-registration education will establish capacity to deliver services where they are needed most.

3.22 Given the way in which healthcare education is currently commissioned in Wales, a stronger partnership between key stakeholders would enable the development of a more cohesive framework to enhance the delivery of Welsh language services across the sector. Embedding Welsh language skills development as part of the strategic workforce and education planning for health professionals is a fundamental step in this direction. The integrated medium term plans produced by health boards and trusts will consider their current and future requirements for a Welsh-speaking workforce to inform the educational commissioning process.

3.23 Social work education in Wales requires employers of social workers to be at the centre of training, and training supply must be based on workforce planning. Training is delivered through partnerships between HEIs and employers, with all programmes approved by the Care Council. The Care Council can use its role in regulating the education of social workers to ensure the future workforce has the knowledge, skills and values relevant to effective social work practice in Wales. This includes:

- Seeking to increase the complement of Welsh language speakers to meet specific workforce needs
- Requiring educational provision on language awareness and the Active Offer and a broader understanding of the Welsh context amongst all new social workers

Delivering this requires a strategy to:

- Extend Welsh language and bilingual education practice in preparation for practice in a bilingual environment

3.24 The Welsh Government, health boards, trusts, the Care Council for Wales and higher education institutions will ensure that education for health and social care professionals at pre-registration level includes language awareness training focusing particularly on the legislation and policy which direct Welsh language service provision and the principles, application

and impact of the Active offer. Contractual agreements with HEIs should demonstrate engagement with health boards and trusts on workforce planning for the local delivery of Welsh language services. These should include educational provision on language awareness and the Active Offer, the recruitment of Welsh speakers to meet specific workforce needs, and commitment to extend Welsh-medium / bilingual education in preparation for practice in a bilingual environment. People can then be assured that education and professional bodies have the Welsh language needs of the population embedded in curriculum planning and delivery.

> I think in Welsh and then speak in English. When you're in such pain, you want to speak what comes naturally.
>
> – User experience

Objective 6: Welsh in the workplace

3.25 The strategic framework ensures that people receive services where Welsh language capabilities and competences of staff are rooted in the human resource and recruitment procedures of each organisation. NHS Wales and social services departments will develop an effective recruitment and retention strategy to ensure that staff teams have the capacity to provide services through the medium of Welsh. Social care employers will plan their future workforce's Welsh language needs. The Care Council for Wales will ensure that at a strategic level, the Welsh language features in workforce planning. The Care Council for Wales will also ensure that the data collected on the social care workforce includes Welsh language skills of staff to inform workforce planning.

3.26 Social services departments will assess vacant posts for the Welsh language skill requirement, taking into account the needs of the population served, the organisation and the service team. This will be informed by the Population Assessment Report produced as a result of section 14 of the Social Services and Well-being (Wales) Act 2014. This requires that local authorities and Local Health Boards jointly undertake an assessment of care and support needs, including identifying the action to be taken to provide the range and level of services required to meet those care and support needs through the medium of Welsh. Posts in social services and social care will be advertised and recruited in line with the Welsh Language Commissioner's recruitment guidelines.

3.27 NHS health boards and trusts will assess vacant posts for the Welsh language skill requirement, taking into account the needs of the population served, the organisation and the service team. The Welsh Government will also mainstream the consideration of required Welsh language skills of staff into NHS Wales recruitment processes.

3.28 The development of Welsh language skills within the workforce will be an important element to the success in delivering the Active offer. Welsh Language Officers and Champions in NHS Wales and social services will work to increase the workforce's confidence and ability to provide care in Welsh. This will be undertaken through the provision of language training opportunities and other resources to improve staff confidence in delivering care in Welsh. This will be promoted to staff by Chief Executives and the Board of NHS health boards and trusts and Directors of social services. Staff training will also support staff development to deliver care in Welsh, focusing in particular on encouraging Welsh speakers to use their language skills in the workplace.

> When some nurses were caring for him they'd often say that they couldn't speak much Welsh or that their Welsh wasn't much good. But it isn't the level of their skill and confidence which comes first in my opinion, I would encourage them to use whatever Welsh they have and that it's going to be good enough to make my little boy feel more at home in a hospital.
>
> – User experience

Good practice

One local authority has in place a Welsh course for carers working with the elderly. This course aims to enable staff to undertake general conversation in Welsh with people.

3.29 The role of the inspectorates is vital if language need and a cultural shift to the Active Offer is to be made a reality. Their work will assess the experiences of people and identify whether they received linguistically appropriate care. This will assist the Welsh Government in monitoring how the action plan is being delivered by the health and social services sectors and will facilitate the measuring of the difference in the direct provision to the service user.

3.30 Healthcare Inspectorate Wales (HIW) and the Care and Social Services Inspectorate Wales (CSSIW) have a particular role to ensure Welsh language services are provided as part of their current inspection regime. It will be vital for them to report on Welsh language services to provide baseline information that will inform future work. We all have a responsibility to make this happen and ensure people across Wales are receiving quality services which meet their needs.

(iii) Inspectorates

Healthcare Inspectorate Wales (HIW)

3.31 HIW inspects NHS Wales and independent healthcare organisations in Wales against a range of standards, policies, guidance and regulations. They focus on how well those who may be in vulnerable situations are safeguarded and identify where services are doing well. In addition, they also highlight areas where services need to be improved. HIW will ensure that the inspection programme mainstreams organisations' responsibilities to plan and deliver services through both English and Welsh and the Active Offer principle will also be a part of the inspections.

3.32 The following questions have been included in the questionnaires for Dignity and Essential Care Inspections:

- Have you been asked your preferred language to be communicated in?
- What is your preferred language?
- Have your language needs been met?

Care and Social Services Inspectorate Wales (CSSIW)

3.33 CSSIW regulates over 6000 services and settings, from child minders to homes for older people. They also inspect local authority social services and undertake national reviews. CSSIW will include the aims of the strategic framework as it develops new inspection methodologies, processes and reports. It will invest in IT systems that will collect language data and ensure that the aims of this follow-on strategic framework's action plan will be built into the new framework for local authority inspections.

3.34 HIW working with CSSIW where appropriate will undertake a thematic review of Welsh language provision against the strategic objectives. This will provide a baseline for development and improvement of Welsh language provision.

The Care Council for Wales

3.35 The Care Council for Wales, as the regulator, sets expectations on providers of professional social work training courses and will expect all programmes to include training on the Welsh language dimension. Providers are also expected to report annually on the language skills of their students.

3.36 The Care Council ensures that the professional training provided to other regulated individual professions includes training on the understanding of Welsh language needs and provision of the Active offer.

3.37 During the life of this strategic framework the Care Council for Wales will evolve into a new body with extended powers and responsibilities, which will include the regulation of social care training. These powers will also ensure that the Welsh language and its importance in social care will be fully integrated into such training.

> We found that some of the residents who've got dementia, as they would get tired, as their symptoms progressed, they may revert back to Welsh and sometimes staff were struggling to meet their needs.
>
> – Service provider

(iv) Monitoring the implementation of the strategic framework

3.38 When the first three-year strategic framework was published in 2012, the Minister for Health and Social Services set up an Implementation Group which was responsible for providing comment on the delivery of the objectives. This group has provided advice on the content of this strategic framework and will continue to monitor progress throughout its delivery.

3.39 We will also use a range of other measures to assess the impact of *More than just words*…. and, in time, the Welsh Language Standards. These will include assessments carried out by Community Health Councils of Welsh language provision within health services; details on how services are currently meeting Welsh speakers' needs as identified in the annual reports of Health boards, trusts and Directors of Social Services; Service audits in the NHS including questions about people's perception of Welsh language service provision; and as part of the inspection work of CSSIW and HIW.

3.40 Chief Executives and Chairs of NHS Wales organisations and Directors of Social Services are expected to show a robust commitment to improving services and ensuring Welsh language need is a key component of care.

3.41 Progress will also be reviewed by the Council of Europe Committee of Experts (COMEX) under the European Charter for Regional and Minority Languages.

3.42 This strategic framework sets out the action needed to ensure equality for people who use health, social services and social care services in Wales, giving them a much stronger voice and a people-centred service.

3.43 The monitoring systems for this strategic framework will be based on a set of principles which will:

- Focus on users' experience of the service
- Be mainstreamed into existing monitoring systems
- Will report annually on the delivery of actions in the Action Plan
- Report progress to a Ministerial task group on the Welsh language in health and social services


National and Local Leadership, and National Policy
Promotion and Engagement
Mapping, Auditing, Data Collection and Research
The Active Offer
People receiving high-quality, language appropriate care
Regulation and Inspection
Service Planning, Commissioning, Contracting and Workforce Planning
Welsh in the workplace
Professional Education

Objective 1

National and Local Leadership, and National Policy

What will this mean for people?

- People receive services where it is clear that the Welsh language has been embedded in national policy and strategic planning.
- People are clear about the commitment of all those in leadership roles across health, social services and social care to provide services according to language need and choice.
- People can be assured that third and independent sector care providers will promote the Welsh language and culture ensuring that it is reflected through cultural events.
- People can be assured health, social services and social care leaders understand the importance of the Active Offer and ensure it is delivered to all, particularly to the identified groups with greater need to have services in Welsh.

By delivering these actions, you will be enabling your organisation to meet Service Delivery, Policy Making and Operational Welsh Language Standards.

Action number	Action	Lead responsibility	Completed by end of year
1.1	All national policy and strategy documents in the field of health, social services and social care (including White and Green Papers outlining legislative proposals) to make explicit reference to the responsibility to provide health, social services and social care in Welsh.	Welsh Government	By March 2017
1.2	National programmes of work that support improvement, transformation and sharing best practice to include the need to provide services in the Welsh language.	Welsh Government Social Services Improvement Agency Care Council for Wales (Social Care Wales) Social Care in Partnership ADSS Cymru 1,000 Lives+	By March 2017

Action number	Action	Lead responsibility	Completed by end of year
1.3	Social service departments to retain/appoint a senior officer as a Welsh Language Champion and Health Boards and Trusts to protect and promote the post of Welsh Language Officer within their organisations.	Directors of Social Services NHS Wales Chief Executives	By March 2017
1.4	The provision of services in Welsh to be mainstreamed into the work of the National Leadership Group for Social Services. (Social Services Only)	Welsh Government	By March 2017
1.5	The National Independent Safeguarding Board, will recognise the need to provide care in the Welsh language and share best practice in its work to secure improvement and provide advice.	Welsh Government National Independent Safeguarding Board	By March 2017
1.6	NHS Wales organisations and ADSS Cymru to work to raise the profile of the importance of Welsh language service provision at national events.	Welsh Government NHS Wales Chief Executives ADSS Cymru	By March 2017
1.7	Community Health Councils to mainstream an assessment of Welsh language service provision within health services into their work.	Welsh Government Welsh Community Health Councils	By March 2018
1.8	Third and independent sector care organisations to promote awareness of people's Welsh language needs and share best practice and resources on providing care in Welsh to service providers.	All third and independent sector care organisations	By March 2017
1.9	The Active Offer and the need to provide services in Welsh to be incorporated into national guidance on assessment, both statutory and non-statutory. This includes professional clinical assessment in health and social care.	Welsh Government	By March 2018
1.10	The NHS Outcomes and Delivery Framework will explicitly recognise that the provision of services through the Welsh language is a relevant outcome in all domains within the framework.	Welsh Government	By March 2018

Objective 2

Mapping, Auditing, Data Collection and Research

What will this mean for people?

- People receive bilingual services that are based upon evidence and robust information about language need/choice
- People know that the health, social services and social care they receive reflect latest available evidence on the importance of meeting language need/choice
- People can be assured that electronic records and data systems are used to gather information on the Active Offer, which leads to positive outcomes for people receiving services.
- People have a voice and can influence the quality of the services that they receive.
- People receive services where the Welsh language capabilities and competence of staff are embedded in human resource and recruitment procedures.
- Through the provision of the Active Offer people are treated with respect and dignity.

By delivering these actions, you will be enabling your organisation to meet Service Delivery, Operational and Record Keeping Welsh Language Standards.

Action number	Action	Lead responsibility	Completed by end of year
2.1	NHS and social services should map current provision and capacity to provide an Active Offer across all services (including primary care).Where capacity is low, an action plan should be formulated to increase capacity. The capacity to deliver an Active Offer to people within the identified groups with greater need for Welsh language services should be viewed as a priority.	NHS Wales Chief Executives Directors of Social Services	By March 2017
2.2	Health, social services and social care services should have systems in place to record when an Active Offer has been made by recording language needs / choices in the individual's records. This action also applies to all secondary and primary care service providers.	NHS Wales Chief Executives Directors of Social Services	By March 2017

Action number	Action	Lead responsibility	Completed by end of year
2.3	Research in health, social services and social care to strengthen the evidence base which demonstrates the link between good-quality care outcomes and care which is sensitive to people's language needs. Research in partnership should also work to identify effective interventions for service delivery.	Welsh Government - Social Care and Health Research Wales Coleg Cymraeg Cenedlaethol	By March 2019
2.4	All registered care providers to include information on their level of Welsh language service provision to current and potential users of their services and their families in their published annual report.(Social Services Only)	Welsh Government Care and Social Services Inspectorate Wales	By March 2017
2.5	Data systems in health, social services and social care services should enable the service to operate bilingually to fulfil Welsh speakers' needs. For example: • the Welsh language skills of staff should be captured and recorded electronically (the NHS Wales Electronic Staff Record should be amended to ensure that all staff are obliged to record their Welsh language skills) • client and patient records to include sections to enable staff to record when an Active Offer is provided and to note the individual's language of choice for future reference	NHS Wales Chief Executives Directors of Social Services NWIS Welsh Government	By March 2017
2.6	The Welsh language skills of the workforce and Welsh language community profile should be included in the annual published report of social services departments and NHS IMTPs to demonstrate Welsh language needs.	NHS Wales Chief Executives Directors of Social Services	By March 2017
2.7	The provision of Welsh language/bilingual course components for students studying health, social services and social care programmes within the further education sector will be mapped and reviewed. This information will be shared with health boards, trusts, local authorities and the Welsh Government.	Further Education Institutions Coleg Cymraeg Cenedlaethol CollegesWales	By March 2017
2.8	The NHS Wales 111 service to ascertain people's language choice and record this to enable other service providers to make an Active Offer to people.	Welsh Government	By March 2018

Objective 3

Service Planning, Commissioning, Contracting and Workforce Planning

What will this mean for people?

- People are assured that their Welsh language needs and choices influence the planning, commissioning and contracting of health, social services and social care services.
- People receive services where the Welsh language is rooted in operational planning and service delivery.
- People are assured that services are regularly quality reviewed to ensure that Welsh language needs are met.
- Through the provision of the Active Offer Welsh-speaking people are treated with respect and dignity in Welsh.
- People receive services that anticipate and respond to the needs of people who want and need to communicate through the Welsh language.

By delivering these actions, you will be enabling your organisation to meet Policy Making and Service Delivery Welsh Language Standards.

Action number	Action	Lead responsibility	Completed by end of year
3.1	The need to make an Active Offer of Welsh language services to people will be communicated to all staff employed directly within NHS Wales, local authorities or within commissioned services (including primary care providers).	NHS Wales Chief Executives Directors of Social Services	By March 2018
3.2	NHS Wales and social services departments to establish their Welsh language community profile (informed by the Population Assessment Report produced under section 14 of the Social Services and Well-being (Wales) Act 2014) and use this information as a baseline for service planning to ensure that Welsh language speakers' needs can be met and to assess all posts for Welsh language skills needs before advertising.	NHS Wales Chief Executives Welsh Government Directors of Social Services	By March 2017

Action number	Action	Lead responsibility	Completed by end of year
3.3	NHS Wales and social services departments' planning and commissioning systems, such as published service plans, to take account of the Welsh language community profile (informed by the Population Assessment Report produced under section 14 of the Social Services and Well-being (Wales) Act 2014) and ensure that it is reflected in the planning, commissioning and delivery of services.	Directors of Social Services NHS Wales Chief Executives	By March 2017
3.4	The Welsh language needs of people to be met when commissioning or contracting services from the independent or third sector (e.g. residential or nursing care, advocacy, domiciliary care, out-of-hours services, GP services). Welsh language service provision to be included in contract specifications, service level agreements and grant funding processes.	NHS Wales Chief Executives Directors of Social Services NHS Shared Services	By March 2017
3.5	Welsh language service provision in primary care to be strengthened through including the Welsh language in the national GMS, Optician, Pharmacy and Dental Contracts. This will be done in line with the Welsh Language Commissioner's Inquiry into the Welsh language in Primary Care ***My Language, My Health.***	Welsh Government	By March 2017
3.6	Through the 64 primary care clusters, health boards to undertake an analysis of the current and future population Welsh language needs and the support required by the workforce to develop the skills within primary care to meet those needs. The Welsh Government to engage with education commissioners and providers to review current arrangements and identify what further steps are required to deliver training programmes which can reflect these needs.	Health Boards' primary care clusters Welsh Government	By March 2017
3.7	Heads of service to develop plans to maximise their ability to provide services in Welsh with their current Welsh-speaking staff. The required capacity will be informed by the Population Assessment Report produced under section 14 of the Social Services and Well-being (Wales) Act 2014. Where gaps in workforce capacity to deliver services in Welsh are identified these should be reflected in the organisation's Bilingual Skills Strategy.	NHS Wales Chief Executives Directors of Social Services	By March 2017
3.8	The published Annual Report of Health Boards, Trusts and of Directors of Social Services to: • include a commitment to providing and developing Welsh language services • reaffirm the importance of meeting Welsh language need as part of routine assessment and care. • provide detail on how services are currently meeting Welsh speakers' needs alongside targets which are identified by the Health Board, Trust or Social Service Department to ensure improvement.	NHS Wales Chief Executives Directors of Social Services	By March 2018

Objective 4

Promotion and Engagement

What will this mean for people?

- People are aware of the Active Offer and that there is a visible commitment to providing health, social services and social care bilingually in the communities in which they live
- People know who can provide services to them in Welsh and are comfortable about its use in their care and treatment.
- People can be assured that their Welsh language needs are anticipated and planned for by health, social service and social care providers.
- People have a voice and can influence the quality of the service they receive.
- Through the provision of the Active Offer, people are treated with respect and dignity.

By delivering these actions, you will be enabling your organisation to meet Policy Making and Service Delivery Welsh Language Standards.

Action number	Action	Lead responsibility	Completed by end of year
4.1	Best practice in providing Welsh language services to be shared to all staff involved in delivering health, social services and social care services to people (service heads and service managers in particular).	NHS Wales Chief Executives Directors of Social Services	By March 2018
4.2	An online information resource to be created to allow health, social services and social care staff to access guidance and training materials on providing Welsh language services to people.	Welsh Government Care Council for Wales (Social Care Wales)	By March 2017
4.3	The use of the 'Working Welsh' logo will be promoted amongst health, social services and social care staff to enable people to identify Welsh speakers.	NHS Wales Chief Executives Directors of Social Services Welsh Government	By March 2017

Action number	Action	Lead responsibility	Completed by end of year
4.4	The pre-stitched 'Working Welsh' logo on NHS Wales nurses' uniforms will be extended to other professions within NHS Wales.	NHS Wales Chief Executives Welsh Government	By March 2018
4.5	A logo similar to the 'Working Welsh' logo will be developed for Welsh learners. When developed, the use of the logo will be promoted amongst health, social services and social care staff who are learning Welsh to enable people to identify staff with Welsh language skills.	Welsh Government Welsh Language Commissioner	By March 2018
4.6	Welsh language interfaces and software (such as Cysgliad) to be available for health, social services and social care services staff to enable and help them to work bilingually. The adaption of current systems should be considered to meet this aim.	Welsh Government NHS Wales Chief Executives NWIS Directors of Social Services	By March 2018
4.7	All resources which have been developed by FEIs, HEIs and the Coleg Cymraeg Cenedlaethol which could help health, social services and social care services staff to provide Welsh language services to be made available to all staff, regardless of whether or not they are current students.	Higher Education Institutions Further Education Providers Coleg Cymraeg Cenedlaethol CollegesWales NWIS Welsh Government Care Council for Wales	By March 2019
4.8	Welsh Government to engage with Careers Wales concerning their information portal for careers to be amended to highlight the particular need for Welsh speakers within health, social services and social care services on the information pages for each specific profession (for example: nurses, doctors and carers).	Welsh Government Careers Wales Care Council for Wales (Social Care Wales)	By March 2017
4.9	Welsh Government to engage with the relevant professional bodies to work together in planning how Welsh language services can be delivered by their members.	Welsh Government	By March 2017

Objective 5

Professional Education

What will this mean for people?

- People can be assured that education and professional bodies understand the importance of and have the Welsh language needs of the population embedded in curriculums, training programmes and policies.
- Through the services received, people know that health, social services and social care training departments have mainstreamed the Active Offer throughout education programmes.

By delivering these actions, you will be enabling your organisation to meet Operational Welsh Language Standards.

Action number	Action	Lead responsibility	Completed by end of year
5.1	Education for healthcare professionals at pre-registration and post-registration levels to include language awareness training focusing particularly on legislation and policy that drives Welsh language service provision. This should include awareness of the principles, application and impact of the Active Offer and the exploration of amending the case studies used in teaching healthcare courses to include Welsh language issues.	Welsh Government Higher Education Institutions Care Council for Wales (Social Care Wales)	By March 2017
5.2	In partnership with the Welsh Government, health boards and social services departments to explore how both practising professionals and those undertaking education and training programmes in Wales might engage in the widening access agenda.	NHS Wales Chief Executives Directors of Social Services Welsh Government	By March 2018
5.3	The IMTPs of health boards and trusts should consider the current and future requirements for Welsh language service provision to inform NHS organisations' workforce strategy and education commissioning.	NHS Wales Chief Executives	By March 2017

Action number	Action	Lead responsibility	Completed by end of year
5.4	In commissioning education and training programme places in higher education across the range of healthcare workers, the Welsh Government should look to expand the opportunities for those to be delivered bilingually or in Welsh.	Welsh Government	By March 2018
5.5	The Welsh Government, together with higher education institutions and Coleg Cymraeg Cenedlaethol, to work together to improve the current provision of Welsh-medium courses in health, social services and social care, and identify additional opportunities to progress the agenda.	Welsh Government HEFCW Health Boards and Trusts Higher Education Institutions Coleg Cymraeg Cenedlaethol	By March 2017
5.6	Training and professional development programmes to include a module/strand on the impact of language sensitivity on the effectiveness of assessments and care, the Active offer; and the responsibility of public bodies to provide services in both English and Welsh.	Care Council for Wales (Social Care Wales) Health Boards and Trusts Higher Education Institutions Local Authorities	By March 2017
5.7	Social Work Degree Partnerships to set and review targets for recruiting students who have Welsh language skills. **(Social Services and Social Care Services Only)**	All partner agencies and HEIs Care Council for Wales (Social Care Wales)	By March 2017
5.8	To enable Welsh-speaking students to be paired with Welsh-speaking staff when on placement, the Welsh Government to work to enable education providers to access anonymised ESR data on the Welsh language skills of NHS Wales staff.	Welsh Government	By March 2018

Objective 6

Welsh in the workplace

What will this mean for people?

- People can access Welsh language services across health, social services and social care when they need it
- People receive services where Welsh language capabilities and competence of staff are rooted in the human resource and recruitment procedures.
- People can see through the services they receive that health, social services and social care services in their area reflect the Welsh language needs in the local population.

By delivering these actions, you will be enabling your organisation to meet Operational Welsh Language Standards.

Action number	Action	Lead responsibility	Completed by end of year
6.1	Staff training to deliver services in Welsh, focusing in particular on encouraging Welsh speakers to use their language skills in the workplace, will be supported. Language training opportunities and resources to increase the confidence of staff to deliver services in Welsh will also be promoted.	NHS Wales Chief Executives Directors of Social Services Care Council for Wales (Social Care Wales)	By March 2018
6.2	National leadership or senior management development programmes in health or social care to include an element on the significance of language to meeting people's needs, the Active Offer and effective language planning.	Welsh Government Care Council for Wales (Social Care Wales)	By March 2018

Action number	Action	Lead responsibility	Completed by end of year
6.3	HEIs, FEIs, social services and NHS organisations to work in partnership to ensure that the value and benefits to service providers and to Welsh-speaking people of having bilingual staff are reflected in their recruitment, commissioning and staff development processes. Careers Wales can help by assisting the organisations to accurately target their promotional work to Welsh speakers.	NHS Wales Chief Executives WEDS CollegesWales Careers Wales Directors of Social Services Higher Education Institutions Further Education Providers	By March 2018
6.4	Welsh Language Officers (within the NHS Wales) and Welsh Language Champions (within social services) to become Business Ambassadors with Careers Wales to promote the need for Welsh-speaking staff in the health, social services and social care sectors within schools and FEIs in Wales.	NHS Wales Chief Executives Directors of Social Services CollegesWales	By March 2017
6.5	An awareness of the link between linguistically-sensitive services and individuals' dignity, as well as awareness of the Active Offer to be delivered to all NHS Wales, social services and social care staff as part of routine induction sessions. NHS Wales staff should also complete the Welsh Language Awareness e-learning module as a priority.	NHS Wales Chief Executives Directors of Social Services Care Council for Wales (Social Care Wales)	By March 2017
6.6	NHS organisations should ensure that Welsh language skills are mainstreamed into the KSF (Knowledge and Skills Framework) as core competencies. **(NHS Wales only)**	NHS Wales Chief Executives	By March 2018
6.7	The Welsh Government to work with the National Centre for Learning Welsh to meet the need within the health, social services and social care sectors to develop the Welsh language skills of staff. This will include developing and promoting relevant resources and provision.	Welsh Government National Centre for Learning Welsh	By March 2018
6.8	All qualifications required by the social care workforce to be reviewed to ensure they adequately reflect the principles of language need and the Active offer.	Care Council for Wales (Social Care Wales)	By March 2018

Objective 7

Regulation and Inspection

What will this mean for people?

- People have a voice and can influence the quality of the Welsh language service they receive.
- People requiring a service through the Welsh language can be assured that health, social services and social care inspectorates will review and report on their experiences of services.
- Through the provision of the Active Offer, people are treated with respect and dignity.

By delivering these actions, you will be enabling your organisation to meet Operational Welsh Language Standards.

Action number	Action	Lead responsibility	Completed by end of year
7.1	All service audits should include questions relating to people's perception of the availability of Welsh language service provision from the service provider, alongside the Welsh speakers' experiences of those services. **(NHS Wales only)**	NHS Wales Chief Executives	By March 2018
7.2	Care and Social Services Inspectorate Wales to mainstream the inspection of planning, provision and experience of Welsh language services.	Care and Social Services Inspectorate Wales	By March 2019
7.3	Healthcare Inspectorate Wales inspectors to continue to inspect and report on whether Welsh speakers are offered services in Welsh as a natural part of their care, and whether Welsh speakers are able to use the Welsh language to express themselves when receiving care as per the Health and Care Standards.	Healthcare Inspectorate Wales	By March 2017

Annex 1

Examples of Good Practice in Health, Social Services and Social Care

Here are some examples of good practice within the Health, Social Services and Social Care sectors since the introduction of *More than just words*.... in 2012. A number of these initiatives have received recognition for the work done and are considered as examples that can be used more widely.

Delivering the Active offer

Ward B2 Ysbyty Cwm Rhondda

To answer the demand for Welsh services by patients, a ward was created in this hospital with delivering Welsh language services as its goal. The ward is staffed by clinical staff with Welsh language skills and 'Working Welsh' materials are used extensively. After a successful period as a pilot, this ward has since been made a permanent element of healthcare provision and hard work is being done to promote the ward.

'Your next patient is a Welsh speaker – make an Active offer, Aneurin Bevan University Health Board

This project ensures that all members of staff make an Active Offer. The health board developed a poster and information sheet for staff on the Active Offer supported by the 'patient's story', highlighting the positive difference which the Active Offer can make. Patients have described how receiving an Active Offer has made a world of difference to their stay in hospital. Staff ownership is recognised as being essential and evidence of the negative effect of failing to make an Active Offer is seen as being crucial and therefore using the 'patient's story' is so important.

The importance of the Welsh language in the provision of care – Intensive Care Unit, Morriston Hospital, Abertawe Bro Morgannwg University Health Board

The Intensive Care Unit nurse was asked to care for an older patient who had not fully regained consciousness nearly two weeks after sedation had been stopped. The nurse realised the patient had a traditional Welsh name and looked in the records for the patient's preferred language; no note had been taken by

the admitting staff. Using her initiative she began speaking to the patient in Welsh. The patient's eyes immediately opened, as the patient understood her. The patient was suffering from confusion and disorientation and had lost the ability to understand or speak English. The relief and comfort of finding someone able to converse and explain the situation was immediately evident. Since this occurrence, the hospital has tailored the provision of care to the patient's needs, with the Welsh language helping nurses and medical staff to thoroughly assess the patient for the first time since admission.

Leadership

Language Champions Project, Bangor University

As leadership has such an important role in developing the provision of Welsh language services, this pioneering project's aim is to establish individuals as Champions for the Welsh language within the School of Healthcare Sciences in Bangor University. Once the Language Champions have received their training, they work to raise the profile of matters affecting the Welsh language within health services and local learning institutions.

Gwynedd Healthy Schools Scheme and Healthy and Sustainable Pre-School Scheme

The Senior Practitioner manages plans and implements all aspects of the Gwynedd Healthy Schools Scheme through the medium of Welsh. Although such a scheme isn't something new, what does break new ground is that the everyday work done ensures that users of these schemes obtain the service in the language of their choice. Collaborating with relevant networks on a daily basis can be challenging, for example the Healthy Schools network operates in English so they have to ensure that any new information is passed on in Welsh. By providing support, training, documents and resources in Welsh, the Schemes contribute towards promoting and safeguarding the health and welfare of children, young people, families and communities in schools and pre-school settings effectively and successfully.

Workforce planning

Teifi Surgery, Llandysul

After conducting a survey of the practice's patients, an action plan was created to increase the practice's provision of Welsh language services. Part of the plan included encouraging staff to use their Welsh or to learn Welsh, and a new computer system was developed to record patients' language choice and whether or not interpretation arrangements were needed for those patients' clinical referrals.

Foxtroy House Residential Home

As a result of reading *More than just words*.... this residential home for the elderly became aware of the need to make an action plan to deliver the Active Offer. Welsh language sessions called 'Gofalu yn Gymraeg – Caring in Welsh' were organised in the residence in answer to the residents' need for Welsh language services. The sessions include discussions about Welsh culture, Welsh bingo, singing Welsh hymns and many other activities including the Welsh language. After the residents' sessions, staff training sessions are held to ensure that staff can deliver Welsh language services.

Technology

Appointment Reminder Service, Betsi Cadwaladr University Health Board

This is a wholly bilingual service on a huge scale – 1.6 million appointments per annum, covering a population of 676,000 across north Wales. The text messages, the automated voicemails and the call centre all offer a bilingual service. The technology is proven, and what the health board has learned regarding effective language and communication through text and voice messages can be used by the rest of NHS Wales and the wider public sector in Wales. The project saved over 5,000 appointments during 2014. This will mean a considerable saving, while ensuring that patients are seen locally.

Gwynedd Healthy Schools Scheme, Public Health Wales

The Senior Practitioner of the Gwynedd Healthy Schools Scheme decided to create bilingual interactive resources entitled Tyfu i Fyny. The Tyfu i Fyny resources have been designed to respond to the sensitivity in the area of Sex and Relationships Education and as a result, teachers are now confident and comfortable in introducing the subject, and the pupils enjoy the teaching. As a result of creating these resources for Gwynedd schools, the Welsh Government requested that they be available for all schools in Wales.

An online bilingual cancer information resource developed by patients for patients – The North Wales Cancer Network Patient Forum

The North Wales Cancer Network Patient Forum is a voluntary group of people affected by cancer. The Forum, comprising cancer patients and carers, works in close partnership with the Cancer Network, the Betsi Cadwaladr University Health Board, local authorities and numerous third sector organisations. Forum members developed an innovative website specifically designed to signpost people affected by cancer in North Wales to the wide range of community based sources of information and support. From the outset, the Forum was committed to making the resource fully bilingual; promoting equality for the high proportion of people in the region whose first language is Welsh.

Education and training

May I Join You? – Derwen: Integrated Team for Disabled Children

This team created a resource to help parents of children with communication problems (such as autism) and non-specialist workers who care for these children. The resource includes a resource book to use with children during play, an information booklet, and a DVD. This innovative Welsh language resource demonstrates simple practical strategies that can be used to encourage young children to communicate.

Makaton Advisors on the innovative children's programme 'Dwylo'r Enfys'

Following the success of 'Dwylo'r Enfys', an S4C programme for children with additional educational needs, this group created resources and Makaton (sign language) workshops. Their work has meant that more and more use is being made of Makaton to help Welsh-speaking children with additional educational needs and those with Welsh as a second language.

A Welsh course to enhance the relationship between social care staff and the older service user – Learning and Development Department, Carmarthenshire County Council

A 'Welsh Course for Carers Working with the elderly' which aims to help care staff to use the Welsh language when caring for elderly Welsh speaking residents. The 5 week course focussing on Welsh for greetings and weather, care tasks, food choices, clothing and areas of the home has been tailored to the setting and client group and aims to enhance the relationship between social care staff and the older service users.

Annex 2

Index of Acronyms

Acronym	In Full
NHS Wales	National Health Service Wales
ADSS Cymru	Association of Directors of Social Services Cymru
NWIS	NHS Wales Informatics Service
IMTP	Integrated Medium Term Plan
HEFCW	Higher Education Funding Council for Wales
ESR	Electronic Staff Record
GP	General Practice
GMS	General Medical Services
Workforce and OD	Workforce and Organisational Development
FEI	Further Education Institution
HEI	Higher Education Institution
WEDS	Workforce, Education and Development Services
KSF	Knowledge and Skills Framework
COMEX	Council of Europe's Committee of Experts
HIW	Healthcare Inspectorate Wales
CSSIW	Care and Social Services Inspectorate Wales