

Policy statement

A Translation Standard that helps us produce quality information

Many people in Australia were born overseas and don't speak English at home. Many of these older people cannot read English because of a lack of school education and opportunity. Poor language skills in English can be a barrier to getting health information and leads to poorer health outcomes. At Bolton Clarke we want to provide translated and easy to understand information wherever possible in many languages.

In order to provide easy to understand information Bolton Clarke developed a Translation Standard. The standard ensures that our translations are of good quality and information is easy to understand. It was developed together with our consumers, staff and other organisations.

The Translation Standard

Our Translation Standard has 10 steps to ensure of translation is of good quality and can be understood by people with low levels of school education. The Translation Standard can assist consumers to make better choices and decisions about their health and care.

The 10 steps of translating information

The following are the 10 steps of the Translation Standard that help produce good quality information:

- Develop the English text and/or test the translation with members of the target Language other than English speaking community.
- Undertake a cultural and linguistic assessment of the English text in preparation for its translation.
- Undertake a subject matter expert assessment of the English text as appropriate.
- Organise for the English text to be translated by a professional translator.
- Undertake a cultural and 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 language in English, on both the English text and the translation.
- Distribute the translation in bilingual format – English and Language other than English.
- Date, monitor, evaluate and update the English text and the translation as part of an ongoing review program.

The Tick Symbol

All translations produced at Bolton Clarke are developed against the Translation Standard.

The Translation Standard is shown by a tick symbol. This symbol is made up of 10 circles representing each of the steps of the Translation Standard. When the tick is displayed on a translation it shows users that the product has been developed following the 10 steps.



The Translation Standard and the tick symbol are registered as a trademark in Australia and New Zealand. If you are interested in learning more about the Translation Standard call **1300 22 11 22**

The following are published articles on Translation Standards:

- Michael J, Aylen T, Ogrin R. Development of a Translation Standard to support the improvement of health literacy and provide consistent high-quality information. Australian Health Review. 2013;37(4):547–551
<http://www.publish.csiro.au/ah/AH13082>
- Goeman D, Michael J, King J, et al. Partnering with consumers to develop and evaluate a Vietnamese Dementia Talking-Book to support low health literacy: a qualitative study incorporating co-design and participatory action research. BMJ Open 2016;
<http://bmjopen.bmj.com/content/bmjopen/6/9/e011451.full.pdf>