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Welsh Language Standards Annual Report 2023-2024



Mae'r ddogfen yma ar gael yn y Gymraeg / This document is available in Welsh

Foreword

This is Public Health Wales's Annual Report for 2023-24 and focuses on our key achievements against the Welsh Language Standards during the year.

Public Health Wales works to protect and improve health and well-being and reduce health inequalities for the people of Wales. We are a Wales wide organisation with 2439 members of staff who work from various locations across the country.

We are proud to be a bilingual organisation and we are very pleased with the progress we have been able to make to further embed the Welsh language into all our work across Public Health Wales. There is much to celebrate within this report, such as our Clinical Consultation Plan and Policy on the Internal Use of Welsh which were published in September 2023. Our Clinical Consultation Plan especially brought colleagues from various departments together to work on the draft and the result is a plan that is both ambitious and realistic.

We were very pleased to welcome Efa Gruffydd Jones to our office in December and look forwards to working closer on co-regulation with the Welsh Language Commissioner's office over the next year and beyond. Our first Welsh Language Week in February was a success and gave us an opportunity to promote the Welsh language and the rich bilingual culture we're fortunate to have at Public Health Wales. During the week we also awarded our first every Welsh Learner of the Year title, an award we look forward to presenting annually.

Our Ymlaen staff network also continues to go from strength to strength with many more members of staff joining over the last year and regular events held.

We're also proud of our achievements in exceeding Welsh Government's targets for the numbers of staff who have completed the Welsh Language Awareness module and that 95% of our staff have now recorded their Welsh Language skills – both achievements show the positivity and dedication of our staff to the Welsh language.

We know of course that we have areas that we need to improve and we will continue the work that's already begun on improving our Welsh language web estate over the next year as well as improving our translation processes; both of these projects will give our staff members and customers an improved Welsh language service from us.

We also have much to look forward to over the next year and our targets for 2024 – 2025 are highlighted at the end of this report. The Raising Confidence scheme from



the Learn Welsh Centre will be a welcome boost for our many staff members who don't currently feel they have the confidence they need to use their Welsh skills in the workplace and the workforce planning project will surely have an impact on how we attract and recruit Welsh speakers to the future.

Public Health Wales is truly committed to the Welsh language and we continue to benefit from the leadership shown by our Board and Executive team ensuring that Welsh is visibly and audibly part of their communication; from the eagerness of our staff at all levels to learn, improve and use Welsh; and from the particular good will and commitment of our staff providing frontline services, who recognise the importance of the language in improving the health experiences of the people of Wales.

We remain proud of our achievements and believe that this Annual Report demonstrates our ongoing dedication to meeting the needs of Welsh speakers across Wales.

Neil Lewis,

Director of People and Organisational Development and Welsh Language Executive Lead



Introduction

The requirement for Public Health Wales to comply with the Welsh Language Standards (No.7) Regulations 2018 came into effect on 30 May 2019; the standards with which Public Health Wales must comply are set out in a [Compliance Notice](#) issued by the Welsh Language Commissioner in accordance with the Welsh Language (Wales) Measure 2011.

This is our fifth Annual Report, and covers the period from 1 April 2023 to 31 March 2024.

Implementing the Welsh Language Standards

Arrangements for facilitating implementation of the standards

The Director of People and Organisational Development has lead responsibility for the Welsh language in Public Health Wales. We have a Welsh Language Champion on our Board and our new Welsh Language Manager is responsible for the strategic and operational planning of the Welsh language across the organisation.

At the beginning of this reporting period, our Welsh Language Manager had begun their role within the organisation. This is a new role as Welsh language previously sat under the responsibilities of our Equality, Diversity and Inclusion (EDI) Lead. In November 2022, we saw the opportunity to restructure the team and have a dedicated role leading on the Welsh language at Public Health Wales.

We also employ a Welsh Language Advisor who reports directly to the Welsh Language Manager. Their role supports our Welsh learners, promotes the Welsh language in our internal communications and supports teams across the organisation to embed the Welsh language within their work.

The Board's People and Organisational Development Committee and the Executive Team both receive regular reports and updates on Welsh language matters.

Working in Partnership

Our Welsh Language team has a close working relationship with the Welsh Language Officers and Managers of other health boards and trusts across Wales. They meet regularly to discuss challenges and share best practice and to co-organise events for NHS Wales staff where possible.

We also have a close working relationship with the Welsh Language Unit within the Welsh Government's Department for Health and Social Services. Our Welsh Language Team attend quarterly online and face to face meetings with the team



to discuss the aims and objectives within the More Than Just Words Strategic Framework.

These relationships help to facilitate joint working and to share experiences and learning with the aim of improving Welsh language provision.

As a Wales wide organisation, our Welsh Language Team members join regional More Than Just Words forums from time to time to ensure that we work in partnership within the health & care sector across Wales. We currently attend the Betsi Cadwaladr and Powys area forums.

Translation arrangements

Public Health Wales currently has two avenues for staff to access translation services. We procure translation and interpretation services through the Welsh Translation and Interpretation Framework Agreement, which is managed by the National Procurement Service (NPS). We also have a Service Level Agreement with the Translation Unit at the NHS Wales Shared Services Partnership for document translation services. Simultaneous translation services are provided by translators from the above Translation Framework.

Each directorate has their own Translation Co-ordinators, who administers their translation work.

Accessing Welsh translation can be a challenge at times as the process of accessing translators on the Framework can be complicated and, as we use so many suppliers for our translation work, the returned translations can often be inconsistent.

During the first half of 2023, the Welsh Language Team conducted a scoping exercise to gain feedback from colleagues across Public Health Wales on our current translation processes. Many challenges were identified and a set of recommendations for our future processes were agreed by the Business Executive Team in September. These new processes include:

- Increasing the word count that the Translation Unit at Shared Services Partnership can provide us annually between 2024 – 2026
- As the NPS Translation framework officially came to an end in July 2023 (we received an additional year's extension via our procurement colleagues) we will go out to tender for our own translation suppliers in Spring 2024
- We will employ our own corporate Translation Coordinator for Public Health Wales who will lead and manage the translation work for the organisation and work with the Welsh Language Team to implement improvements for the future.

These new processes will support all areas of the organisation to ensure consistency and accuracy of our Welsh information.

In March, the Welsh Language Team held the first meeting with the Directorate Translation Coordinators to share updates on our translation processes and give



the coordinators the opportunity to raise any issues or challenges. These meetings will be held every 8 weeks.

Self-regulation

Individual directors are responsible for arrangements within their own directorates, which provides them with assurance that Welsh language requirements are being met in full.

Our **Welsh Language Group**, which meets quarterly and is chaired by the Assistant Director of Organisational Development, includes Welsh language champions from across the organisation who come together to discuss general compliance, successes and challenges. An Action Log is maintained for these meetings to ensure progress.

Over this year we have agreed the Terms of Reference for this group so that the purpose of the group and the responsibilities of members are clearly defined. We have also increased membership to ensure every part of the organisation is represented.

One of our targets for last year was to ensure we had robust monitoring and reporting arrangements for compliance across the organisation and in October 2023, a new compliance monitoring template was introduced via members of the Welsh Language Group for each Directorate to complete to monitor their own compliance with each of the Welsh Language Standards. Departments were asked to return the templates to the Welsh Language Team by mid March 2024 so that the information could be fed into this annual report. Departments found that completing the template was an useful exercise and an opportunity to take stock of where compliance was good and where there are gaps that they need support with. Departments are asked to revisit and update the templates regularly to monitor and update progress.

Many departments also have their own Standard Operating Procedures for implementing the Welsh Language Standards and these are updated on a regular basis.

Health Protection and Screening Services

Our Screening Division also has a Welsh language group chaired by a Public Health Consultant and attended by managers from each of the screening programmes. There are action plans, minutes and action logs, and progress is monitored closely and reported to the division's senior management team. The Welsh Language team regularly attend these meetings to ensure best practice is shared and everyone is kept up to date with progress.

In April 2023, the Health Protection and Screening Services Division held an event on the Welsh language specifically where a presentation was given to outline Welsh language legislation and the Welsh language Standards as well as good practice across the Division.



Our Screening services in particular have made huge strides in the development of their Welsh language services since the Standards came into force in 2019 and the team presented the great work done by the service at the event.

The Welsh language, and compliance with the standards in particular, is a standing agenda item on many Directorate and team catch up across the organisation.

The Welsh Language Team

Public Health Wales has a small Welsh language team (2 members of staff) who support staff across the organisation to embed the Welsh language in their work, to promote the bilingual culture within the organisation and offer advice and support on compliance with Welsh Language legislation. The team do this by:

- Drafting guidance documents and templates which staff can access on the Welsh Language Hwb intranet pages
- Raise awareness of Welsh culture by publishing a monthly Welsh Language Newsletter for all staff
- Attending meetings to give updates on various standards and give updates
- Hold monthly Welsh language drop-in sessions to answer queries
- Offer training sessions and presentations to raise awareness of the Welsh language within the workplace
- Ensuring our staff who wish to learn or develop their Welsh skills have access to all the opportunities available to them and feel supported
- Leading on our Welsh translation processes to ensure that they are efficient and fit for purpose to the future
- Monitor compliance across the organisation, identify gaps where they exist and lead on enquiries and complaints by members of the public or the Welsh Language Commissioner.

The NHS Executive

The NHS Wales Executive is national support function, which became operational on 1 April 2023. The key purpose of the NHS Wales Executive is to drive improvements in the quality and safety of care, resulting in better and more equitable outcomes, access and patient experience, reduced variation, and improvements in population health. The NHS Wales Executive operates via a hybrid model, rather than a standalone entity. It is hosted by Public Health Wales Trust, therefore follows Public Health Wales Welsh Language Standards; and reports directly to Welsh Government.

Information about the NHS Executive is available on the website;

In English: [NHS Wales Executive - NHS Wales](#)

In Welsh: [Gweithrediaeth GIG Cymru - GIG Cymru](#)

The NHS Wales Executive employs its own Welsh Language Co-ordinator, which supports its staff to understand and implement the Welsh Language Standards. All staff of the NHS Wales Executive have access to Public Health Wales's Welsh



language Hwb for guidance and support and the Welsh Language Officer works closely with the Welsh Language Team at Public Health Wales. The Welsh Language Co-ordinator attends the NHS Wales wide Welsh Language Officer meetings which take place via Teams and in person and meets with the Welsh Language Manager from Public Health Wales every month to discuss any issues or queries that are raised or need investigating.

The Welsh Language Co-ordinator is also part of the Ymlaen network at Public Health Wales and all staff of the NHS Executive are welcome to join any of the 7 staff networks at Public Health Wales.

The Welsh Language Co-ordinator is the Directorate Translation Co-ordinator for the NHS Wales Executive. Therefore, attends the Directorate Translation Co-ordinators & Welsh Language Team regular catch up which takes place every two months. These sessions are held to ensure that the Directorate Translation Co-ordinators can communicate with Welsh Language staff at Public Health Wales if they have any issues with regards to translation processes. As the Directorate Translation Co-ordinator, it is the responsibility of the Welsh Language Co-ordinator to ensure that translation within the NHS Wales Executive is sent and returned to the person requesting a translation.

To support staff with the Welsh language, the NHS Wales Executive has a variety of resources available to all staff that is available on the intranet pages. Additionally, staff can access Public Health Wales Cymraeg page on the Welsh Language Hwb on the intranet, which provides information for staff on opportunities to learn Welsh. The NHS Wales Executive staff also have the option to join the Dysgu Cymraeg Teams channels and receive the monthly Welsh Language Newsletter.

Service Delivery Standards 1-64

Correspondence and telephone (Standards 1–20)

Correspondence

Teams across the organisation feel confident in meeting the correspondence standards and sending bilingual correspondence is now a part of their day-to-day work. Welsh speakers respond to correspondence received and, where needed, staff know how to access Welsh translation services.

Where we know the language preference of an individual, correspondence is shared in that language and for correspondence that we share with a large audience, such as newsletters, these are produced and shared bilingually. See example below of the Healthy Working Wales monthly newsletter.



Standard 7 – Following complaints received to the Screening department regarding the clarity of the accessibility statement in Screening appointment letters in October 2022, a new statement was agreed and adopted for use on screening appointment letters in April 2024. The recommended statement provided by the Welsh Language Commissioner within the Draft Code of Practice continues to be used across all other correspondence. The new agreed statement for use by Screening is:

'You can contact us in Welsh or English. It will take us the same amount of time to answer you, whichever language you choose.'

We are keen to use the same statement across all our correspondence to ensure consistency, however, there has been some doubt by the Welsh Language Commissioner's office on whether our new statement for Screening fully meets Welsh Language Standard 7.

We will continue to work with the Welsh Language Commissioner's office to explore further options for us so that we have an organisational wide statement that meets standard 7, as well as the needs of our customers and service users.

Our Brand Guidelines

In Summer 2023, our Communications Team launched new Brand Guidelines for the organisation. The Brand guidelines are a key tool to help ensure brand consistency, which makes the Public Health Wales brand stronger by improving its recognition. The guidelines were developed in partnership with the Welsh Language Team and guidance on our bilingual brand identity are within the guidelines themselves as well as bilingual templates for email signatures, reports, PowerPoint slides and Teams backgrounds. All staff are encouraged to use the new branded materials for consistency and examples of these are below.



Name

Rhagenwau/Pronouns:
rhagenwau@publichealth.wales

Ffôn/Phone:

Croeso i'ni gyswlltu â ni yn Gymraeg. Byddem yn ymateb yn Gymraeg, os ni fydd llysoey'n arwain at weid.

You are welcome to contact us in Welsh. We will respond in Welsh, without this causing delay.



Telŷt Swydd

Iechyd Cyhoeddus Cymru
2 Capital Quarter,
Stryd Tynhall,
Caerdydd, CF10 4BZ

Gweithio gyda'n gilydd i
greu Cymru iachach

Job title

Public Health Wales
2 Capital Quarter, Tynhall Street,
Cardiff, CF10 4BZ

Working together for a
healthier Wales



Standards 8 – 18. Telephone calls to the organisation.

Our main reception areas are staffed by Welsh speaking members of staff who can deal with calls until they may need to be transferred for expert or specialist advice. For teams across the organisation, we encourage that all advertised telephone lines to go a Welsh speaker where possible and we encourage all non-Welsh speakers to know who in their teams have Welsh skills so that calls can be forwarded as required.

Our Welsh language Hwb has guides and aids on how to comply with the service delivery standards when answering the phone and phonetic phrases are available for all staff to use to support them.

The Communications team have developed phonetic cards for answering the phone which can be tailored by the Welsh language team according to department or location. Over the next year we will be working with an external supplier to provide tent cards to aid staff to answer the phone bilingually and to use simple phrases and greetings with customers and colleagues. These will be made available to all current staff and to new staff in our induction sessions.

The Screening division have upgraded their phone lines over the last year or so, and there is now an option to request a Welsh speaker. Calls can now be transferred around Wales to ensure that they are answered in the appropriate language.

To support us to meet the standards relating to correspondence and telephone calls, we have an organisation-wide Language Preference Database to facilitate corresponding with colleagues in other organisations in accordance with their language preference. The database was populated following a mailing to all our stakeholders to ask them for their language preference and is available via the Welsh Language Hwb. We plan to evaluate the database over the next year and to look at alternative options if needed.

Meetings and events (Standards 21–32)

Teams across the organisation are aware of the requirements under Standards 21-32 and, where appropriate, language preference of attendees of meetings is collected so that meetings can be held naturally in Welsh or with the aid of a



translator where needed. All events we hold for members of the public, are arranged bilingually with bilingual documents provided.

Following the Covid-19 pandemic, our staff now work flexibly with freedom to work how it works best for them. Therefore, some meetings with external organisations are held face in face in one of our offices across Wales or can be held via Microsoft Teams. The simultaneous translation function on Microsoft Teams, which became active in October 2022, has made it been possible for us to hold virtual meetings, events and interviews bilingually with the aid of a simultaneous translator and has been a great help to us as an organisation.

Our Board meetings are regularly held with simultaneous translation and our new Welsh language staff network, Ymlaen, which was launched in March 2023, held their first few meetings on Teams with the aid of a translator, to enable the conversation to take place naturally in Welsh. Since then however, the network prefer to hold their meetings naturally bilingually so that participants and, Welsh learners especially, have an opportunity to hear Welsh being spoken and to practice their Welsh skills with others.

The Resource section of our Welsh language intranet pages for staff includes a meeting and events section which includes guidance on how to use Welsh effectively in bilingual meetings. There is also a useful Diversity, Inclusion and Welsh language checklist for all conferences held by the organisation. Information and guidance on how to use the interpretation function within Teams has also been shared with staff and is available on the Welsh language intranet pages.

Promoting or advertising our services (Standard 33)

As the national public health organisation for Wales, it’s vital that we promote and advertise the services that we offer equally in both Welsh and English. Some of the services that we regularly promote to the public are:

- **Healthy Weight Healthy You:** Healthy Weight Healthy You is an unique offer in Welsh, compared to the many similar resources that are available in English. The programme has a fully bilingual [website](#) and social media platform and the content is co-drafted for the Welsh and English sites by the Welsh speakers in the team, ensuring that the content is meaningful in both languages and not a direct translation. The programme has adverts aired on S4C and Radio Cymru and adverts have been aired in Welsh only at the Principality Stadium during the Wales V’s Barbarians game.



➤ Vaccines Preventable Diseases Programme (VPDP)

Our Vaccines Preventable Diseases Programme promote all their immunisation services in Welsh on their web page: [Imiwneiddio a Brechlynnau - Iechyd Cyhoeddus Cymru \(gig.cymru\)](https://www.gig.cymru/Imiwneiddio-a-Brechlynnau-Iechyd-Cyhoeddus-Cymru) / [Immunisation and Vaccines - Public Health Wales \(nhs.wales\)](https://www.nhs.uk/immunisation-and-vaccines-public-health-wales)

The team create bilingual resources which promote the benefits of immunisations, which include the MMR vaccine, Covid-19 vaccine and the flu vaccine. Examples of some of these resources which are available in Welsh are below (more can be found here: [Imiwneiddio a Brechlynnau - Iechyd Cyhoeddus Cymru \(gig.cymru\)](https://www.gig.cymru/Imiwneiddio-a-Brechlynnau-Iechyd-Cyhoeddus-Cymru))



The team also create videos to promote immunisations. Examples of these can be seen below:

Pwysigrwydd Brechlynnau (Cymraeg): [Pwysigrwydd Brechlynnau | Iechyd Cyhoeddus Cymru - YouTube](https://www.youtube.com/watch?v=...)

Importance of Vaccines (Saesneg): [Importance of Vaccines | Public Health Wales \(youtube.com\)](https://www.youtube.com/watch?v=...)

Fideo Brechlyn y Ffliw i bobl ag anableddau dysgu: [Stori Rachel - cael brechlyn \(youtube.com\)](https://www.youtube.com/watch?v=...)

Flu Vaccine video for people with a learning disability: [Rachel's story - getting a vaccine \(youtube.com\)](https://www.youtube.com/watch?v=...)



➤ **World Health Organization Collaborating Centre (WHOCC) on Investment for Health and Well Being.**

The WHOCC Directorate within Public Health Wales are responsible for many areas of work, including the Health & Sustainability Hub, Violence Prevention Unit and WHIASU (Wales Health Impact Assessment Support Unit)

The Directorate promotes its work bilingually and examples of some of the videos created by the teams are below:

[Welsh Health Equity Solutions Platform Welsh \(youtube.com\)](https://www.youtube.com/watch?v=...)

[WHESP Animation \(youtube.com\)](https://www.youtube.com/watch?v=...)

Time to Talk Public Health

Another department which falls under the WHOCC, is Amser I Siarad Iechyd Cyhoeddus / Time to Talk Public Health

Time to Talk Public Health – Amser i Siarad Iechyd Cyhoeddus

Time to Talk Public Health (TTPH) is a nationally representative panel of 2,000-2,500 people aged 16+ years who are resident in Wales. Public Health Wales established TTPH in November 2022 to enable regular public engagement through surveys on issues of key public health importance to inform public health policy and practice. A minimum sample of 1,000 people, who are nationally representative of the population of Wales, is achieved for each survey delivered. Stratified sampling has been applied to geography (health board), age, sex, deprivation quintile (Welsh Index of Multiple Deprivation), and ethnicity. During the initial core recruitment phase, panel members were invited to take part through telephone interviews, face-to-face interviews, or online self-completion.

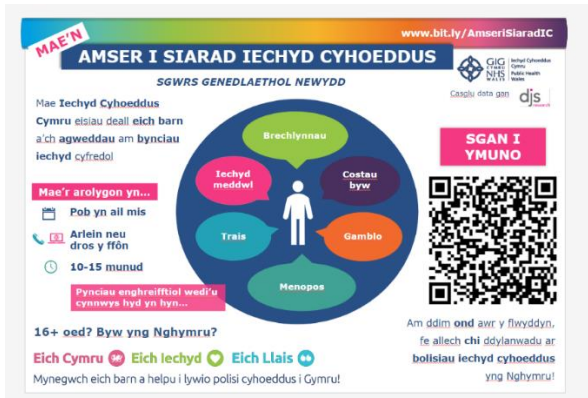
At the outset, they are asked which language, Welsh or English, they would like to complete the surveys in. Panel members are asked a range of demographic questions, including Welsh proficiency. Once recruited, panel members are asked if they would like to take part in future surveys by telephone or online. Recruitment to the panel is continuous through social media advertising (all and targeted population groups) and face-to-face interviews (targeted population groups). All recruitment materials are sent bilingually to all panel members.

In 2023-2024, six surveys were delivered on a schedule of every other month (April, June, August, October, December, and February), with bilingual reports presenting survey findings published around six weeks after data collection is completed. The surveys have covered a range of areas such as menopause, screening, bystander violence, climate change, primary care, dental health, and healthcare. Media coverage of the work programme has been delivered on Welsh and English platforms (e.g. Radio Cymru and Radio Wales). The team have also connected with stakeholders across Wales and shared bilingual materials for further circulation

within stakeholders' networks. Additionally, the team have hosted and attended workshops which have involved sharing bilingual materials and conversing with members of the public about the work programme and their ability to get involved.

More information about TTPH is available on our website [Time to Talk Public Health Panel - Public Health Wales \(nhs.wales\)](https://www.nhs.uk/time-to-talk-public-health/).

Cymraeg: [Panel Amser i Siarad Iechyd Cyhoeddus - Iechyd Cyhoeddus Cymru \(gig.cymru\)](https://www.gig.cymru/time-to-talk-public-health/)



Video to promote the work of Time to Talk Public Health:

English: <https://vimeo.com/904130665/7243a62540?share=copy>

Cymraeg: [CYM Time to Talk on Vimeo](https://www.gig.cymru/time-to-talk-public-health/)

Materials that we produce and display in public (Standard 34)

When we display materials that we've produced in public, these will always be displayed in Welsh and English. The Welsh Language team advise staff to create bilingual documents where possible with both languages displayed together. When this isn't possible due to the size of the document or the amount of text, separate Welsh and English version will be created and displayed.

Below are some examples of the screening materials that we produce which are displayed in GP surgeries:



Documents (Standard 37)

Documents that we produce as an organisation, and are aimed at the general public in Wales, are produced bilingually. An example of this is the newly launched Pob Plentyn / Every Child booklet which is available on the Every Child website: [Home | Every Child Every Child \(everychildwales.co.uk\)](https://www.everychildwales.co.uk) The documents are large and part of a series, therefore separate Welsh and English versions have been created with the English version stating clearly that a Welsh version is also available.



Following the assessment in line with standards 37, The Health Protection Team have published their Communicable Disease Outbreak Plan in Welsh for the first time, ensuring that our partners in Welsh Government, Health Boards and other external organisations can access the document in their preferred language.

Work remains to be completed on ensuring that some of the documents we display on our website are available in Welsh and these are being addressed as part of our work on our websites (further details under standard 39)

The Welsh Language Team receive many queries on Standard 37 and the need to assess whether a document needs to be available in Welsh depending on the subject matter and the intended audience and their expectations. These queries often come from areas across the organisation that deal with highly complicated, medical documents. We recognise that this is an area where further guidance or clarity is needed and we will be working to provide this, hopefully with support from the Welsh Language Commissioner's office, over the next year.

Electronic communication (Standards 39–46)

Websites

Public Health Wales has responsibility for many websites, including our corporate website: [Home - Public Health Wales \(nhs.wales\)](https://www.nhs.uk)

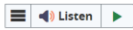
Cymraeg: [Hafan - Iechyd Cyhoeddus Cymru \(gig.cymru\)](https://www.gig.cymru)



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Welcome to Public Health Wales

We work to protect and improve health and well-being and reduce health inequalities for the people of Wales.

[Read more about what we do](#)



Immunisation and Vaccines

Read the latest information about vaccination and immunisation.



Screening

Population based national screening programmes across Wales.



Working Together for a Healthier Wales

Working towards a Wales where people live longer, healthier lives.

Alongside our corporate website, we have responsibility for a number of other websites, including:

Help me Quit: [Help Me Quit | Stop Smoking Services In Wales](#)

Cymraeg: [Tudalen Gartref - Helpa Fi i Stopio](#)

Healthy Weight Healthy You: [Home - Healthy Weight Healthy You;](#)

Cymraeg: [Hafan - Pwysau Iach Byw'n Iach;](#)

and Every Child: [Home | Every ChildEvery Child \(everychildwales.co.uk\)](#)

Cymraeg: [Pob Plentyn | Every ChildEvery Child \(everychildwales.co.uk\)](#)

Our websites have a language toggle on each page so that users can move from the Welsh and English content with ease and the menus and interfaces on our web pages are available in Welsh.

At the end of our last reporting period in March 2023, we had received an investigation from the Welsh Language Commissioner's office on the websites under our management. Following an audit of a sample of those websites in early 2023, the Welsh Language Commissioner had noted that improvements were needed to the standard and accuracy of Welsh text and information across our websites.



Between January and March 2023, we also initiated our own internal audit across our full web estate. We undertook this work as part of a wider review of our web estate to gain a better understanding of the users of our web estate, their needs and how well those needs are being met. A key deliverable of this work was a comprehensive technical review which included website audits for accessibility, usability and compliance with Welsh Language standards.

The findings of the Welsh Language audits showed varying compliance with standard 39 across the websites and a response, which included a detailed implementation plan, on how we would address the issues, was returned to the Welsh Language Commissioner's office in September.

A freelance Welsh speaking Digital Content Officer was recruited to support the work on the websites and major improvements have already been made across all websites. We recognise the scale of the work that needs to be which will take a number of months, and potentially years, to develop and subsequently implement. Our Welsh Language Team are working closely with our Communications Teams and are part of the design and implementation of all new processes for publishing Welsh web content. As is detailed in our targets for 2024 – 2025, we will continue to work on improving our Welsh web content as a priority over the next year.

This investigation and our own internal audit will have a positive effect on our Welsh web content to the future and we are grateful that the issues were brought to our attention.

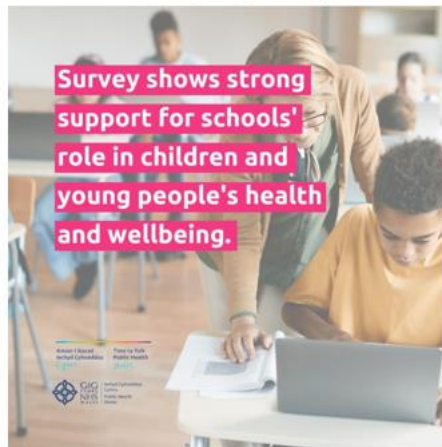
Social Media

Our Corporate Communications Team manage the Public Health Wales social media accounts. We have parallel Welsh and English Twitter feeds @IechydCyhoeddus and @PublicHealthWales, and Facebook pages:

www.Facebook.com/IechydCyhoeddusCymru

www.Facebook.com/PublicHealthWales.

We publish posts simultaneously on both the English and Welsh accounts;



Iechyd Cyhoeddus Cymru

1 Feb · 🌐

#NEWYDDION 📢 Rhaglen archwilio iechyd deintyddol plant ddiweddar yn dangos bod cyfran y plant ifanc yng Nghymru sydd â phrofiad... See more



Public Health Wales

1 Feb · 🌐

#NEWS 📢 A recent child dental health inspection programme has shown that the proportion of young children in Wales with experience of toot... See more



On our bilingual social media platforms, for example Linked In, YouTube and Instagram, we post in Welsh and English simultaneously.

We regularly share national and celebration days on our social media channels. During this reporting year we have used our social media channels to celebrate the Defnyddia dy Gymraeg (Use your Welsh) campaign, Public Health Wales Welsh Language Week, which included our Welsh Learner of the Year award, and Dydd Gwyl Dewi (St David's Day):

Dydd Gwyl Dewi / St David's Day:



'Defnyddia Dy Gymraeg' campaign (Use your Welsh):

Iechyd Cyhoeddus Cymru 3 h · 🌐

#DefnyddiaDyGymraeg | Os mai Cymraeg yw eich iaith gyntaf, mae gennych yr hawl i'w defnyddio 🇬🇧.

Gallwch wneud hyn gyda ni:

- 📄 Dros y ffon
- ✉️ Gallwch ysgrifennu atom drwy'r post, e-bost, neu gyfryngau cymdeithasol
- 🌐 Ar ein gwefan Gymraeg
- 🗣️ Neu unrhyw le y gwelwch y logo Cymraeg

Public Health Wales 11 Dec 2023 · 🌐

#DefnyddiaDyGymraeg | If Welsh is your first language, you have the right to use it 🇬🇧.

You can do this with us:

- 📞 Over the phone
- ✉️ In writing via letter, email, or social media
- 🌐 On our Welsh website
- 🗣️ Anywhere you see the Cymraeg logo

Did you know we also have a dedicated Welsh Language page? Follow us on [Iechyd Cyhoeddus Cymru](#)

Public Health Wales Welsh Language Week:

Public Health Wales 3 d · 🌐

Yesterday we awarded Mike with our Welsh Language Learner of the Year award. 🇬🇧

Mike, who is originally from Canada, but now lives in Cardiff has been learning Welsh since 2020, originally as a way to fill his spare time during the pandemic.

He then applied for a job at Public Health Wales and realised this was his opportunity to commit to the language. 🇬🇧

When asked why he kept learning Welsh Mike said, "As someone who has been welcomed into Wales, I have a responsibility to not only learn the language but to use it and support it wherever I can.

I love finding any opportunity to speak Welsh, when I meet someone else who is wearing a badge or lanyard - it's always the highlight of my day. It's a great opportunity to learn, socialise and promote Welsh culture at the same time!"

Llongyfarchiadau, Mike! 🇬🇧

Following a complaint that we received in April 2023 from a member of the public regarding some of our Welsh corporate social media content, we have made positive improvements to the static information on our social media platforms and the information and news that we post.

Other departments within Public Health Wales also manage their own social media accounts, such as Healthy Working Wales, Healthy Weight Healthy You and Designed to Smile / Cynllun Gwên Cymru, which are available and updated in Welsh and English.

Signage and reception services (Standards 47–53)

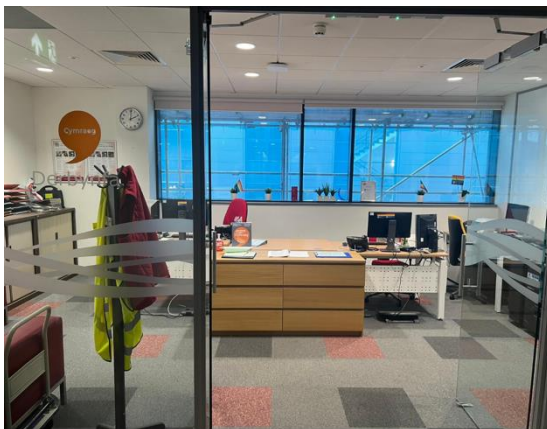
All signs and notices that we display which are for members of our public are displayed in both Welsh and English.

All new signs for our staff in office locations are also displayed in Welsh and English. The vast majority of our signs that pre-existed the Welsh language standards are bilingual and where permanent signs are in English only, we replace them with bilingual signs when they require replacement due to poor condition or require amendment.

The Welsh Language Team have been working with the Facilities team to ensure that all temporary and permanent signage is displayed bilingually. At times, we do face issues with our landlords and challenges around displaying bilingual signage but we will continue to address these as needed.

Work Welsh materials

The Welsh Language Commissioner's 'Work Welsh' posters and vinyl stickers are displayed in our main reception at Capital Quarter in Cardiff. Posters have also been shared with other offices and laboratories across Wales and all staff have access to 'Work Welsh' badges and lanyards. There is now a simple online order form staff can use to obtain 'Work Welsh' materials, (both 'speaker' and 'learner' versions), and electronic versions of the logos are available for staff to download.



Our reception at Number 2, Capital Quarter, Cardiff.



The new brand guidelines (further information under Standard 7) have templates which include the Work Welsh logo for staff to use on their email signatures and on Teams background. A Cymraeg version and a Dysgu Cymraeg version is available for staff to download and use.

All vacancies for staff working within reception areas continue to be advertised as 'Welsh essential', but we do often face challenges in recruiting to these posts. The Welsh Language Team are working with the facilities team, who manage the recruitment of our receptionists, to support the recruitment process and share the roles on Welsh recruitment platforms.

Grants and contracts (Standards 54–64)

All grants that we manage as an organisation fully comply with the relevant standards.

Work has been undertaken in procurement previously which resulted in advice on Welsh language considerations being strengthened and built into standard procurement guidance. Full guidance on best practice when detailing Welsh requirements within specification documents, including worked examples and advice on building quality assurance of Welsh provision into the management of the contracts, is available on the Welsh language Hwb intranet pages.

However, further work needs to be done in this area to ensure that all future contracts, especially those for online services, include information and guidance on the Welsh language needs of the organisation. We will continue to improve our work in this area and to share messages with staff regarding Welsh language and procurement so that any new contracts fully comply with the Welsh language standards.

At the end of this reporting period, Public Health Wales are out to tender for our Welsh translation services, where suppliers are invited to submit a tender to complete translation work for the organisation.

All the Invitation to Tender documents are published in Welsh and English and suppliers are invited to submit responses in Welsh if they wish.

Public engagement work:

Our public engagement surveys can take place in person (door to door), via telephone and online. The surveys are conducted by a contracted supplier, commissioned to undertake the work bilingually, with participants offered the opportunity at the first point of contact whether they wish to undertake the survey in Welsh or English. All survey materials, forms and supporting literature are produced bilingually.

Campaigns

As the national public health organisation for Wales, we run many campaigns over the year to raise awareness with the aim of improving the health of the people of Wales.

An example of such a campaign which took place in Winter 2023/2024 was our flu vaccine campaign. The campaign included information and artwork which was shared on our social media channels, website and with our colleagues in Health organisations across Wales to promote the importance of receiving the flu vaccine for those who are eligible. Examples of the campaign materials can be seen opposite:



Our Corporate Identity (Standard 62)

Our Welsh name comes first on Public Health Wales' corporate identity. This is also reflected in other brands that fall within the organisations work. Some examples of this below:



When we produce materials that promote our corporate identity in any way, these are always produced bilingually, with the Welsh text first. Our newly established brand guidelines also ensure that staff have templates to use that ensure that the Welsh text on materials and documents always appears to the left or above the English.

Where we have identified that logos and branding have the English text first currently, these will be updated as soon as possible.

All email addresses created since 2019, which are for use by members of the public to access our services, have a Welsh version created by default. Some older email addresses, which existed prior to the Welsh Language Standards, may not have a Welsh version but are being updated by our IT colleagues.



Policy Making Standards (65–77)

Welsh language is part of our Equality and Health Impact Assessment (EHIA) process at public Health Wales and authors of all new policies for staff must complete our EHIA template and attach this with the policy in question for approval by our People & Organisational Development Committee (PODCOM).

Each completed EHIA is then published on our policies and procedures page on our website with the corresponding policy: [Policies and Procedures - Public Health Wales \(nhs.wales\)](#)

The same process is followed for policy decisions, such as service changes, with an EHIA document completed and questions on the Welsh language completed. The completed EHIA is then submitted to a Business Executive Meeting for scrutiny. All Public Health Wales Executives, including the Executive lead for Welsh language, are part of the scrutiny process.

Staff are encouraged to complete the EHIA template: [Revised PHW EqHIA Template final draft Nov 2018 \(002\).docx \(live.com\)](#) for policy decisions and a copy of the assessment is available on the Welsh language Hwb intranet pages to ensure that policy decisions fully consider the impact on the Welsh language.

^ Policy Making Standards (69-77)

Policy Making Standards

It is our responsibility to consider what impact our decisions will have on people's ability to use the Welsh language and that we don't treat Welsh less favourably than English.

The policy making standards require us to consider the impact on the Welsh language, and on people's opportunities to use the Welsh language, when we make or review policies, when we consult on policy decisions and when we commission or undertake research.

Information on the relevant standards can be found on pages 15-17 of our [Compliance Notice](#) (Standards 69-77)

We can ensure that we assess the impact of our policies, consultations on policy decisions and Research on the Welsh language by completing an [Equality and Health Impact Assessment](#) (which includes information on the Welsh language on page 7) when we are involved in these processes.

Since the Welsh Language Commissioner's seminar on the Policy Making Standards in Winter 2023, we have published a short guidance for our staff to support them when conducting an impact assessment on the effects on the Welsh language. The guidance sits on the Welsh Language pages and on the Managing People Through Change pages on the staff intranet. This guidance will be developed further as the Governance Hub mentioned below is developed.

All consultation documents are published bilingually and responses are encouraged and welcomed in Welsh. Over the past year, we have published one consultation document relating to a policy decision and this was regarding our Strategic Equality Objectives: [Strategic Equality Objectives – Public consultation opens - Public Health Wales \(nhs.wales\)](#)

Question 7 within the consultation document asks questions specifically on the impact on the Welsh language: [Public Consultation on our Strategic Equality Objectives.doc \(live.com\)](#)



Responses to consultations

The Policy team are responsible for coordinating organisational responses to Policy Consultations. Two such consultation responses were submitted over the last financial year.

In some instances, the content of a consultation response will involve gathering information from across a number of teams/directorates. The Policy team take responsibility for ensuring that consultation responses are submitted in both Welsh and English.

Research

We encourage Welsh language provision in both research and evaluation activities within Public Health Wales. All our research and evaluation documentation are available in both Welsh and English and responses are welcome in either language.

When we undertake telephone research via an external Market Research company, bilingual scripts are provided to offer members of the public the option to undertake the research in Welsh or in English. The language preference of individuals is then documented for future or follow up calls for individuals whose language preference is Welsh.

When commissioning external providers for research activities we require them to make due consideration and provision for research and evaluation in the Welsh Language. For example, a recent commissioned qualitative research into young peoples experiences of seeking support when in mental health distress, included qualitative interviews undertaken in Welsh. The findings will be shaping our research programme in this area.

Future plans

We will soon be piloting a new Governance Hub for the organisation which will be an advisory group consisting of experts within Public Health Wales who work with various legislative duties. Our Welsh Language Team will be part of the Governance Hub, alongside colleagues working in the fields of Equality, Socio Economic Duty and the Well-being of Future Generations Act, and will be part of the scrutiny process for all policy decisions in future. As this is a new venture for us, the Governance Hub will be piloted for an initial 6 months and information and guidance for staff on completing an impact assessment on the Welsh language will be updated during that time.

Operational Standards (79–114)

Internal use of Welsh (Standards 79–95)

The Welsh language has prominence in our 'People Strategy 2020–30: Our Workforce to achieve a healthier future for Wales'.

It identifies that Public Health Wales needs to:



- attract subject specialists with high level Welsh language skills in front-line roles
- prioritise identification of skills gaps, recruitment and learning of Welsh to ensure that we have sufficient Welsh speakers in front-line roles
- support the users of diversity and Welsh language data to help monitor the take-up of services and review health inequalities and Welsh language provision
- support our employees to use Welsh language interfaces and software
- understand the impact of Welsh language requirements on our ability to attract and recruit
- attract a rich pool of applicants for every vacancy including sufficient numbers of Welsh speakers
- increase capability and capacity in relation to Welsh language skills
- make available to employees a clear, sustainable and targeted offering for acquiring, developing and supporting Welsh language skills, based on identified service needs and outcomes.

Policy on the internal use of Welsh (Standard 79)

One of the targets highlighted in last year's annual report was the need for us to publish our Policy on the Internal Use of Welsh, to meet standard 79.

Our policy was published on the Welsh Language page of our website in September 2023: [Policy on the Internal Use of Welsh at Public Health Wales](#)

Rather than looking at the legislative and compliance element of the Welsh language in the workplace, the policy looks at the strong bilingual culture which exists at Public Health Wales and encourages our staff, at all times, to embrace the Welsh language and use the opportunities available to them to learn and develop their Welsh skills while they work. A summary of the opportunities available to our staff are outlined below:

Opportunities for staff to use Welsh at Public Health Wales

➤ Ymlaen staff network

On St David's Day 2024, Ymlaen – Public Health Wales' Welsh Language Network, celebrated it's first birthday. In our first year, we have achieved a lot. We have grown to 94 members, with a roughly equal split between first language Welsh and English speakers, demonstrating that we are an inclusive network for anyone who shares our passion and love for our language and culture. We think this makes us representative of the wider Welsh population, a mix of all levels of Welsh language, and importantly, gives our members who are learning Welsh, greater opportunities to practice their Welsh skills.

In 2023, we held events to celebrate St David's Day and Shwmae Day, and we held informal meetings with members to enhance and strengthen our Welsh language



networks. At the beginning of 2024, we presented our goals for the year to the board. We received a very supportive response, and have since met with Neil Lewis, Director of People and OD, to discuss how Public Health Wales can improve its use and promotion of Welsh, for the benefit of our staff and service users, over the coming years.

In March of this year, as part of our St David's Day and Welsh Language Week celebrations, we collaborated with our fellow staff network, Enfys, to arrange for Welsh author and drag artist, Alun Saunders, to speak to staff about his love for the language, and his experiences of working in Wales as a gay man. For our May meeting, we have arranged for two colleagues from Welsh Government to come in and talk to Public Health Wales staff about the goal of 1 million Welsh speakers by 2050, something we are all passionate about at Ymlaen. This years events have been interesting and very successful, and we want to build on this and aim to hold at least 3 additional guest speaker events over the next 12-months, as well as additional events to celebrate important cultural events, and strengthen those social and working relationship.

We are also delighted to continue to work with Meng Khaw, our executive sponsor who is also the National Director of Health Protection and Screening Services. Meng is very supportive of the language and it's great to have representation on the Public Health Wales board. As with all our staff Networks, Ymlaen has an annual budget to support the network with development activities and promotion of the language within PHW.

➤ Monthly Welsh language newsletter (Cylchlythyr y Gymraeg)

The Welsh language team publish a monthly newsletter for staff. The purpose of the newsletter is to raise general awareness of the language across our workforce and includes items such as; Information for Welsh learners; Welsh language tips; Standard of the month; Interesting articles; upcoming events and where staff can receive support and guidance.

The newsletter was first published in July 2023 and has been very well received by staff. The Welsh Language Team share the newsletter via the Welsh Language Group members, the Ymlaen staff network and on our Teams channels.



➤ **Use your Welsh campaign (Defnyddia dy Gymraeg)**

Between November 27 and December 11 2023, the Welsh Language Commissioner held it's first Defnyddia dy Gymraeg (Use your Welsh campaign') to encourage us to use our Welsh skills everyday. Public Health Wales celebrated the campaign in various ways:

- ❖ We changed the Public Health Wales logo on our English social media channels to include the Work Welsh logo for the length of the campaign
- ❖ We used our social media channels to encourage more followers to our Welsh facebook site (we currently have 1.2k followers on our Welsh page compared to 230k on our English)
- ❖ The Health Improvement Directorate promoted the Welsh services available via Help me Quit and Healthy Weight Healthy You, and encouraged Welsh speakers to access their services in Welsh
- ❖ We worked in partnership with other NHS Wales organisations to hold a series of events, held by NHS professionals, for staff in Welsh. Two of these sessions were delivered by Public Health Wales staff, one session explained our work during the pandemic and the another looked at the importance of including Welsh speakers in user research activities. All sessions were open to all NHS Wales staff to attend.



➤ **Efa Gruffydd Jones visit to Capital Quarter 2**

On December 7th, we welcomed Efa Gruffydd Jones, Welsh Language Commissioner to our headquarters in Cardiff. Our Chief Executive, Vice Chair, and leads with responsibility for the Welsh language attended. We gave a presentation on good practice and future plans from across the organisation and discussed some of our current challenges. It was a very positive yet informal meeting, that we hope to build on over the next few years.

➤ **Public Health Wales Welsh Language Week**

Between February 26th and March 1st we held our first Welsh Language Week, which was a great opportunity to raise awareness of Cymraeg across the organisation and celebrate various pieces of work taking place by colleagues. During the week we;

- ❖ Published our monthly Welsh newsletter



- ❖ Held an event in partnership between the Enfys and Ymlaen staff networks where we welcomed Alun Saunders to speak to us about his Welsh translation of the book 'Heartstopper'
- ❖ Held an informal Welsh catch up with Ymlaen members
- ❖ Awarded our first Welsh Learner of the Year award
- ❖ Celebrated Ymlaen's 1st birthday with a meeting and a showing of a pre-recorded video featuring the networks co-chair and Exec sponsor.

It was a wonderful week of celebration and we're already looking forwards to Welsh Language Week 2025!

➤ **Teams channels for Welsh speakers and learners**

Since 2020, we have been capitalising on the opportunities presented to us by the new digital environment on Teams. We have a dedicated Cymraeg Teams channel, which has sub-threads for General, 'Siaradwyr' and 'Dysgwyr' (all staff are welcome to join and participate in any thread in whichever language they choose).

The Siaradwyr thread enables our fluent Welsh speakers to converse on any topic in Welsh, and also to discuss linguistic matters (e.g. terminology) that arise in their work.

The Dysgwyr thread is where our staff who are learning Welsh can share questions, successes, or items of interest to other learners, and the Welsh team can support and encourage, and publicise events within and outside of the organisation. In this channel we encourage the use of written Welsh wherever possible; those who are learning the language are encouraged to 'have a go' – if they can't quite understand something that is written, we recommend using the machine translation in the Teams chat to translate to English to pick up the parts they have missed, which is a great learning opportunity.

Both channels have continued to grow in membership over the past year.

Our staff are also encouraged to join the NHS Wales wide Yammer groups for Welsh speakers and Welsh learners which were established by Powys Teaching Health Board in 2022 and which enable staff across NHS Wales to connect and share questions and experiences.

Documents for staff (Standard 81)

All documents relating to employment, such as the employment offer letter and contract are issued bilingually by default via the Trac system by the Recruitment team at NHS Shared Services Partnership.

My Contribution forms, which staff use to record performance objectives for the year are available bilingually. The My Contribution policy is available on our website: [ICC66 \(gig.cymru\)](https://www.gig.cymru) and the forms available for staff to access internally.



Staff manage their annual leave and training needs on the ESR (Electronic Staff Record) system. Some parts of the system are available in Welsh but ESR is, unfortunately out of the scope of Public Health Wales's influence, with regards to the ability to amend the processes that are included on the platform.

Published Policies (Standard 82)

In January 2020, our Board agreed to publish all new policies bilingually on our website. During the pandemic, policy development and renewal was paused but restarted during 2021–22, and Welsh versions are uploaded whenever new policies are added or current policies revised.

All policies specified under Standard 82 are available in Welsh on our staff intranet as well as on the policy pages of our website: [Adnoddau Dynol - Iechyd Cyhoeddus Cymru \(qiq.cymru\)](#)

English page: [Human Resources Policies - Public Health Wales \(nhs.wales\)](#)

Computer software for staff (Standard 89)

The Office Language Pack in Welsh is supplied as standard across all laptops and desktops. All staff also have access to the Cysgliad package of dictionary and spell checking software and instructions on how to install the software is available on the Welsh language Hwb section of the staff intranet.

Staff Intranet (Standards 90 – 95)

Our staff intranet home page is available equally in both Welsh and English and is managed by our corporate Communications Team. All new news stories for staff, which come from areas across the organisation, are available in both Welsh and English.

Some further intranet pages are available in Welsh and English for our staff and, where a Welsh language equivalent is available, this can be accessed via the language choice toggle at top-right of the screen.

Welsh Language Hwb

The Public Health Wales staff intranet includes a Welsh language section called 'Hwb'. Its purpose is to promote Welsh language services to our staff and to provide support, guidance and information in relation to implementing Welsh Language Legislation.

Following the launch of the new site in 2022, we have been able to supply our staff with improved information and resources covering all aspects of using and learning Welsh in the workplace, as well as content and information to support staff with understanding and complying with the Welsh Language Standards.



Welsh Language Hwb

Croeso! This is Public Health Wales' central Hub for the Welsh language. We are actively promoting the Welsh language by ensuring we embed it in our organisational culture, to truly reflect the bilingual society in which we live.



One of the aims in last year's report was for us to improve the content on the Welsh Language Hwb and huge progress has been done in this area with all pages (apart from the Resources page detailed below) having been updated in terms of structure, look and content. It is now much easier for staff to navigate and find the information they need on the Hwb.

Our aim over the next year is to complete the update on our Resources page on the Hwb, where all our guidance and templates sit. The guidance documents will be re drafted in a more user-friendly style for staff to use and the page itself re structured according to the 4 headings of the Welsh Language Standards.

Staff training (Standards 96–103)

The Welsh Language skills of our workforce (Standard 96)

All Public Health Wales employees Welsh Language skills are assessed as part of the statutory and mandatory requirements which all new staff must complete as soon as possible once they start in their role. Staff are reminded of the need to register Welsh language skills at various points during their recruitment, including in our 'My Contribution' objective setting form and staff are also reminded to update their skills level if they complete training to improve their Welsh skills.

As of January 2024, **95%** of our employees have registered their Welsh skills levels on ESR.

The Welsh language team have created an easy to follow ‘how to guide’ that streamlines the process for staff and this is available on the Hwb intranet pages.

Training to improve staff members Welsh language skills

Staff training (Standards 96–103)

Public Health Wales continued to promote learning Welsh during this time via the National Centre for Learning Welsh (NCLW) ‘Work Welsh’ scheme. All employees are encouraged to complete the online courses offered by the NCLW at a time that suits them. Staff are encouraged to attend courses during work hours if it best suits their needs and, where there is a cost for a course, Public Health Wales, will pay for this.

During 2023–24, 72 staff members registered for courses offered by the NCLW, evidencing a slight decline from 85 the previous year. Table 1 shows the number of employees who have registered for each course.

National Centre for Learning Welsh

Table 1 - National Centre for Learning Welsh registrations

Course	Number of enrolments (Date of enrolment from 01.04.2023 to 31.03.2024)
Welcome / Croeso 1	47
Welcome / Croeso 2	8
Welcome Back / Croeso Nôl 1	13
Welcome Back / Croeso Nôl 2	2
Improving Your Welsh 1	2
TOTAL	72

The table demonstrates a healthy enthusiasm to learn Welsh within the organisation. Even though there has been a slight decrease from the 85



registrations that the organisation saw in 2022-2023, there is still an encouraging call for these types of courses. The fall in numbers presents opportunities to promote these opportunities further over the 2024-2025 financial year.

Despite the decline in the above figures, the organisation is moving forward positively, with members of staff having a positive outlook towards the Welsh language. As shown in Table 1, the bulk of the registrations are for the 'Welcome / Croeso 1' (47 registrations), with the 'Welcome / Croeso 2' and 'Welcome Back / Croeso Nôl 1' seeing 8 and 13 registrations respectively, demonstrating that the organisation is attracting beginners to start their language learning journey and build their Welsh language courtesy levels.

Defnyddio Cymraeg Gwaith

Public Health Wales, via colleagues at Nant Gwrtheyrn, offer courses both virtually and in-person. The 'Defnyddio Cymraeg Gwaith' courses ran by Nant Gwrtheyrn help individuals upskill their ability to use their Welsh at work.

During the 2023-2024 financial year, 6 employees attended courses to improve their skills. The breakdown of the courses attended is as follows: Canolradd 1 employee, Uwch 1 employee, and Gloywi 4 employees. Of the 4 who attended Gloywi courses, 2 members of staff focused on their written Welsh, whilst another 2 focused on their spoken Welsh. Of the 6 employees, 5 attended residential courses, with 1 undertaking an online course. 2023-24's numbers show a marked increase on 2022-2023's statistic – where only 1 employee attended a Nant Gwrtheyrn course.

Bangor University

Bangor University also provide services on Public Health Wales's behalf for staff in north Wales. The exact data is reliant staff members self-declaring their employer, therefore the number of staff which have enrolled onto the courses is anticipated to be greater than that recorded. 3 employees have been confirmed to take part in the courses offered during 2023-24, with the majority of those staff (2) registering at Mynediad (Entry) level. One member of staff has undertaken a course at Uwch (Advanced) level. It should be noted that 2 members of staff have expressed interest in taking an assessment.

Cardiff University

A similar scheme is run in the south by Cardiff University. 10 Public Health Wales employees successfully enrolled onto the courses. The majority participated in the Mynediad (Entry) level courses in the first instance (5), with 1 colleague also enrolling onto a Sylfaen (Foundation) level offering from the University. 2 employees studied standalone Foundation courses, with a further 3 employees attending Canolradd classes.

In addition to the above, we have a further 10 employees studying via suppliers such as Dysgu Cymraeg Y Fro, Dysgu Cymraeg Morgannwg and Dysgu Cymraeg Ceredigion-Powys-Sir Gâr, to name a few.



Future Plans: Learn Welsh Confidence Building Courses

In collaboration with Learn Welsh, during the reporting period we scoped out the demand that existed amongst our staff to attend confidence raising courses. These opportunities targets speaking skills of those at level 3 or above. The data shows enthusiasm from staff to further engage in this space (45 members of staff, at time of writing).

The courses aim to be flexible, ensuring that they are delivered in line with varying learning styles of our members of staff. Coleg Cambria is our provider, and we look forward to helping to facilitate turning the ideas into reality in 2024-2025.

To support with meeting the aims of our Clinical Consultation Plan, learning opportunities geared towards teams mentioned in the plan is also in development. Primarily relating to our Screening departments, the ambition of this piece is to upskill staff's level of Welsh – whatever their current level may be. These gains, be they great, or marginal, will enable us as an organisation to provide better services to our screening service users in the future.

We also look forward to hearing more about, and delivering, the 'Croeso Cymraeg' course, which will also be available to us during 2024 / 2025 to introduce courtesy Welsh to our members of staff currently at skill level 0. This will support us to meet the aim within the Welsh Government's More Than Just Words Strategic Framework that all NHS Wales staff will have a courtesy level of Welsh by 2027.

How we support our Welsh learners

We are very fortunate at Public Health Wales to have such passionate Welsh learners within our workforce and we therefore aim to offer as much support as possible for them to use and develop their Welsh while at work.

- We offer an informal conversation practice every Tuesday lunch-time, over MS Teams. This is open to staff regardless of Welsh language level.
- We offer a mentorship scheme, where we pair confident, with less confident speakers or learners. We currently have 6 pairs matched in our 2024 cohort.
- We have recently awarded our first Welsh Language Learner of the Year, during our Welsh Language Week of celebrations leading up to St David's Day.
- Our Welsh language network, Ymlaen, also provide a space for learners to improve their Welsh skills.

We will continue to promote all Welsh training opportunities available to our staff over the next year and support them to find the right course for them.

Welsh Language Awareness Training (Standard 102)

At the end of November 2022, a new Welsh Language Awareness module that had been developed by Welsh Government and Betsi Cadwaladr University Health Board was launched on ESR across NHS Wales organisations. The training is part of

the Statutory Mandatory training all staff must complete and needs to be renewed every 3 years.

As of 31 March 2024, **92.8%** members of staff were compliant with the module. This is above the Welsh Government's target of 90%. We're very proud that we've exceeded the target and grateful to our staff for ensuring they complete the module and therefore have a much better understanding of the Welsh language within NHS Wales.



To complement the training given in the ESR module, our Welsh Language Team are currently developing an additional Welsh Language Awareness course, which can be delivered either face-to-face or online. The course will give a further insight into the importance of the Welsh Language in Wales, the historical context as well as information relating to Public Health Wales staff specifically, and where support is available to them.

The training will be finalised and offered to staff over the next year, starting with delivery to staff in our Screening Division during the summer.

Over the past year the Welsh Language Team have taken the opportunity to deliver information and awareness raising session to teams across the organisation when requested, including the Communications Team, The Vaccines Preventable Diseases Team, the Publications Principles Group as well as hosting a session during the all Wales staff conference in November. The team will continue to deliver these sessions when requested or needed.

Early in the next financial year, 'Opening the Door: Introducing the Welsh language' training sessions will be offered to staff across Public Health Wales who are leaders or influencers. The sessions, which are arranged by Health Education and Improvement Wales, will be delivered by Mererid Hopwood and Mandy Morse from Aberystwyth University, and are aimed at those who are Welsh language leaders across the organisation. Invitations to the sessions will be shared with the Executive

team, Board members, members of the Welsh Language Group and the Ymlaen staff network co-chairs.

Staff induction (Standard 103)

Our induction processes at Public Health Wales were one of our targets in last years annual report and progress has been made in this area, as outlined below.

All new members of staff receive information on the Welsh language at work in their welcome letter, which includes direct links to the Welsh language Hwb pages.

Welsh Language at Work

Welsh is an official language in Wales, alongside English, and the Welsh Language Standards, as outlined in the Welsh Language (Wales) Measure 2011, show us the rights and responsibilities that we all have, working for a public institution in Wales. All staff are encouraged and supported to use the Welsh language at work, whatever their level of ability, and all staff have an obligation to consider the language in the work that they do.

Our [Welsh Language Hwb](#) is your starting point for anything to do with the Welsh language, including further information on your rights and responsibilities under the Welsh Language Standards, information about learning Welsh (including free 10-hour online learning modules) and lots of useful “quick guides”, tools and resources.



The Iaith Gwaith brand identifies Welsh speakers across PHW. If someone is wearing a badge or lanyard with this logo, they can have a conversation in Welsh. You can [order lanyards and badges](#) to show that you speak or are learning Welsh.

Want a chat? If you want any further information or a chat about the Welsh language you can contact Welsh.PHW@wales.nhs.uk

In September 2023, our in-person induction day for new staff was restarted, after a period of pause during 2020 – 2022. The event brings all new members of staff together in Cardiff where they receive an introduction to Public Health Wales. A marketplace is available for new starters during the day and the Welsh Language team have a stall to share information about the opportunities to learn and develop Welsh skills for new starters as well as where to get information regarding compliance with Welsh language legislation.

Every month a new starters teams chat also takes places where information on Welsh language and how to access information is shared.

During Summer 2023, a new Welsh language checklist was included within our corporate induction information on our staff intranet called ‘Things you need to know to get you started’. All new employees are encouraged to follow the guidance on this page.

Welsh Language

Croeso! Public Health Wales is proud of our bilingual culture, brand and ethos and we encourage all our staff to learn, develop and use as much of their Welsh as possible while at work. As a public body in Wales, we are legally required, under our [Welsh Language Standards](#), to offer an equal service in Welsh and English to our customers, stakeholders and service users. Staff can also receive some services and information from the organisation in Welsh, if they choose. As a health organisation, we also have a duty to comply with the Welsh Government's More Than Just Words strategic framework and the aims within their [Five Year Plan 2022 – 2027](#).

It is the responsibility of each member of staff to meet the Welsh Language Standards and here are a few things that you can do to help, as you begin your career with Public Health Wales:

- Record your Welsh language skills on ESR – remember to update these if you learn, improve or develop your Welsh skills;
- Complete the Welsh Language Awareness mandatory training module on ESR;
- Set up your email signature and out of office message bilingually, using the templates available here for out of office: [Quick Guide - email signature out of office.docx \(sharepoint.com\)](#) and here for your e-mail signature: [Our Brand \(sharepoint.com\)](#)
- If you're a Welsh speaker or learner, order you Iaith Gwaith / Working Welsh badge or lanyard via this form: [Adnoddau "Iaith Gwaith" Resources \(office.com\)](#)

Corresponding Welsh language guidance has also been included within our managers induction information over the past year, both for line managers of new staff and for new managers within the organisation. Both of these developments have been shared with the Welsh Language Group members to forward to Directorate staff.

Since September 2023, the Communications team and Welsh Language Team have been working on an 'Introduction to Cymraeg at Public Health Wales' animation video, which will also form a part of the future induction process. The animation will be completed and included in formal arrangements over the next year.

Some individual departments also have their own induction processes for their members of staff, which include links to Welsh language guidance and information.

Iaith Gwaith / Working Welsh (Standards 104 -105)

On the resources page of our Welsh Language Hwb, we have a quick guide for staff on bilingual e-mail signatures and out of office messages.

New members of staff are encouraged to use the e-mail signature templates provided in our brand guidelines and the out of office templates as needed.

Welsh speakers and learners are encouraged to use the Iaith Gwaith logos on their e-mail signatures.

We have a simple online order form staff can use to obtain 'Work Welsh' materials. Once ordered, these are distributed by the Welsh Language Team.

The Welsh language team have also designed and shared posters with QR codes for our staff that work in laboratory and screening locations, who don't always have regular access to laptops. The QR codes mean that staff can access the Welsh language Hwb intranet pages and the order form on their mobile device and the materials will be posted out to their location.

Recruitment (Standards 106–109)

Alongside developing the Welsh language skills of our employees, recruiting bilingual staff is part of our workforce planning approach to ensure the delivery of Welsh-medium services. A Welsh language skills assessment tool has been an



integral and mandatory part of the managers' recruitment process for each role for many years, and the Welsh Language team regularly work with managers to make sure their Welsh-essential vacancies are targeted and marketed towards Welsh-speaking communities. The Welsh Language Team have therefore developed a guidance document for managers to support with advertising Welsh essential roles. At the end of this reporting period, we are reviewing our Welsh Language Skills Assessment form and exploring options used by other NHS Wales organisations.

Over the last year, the recruitment team have published a page on the staff intranet 'Recruitment: Welsh language requirements explained', which includes information on our legal obligations when it comes to recruiting new staff, guidance and tools to facilitate the recruitment process for managers as well as standard advert text and terminology lists for recruiting managers to use. The Welsh Language team work continually with the recruitment team to ensure that the most useful, up to date information is included on this intranet page which supports staff to recruit Welsh speakers effectively and efficiently.

All Job adverts and job descriptions are published simultaneously on Trac in both Welsh and English and reminder communications have been shared with managers on the need to translate all documents and assess the language skills required for posts.

Over the past year a Workforce Planning Task and Finish Group has been established to bring together colleagues from the People & Organisational Development Directorate to start looking at our aims in this area. Strategic workforce planning is about ensuring a future workforce of the right size, with the right skills and diversity, organised in the right way within an affordable budget, enabling the organisation to deliver its short, medium and long term objectives. Therefore, the inclusion of Welsh Language in Public Health Wales's strategic workforce plans will enable us to ensure our future workforce has the skills needed to deliver our strategic objectives, and meet the required Welsh Language Standards.

At the end of this reporting year, we had recruited our new Workforce Planning lead so that work can progress. Over the next year our workforce plan will be outlined, as detailed in our targets at the end of this report.

Clinical Consultation Plan (Standards 110 – 110A)

Following the guidance received from the Welsh Language Commissioner's office, regarding the Clinical Consultation Plan, our Clinical Consultation Plan was published in September 2023: phw.nhs.wales/about-us/publication-scheme/welsh-language/welsh-language-clinical-consultation-plan-sept-2023/

The plan details our ambition to improve our ability to offer clinical consultations in Welsh over the next 5 years. As only some of our departments hold clinical consultations, the plan has been drafted by staff from our Screening and Help Me Quit departments, with support from the Welsh Language Team. As a result, clinical teams have ownership for the plan, with the targets set over the next 5 years being both realistic and ambitious.



Record Keeping Standards (119–121)

Number of complaints received (Standard 115)

We welcome feedback and complaints regarding our Welsh language services as complaints enable us to improve and develop our services for our customers.

Public Health Wales received six complaints and one enquiry relating to a complaint during 2023–24. Three complaints came to our attention via our Putting Things Right (PTR) Procedure and were related to the following business areas:

- our social media channels and web pages;
- the standard of Welsh on a questionnaire; and
- the Welsh language phone line for one of our screening services.

Each of the complaints were dealt with by the relevant business area, with support and guidance from the Welsh Language Team where needed. All complaints were resolved to the complainants satisfaction and feedback and lessons learnt shared internally with staff as a result.

We also received 3 complaints directly to our Welsh Language Team via the Welsh Language Commissioner's office. These complaints received and the outcomes are outlined below:

- Complaint received in Spring 2023 relating to learning Welsh opportunities. A complaint was received by a member of Public Health Wales staff that their line manager had not granted permission for them to attend the residential Welsh course they desired. The Welsh Language Team and the Learning and Development Team worked with both parties and the employee was able to attend a residential course to improve their Welsh later in the year.
- Complaint received in Winter 2023 relating to staff members right to use Welsh. A complaint was received by a member of Public Health Wales staff that they had been prevented to use their Welsh in the workplace. The team in question worked closely with the Welsh Language Team to raise awareness of the organisations Policy on the Internal Use of Welsh at Public Health Wales and of individuals right, under the Welsh Language Measure, to use their Welsh. The complaint does not reflect the positivity towards the Welsh language at Public Health Wales.
- Complaint received in early 2024 regarding the quality of the Welsh text on an online questionnaire. A complaint was received by a member of the public regarding the quality and the accuracy of the Welsh text on a questionnaire on one of our websites. The Communications team worked with the responsible team to remedy to issues with the questionnaire as well as completing a thorough check of the web content relating to the questionnaire to ensure the Welsh content was of the same quality and accuracy as the English.



All three of the above complaints were investigated to the Welsh Language Commissioner and the complainants satisfaction and no further actions were needed.

At the end of March, we received a complaint in the form of an enquiry from the Welsh Language Commissioner concerning a Community Adult Mental Health Services document which was published on the NHS Executive website. We have a meeting scheduled with the Welsh Language Commissioner's office to explore and discuss this further early in the new financial year.

In March 2023 we received a Standards Enforcement Investigation from the Welsh Language Commissioner on our failure to comply with Welsh Language Standard 39 across our web content. We submitted our response to the investigation in September 2023 and have been working hard over the last part of the year to make improvements on our Welsh web estate (further details on this can be seen under standard 39).

Handling Concerns and Complaints (Standard 119)

Public Health Wales welcomes feedback from service users, the public and employees on the implementation of the Welsh Language Standards. We want to learn from their experiences, good or bad, and we will make improvements where there are deficiencies.

We deal with concerns from service users and the public regarding the implementation of the Welsh Language Standards in accordance with our corporate 'Putting Things Right' procedures. We deal with concerns from our employees in accordance with the All Wales Respect and Resolution policy.

The Complaints page on our website includes a section on the Welsh Language Standards and how to contact us if customers and / or patients would like to report incidents of non-compliance: [Complaints - Public Health Wales \(nhs.wales\)](#) The complaints web page contains information on our Welsh Language Standards, and members of the public's right to raise a concern with us about our Welsh language services if they are not what they should be.

A link to the complaints page can also be found on the Welsh Language page of our website: [Welsh Language - Public Health Wales \(nhs.wales\)](#) Our Welsh Language web page gives details of how concerns can be raised via Putting Things Right, via the Welsh Language Team at Public Health Wales or via the Welsh Language Commissioner's office.

All complaints received must be recorded on Datix, which is the NHS Wales risk management system. When complaints relating to the Welsh language are recorded on the system, the Welsh Language Manager receives an automatic email notification. These complaints are also reported at the quarterly Welsh Language Group meetings and to the Board Quality and Safety Committee.

Over the past year our engagement team have been utilising the Civica feedback platform and surveys have been designed by various departments to collect feedback from customers and staff. One of these surveys is being developed to give our customers and service users the opportunity to give feedback on the Welsh Language service they have received from Public Health Wales. This questionnaire, and others, will be available during 2024 – 2025.



Employees' Welsh language skills (Standard 116)

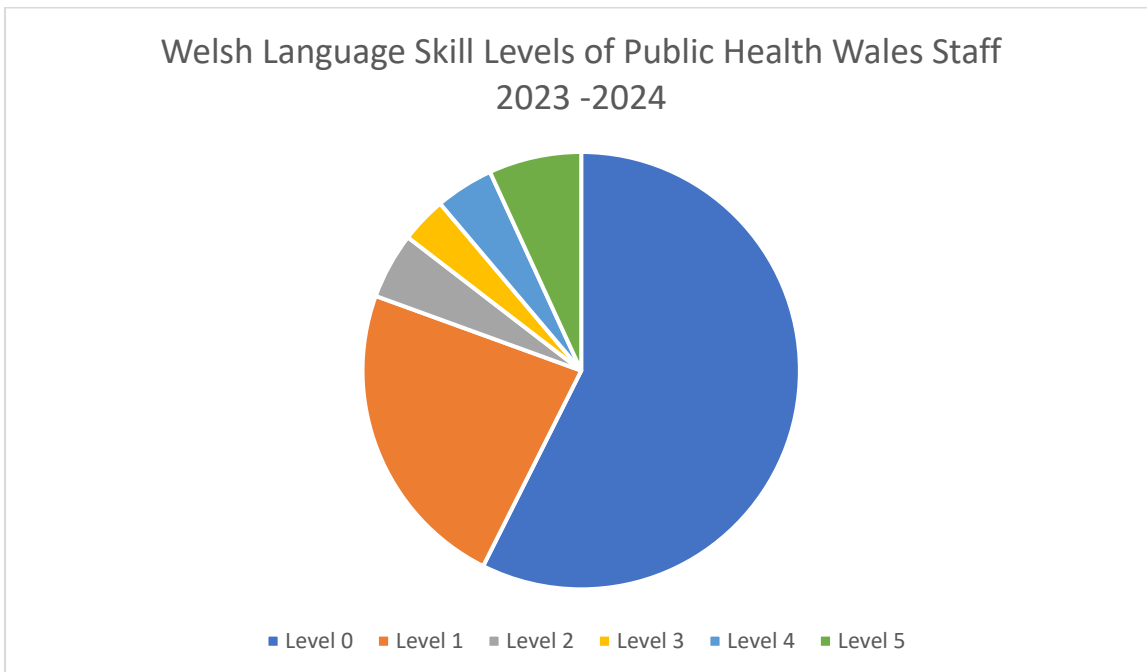
2439 employees (**95%** of the workforce, which is an increase from last year) have recorded their ability in Welsh on the Electronic Staff Record (ESR) system. Table 2 shows the number and percentage of these employees who are proficient at each level (see also Figure 1); 256 employees (10.5% of those declared) have Welsh language skills at Levels 4 and 5. We have also seen a rise in staff reporting basic (Level 1) skills and those reporting level 3,4 and 5 Welsh language skills. There has also been a rise in those reporting as having no Welsh skills.

Table 2: Public Health Wales Welsh skills declaration rates

	<i>Number</i>	<i>Percentage</i>
Public Health Wales headcount as at 31/03/2024	2439	100%
Employees who have recorded their Welsh speaking skills as at 31/03/2024	2324	95%
Employees who have not recorded their Welsh speaking skills as at 31/03/2024	115	5%

Level 0	1414	57.9%
Level 1	553	22.7%
Level 2	134	5.5%
Level 3	82	3.4%
Level 4	99	4.0%
Level 5	157	6.5%
TOTAL	2439	100.0%

Figure 1: Welsh language skill levels of staff



Welsh language skill requirements of new and vacant posts (Standard 117)

Standard 106 requires Public Health Wales to categorise every new and vacant post by its Welsh language skill requirements. The data in the table below is provided to us by colleagues in the NHS Wales Shared Services Partnership.

During 2024–25, Public Health Wales advertised 744 posts. Table 3 shows the number and percentage of posts advertised by each language category.

Table 3: Welsh skills in Public Health Wales recruitment

Categorisation of posts	Number	Percentage
Welsh language skills are essential	29	3.9%
Welsh language skills need to be learnt when appointed to the post	0	0%
Welsh language skills are desirable	668	89.9%
Welsh language skills are not necessary	47	6.2%

The percentage of posts advertised as ‘Welsh Essential’ has decreased since last years report to 3.9%. There was a slight increase in posts listed as ‘Welsh Desirable’ (from 83% in 2022–23 to 89.9% in 2023-24) and a big decrease in posts listed as ‘Welsh skills not necessary’ (from 11.5% to 6.2%) showing that the need for more Welsh skills is recognised.

Many of the roles advertised as needing Welsh skills were in Screening or administrative roles, which are identified under the Standards on Reception areas and in our Clinical Consultation Plan. The decline in number of roles being identified as needing Welsh skills is noted and will be an important element of our workforce planning project over the forthcoming year.

Record of our Standards (Standard 118)

A copy of Public Health Wales’s final compliance notice, along with general information about the Welsh Language is available on our website: [Welsh Language - Public Health Wales \(nhs.wales\)](https://www.nhs.uk/welsh-language)

Priorities for 2024–2025

Over the next 12 month period, our focus will be on the following:

Target	By When
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We will ensure that staff across the organisation have the opportunity to take part in the raising confidence offer by the Learn Welsh Centre	3 cohorts will have taken part by March 2025
We will explore the opportunities available by the Learn Welsh Centre to our staff who have a recorded level 0 Welsh skills to reach a courtesy level of Welsh	March 2025
Our translation processes will improve over the year, including: <ol style="list-style-type: none"> 1. The Translation Unit at NHS Wales Shared Service Partnership will translate 2,000,000 words this year for us 2. We will tender for our own mini translation framework of external suppliers 3. We will employ our own Translation Coordinator to manage and coordinate our translation processes 	<ol style="list-style-type: none"> 1. April 1st 2024 2. By August 1st 2024 3. Hoping to be in post by October 2024
We will continue to make improvements to our Welsh web estate, in line with the Implementation Plan we submitted to the Welsh Language Commissioner in September 2024	Throughout the year
Our Workforce Planning IMTP target for 2024 – 2025 is: 'Establish a workforce planning process and framework including clear roles and responsibilities'. The Welsh language will be an integral part of this process which will ensure more of our roles are identified and advertised as needing Welsh skills.	End of March 2025
We will finalize and deliver Welsh Language Awareness sessions for Colleagues. Sessions will be delivered for Screening colleagues first, in line with our Clinical Consultation Plan targets	End of March 2025
Leaders and influencers within the organization will have the opportunity to attend a 'Opening the Door: Introducing the Welsh Language' training session	Both sessions will be delivered by the end of May 2024
We will follow guidance and advice given by the Welsh Language Commissioner to improve our compliance with the Policy Making Standards and implement these via our Governance Hub	End of March 2025
We will continue to develop Public Health Wales as a bilingual organisation where the Welsh language and culture are celebrated. We will do this by:	End of March 2025



<ul style="list-style-type: none"> • Continue to share a monthly Welsh language newsletter with staff • Arrange a minimum of 2 celebration events over the year with our Ymlaen staff network or in partnership with other NHS Wales organisations • Hold our second Welsh Language Week in February / March 2025 	
<p>We will continue to improve and develop our Welsh Language HWB Resource page to ensure our Welsh language guidance and templates for staff are clear and accessible</p>	<p>March 2025</p>
<p>We will complete and share the Introduction to Cymraeg at Public Health Wales animation for staff induction and promotion purposes</p>	<p>September 2024</p>

