

A process for developing culturally and linguistically appropriate health education materials



Royal District Nursing Service (RDNS) translation standards have been developed as one outcome of the Macedonian Diabetes Education Project.

The Macedonian Diabetes Education Project was initiated by staff in response to concerns expressed by clients and carers who access our service, around the lack of appropriate diabetes educational material. Some of the issues highlighted were:

- that educational materials were out of date
- poor print quality made information hard to read and
- the information lacked relevance for the target group.

During the early phase of the project it was apparent that a clear guideline and focus was needed, to ensure the production of quality translations that would meet the needs of the target group. This was the impetus to design a set of standards that would underpin an internal policy and procedure to act as a guide to all staff considering the production of translations.

The combination of:

- partnerships established with community service providers
- consultations undertaken with focus groups consisting of Macedonian speaking senior citizens and
- extensive literature review

provided us with the opportunity to generate the initial concepts for the translation standards and test their relevance through the development of the project.

All RDNS translations are measured against these standards, thereby providing an indication of the quality, accuracy and useability of translations for the clients, carers and the staff.

The standards are also applied to translations produced outside RDNS. This is achieved by contacting the development source and confirming how many of the processes identified in the standards were used in producing the translation. Information gathered on externally produced translations assists in the selection of the best quality translations, and provides a measure of quality assurance for clients, carers and staff.

These standards are represented as a tick made up of ten circles. Each circle represents a standard...



- Develop the English text and test the translation with members of the LOTE speaking community
- Undertake a professional cultural and linguistic assessment of the English text in preparation for its translation
- Undertake a health professional assessment of the English text as appropriate
- Organise for the English text to be translated by a professional translator
- Undertake a professional cultural & linguistic assessment of the translation
- Organise for the translation to be proofread by a professional translator
- Include the title of the text in English on the translation
- Include the name of the target LOTE in English, on both the English text and the translation
- Distribute the translation in bilingual format – English and LOTE
- Monitor, evaluate and update the English text and the translation as part of an ongoing review program