



Becoming a 'Happy to Translate' Logo Organisation

FAQ

(Frequently Asked Questions)

The Frequently Asked Questions is designed to provide answers to questions about the Happy to Translate Logo Initiative.

If an organisation or individual feel that they require more information please contact the Happy to Translate Logo Initiative support Team.

WHAT IS THE HAPPY TO TRANSLATE LOGO?

The Happy to Translate Logo is a national symbol for language and communication assistance. The Initiative has been designed for use by organisations in Scotland to overcome barriers to information and services faced by those who speak little or no English. Member organisations use the Logo on their literature, letterhead and advertising and display it in high – visibility areas such as receptions and interview rooms. This use of the Logo tells service users that if language or communication assistance is required, it will be provided free of charge in the form of confidential, professional translation and interpretation services.

WHAT ARE THE OBJECTIVES OF THE HAPPY TO TRANSLATE LOGO INITIATIVE?

The main objectives for which the Happy to Translate Logo Initiative was established are:

- (a) To promote equal access to information and services for people from the Black and Minority Ethnic background who speak little or no English;
- (b) To act as a central coordinating platform through the establishment of a National Joined Up Approach for the provision of a high standard and quality of Language Service provision in Scotland;

IN WHAT RESPECT IS THE HAPPY TO TRANSLATE LOGO RELEVANT TO ALL PUBLIC AND PRIVATE SECTOR ORGANISATIONS IN SCOTLAND?

THE HAPPY TO TRANSLATE LOGO INITIATIVE IS A NATIONAL STRATEGIC COMMITMENT INVOLVING ALL PUBLIC AND PRIVATE SECTOR ORGANISATIONS IN SCOTLAND.

The Happy to Translate Logo Initiative is not a stand alone Initiative but a **NATIONAL STRATEGIC COMMITMENT** designed to promote a Joined Up Good Practice Approach between public sector organisations, aspiring to a common set of standards, in relation to overcoming language barriers in Scotland. It is hoped that the current Joined Up Approach will lead to the improvement of the standard and quality of language service provision in Scotland.

WHAT ARE THE BENEFITS TO OUR ORGANISATION IF IT TAKES UP MEMBERSHIP TO USE THE HAPPY TO TRANSLATE LOGO?

The beneficial outcomes to your organisation taking up membership to use the Happy to Translate Logo will accrue on four fronts, namely organisational, community related, staff or personal and Legislative compliance.

ORGANISATIONAL BENEFITS:

- The use of the Happy to Translate Logo through its Monitoring and Evaluating Procedures enables your organisation to monitor the use of language provision, its demands and most importantly, identify gaps which exist in the service provision.
- Another related organisational benefit is that of membership of the Happy to Translate Logo Member's Forum. One of the cardinal principles of the seven key commitments (Common Set of Standards) laid down as a condition for organisations taking up membership to use the Logo, is that Member organisations of the Happy to Translate Logo regularly hold joint meetings to discuss, share ideas and practical experiences in relation to providing services to people who encounter language barriers. Accordingly, the principal benefit of being a member of the Members Forum is that your organisation will benefit from the Transferable Added Knowledge that comes about as a result of interaction with other member organisations at the Members Forum through shared learning.
- The Happy to Translate Logo Initiative enjoys high profile recognition by the Scottish Executive, which has funded it from its inception. In identifying with the Happy to Translate Logo Initiative, the Logo was launched by the then Minister for Communities 'Malcolm Chisholm'.

COMMUNITY RELATED

- A very important benefit to your organisation arising from membership of the Happy to Translate Logo is that the communities will know that you are a Happy to Translate Logo organisation that they can confidently approach and have constructive interactions with beneficial outcomes. This positive benefit is hinged on the fact that due to the marketing of the Happy to Translate Logo with grass roots communities across Scotland by the Happy to Translate Logo team, the communities are aware of the Logo and what it means. In this regard, in longer term, they will identify with your organisation to access your services and information resulting in fruitful outcomes for all concerned.

STAFF OR PERSONAL

ENHANCED TRAINING OF FRONTLINE STAFF AND MANAGERS:

- In addition to existing levels of training that have already been given to the staff responsible for the delivery of Language service within your organisation, the staff and Managers responsible for Service delivery enjoy enhanced training under the Happy to Translate Logo Initiative. The training includes how to deal with a person whose first language is not English. In addition, the well resourced training engages with issues of cultural awareness and race relations in general. While enhanced training ensures the benefit of added knowledge and skills and improvement on existing ones for the staff and Managers, it also instils confidence in dealing with people who do not understand English.

THE PROVISION OF TRAINING MATERIALS:

- A comprehensive package of training materials will be made available to your organisation by the Happy to Translate Logo Initiative which is inclusive as part of the Annual Subscription Fee.
- These include:
 - a) A Happy to Translate Logo Toolkit containing an impressive set of tools and guidance to streamline interaction between frontline staff and service users who speak little or no English;
 - b) Private Access to a password protected Intranet website;
 - c) Periodic and consistent Implementation guidance, Advice and support from the Happy to Translate Team.

d) The provision and use of a proactive system of Self Assessment, Evaluation and Monitoring of the use of Happy to Translate Logo.

RACE LEGISLATIVE COMPLIANCE BENEFIT:

Under the Race Relations (Amendment) Act 2000 organisations now have a responsibility to demonstrate the details of their commitment and accountability towards race equality by publishing a Race Equality Scheme (RES). Membership of the Happy to Translate Logo is a clear demonstration that an organisation is committed towards promoting race equality under their Race Equality Scheme in compliance with the existing Race Relations Legislation.

THE HUMAN RIGHTS ACT 1998 COMPLIANCE BENEFIT:

Public Authorities are under a positive obligation to act in accordance with the Human Rights Act 1998, which incorporates into the Scotland and the United Kingdom the European Convention on Human Rights 1950. The provision of a high standard and quality of Language Service is integral to the spirit of the Human Rights Act. Public Authorities which sign up to the use of the Happy to Translate Logo demonstrate their commitment to promote the Human Rights of those who encounter Language barriers.

WHY SHOULD OUR ORGANISATION TAKE UP MEMBERSHIP TO USE THE HAPPY TO TRANSLATE LOGO WHEN IT ALREADY HAS A TRANSLATION SERVICE?

The Happy to Translate Logo has been designed to be integrated into existing systems such as an existing Translation and Interpretation service in a public or private sector organisation. By this means, the existing Translation and Interpretation service and indeed the entire organisation becomes part of the National Strategic Commitment to developing better communication between Language service providers and Minority Ethnic communities and honouring their 'Right to Understand.'

Secondly, the number of languages used in Scotland is on the increase, therefore, it is impossible to predict all of the languages your service users will use. A universal symbol – the two faces of the 'Happy to Translate' Logo – is easily recognisable and will let service users know that your organisation will provide language assistance. This conveys that yours is an inclusive organisation that is committed to delivery to all in Scotland.

WHAT IS THE CURRENT MEMBERSHIP OF THE HAPPY TO TRANSLATE LOGO INITIATIVE?

The current membership of the Happy to Translate Logo Initiative has grown from a few pilot organisations to a list of high profile organisations in the current operational phase. A few of these organisations include:

- The City of Edinburgh Council
- Lothian and Borders Police
- Tayside Fire and Rescue
- NHS Lothian
- Scottish Prison Service
- Glasgow Housing Association
- Trust Housing Association
- Scottish Refugee Council
- Bield Housing Association
- Moray Council
- Southside Housing Association
- Crown Office and Procurator Fiscal Service
- Hanover (Scotland) Housing Association.

This list will be updated as the membership grows.

What are the Benefits to our service users?

Service users who encounter language barriers will feel comfortable approaching your organisation for the information and services they need.

Who can apply for membership?

Any organisation that has dealings with the public.

What will be required of our organisation?

Your organisation will be expected to uphold the 7 Key Commitments and implement the good practice policies and processes to deal with the individual language and communication needs of your service users through the provision of professional translation and interpretation (if required).

Where and how can I use the Logo?

Once approved for membership, your organisation should use the logo anywhere that the public will see it. For example, in reception areas and meeting rooms, on printed materials and on your website.

Does our entire organisation have to apply for membership?

Yes, but we will consider a gradual implementation roll-out plan over an agreed period of time.

How much will it cost?

The Annual Membership Fee is based on the number of Full-Time Equivalent staff employed by your organisation. There will also be costs associated with training and any additional printed 'Happy to Translate' Logo materials your organisation requires.

How will our use of the Logo be audited and how often?

Your organisation will be responsible for undertaking periodic self-assessment. The first self-assessment usually occurs after an organisation has been using the logo for one year. Subsequent assessments are determined by your organisation's overall performance in upholding the 7 Key Commitments (see below).

How do we apply?

Complete the official Membership Application form, which must be signed by the Authorised person in your organisation and mail to the address provided below.

What are the 7 Key Commitments?

All member organisation must uphold the following:

Key Commitment 1

Promote equal access to information and services for all people and communities by overcoming language and communication barriers.

Key Commitment 2

Implement and maintain a high standard of customer service to improve access to information and services.

Key Commitment 3

Provide professional language and communication support to service users according to the 'Happy to Translate' best practice guidance.

Key Commitment 4

Establish and maintain staff training and support on the use of 'Happy to Translate.'

Key Commitment 5

Actively display and promote the 'Happy to Translate' Logo to the communities you serve and according to the Logo Design Guidelines.

Key Commitment 6

Monitor and evaluate the use of 'Happy to Translate' and actively share and implement ideas for improvement.

Key Commitment 7

When possible, participate in a joined-up approach with other organisations to promote language and communication support.

Help and Advice

Should you have any queries please do not hesitate to contact a member of the 'Happy to Translate' support team:

Email: support@happytotranslate.com
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