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Bwrdd Iechyd Prifysgol
Betsi Cadwaladr
University Health Board



WELSH LANGUAGE SERVICES

ANNUAL MONITORING REPORT

2017-2018

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Executive Summary

This report addresses the statutory duty of Betsi Cadwaladr University Health Board (the Health Board) to provide an annual account to the Welsh Language Commissioner on compliance with its Welsh Language Scheme. The Health Board continues to make progress in implementing its Welsh Language Scheme, however, focus has now progressed to the implementation of the Welsh Language Standards under the Welsh Language (Wales) Measure 2011.

The report reflects the format and content included in the guidance produced by the Welsh Language Commissioner and details compliance against performance indicators within the eleven domains outlined in the Health Board's Welsh Language Scheme:

- Policy Impact Assessment
- Services provided by others
- Workforce Planning
- Information Technology
- Recruitment
- Language Skills
- Training to improve Welsh language skills
- Language awareness training
- Complaints
- Publicity

It gives an overview of general progress including key achievements and good practice as well as areas for development. The report also takes into account the feedback received from the Welsh Language Commissioner following submission of the 2016-2017 Annual Monitoring Report.

This report reflects work undertaken to progress the *Bilingual Skills Strategy*, implementation of *More than just words* and the 'Active Offer' principle, meaning the provision of a Welsh medium service without the service user having to request it. The work undertaken by the Health Board also incorporates Welsh Government's Strategy *Cymraeg 2050: A million Welsh speakers*. A Strategic Plan and associated Work Programme are in place to ensure comprehensive delivery and monitoring of these requirements.

This report builds on the Health Board's previous annual reports, reflecting improvements and progress made during this reporting year.

April 2018

Foreword

This report not only reflects the Health Board's progress against performance indicators, it also demonstrates how we have planned our services to address the needs of our population. We have listened to what the public and patients have told us and have used the feedback to strengthen our services accordingly.

Understanding our population needs

Understanding population needs is essential to inform our ability to design and deliver services in North Wales. Gwynedd has the highest proportion of Welsh speakers, 65 per cent, although we know that this can be much higher in some areas of the county. Elsewhere in North Wales, 57 per cent of residents on the Isle of Anglesey speak Welsh, 27 per cent in Conwy and 25 per cent in Denbighshire. The proportion of Welsh speakers in Flintshire (13.2 per cent) and Wrexham (12.9 per cent) is lower in comparison, however, the demand for Welsh medium services is prominent, taking into account rural Welsh speaking areas that access services delivered in the east region of North Wales.

In terms of day to day usage of the language, the *North Wales Population Needs Assessment* demonstrates that just over half (53 per cent) of Welsh speakers in North Wales are fluent in the language and 63 per cent speak Welsh on a daily basis. In Gwynedd, 78 per cent of Welsh speaking residents are fluent and 85 per cent speak Welsh every day. The level of Welsh spoken, particularly in the north west of the region, influences the number of people choosing to access services in Welsh. In Gwynedd, 37 per cent of people attempt to use the Welsh language at all times when contacting public services. This information has assisted the Health Board in identifying the need for Welsh medium services and has enabled us to plan based on meeting this demand.

Long term vision

Developing a clear strategy enables us to achieve our objectives and our *Welsh Language Strategic Plan for 2016-2019*, has enabled us to focus through our dimensions of Behavioural Change, Strategic Intervention and Governance & Performance. The *Well-being of Future Generations (Wales) Act 2015* requires us to think more about the long-term, with a focus on a Wales of vibrant culture and thriving Welsh language being one of its seven well-being goals. This drives us to work better with people, communities and other organisations, as well as directing us to adopt a more joined-up approach. As such, Welsh language requirements has been mainstreamed into our strategy for the future, *Living Healthier, Staying Well*, with short term goals and commitment having been established in our Three Year Plan. This has allowed us to unite our requirements in delivering the Welsh Language Standards and *More than just words*, as well as having a clear focus on developing our *Bilingual Skills Strategy*, leading on delivering a comprehensive Translation Service and facilitating Primary Care developments as part of our cluster planning.

Governance and Performance

Our Welsh Language Strategic Forum, chaired by our Chief Executive, establishes our internal governance arrangements. The Terms of Reference steers our strategic approach, with membership consisting of senior and active leaders who are able to drive forward our requirements. Our Welsh Language Risk Register ensures that we are aware of possible challenges and concerns and ensures that we have actions in place to mitigate any complex issues.

Patient and Public Engagement

Engaging with patients and the public has been one of the Health Board's key priorities as part of the Special Measures Improvement Framework with numerous groups and communities as part of its *Engagement Strategy*. We have taken this opportunity to gain feedback on Welsh medium provision, and have also made best use of Welsh medium platforms such as the Eisteddfod Genedlaethol and individual audits to establish a baseline of expectations and actual services provided. This report details further on the findings and what we have done following feedback.

This report therefore brings together strategic planning and operational activities during the 2017-2018 reporting period, and reflects the work undertaken to address the indicators as set by the Welsh Language Scheme and the Welsh Language Standards under the Welsh Language (Wales) Measure 2011.

Welsh Language Standards

The Health Board has stepped up its actions to prepare the organisation for the forthcoming Welsh Language Standards over the past reporting year.

Our *Welsh Language Standards Work Programme* has been developed to ensure delivery, focusing on our three key dimensions:

- Behavioural Change in the form of Training, Corporate Identity and Communicating Key Messages;
- Strategic Intervention in the form of Workforce Planning, Service Delivery and incorporating requirements into ICT Systems;
- Securing Performance in the form of Frontline Provision, Governance and Identifying Good Practice;

Specific workstreams have been identified, setting out actions required at both a strategic and operational level to ensure organisation-wide ownership and implementation. In order to ensure a seamless approach to Welsh language service delivery across the Health Board, all the workstreams have been cross-referenced with the objectives set out within the Welsh Government's Follow-on Strategic Framework for Health, Social Services and Social Care, *More than just words*.

A Welsh Language Standards Project Management Group has been established to lead and drive the Health Board's approach to the delivery of the Welsh Language Standards. The Group's membership includes representatives from the three Area

Management Teams, along with influential managerial staff from a number of Services and Divisions, who are primarily responsible for leading and co-ordinating the introduction and implementation of the Welsh Language Standards across the Health Board. The Welsh Language Standards Compliance Officer has been working alongside members to roll out the objectives established within the Work Programme. This is currently being rolled out, with local action plans initiated across Services and Divisions. The establishment of the Group has been central to executing the Welsh Language Standards Work Programme and this approach will be a priority going forward.

Health Board Wide Procedure: Using Welsh Internally

A Procedure on using Welsh internally has been produced in line with requirements within the Operational Standards. The Procedure has been a natural progression for the Health Board in increasing and advancing Welsh language within its operational arrangements.

The Procedure focuses on the following areas:

- telephone communication
- meetings of the Health Board and its committees
- internal communication including translation services
- signage
- IT packages
- policies
- raising concerns
- disciplinary cases/ grievances / dignity at work
- training
- bilingual skills – recruitment
- Electronic Staff Record

The Procedure has been approved by the Strategy, Planning and Population Health Committee and will now be publicised and rolled out throughout the Health Board. This is a proactive achievement for the Health Board, demonstrating work already undertaken to address the Standards and beyond.

‘More than just words’

The Health Board has continued to achieve the outcomes established within year two of the Welsh Government’s Follow-on Strategic Framework for Welsh Language Services in Health, Social Services and Social Care, ‘More than just words’. The targets and objectives have allowed the Health Board to build on its successes and achievements of the previous year.

One of the key achievements in ensuring successful delivery of the Strategic Framework was recognised at last year’s national *More than just words Showcase Event* in Cardiff. The Health Board was commended for leading on establishing a

pan North Wales Forum with the main aim of facilitating the delivery of objectives noted within the 2016-19 *More than just words* Strategic Framework.

The Forum brings together representatives from a number of relevant organisations (including all six local authorities, *Social Care Wales*, the *Wales Ambulance Service NHS Trust* and *Bangor University's School of Healthcare Sciences*) on a quarterly basis, in order to facilitate the implementation of *More than just words* across North Wales. The Forum is a stage for sharing information and examples of good practice, and the prudence of following a collaborative approach in order to ensure the delivery of specific actions has become increasingly apparent during the past year.

It's clear that each member organisation continues to benefit from the now established process of agreeing on pertinent short-term targets at every meeting. This ensures the achievements of the objectives noted within the 2016-19 *More than just words* Action Plan within agreed timescales.

Further work outlined within this report addresses the core objectives of *More than just words*:

- Objective 1 – Leadership
- Objective 2 – Mapping, Auditing, Data Collection and Research
- Objective 3 – Service Planning, Commissioning, Contracting and Workforce Planning
- Objective 4 - Promotion and Engagement
- Objective 5 – Professional Education
- Objective 6 – Welsh in the Workplace

As the Health Board's Welsh Language Strategic Plan has been developed to incorporate all Welsh language requirements, the report reflects this dual approach.

Welsh Language Training Programme

Welsh language training has been identified as a key priority within the Health Board to ensure sufficient capacity to deliver services bilingually. Providing staff with the opportunity to develop their Welsh language skills is an organisational need and last year a full time Welsh Language Tutor was recruited to meet the demands. The work undertaken by the Tutor has been exceptional in terms of the content of courses that have been delivered, the number of attendees, and the effect this has had on our staff in being able to deliver services in Welsh. This report will highlight key achievements and the subsequent effect on patient care.

Tailor-made courses

Courses have been innovatively tailored for staff in each department, on a language level and the type of work they undertake on a day to day basis. Courses have already been held and tailored for specific staff groups:

- Adult Mental Health
- Pharmacy
- Medical Undergraduates/Postgraduate students
- Reception Fast Track courses
- Primary Care and Care Homes
- Audiology
- Speech and Language Therapy
- Child and Adolescent Mental Health Service (CAMHS)
- HMP Berwyn Pharmacy and Substance Misuse Services
- Dementia Care Workers and Dementia Specialist Nurses

Being able to embrace the Welsh language for the benefit of patients and staff is brilliant
 Speech and Language Therapist

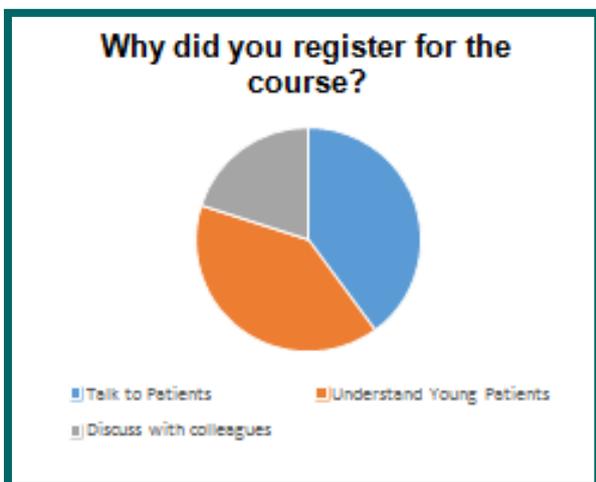
Although the courses address the specific needs of each department, the Tutor has ensured that the achieving levels coincide with the Common European Framework of Reference for Languages: Learning, Teaching, Assessment and the National Curriculum For Learning Welsh For Adults, focusing mainly on the following levels:

I'm new to Wales and unable to speak any Welsh; having gained a new job it is very helpful for myself and for the service.
 CAMHS Support Worker

- Beginners – Entry 1
- Beginners – Entry 2 or Beginners +
- Foundation 1
- Foundation 2
- Intermediate 1
- Intermediate 2
- Further higher and Welsh grammar courses

Feedback from staff

The Tutor routinely gathers feedback from staff to ensure that the courses meet their needs and to examine whether any amendments are required to reflect service needs. Feedback has been positive in terms of the Tutor’s approachability and course value.



Working with the Work Welsh programme, National Centre For Learning Welsh

Work Welsh is an initiative funded by the Welsh Government and is ran by the National Centre For Learning Welsh. We have been working with the Centre to develop national courses, and to establish a unique partnership in further supporting our current training provision in the workplace. *Work Welsh* consists of three elements that the Health Board has utilised to maximise opportunities for staff:

- Online welcome/reception courses
- Intensive courses
- Tailored residential courses to improve confidence

Since its commencement, 48 members of staff have attended residential courses to Nant Gwrtheyrn and over 131 members of staff have enrolled onto the 10 hour online welcome/reception Welsh language taster course.

Present and future projects:

- *Welsh Language Course and Communication Pack* for staff that work with dementia patients in collaboration with the *Alzheimer's Society* and *Bangor University, Coleg Cymraeg Cenedlaethol* and *Social Care Wales*
- Recording Speech and Language and Audiology Assessments giving Welsh speaking staff the confidence to assess their patients through the medium of Welsh
- Working in collaboration with the *National Centre For Learning Welsh*, developing an online Welsh training programme specifically for the health sector, as well as two entry and two intermediate residential courses for 60 members of staff at *Nant Gwrtheyrn*
- Working in collaboration with *Agored Cymru* so that we're able to accredit staff that attend Welsh Language Training Courses

Case Studies

The Tutor has been working with individuals and groups of staff to measure the impact that the courses have had on their ability to deliver service through the medium of Welsh.

The following case studies demonstrate the difference attending these courses have made with marked improvement and increased confidence.

Case Study	Evidence
Individual Case Study: Dr John Clifford – Clinical Psychologist at Wrexham Maelor Hospital.	Dr John Clifford had previously learnt Welsh at school as a second language, but had entirely lost his confidence to use his Welsh. In August 2018, he joined the Welsh Language Training programme at Tŷ Derbyn, Wrexham Maelor Hospital. He gained a lot of confidence to use his Welsh and has become an advocate for the Welsh language within Mental Health Services at Wrexham Maelor. He has noticed a difference in his patients now that he can converse with them in Welsh, noting that they

	<p>immediately relax and feel a lot more at ease. He says that this has increased and improved patient care:</p> <p><i>"I thought that I needed to be fluent in Welsh in order to converse in Welsh with patients, but now I realise that that isn't the case. Being able to greet patients in their chosen language increases patient rapport".</i></p>
<p>Group Case Study:</p> <p>Denbighshire Child Development Centre, Hyfrydle</p>	<p>We worked closely with the Child Development Centre to develop a Welsh language training course that was tailored to their specific needs.</p> <p>Staff at the Centre provide diagnostic and follow-up services for children of pre-school age with emerging disabilities or developmental problems. Services include Autistic Spectrum Disorder assessment, Speech and Language provision and advice and training for parents. An evaluation was undertaken with staff members, and the impact on their ability to provide services in Welsh was very positive, with 73 per cent saying that the course had improved their confidence to speak Welsh.</p>

Primary Care Services

The Welsh Language Team has been proactive in encouraging primary care contractors to provide bilingual services, despite there being no statutory requirement for them to comply with the Health Board's Welsh Language Scheme. The Health Board has therefore gone above and beyond with the level of support provided to contractors. Significant work has been undertaken to raise awareness of the importance of providing bilingual services for patients, with the Welsh Language Team providing a well-attended Protected Educational Time event in September engaging with staff and portraying key messages in terms of the benefits for patients. It provided an opportunity for individual practices to ask questions and to voice any concerns they had about the Welsh language. Access has been provided to the service provided by the Health Board's Translation Team and the Welsh Language Tutor so that individual practices are able to send any documents to be translated, or take advantage of the Health Board's Welsh language training programme. Resources were also distributed to enable the surgeries to make the Welsh language more visible, and to build on the staff members' current Welsh language skills.

Individual practices continue to be targeted, with numerous GP Practices benefitting from direct support and guidance from the Welsh Language Team. Meddygfa Rhydbach in Botwnnog is an exceptional example where the Practice has welcomed

the support, and has reported that the Welsh language is now more visible since receiving lanyards, posters and signage, creating a welcoming, bilingual environment.

Partnership working has also continued with *Menter Iaith Bangor*, with joint priorities identified. As part of this work, pharmacies, opticians and GP surgeries in three specific areas were targeted; Bangor, Y Felinheli and Bethesda. Support in the form of translation work, training provision and visual aids has led to enhancing and strengthening bilingual provision. The Welsh Language Team are members of *Menter Iaith Bangor* and *Menter Iaith Dinbych*, which has proved an excellent channel for sustaining collaboration, and will ensure that the Health Board has wider opportunities to establish partnerships with other organisations and within the community. Collaborative working with *Hunaniaith* has also focused upon the Primary Care sector, and pharmacies in particular. As part of this work *Using your Welsh in the Pharmacy* phrase cards have been created, and the Welsh Language Team shared its expert knowledge regarding terms and key phrases that had already been developed through the Welsh Language Tutor's pharmacy training programme. Aimed at pharmacists and associated staff, patients who visit the pharmacy will benefit leading to increased opportunities for the public to use the Welsh language. This is only the initial stage of the project, with further work planned ensuring that this collaboration project will strengthen bilingual provision within local pharmacies.

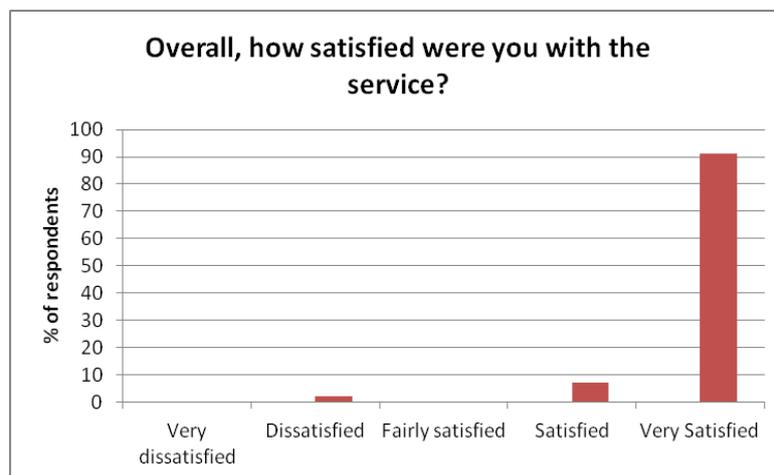
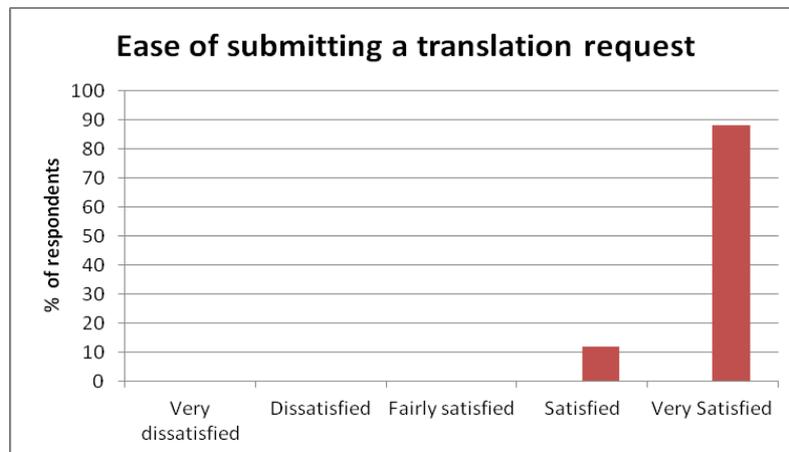


The Translation Service

The Health Board has a team of translators providing translation services across the organisation. The Team also extends its services to independent primary care contractors to enhance their provision. The recent investment in the translation team has increased capacity, productivity and has led to a marked improvement in turnaround times. This in turn has allowed us to extend our services to translate internal publications in line with our *Health Board Wide Protocol on Using Welsh Internally*, ensuring compliance with the Welsh Language Standards.

In order to facilitate the operational element of our translation service, we have developed the networking of our translation memory programmes investment, *Wordfast*, leading to streamlining our internal process. The Health Board's Translation Service is continually promoted to staff and the team will shortly be visiting community sites and managed practices in order to advance and expand the service.

The Translation Service recently held a customer satisfaction survey to analyse and evaluate the service provided to staff. Feedback was sought on the process of requesting translations, ease of contacting the service and overall satisfaction. As demonstrated below, service satisfaction level was very high.

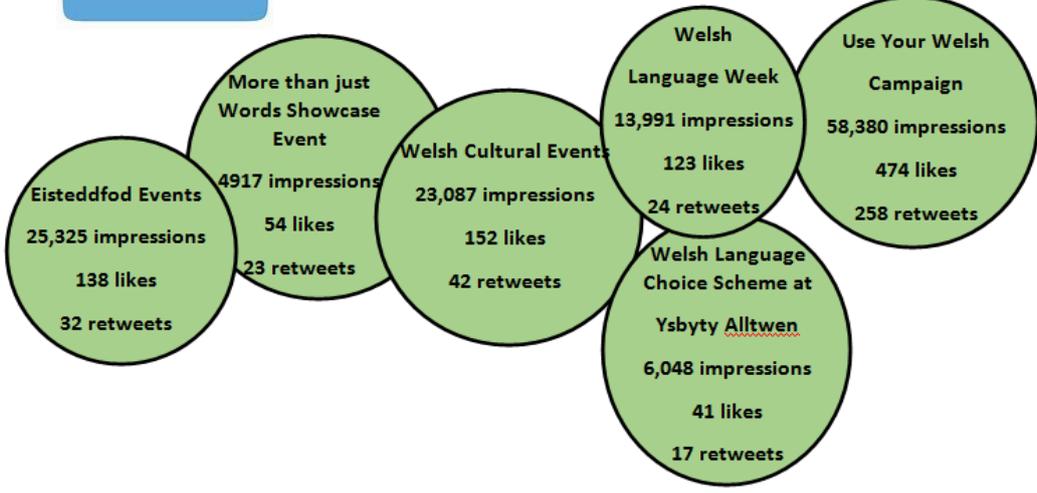


The feedback received clearly reflected the marked improvement in turnaround times. The survey results will now be used to evaluate systems and streamline the process further.

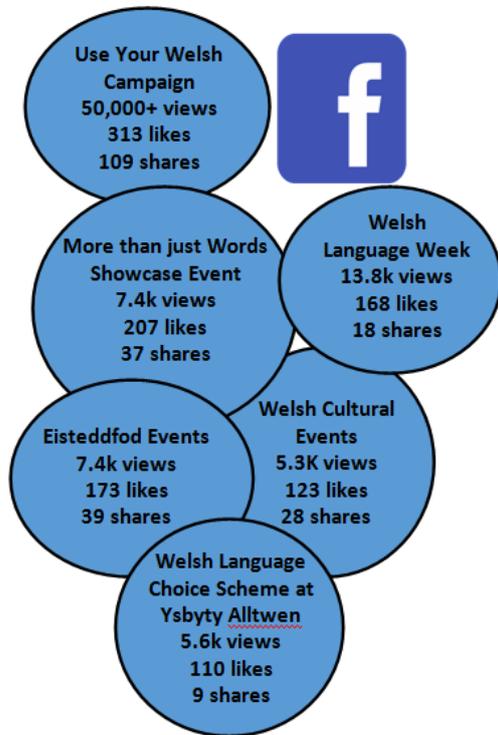
We have recently developed working partnerships with public sector organisations across North Wales to share learning and best practice, and have held meetings with cross-sector heads of translation services. Following this collaboration, we have innovatively established a pan North Wales network of partners from public sector organisations, meeting for the first time in April 2018. The aim of the network is to identify learning and cross-sector working, recognise training needs and arrange collaborative training opportunities. This is a unique development across Wales and will lead to progress within this specialised area. We have recently actively collaborated with partners in North Wales Police to facilitate simultaneous translation training for the translation team. Along with the introduction of the *Health Board Wide Protocol on Using Welsh Internally*, this training will be used to develop and enhance the services we offer.

Raising Awareness of Welsh Language Services

The Health Board has been proactive in raising awareness of latest developments and the interest and response by the public and the press has been immense. There has also been a high presence on the Health Board's social media channels, and consequently a significant number of our population and our patients have had access to information about initiatives, activities undertaken and the bilingual services that are provided.



These good news stories which have featured on the Health Board’s social media pages are varied in nature. Some of the stories shared include information on the Health’s Board’s first ever *Welsh Language Week*, the *Use Your Welsh Campaign*, the various activities held at the National Eisteddfod to promote the Welsh language, the *More than just Words Showcase Event*, along with information regarding some of the initiatives implemented by staff.



Furthermore, the Welsh Language Team’s work programme has also been highlighted and praised in the local media, with diverse articles featuring in various local newspapers; the *Daily Post*, the *Cambrian News*, the *Wrexham Leader*, the *Caernarfon Herald*, the *Bangor and Anglesey Mail*, the *Rhyl Journal*, and *Y Cymro*. All of these papers cover a vast geographical area, and have a large audience of readers. We have also featured on *Newyddion 9* and *BBC Wales Online* as part of our *Use your Welsh* campaign.

This ensures that awareness is raised of the services that we provide in Welsh as well as encouraging the public to use Welsh when accessing our services.

Service Developments and Key Achievements

The Health Board has progressed its services even further this year with a number of developments and activities undertaken across the organisation. This section provides a brief overview of some of the most pioneering initiatives we have seen across Wales.

Language Choice Scheme

Since initial implementation of the Language Choice Scheme on Ward Glaslyn in Ysbyty Gwynedd, it has now been rolled out and introduced on all wards at Ysbyty Gwynedd, as well as in community hospitals across North Wales. The scheme has been well received by staff and patients alike as it allows the ward to plan its workforce and provides Welsh speaking patients with the ‘Active Offer’.

One community hospital that has seen the effects of its success has been Ysbyty Alltwn, where it has been implemented for the past twelve months. The hospital, as

well as the patients, have fully embraced the scheme with 100 per cent uptake from Welsh speaking patients. A case study was undertaken with hospital staff who implement the scheme, and patients who have opted-in to the scheme, in order to monitor its success and its effect on the wider workforce. The positive changes as a result of the Scheme include:

- facilitation of rostering and improvement in staff allocation
- seamless formalisation of the process
- ability to pair Welsh speaking staff with Welsh speaking patients
- changing working practices
- enabling staff to be immediately aware of the patient's language choice
- avoiding having to repeat the question of whether patients are Welsh speakers
- the whole Multi-Disciplinary Team are made aware of the patient's language choice
- improved relationship between the healthcare professional and the patient

A recurrent theme which has been clearly identified as a result of the Scheme is that patients are able to explain and discuss their symptoms and thoughts with ease in their mother tongue. Another theme highlighted that staff are more aware of patient's language choice, and the importance of acting on this information to the best of their ability.

"During my stay at Ysbyty Alltwen I opted in for the language scheme and the staff placed the magnetic 'Cymraeg' sticker above me so they knew I preferred to speak in Welsh.

"It's a great idea and it allows the staff to communicate better with those patients who prefer to speak in Welsh which helps provides even better care."

**Eirlys Margaret Stumpp,
a patient from Harlech**

Defnyddiwch eich Cymraeg / Use your Welsh!

On 1 February 2018, the Welsh Language Team launched a new and innovative campaign, *Defnyddiwch eich Cymraeg / Use Your Welsh*, which will be a permanent and rolling campaign within the Health Board. A sentence that is often used by our staff is that they aren't confident enough to speak Welsh in the workplace, or that their Welsh isn't good enough, therefore the purpose of the campaign is to encourage staff members to use any Welsh they have in the workplace in every aspect of providing care for patients, service users, and their families. It also aims to encourage staff members to use Welsh with their colleagues, and endeavour to practice



Welsh with learners within their team. It targets fluent Welsh speakers, learners, and individuals who can only say some basic greetings, as patient feedback emphasises that they appreciate any effort made to converse with them in Welsh. By introducing this campaign across the three main hospital sites, it has raised awareness of the Welsh language internally among staff and its importance within the health sector, leading to behavioural change, where staff feel more able to use any Welsh they have in the workplace, and increasing the opportunities patients have to use the language.

Promotional material were developed to promote and advertise the campaign, as well as questionnaires to measure how staff use the language, and to monitor if this has increased since the launch. Furthermore, as part of the campaign the Welsh Language Team held stalls to promote the campaign, as well as visiting wards and departments to involve and encourage clinical staff.



Supporting resources such as 'Siarad Cymraeg' lanyards and badges, various Welsh language phrase cards and CDs were widely distributed to staff. These events were also an opportunity to share information about various Welsh language training, and to raise further awareness of the internal training programme. The campaign was welcomed with optimism and enthusiasm, and offered further opportunities to engage with staff, and to influence their linguistic practices.



During the build up to the launch, a series of videos of staff members discussing their experiences of learning and using Welsh in the workplace were created to share with the public on the Health Board's social media channels. These were viewed by a high number of social media users, with over 50,000 views. Our posts promoting the awareness campaign reached over 59,000 individuals, and we received over 7,000 positive reactions to our posts and tweets.

Electronically Identifying Welsh Speaking Staff

An initiative to identify whether staff can speak Welsh on the Outlook E-mail System was launched last year so that individuals are able to identify Welsh speakers before corresponding with them. This encourages the use of Welsh internally, both via e-mail and over the phone. The number of the workforce who have completed this information has increased by 84.5 per cent over the past year:

The total number of Active E-mail Users who have updated their language details are 12,831 which equates to 68 per cent of total users. This is the breakdown of language ability:

- *Non Welsh Speaker*- 7484 users (58 per cent)
- *Speaks Some Welsh / Siarad rhywfaint o Gymraeg* - 1592 users (12 per cent)
- *Welsh Learner / Dysgu Cymraeg* - 1115 users (9 per cent)
- *Welsh Speaker / Siarad Cymraeg*- 2640 users (21 per cent)

Over the next few months, the Information and Workforce Teams will be working to establish a parallel between the Outlook Directory, ESR and the Informatics Portal. This will allow more accurate management of User accounts based on employed users within the organisation leading to all users either updating or confirming their details.

Welsh Language Week

The first ever *Betsi Cadwaladr University Health Board Welsh Language Week* was held between 26 February and 2 March 2018 to coincide with St David's Day. Various events and activities were arranged, specifically in order to promote the use of the Welsh language and to emphasise the importance of bilingual service provision within the health sector. As part of the celebrations, the Health Board's new Welsh language services mascot, *Macsen y Meddyg*, visited the children's wards in Ysbyty Gwynedd and Wrexham Maelor Hospital, launching a new range of bilingual certificates and stickers created for our younger patients.



A series of events were held in collaboration with *Social Care Wales*, *the Coleg Cymraeg Cenedlaethol* and *Careers Wales* at local Welsh medium secondary schools and at Coleg Cambria's Yale College in Wrexham. These events promoted the Welsh language as a valuable employment skill, and encouraged youngsters who may be considering careers within the health or social care sectors to make the most of their bilingualism. The winner of the

Health Board's Welsh Language Quiz for staff was also announced during the week, and the first issue of the Welsh Language Team's new newsletter was also

launched. Following the success of this event, *Welsh Language Week* will now become an annual event to promote services offered and initiatives delivered.

Public Engagement and Service User Feedback

Last year we set out to gather patient feedback on how we are doing in terms of Welsh language provision. During August 2017 at the National Eisteddfod in Anglesey, we undertook a baseline audit to set the scene, asking the public what their expectations were when accessing our services in North Wales. We had 23 respondents in total, all of whom were fluent Welsh speakers. We asked them what aspects of service was most important to them.

Which aspect of Welsh-medium healthcare service provision is most important to you?	Total
All aspects of Welsh-medium provision are equally important.	86.4%
Clinical services (e.g. consultations; nursing provision)	50%
Face to face provisions (e.g. reception services)	45.5%
Telephone services	72.7%
Written services (e.g. appointment letters)	72.7%
Online services	68.2%
Information leaflets / posters	77.3%
Signage	77.3%

We also asked whether they had accessed services over the past 12 months, and whether it was provided in Welsh. The main services utilised by respondents included Cardiac, Chiropody, General Surgery, Gynaecology, Intensive Care, Maternity, Ophthalmology and Urology. These services were accessed across North Wales, with 59.1 per cent having received some aspect of their care in Welsh.

General comments and themes included:

- the importance of supporting staff to learn or improve their Welsh language skills
- prioritising specific vulnerable groups, e.g. children and the elderly
- the important role of senior managers in leading by example
- the importance of bilingual signage to create an environment where the public are encouraged and feel welcome to use the language

We have taken these comments into account in developing our services over the past year, as demonstrated within this report. Prioritisation areas have included working with the elderly, especially actively offering dementia patients a service in Welsh, providing Welsh language training and support for staff as well as monitoring the use of bilingual signage across the organisation.

It has also been important for us to engage directly with patients accessing our services on a day to day basis. An initial Patient Satisfaction Survey has been

undertaken at the Outpatients Department in Ysbyty Gwynedd as a high number of patients visit the Outpatient Clinics on a daily basis, all with varying health needs.

Patients were asked a number of questions in relation to bilingual environment, face to face services and consideration to linguistic needs.

Question	Total	
	Yes	No
Do you feel that there is a Welsh atmosphere in the hospital? (This referred to posters, signage, and whether Welsh was being heard in the department)	100%	0%
Were you greeted bilingually at the reception?	91.9%	8.1%
Was the correspondence that was sent to you bilingual?	100%	0%
Do you feel that Health Board staff consider your linguistic needs in terms of Welsh language?	94.6%	5.4%
Does receiving (or not receiving) a Welsh-medium services make a difference to your experience when you are within the hospital setting?	83.8%	16.2%
Did you receive your consultation (or part of it) through the medium of Welsh?	40.5%	59.5%

Further comments and themes included:

- the importance of providing a bilingual service as part of care packages
- identifying Welsh speaking staff within departments (via 'Working Welsh' badges on uniforms or by wearing lanyards)
- up-skill the current workforce so that they are able to hold a basic conversation in Welsh

This survey is currently being conducted in the Outpatients Department at both Ysbyty Glan Clwyd and Wrexham Maelor Hospital. The findings will enable us to highlight areas of good practice as well as identifying gaps in services. This will allow us to target the support where it is most needed as we move forward to further strengthen our services.

Awards and Recognition

The Health Board received national recognition this year at the *More than just words Showcase Event* held in Cardiff in October. The event celebrates the importance of Welsh language provision in health, social services and social care, along with the exceptional achievements of individuals and teams. The Health Board was the only organisation in Wales to be celebrated in all three categories.



The Health Board won the 'Active Offer' category for the implementation of its Language Choice Scheme making a vast difference to patients and their families.

The Health Board also received special recognition in the other two categories. In the "Innovation" category, the Health Board was acknowledged for investing in their workforce following the appointment of our full time Welsh Language Tutor to increase capacity to deliver services bilingually. The Health Board was also given special commendation in the "Leadership" category for establishing the *More than*



just Words North Wales Forum, which brings together representatives from a number of relevant organisations operating in North Wales. This collaboration has already led to shared learning and joint working in implementing the *More than just words* Framework, putting strategy into practice.

Provision through the medium of Welsh continues to be celebrated at the Health Board's annual Staff Achievement Awards. This year saw numerous nominations in the "Welsh Language Award" category, including the Outpatients Department at Ysbyty Dolgellau for their work in improving services for day patients, and Siwan Owen, an inspiring Haematology Clinical Nurse Specialist at

Ysbyty Glan Clwyd who ensures that Welsh speakers are able to access services in their preferred language. However, the winner was Edwin Humphreys, a Mental Health and Learning Disabilities Staff Nurse, for his work in raising awareness of early onset dementia, conveying the key message that language is an integral part of care provision.

Performance Indicators Data

Performance indicators have been set by the Welsh Language Commissioner and are directly related to the Health Board's Welsh Language Scheme requirements.

Policy Impact Assessment

- ***Number and percentage of policies (including those that were reviewed or revised) where consideration was given to the effects the policy would have on the use of the Welsh language***

All new policies and initiatives produced by the Health Board are subject to an Equality Impact Assessment, which includes language impact assessment.

During 2017/18, 43 policies were produced or revised with 100 per cent scrutinised for language impact assessment. Of these, six policies (14 per cent) made specific reference to the Welsh language, where the policy would have an effect on the use of the Welsh language as part of the organisation's service delivery. Policies which did not require reference to the Welsh language ranged from clinical policies (e.g. *Cardiopulmonary Resuscitation Policy, Guidelines for the safe use of Phentoin in Adults*), Finance policies (e.g. *Petty cash Procedure and Debit and Credit Card Procedure*) to Medical Devices Policies (e.g. *Procedure for the Maintenance and Repair of Medical Devices*), where the policy, as part of the robust impact assessments, had been identified that it would not have an effect on a patient's ability to receive services through the medium of Welsh.

2017 / 2018 Data:

43 policies were produced or revised, of which 100 per cent were scrutinised for effects on the Welsh language, with six of these (14 per cent) including references to the use of the Welsh language.

2016 / 2017 Data:

In total there are 291 policies and procedures, of which 100 per cent have been assessed, with 35 of these (12 per cent) including references to the use of the Welsh language.

- ***Example of an assessment deemed to have an impact on the use of the Welsh language and details of how the policy was amended as a result***

The Health Board's policy impact assessment procedures allow for the consideration of how certain policies will affect service provision. One example is the Health Board's *Policy for the Management of Policies* which has been amended recently to include reference to the Welsh Language Standards in accordance with the *Policy Making Standards*:

Welsh Language

The Welsh Language (Wales) Measure 2011 has given the Welsh language official status in Wales by placing Welsh Language Standards on organisations. The duties deriving from the standards mean that the Health Board and all of its staff should not treat the Welsh language less favourably than the English language, together with promoting and facilitating the use of the Welsh language. In the conduct of public business, our aim is to provide an 'Active Offer', meaning services should be provided in Welsh without the service user having to ask for it. Enabling our patients and the public to receive high-quality, language appropriate care is paramount to the way we

provide and plan our services, as well as encouraging other users and providers to use and promote the Welsh language in the health sector.

We have a clear vision – everyone who comes into contact with our services should be treated with dignity and respect by receiving a safe and responsive service that is accessible in their language of choice'

Item 1 - [Policy for the Management of Policies](#)

Another example is *Guidance Production of Informed Procedure 'Specific Consent Form'* where it states that '*consideration must be given to patients whose first language is Welsh*' within the consent process. It also states that standardisation of evidence based information should meet Welsh language requirements. The consent documents are available in both Welsh and English and both versions are included within the policy.

Item 2 - [Guidance: Production of Procedure Specific Consent Forms](#)

A Policy Working Group was established in July 2017 for the purpose of reviewing the overall arrangements within the Health Board for the creation, cascading, accessing and storage of policies, guidance documents, protocols and standard operating procedures, and to propose and implement improvements across the Health Board to ultimately support patient safety arrangements. It is chaired by the Deputy Board Secretary and members include the Head of Transforming Nursing Care, Head of Informatics, Performance and Improvement Lead, Digital Media Officer as well as the Welsh Language Standards Compliance Officer. This provides the Welsh Language Team with the opportunity to further scrutinise policies for opportunities to include Welsh Language requirements.

Services Provided By Others

- ***Number and percentage of third party agreements monitored to ensure they comply with the relevant requirements of the Welsh Language Scheme***

2017 / 2018 Data:

Number: 290 contract reviews (this is a mix of formal contract reviews, site visits and annual due diligence checks / self-assessment returns)

Percentage: 61 per cent (of 470 healthcare contracts excluding Welsh public bodies who report separately to the Commissioner)

2016 / 2017 Data:

Number: 231 contract reviews (this is a mix of formal contract reviews, site visits and annual due diligence checks / self assessment returns)

Percentage: 54 per cent (of 431 healthcare contracts excluding Welsh public bodies who report separately to the Commissioner)

- ***Example of monitoring work undertaken to assess whether or not a third party agreement complied with the relevant requirements of the Welsh Language Scheme and details of any action taken as a result of the monitoring work***

The majority of formal monitoring of Welsh Language Compliance indicate independent providers are working to the requirements built into the contract, and have not resulted in any further action.

Within our monitoring regime we do have specific Welsh Language Compliance questions, but also the Health Care Contracting Team will notice weaknesses when measuring compliance in other areas.

As an example, in a recent site visit to a nursing home, through the formal Welsh Language compliance question it transpired the Welsh Language Policy was not available for review by staff, patients and relatives, but through the Complaints Policy Compliance question it was found the Complaints policy was only clearly displayed in English. The home has been asked to address these issues, and the Health Care Contracting Team will follow up to ensure these are addressed.

Workforce Planning

- ***An update on progress made to adopt/implement the organisation's Welsh language/bilingual skills strategy***

The Bilingual Skills Strategy is designed to enable effective workforce planning and the recruitment of staff to ensure the delivery of bilingual services through the medium of Welsh and English, according to individual choice and the needs of the population in the area. The vision is to provide a service that satisfies the needs of Welsh speakers and their families or carers, by ensuring that they are able to receive services in their own language through the care process. To deliver this, the Bilingual Skills Strategy has four key workstream areas to support the goal of ensuring that appropriate Welsh language skills are available within the workforce to deliver a bilingual service:

- Audit of current workforce Welsh language skills
- Assessment of the Welsh/bilingual service needs

- Identifying skills gaps
- Workforce planning and recruitment

Work continues to increase the data held on the Welsh language ability of staff. Data compliance has been included in the Integrated Quality and Performance report to the Board, with a target of 2 per cent increase per quarter. This has ensured progression during the reporting year, which is reflected in the increased figures outlined below.

2017 / 2018 Data:

83.77 per cent of the entire workforce had recorded their Welsh language skills on ESR.

2016 / 2017 Data:

75.96 per cent of the entire workforce had recorded their Welsh language skills on ESR.

- **Number and percentage of the organisation's employees:**
 - **whose Welsh language skills have been assessed;**
 - **that has Welsh language skills (per skill level)**

Across the organisation

Count of Employee Number	2016/17		2017/18	
Individual Proficiency Level	Total	%	Total	%
0 - No Skills / Dim Sgiliau	5785	32.41	7165	38.57
1 - Entry/ Mynediad	2134	11.96	2336	12.57
2 - Foundation / Sylfaen	1081	6.06	1171	6.30
3 - Intermediate / Canolradd	1104	6.18	1203	6.48
4 - Higher / Uwch	1558	8.73	1546	8.32
5 - Proficiency / Hyfedredd	1896	10.62	2141	11.53
Total	13,558	75.96%	15,562	83.77%
Total number of staff	17,850		18,577	

- **Number and percentage of employees working in the following priority group services, whose Welsh language skills have been assessed, per skill level:**
 - Paediatrics
 - School nursing
 - Health visiting

- Elderly care medicine
- Mental health services:
 - Child and Adolescent
 - Adult
 - Community
 - Older People

Paediatrics

Count of Employee Number	2017/18	
Individual Proficiency Level	Total	%
0 - No Skills / Dim Sgiliau	211	34.70
1 - Entry/ Mynediad	85	13.98
2 - Foundation / Sylfaen	32	5.26
3 - Intermediate / Canolradd	27	4.44
4 - Higher / Uwch	34	5.59
5 - Proficiency / Hyfedredd	88	14.47
Total	477	78.44%
Total number of staff	608	

School Nurses

Count of Employee Number	2017/18	
Individual Proficiency Level	Total	%
0 - No Skills / Dim Sgiliau	49	33.56
1 - Entry/ Mynediad	11	7.53
2 - Foundation / Sylfaen	3	2.05
3 - Intermediate / Canolradd	5	3.42
4 - Higher / Uwch	28	19.18
5 - Proficiency / Hyfedredd	30	20.55
Total	126	86.29%
Total number of staff	146	

Health Visiting

Count of Employee Number	2017/18	
Individual Proficiency Level	Total	%
0 - No Skills / Dim Sgiliau	93	31.85
1 - Entry/ Mynediad	40	13.70
2 - Foundation / Sylfaen	18	6.16
3 - Intermediate / Canolradd	19	6.51
4 - Higher / Uwch	34	11.64
5 - Proficiency / Hyfedredd	41	14.04
Total	245	83.9%
Total number of staff	292	

Elderly Care Medicine

Count of Employee Number	2017/18	
Individual Proficiency Level	Total	%
0 - No Skills / Dim Sgiliau	99	23.91
1 - Entry/ Mynediad	49	11.84
2 - Foundation / Sylfaen	32	7.73
3 - Intermediate / Canolradd	39	9.42
4 - Higher / Uwch	81	19.57
5 - Proficiency / Hyfedredd	49	11.84
Total	349	84.31%
Total number of staff	414	

Speech and Language Therapy

Count of Employee Number	2017/18	
Individual Proficiency Level	Total	%
0 - No Skills / Dim Sgiliau	58	37.66
1 - Entry/ Mynediad	18	11.69
2 - Foundation / Sylfaen	7	4.55
3 - Intermediate / Canolradd	14	9.09
4 - Higher / Uwch	23	14.94
5 - Proficiency / Hyfedredd	30	19.48
Total	150	97.41%
Total number of staff	154	

Learning Disabilities

Count of Employee Number	2017/18	
Individual Proficiency Level	Total	%
0 - No Skills / Dim Sgiliau	97	30.5
1 - Entry/ Mynediad	62	19.5
2 - Foundation / Sylfaen	29	9.12
3 - Intermediate / Canolradd	25	7.86
4 - Higher / Uwch	30	9.43
5 - Proficiency / Hyfedredd	54	16.98
Total	297	93.39%
Total Number of staff	318	

Mental Health Services - overall

Count of Employee Number	2017/18	
Individual Proficiency Level	Total	%
0 - No Skills / Dim Sgiliau	718	36.90
1 - Entry/ Mynediad	289	14.85
2 - Foundation / Sylfaen	157	8.07
3 - Intermediate / Canolradd	183	9.40
4 - Higher / Uwch	166	8.53
5 - Proficiency / Hyfedredd	227	11.66
Total	1740	89.41%
Total number of staff	1946	

Mental Health Services - Community

Count of Employee Number	2017/18	
Individual Proficiency Level	Total	%
0 - No Skills / Dim Sgiliau	76	34.86
1 - Entry/ Mynediad	35	16.06
2 - Foundation / Sylfaen	13	5.96
3 - Intermediate / Canolradd	24	11.01
4 - Higher / Uwch	17	7.80
5 - Proficiency / Hyfedredd	32	14.68
Total	197	90.36%
Total number of staff	218	

Mental Health Services - Adult

Count of Employee Number	2017/18	
Individual Proficiency Level	Total	%
0 - No Skills / Dim Sgiliau	251	36.43
1 - Entry/ Mynediad	96	13.93
2 - Foundation / Sylfaen	60	8.71
3 - Intermediate / Canolradd	72	10.45
4 - Higher / Uwch	45	6.53
5 - Proficiency / Hyfedredd	89	12.92
Total	613	88.97%
Total number of staff	689	

Mental Health Services - Elderly

Count of Employee Number	2017/18	
Individual Proficiency Level	Total	%
0 - No Skills / Dim Sgiliau	95	37.70
1 - Entry/ Mynediad	39	15.48
2 - Foundation / Sylfaen	13	5.16
3 - Intermediate / Canolradd	21	8.33
4 - Higher / Uwch	19	7.54
5 - Proficiency / Hyfedredd	25	9.92
Total	212	84.13%
Total number of staff	252	

Mental Health Services - Other

Count of Employee Number	2017/18	
Individual Proficiency Level	Total	%
0 - No Skills / Dim Sgiliau	296	37.61
1 - Entry/ Mynediad	119	15.12
2 - Foundation / Sylfaen	71	9.02
3 - Intermediate / Canolradd	66	8.39
4 - Higher / Uwch	85	10.80
5 - Proficiency / Hyfedredd	81	10.29
Total	718	91.23%
Total number of staff	787	

Training to Improve Welsh Language Skills

As already outlined within the report, we have seen considerable progress in Welsh language training provision within the Health Board. The following data demonstrates significant increase in the number of staff accessing training, reflecting the positive outcomes of this innovative role within the health sector.

Training provided by the Health Board's Welsh Language Tutor

Courses and attendance	Total
Complete Beginners	93
Beginners +	18
Foundation Course	13
Adult Mental Health	39
Denbigh Childrens Centre	12
Pharmacy	25
Audiology	4
Speech and Language Therapy	0 (course to start in April)
Grammar Course	6
Undergraduate Courses	76
Postgraduate Courses	30
Reception Fast Track	18
Subtotal	334

Training provided in collaboration with the National Centre for Learning Welsh

Courses and attendance	Total
Gaining Confidence Course (Nant Gwrtheyrn)	30
Entry Level Course (Nant Gwrtheyrn)	18
10 hour online Taster Course	131
Subtotal	179

- ***Number and percentage of the organisation's workforce that received training to improve their Welsh skills to a specific qualification level***

2017 / 2018 Data:

Number of the organisation's workforce that received training to improve their Welsh skills to a specific qualification: 513

This total equates to 2.8 per cent of the Health Board's current workforce.

2016 / 2017 Data:

Number of the organisation's workforce that received training to improve their Welsh skills to a specific qualification: 90

This total equates to 0.5 per cent of the Health Board's current workforce.

Recruitment

- ***Number and percentage of new and vacant posts advertised with the requirement that:***

2017 / 2018 Data:

- **Welsh language skills are essential - 53 (1.9 per cent)**
- **Welsh language skills are desirable - 2845 (98.3 per cent)**
- **Welsh language skills not required - 0**

2016 / 2017 Data:

- **Welsh language skills are essential - 20 (1 per cent)**
- **Welsh language skills are desirable - 2066 (99 per cent)**
- **Welsh language skills not required - 0**

- ***Example of an assessment which shows how a decision was taken to advertise the post :***

- Welsh Language skills are essential;
- Welsh language skills are desirable;
- Welsh language skills are not required.

The Workforce and Organisational Development Team have added a Welsh language skills requirements assessment to the Health Board's position request form. This assists managers to determine whether posts should be advertised as Welsh Essential or Welsh Desirable. The tool ensures that recruiting managers follow set formulae, looking at language needs of the population, current skill mix and skills gap within the team. This allows services to recruit individuals with the required level of Welsh language ability to ensure a comprehensive bilingual service is available.

Follow link to an example of an assessment undertaken that determined Welsh language skills were essential for a post:

Item 3 - [Assistant Practitioner Assessment](#)

Follow link to an example of an assessment undertaken that determined Welsh language skills were desirable for a post:

Item 4 - [Community Nurse Assessment](#)

All posts advertised require either Welsh language as an essential skill or Welsh language as a desirable skill. The Health Board undertook the innovative decision to ensure no post was advertised stating that Welsh language skills are not required.

A new 'Welsh Language Requirements' section has been included in the Personal Specification, ensuring Welsh language skills, whether essential or desirable for a post, are noted prominently.

- ***Of those posts advertised with an essential requirement, the number and percentage of posts filled by individuals who met the requirement***

2017 / 2018 Data:

Welsh language skills are essential:

- 21 posts were unable to be recruited to
- 26 were provided with job offers
- 1 post was withdrawn by North Wales Shared Services Partnership
- 23 were reportable (i.e. not at applicant stage)
- 3 of which data is currently being sourced
- 5 posts were appointed to without Welsh Speakers (none of which were BCU A&C Identified Posts), but of the 5 posts, 1 possessed Level 1 Welsh language skills and two had Welsh language skills at Level 2.

2016 / 2017 Data:

18 posts were filled by individuals who met the requirement (90 per cent)

Language Awareness Training

- ***Number and percentage of the organisation's new staff (i.e. new since 1 April 2017) that received Welsh language awareness training***

The Health Board's Orientation Programme is mandatory for all new members of staff, with a specific session on Welsh language awareness delivered by members of the Welsh Language Team. These sessions have been structured to provide information on legislative requirements and the 'Active Offer', with evidence and best practice showcased to demonstrate the strategic and practical steps undertaken to ensure organisation wide awareness of the importance of bilingual healthcare services.

2017 / 2018 Data:

1307 newly appointed staff have received Welsh language awareness training.

This total equates to 100 per cent of the Health Board's new starters.

2016 / 2017 Data:

Number: 1528 newly appointed staff have received Welsh language awareness training.

This total equates to 100 per cent of the Health Board's new starters.

In addition to the Orientation Programme, Welsh language awareness sessions are also provided on a large scale for current staff members and nursing and medical students. Specific sessions are held for medical students from Cardiff University and Swansea University as a part of their induction training and four sessions of this kind have been held at the Undergraduate Centre in Glan Clwyd Hospital since November 2017, with a total of 56 students attending. Similarly, Welsh language awareness sessions were also held for first year nursing students, with four sessions held across North Wales, with a total of 170 students present between both sessions.

All nursing students must complete a series of work placements during their undergraduate courses, and all those who attended the Welsh language awareness training sessions will therefore be Health Board employees for periods of time during the completion of their training.

Further sessions were held for all the workforce, with members of the staff from a range of services attending.

- ***Number and percentage of the organisation's entire workforce that has received Welsh language awareness training since the training was introduced***

The training was introduced at the establishment of Betsi Cadwaladr University Health Board in 2009.

2017 / 2018 Data:

Number of the organisation's entire workforce that had received Welsh language awareness training since the training was introduced: 9384

This total equated to 50.5 per cent of the Health Board's current workforce.

2016 / 2017 Data:

Number of the organisation's entire workforce that has received Welsh language awareness training since the training was introduced: 7834

This total equates to 43.8 per cent of the Health Board's current workforce.

Website

- ***Percentage of the organisation's website that is available in Welsh***

Our latest audit demonstrated that 95 per cent of our website is available in Welsh. The Communications and Welsh Language Teams are currently monitoring new and frequently used web pages to ensure that all pages are available in Welsh and English. However, the Health Board is in the process of developing a new website, and the 5 per cent deficit will be rectified once a new platform has been developed. A new process will be established from the onset with fewer devolved editors and improved controls for managing existing content. Notifications will be set up when updates and new content is uploaded to monitor and ensure consistency.

Welsh Language Services Provided

- **Information about methods used to promote the organisation's Welsh language services and evidence of any subsequent increase in the public's use of the services**

The Welsh Language Team took advantage of the various celebratory events to engage with patients and the public, including Diwrnod Su'mae and St. David's Day to promote a Welsh culture within acute settings. As part of the Diwrnod Su'mae celebrations, the team held stalls in the three main hospitals, where new Welsh language resources were distributed, and the Welsh Language Tutor's training programme was further advertised and promoted. The team also visited wards and clinical areas to engage with clinical staff and to encourage them to initiate every conversation in Welsh, leading to a more positive experience for Welsh speaking patients. The purpose of the day is encourage staff to greet patients and the public in Welsh. The events were widely advertised on the Health Board's *Corporate Bulletin* and an *All Users Staff E-mail* was sent out leading to a high attendance at the event. The Communications Team ensured wide circulation amongst staff and the public by making best use of our social media platforms.

Engagement events were held again this year on St. David's Day, affording the opportunity for the Health Board to work in collaboration with *Cymraeg i Blant* to promote the importance of raising children bilingually. This work builds upon the relationship established as part of the *TWF* project and work will be undertaken to develop this partnership with our Womens' Services highlighting the benefits and advantages of learning two languages for the child's development, raising the profile of the Welsh language within early parenting. As part of the St David's Day celebrations, a Welsh themed menu was offered in the hospital's canteen, along with Welsh music being played on the hospital's radio station.



The Welsh Language Team along with other departments from within the Health Board had a stall at the *National Eisteddfod* which was held in Anglesey. Various activities promoting the Welsh language and Welsh language services offered by the Health Board were held. A Welsh Language Question and Answer event was held with the Head of Welsh Language Services and one of the Health Board's ENT Surgeons who has learnt the language and has subsequently become a fluent Welsh speaker. The

Welsh Language Dementia Project also gained significant engagement from visitors at the *Eisteddfod*.

The Welsh Language Team also works closely with the media in Wales, with *Ward y Plant*, filmed on the Children's Ward at Ysbyty Gwynedd showing the fantastic

bilingual care provided by our staff. The programme is viewed by a high number of the population, with an average of 16,000-18,000 viewers every week showcasing bilingual care at Ysbyty Gwynedd on a national stage.

This year saw the first ever Welsh Language Team Newsletter, which will be published biannually. The newsletter is a means of informing staff and members of the public of the latest developments regarding the Welsh language within the Health Board. A Welsh Learner's Corner will be a permanent item within the newsletter, celebrating staff members' efforts to learn the language, as well as showcasing some of the excellent work undertaken by staff.

During the year the team has developed diverse Welsh promotional resources to strengthen the visibility and to increase the status of the Welsh language internally. *Use your Welsh*



here signage has been developed to display in every reception area across the Health Board, which will advertise the availability of Welsh language services.

These are also a way of encouraging members of the public to use their Welsh when they come into the hospital. Bilingual calendars were also created, along with new phrase cards for health care professionals supporting our *Use Your Welsh* campaign. All of these resources strengthen staff members' ability to use the Welsh language with patients supporting one of our key Welsh language dimensions of *Behavioural Change*.

- **Information about methods used to assess the quality of the organisation's Welsh language services by assessing the experience of service users (such as surveys, mystery shopper etc)**

A new internal mystery shopper scheme has been initiated to review the availability and quality of bilingual services within the Health Board. This ongoing regulatory scheme will monitor managed practices, community hospitals and individual departments within the three acute hospital sites, focusing initially on front line provision and signage.

A total of nine services / locations (i.e. three in each Health Board region) are scrutinised on a quarterly basis with the findings presented to the Welsh Language Strategic Forum. This proactive scheme allows us to develop actions and activities if required to address any areas of concern. This has also allowed the Welsh Language



Team to build further on its relationship with key areas and services within the Health Board.

Complaints

- ***Number of complaints received about the implementation of the Welsh Language Scheme***

The Health Board received nine complaints in relation to the implementation of its Welsh Language Scheme during this reporting year, all of which were fully addressed under the *Putting Things Right* Regulations. However, it must be emphasised that seven of these were in relation to Primary Care. As independent contractors, the Health Board can only support and encourage providers to deliver services bilingually. As already demonstrated within this report the Health Board has gone above and beyond its requirements under the Welsh Language Scheme to address issues raised.

Of the other two complaints, one of those regarding lack of bilingual signage turned out to be false following internal investigation. The other complaint was in relation to inconsistencies between one Welsh and English page on the Health Board's internet site which has now been rectified.

No external investigations were held during the reporting year.

Forward Vision for 2018 - 2019

Through its strategic planning, the Health Board has a clear vision for the next three years with its key focus on further developing the following service areas:

- Delivering the Welsh Language Standards across the organisation
- Planning the workforce through the implementation of the *Bilingual Skills Strategy*
- Promoting and implementing the 'Active Offer' principle in line with Welsh Government's Strategic Framework *More than just words*
- Develop and strengthen bilingual primary care services
- Provide a comprehensive translation service for the whole of the organisation

The Parliamentary Review of Health and Social Care in Wales recognised the importance of the Welsh language in health care with supporting actions consisting of factoring requirements into workforce planning. The Health Board's Bilingual Skills Strategy already addresses this and has taken steps to ensure more posts will be advertised with the ability to speak Welsh as an essential criteria. However, the Health Board, in line with the recommendations outlined within the review, will be focusing on professions that use language based tests and therapies such as speech therapists, school nurses, psychologists and clinical staff. These staff groups are likely to be in contact with children, older people, individuals living with dementia

and those with mental health problems. Our training programme will focus further on these to support service development.

Partnership working will also be a focus for the Health Board with links already established to progress the *Cymraeg i Blant* project supporting the Welsh Government's Welsh language strategy *Cymraeg 2050: A million Welsh speakers*. Partnerships will also be developed further with all public sector organisations across North Wales as part of the North Wales Translation Group to establish working patterns and development opportunities.

Having identified the need to raise awareness amongst young people of the Welsh language being an employment skill, the Health Board will expand the work undertaken this year by engaging further with Welsh medium secondary schools. A *Welsh Language Skills Schools Roadshow* will be held during the year with members of the Health Board, along with staff from Social Care Wales, Coleg Cymraeg Cenedlaethol and Careers Wales coming together to discuss with pupils the opportunities proved for Welsh speakers within the sector.

Work has been ongoing with the Primary Care Sector as demonstrated within this report, however, a dual approach will be undertaken this year to support Managed Practices in providing services bilingually, with a separate work programme being developed with our primary care clusters to provide guidance to independent contractors.

These immediate initiatives draw in priorities from the first year of our three year plan providing assurance that the Health Board is embracing its legislative requirements, and goes above and beyond in its delivery of bilingual services.