Multilinguality on Health Care Websites

Local Multi-Cultural Challenges
Overview

Analysed websites

- World Health Organization (WHO)
  as an international organisation for health care issues

- Health Portal of the European Union
  the EU as a central institution for 27 member states

- German government websites
  Germany as a country of immigrants
Analysed aspects

**Technical aspects**
- W3C
- Internationalization Standards
  - encoding
  - language information
  - language negotiation

**Linguistic and cultural aspects**
- comparing the different language versions
  - content
  - implementation of links
  - ...

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W3C MultilingualWeb Workshop 2011, Limerick  
Danielle Boßlet
World Health Organization
www.who.int

6 languages available
Arabian, Chinese, English, French, Russian, Spanish

Improvement announced
Multilingualism: plan of action
Shortcomings

- **Content**
  - not identical for all language versions
  - example 1: health topic list
  - example 2: information site on cancer

- **Links**
  - inconsistent implementation
### Example 1: health topic list

#### English

<table>
<thead>
<tr>
<th>Health topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accidents, Radiation</td>
</tr>
<tr>
<td>Acrylamide</td>
</tr>
<tr>
<td>Acupuncture</td>
</tr>
<tr>
<td>→ see Traditional medicine</td>
</tr>
<tr>
<td>Adolescent health</td>
</tr>
<tr>
<td>Ageing</td>
</tr>
<tr>
<td>AIDS</td>
</tr>
<tr>
<td>→ see HIV/AIDS</td>
</tr>
<tr>
<td>Air pollution</td>
</tr>
<tr>
<td>Air travel</td>
</tr>
<tr>
<td>→ see Travel and health</td>
</tr>
<tr>
<td>Alcohol</td>
</tr>
<tr>
<td>Anaemia</td>
</tr>
<tr>
<td>Animal diseases</td>
</tr>
</tbody>
</table>

#### Spanish

<table>
<thead>
<tr>
<th>Temas de salud</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accidente cerebrovascular</td>
</tr>
<tr>
<td>Accidentes radiológicos</td>
</tr>
<tr>
<td>Acnémid</td>
</tr>
<tr>
<td>Actividad física</td>
</tr>
<tr>
<td>Acupuntura</td>
</tr>
<tr>
<td>Adhesión del paciente</td>
</tr>
<tr>
<td>Alimentos alimentarios</td>
</tr>
<tr>
<td>Agua</td>
</tr>
<tr>
<td>Agua potable</td>
</tr>
<tr>
<td>Aire</td>
</tr>
<tr>
<td>Alimentos genéticamente modificados</td>
</tr>
<tr>
<td>Anemia</td>
</tr>
</tbody>
</table>
Only standard texts for some topics

En esta página de consulta hallará enlaces hacia descripciones de actividades, informes, noticias y eventos, así como hacia los datos para entrar en contacto con los diversos programas y oficinas de la OMS que se ocupan detemana, y los asociados que colaboran con ellos. Asimismo, figuran enlaces hacia sitios web y temas relacionados.

Inyecciones

Asma

Embarazo

Fiebre amarilla
**Example 2: information site on cancer**

### Cancer

Cancer is the uncontrolled growth and spread of cells. It can affect almost any part of the body. The growths often invade surrounding tissue and can metastasize to distant sites. Many cancers can be prevented by avoiding exposure to common risk factors, such as tobacco smoke. In addition, a significant proportion of cancers can be cured, by surgery, radiotherapy or chemotherapy, especially if they are detected early.

<table>
<thead>
<tr>
<th>General information</th>
<th>Technical information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fact sheet: cancer</td>
<td>Prevention of cancer</td>
</tr>
<tr>
<td>Q&amp;A: Are the number of cancer cases increasing or decreasing in the world?</td>
<td>Screening and early detection</td>
</tr>
<tr>
<td>World Cancer Day</td>
<td>More about cancer</td>
</tr>
</tbody>
</table>

### Multimedia

<table>
<thead>
<tr>
<th>Fact file</th>
<th>Technical information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ten facts about cancer</td>
<td>Fight against cancer: strategies that prevent, cure and care pdf, 2.69Mb</td>
</tr>
<tr>
<td>Ten facts about physical activity</td>
<td>Cancer control: knowledge into action</td>
</tr>
<tr>
<td>Feature</td>
<td>More publications about cancer</td>
</tr>
<tr>
<td>Photo stories: Facing cancer</td>
<td></td>
</tr>
</tbody>
</table>

### Publications

- Fight against cancer: strategies that prevent, cure and care pdf, 2.69Mb
- Cancer control: knowledge into action
- More publications about cancer

### Statistics

- WHO/ICO (Institut Català d’Oncologia) Information Centre on HPV and Cervical Cancer
Comparing the content

<table>
<thead>
<tr>
<th>English</th>
<th>Spanish</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Information text</td>
<td>✓ Information text</td>
</tr>
<tr>
<td>✓ 27 links</td>
<td>✓ 10 links</td>
</tr>
<tr>
<td>✓ Cancer Control Programme</td>
<td>✓ Cancer Control Programme</td>
</tr>
</tbody>
</table>

Clearly more information available for English-speaking users.
Temas de salud

Depresión

En esta página de consulta hallará enlaces hacia descripciones de actividades, informes, noticias y eventos, así como hacia los datos para entrar en contacto con los diversos programas y oficinas de la OMS que se ocupan del tema, y los asociados que colaboran con ellos. Asimismo, figuran enlaces hacia sitios web y temas relacionados.

<table>
<thead>
<tr>
<th>Sitios conexos</th>
<th>Enlaces conexos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depression (African Region)</td>
<td>Depresión - en inglés</td>
</tr>
<tr>
<td>Depression and suicide (Region of the Americas - PAHO)</td>
<td>Mental health</td>
</tr>
<tr>
<td>Depression (South-East Asia Region)</td>
<td></td>
</tr>
</tbody>
</table>
Red links

- not translated
- 3 lead to English content

Green link

- translated
- hint that it leads to English content
**Health portal of the European Union**

ec.europa.eu/health-eu/

23 official and working languages

<table>
<thead>
<tr>
<th>Bulgarian</th>
<th>German</th>
<th>Polish</th>
</tr>
</thead>
<tbody>
<tr>
<td>Czech</td>
<td>Greek</td>
<td>Portuguese</td>
</tr>
<tr>
<td>Danish</td>
<td>Hungarian</td>
<td>Romanian</td>
</tr>
<tr>
<td>Dutch</td>
<td>Irish</td>
<td>Slovak</td>
</tr>
<tr>
<td>English</td>
<td>Italian</td>
<td>Slovene</td>
</tr>
<tr>
<td>Estonian</td>
<td>Latvian</td>
<td>Spanish</td>
</tr>
<tr>
<td>Finnish</td>
<td>Lithuanian</td>
<td>Swedish</td>
</tr>
<tr>
<td>French</td>
<td>Maltese</td>
<td></td>
</tr>
</tbody>
</table>
Shortcomings

- Links
  - implementation is consistent but not user-friendly

- User support
  - sitemap and A to Z feature are a disaster
Links on the information site on cancer

- all links are translated
- every link has a short information text

**BUT no hint that**
- 19 links lead to English content
- **0 links** lead to Spanish content

### Links to the EU activities

**Public Health**

- **European Code Against Cancer**
  
The Europe Code Against Cancer initiative sets out eleven concrete, science-based guidelines for citizens to avoid certain cancers and to improve their health in general.

- **European cancer partnership**
  
  Commission efforts to help fight cancer.

### Enlaces con las actividades de UE

**Salud pública**

- **Código europeo contra el cáncer**
  
  La iniciativa del Código europeo contra el cáncer establece 11 recomendaciones concretas y con base científica para que los ciudadanos eviten ciertas formas de cáncer y mejoren su salud en general.

- **Asociación europea contra el cáncer**
  
  Esfuerzos de la Comisión en la lucha contra el cáncer.
User support
Site map and A to Z function for the Spanish version

Site map

Health-EU Portal

Index


A
- Abortion
  - Sex
- Accessibility
  - Medicines and Treatment
  - Policies
  - At Home
  - People with Disabilities
- Accidents
  - Patient Safety
  - Statistics
  - At Home
  - Road Safety
  - Elderly
  - People with Disabilities
German government websites

Germany = a multicultural country

- ~ 7 million immigrants
- top 3 nationalities: Turkish, Italian, Polish

Germany = a multilingual country?
Our health policy stands for long-term perspectives. This is why I will continue to pursue our proven path to forging health and long-term care policy.

The Federal Ministry of Health

The Federal Ministry of Health is responsible for a variety of policy areas, whereby its activities focus predominantly on the drafting of bills, ordinances and administrative regulations. Moreover, by means of prevention campaigns, the Federal Ministry of Health seeks to improve the population's health.
Shortcomings

- basic structure in German
- not all content available in English
- user support only in German
  - sitemap, contact, search
- only 2 language versions
Welcome

Welcome to the online offering of the Federal Centre for Health Education

Health education and health promotion are important elements of the health system in Germany. The Federal Centre for Health Education (BZgA) has been pursuing the goal of preventing health risks and encouraging health-promoting lifestyles since its establishment in 1967.

In addition, the understanding of health and prevention is changing. Against this backdrop, health education is - as a constant communication process - dedicated to the goal of enabling self-responsible action in relation to health.

This website gives me the welcome opportunity to introduce you to the goals, tasks and offerings of the Federal Centre for Health Education.

Dr. Elizabeth Pott
Prof. Dr. Elisabeth Pott
**Links**

- Information materials on drug prevention
- Information materials on the promotion of not smoking
- Dot.sys - Documentation system for drug prevention

**www.drugcom.de working aid for cannabis**

This material for education work is designed to help you find practice-oriented answers to a frequently asked question: "How can my education work motivate young people to take a critical look at their own cannabis consumption?" The working aid for [drugcom.de](http://www.drugcom.de) offers you information on this subject, as well as suggestions for practical exercises and games.

There, you will find ideas and suggestions on how you can use the [www.drugcom.de](http://www.drugcom.de) website for cannabis prevention in the context of your work. It tells you how to arouse young people's interest in using the computer and the Internet not only for games, but also for finding out about cannabis consumption, its effects and risks, or even being prompted to critically examine their own consumption patterns.

- Download cannabis working aid (PDF document, 1.5 MB) (in German)

- don't lead to English content, although available
- no hint about language of linked website
Federal Office for Migration and Refugees
www.bamf.de
Surprise!

4 language versions:

German, English, Russian, Turkish
Shortcomings

- not all content available
- but situation is made clear to the user

integration and support to the return. We would like to apologize that this service is currently only available in German.

- Links
  - not translated
  - no hint about language of linked website
Summary

Clear need to focus on details

- User support
  - not "real" content
  - but important for user orientation and user experience

has to be included in localization process
Links

- big issue on all analysed websites
- a perfect link
  - has a translated text
  - leads to content in the user's native language or
  - indicates the language of the linked website

→ is transparent for the user
Done 😊

Thank you for listening!

And special thanks to Jörg Schütz
for his support