

LANGUAGE ACCESS GUIDE

CACF

Coalition For Asian American
Children+Families

 **ACCESS
HEALTH NYC**
COMMUNITY IS THE KEY

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Introduction

This document is an introductory guide to help organizations raise awareness on the needs of language access, its impact, how to report, and how to engage in language access awareness campaigns.

What is Language Access?

The phrase "language access" describes services that agencies use to bridge the communication barrier with individuals who cannot speak, understand, read, or write fluently in the host-country language.¹ Low English Proficient (LEP) individuals are unable to communicate effectively in English because their primary language is not English and they have not developed fluency in the English language.

In New York language access services can be provided in a number of languages and settings—from the healthcare system to education. Simply put, language access is a term which embodies the right to access services by all individuals regardless of English proficiency or preferred language. In a place of such high diversity, New York's need for linguistically accessible services is significant.

Language access is often provided in one of two ways: interpretation or translation. The verbal rendering of information from one language into another. The act of interpretation occurs in instances of oral communication, such as medical exams, therapy sessions, wellness groups, health education classes, etc. Translation, on the other hand, is the written rendering of information from one language into another. The act of translation occurs when written text, such as policies, consent forms, patient, education materials, prescription instructions, etc., are converted into another language.

¹ "Language Access." Migrationpolicy.org, 1 June 2020, www.migrationpolicy.org/topics/language-access#:~:text=The%20phrase%20%22language%20access%20services,in%20the%20host%2Dcountry%20language.

Why is Language Access Important?

There are estimated to be over 800 languages in New York City, and those who speak any of the low-incident languages outside of those included in the top 10 citywide are often left lost in translation when seeking healthcare services and coverage.

- New York City is home to 3.1 million immigrants, the largest number in the City's history.
- Immigrants comprise nearly 38% of the city population and 45% of its workforce.
- **Approximately 49% of immigrants are Limited English Proficient (LEP), meaning that they speak English less than “very well.”**
- **Nearly 63% of undocumented immigrants are LEP.²**
- Half of all New Yorkers speak a language other than English at home
- APAs have the **highest rate of linguistic isolation of any group** in New York City at 42%, meaning that no one over the age of 14 in the household speaks English well or at all³
- Half of the most spoken non-English languages are APA languages⁴

Evidence shows that language barriers compromise quality of care and patient safety in the healthcare setting:

- Patients who face language barriers are less likely to have a usual source of medical care, they receive preventive services at reduced rates, and they have an increased risk of non-adherence to medication.
- Language barriers expose LEP patients to danger or risk by reducing their understanding of diagnosis, treatment instructions and recommended follow-up care. Inadequate communication also can cause physical harm.
 - 52 percent of adverse events that occurred to LEP patients in U.S. hospitals were likely the result of communication errors, and nearly half of these events involved some physical harm.

² Data based on 2012-2016 5-Year American Community Survey Public Use Microdata Sample (ACS PUMS) as augmented by the Mayor's Office for Economic Opportunity. The ACS PUMS is a weighted sample, and weighting variables are used to generate accurate estimates and standard errors.

³ U.S. Census Bureau, 2016 American Community Survey.

⁴ 2013-2017 American Community Survey 5-Year Estimates.

Reading the Law and Understanding Your Rights

There are currently over 70 laws addressing language access in healthcare settings currently on the books on both the local and federal levels that apply to New York State and City. Due to the large number of policies and regulations on the books regarding language access, the short list of significant policies listed below are not exhaustive. To read more on the laws not listed, you can visit [this helpful guide](#) provided by the New York Lawyers for the Public's Interest.

FEDERAL POLICY: TITLE VI

Title VI of the 1964 Civil Rights Act prohibits “any program or activity receiving federal financial assistance” from discriminating based on national origin, which the U.S. Supreme Court has interpreted to include discrimination based on language. Thus, health service organizations receiving reimbursement through Medicaid, the State Children’s Health Insurance Program or Medicare, any type of federal grant or other federal funding must provide language services to LEP individuals.

NEW YORK STATE CODE OF RULES AND REGULATIONS SECTION 405.7

Requires all hospitals in New York State to develop a language access plan, appoint a Language Access Coordinator, provide interpreters within 10 minutes in the emergency room and 20 minutes elsewhere in the hospital, and notify patients about their rights to language services, among other things. The regulations also prohibit the use of family members, strangers and minor children as interpreters except in emergencies.

NEW YORK CITY EMERGENCY ROOM INTERPRETER LAW

Requires the immediate provision of an interpreter for non-English speaking patients in all hospital emergency rooms in New York City.

NEW YORK CITY LANGUAGE ACCESS IN PHARMACIES ACT

Covers pharmacies with 4 or more stores in NYC. Requires interpretation services for all languages and translation of medication labels into the top 7 languages spoken in NYC.

NEW YORK CITY HUMAN RIGHTS LAW CHAPTER 1, SECTION 8-107

Prohibits discrimination on the basis of race, creed, color, national origin, age, gender, disability, marital status, partnership status, sexual orientation or alienage or citizenship status in all places of public accommodation. This includes the failure to provide language assistance services in hospitals and other health care facilities.

YOUR RIGHTS TO HEALTH CARE ACCESS IN YOUR LANGUAGE

WHAT SHOULD YOU KNOW?

ALL NEW YORKERS HAVE A RIGHT TO COMMUNICATE IN THEIR OWN LANGUAGE.

SINCE 2006, NEW YORK STATE AFFIRMS YOUR RIGHT:

- If you do not speak English, or if you better understand another language, you have the right to get free help from an interpreter when you visit the hospital, community health centers, clinics, & Medicaid or other public benefits offices.
- People with problems with their vision, hearing or speech have the right to free interpretation & translation services.
- You should be provided an interpreter in 20 minutes or less in the hospital, & in 10 minutes or less in the Emergency Room.
- Hospitals are not allowed to use a patient's family, friends, or people who do not work for the hospital for interpretation, unless the patient wants their help.
- You have the right to say no to the use of an interpreter from the hospital, but a person acting as an interpreter must be at least 16 years of age.



WHAT SHOULD YOU LOOK OUT FOR & ASK?

- Make sure the provider puts in your medical chart your preferred language & language needs.
- Make sure documents given to you are translated into your language.
- Information must be given to you about free language assistance.



WHAT CAN YOU DO, IF YOU HAVE A PROBLEM?

Ask to speak to a hospital administrator. If that does not work, you should make a complaint.

FOR HELP WITH THE COMPLAINT CALL:

COMMISSION ON THE PUBLIC'S HEALTH SYSTEM

646.325.5317

WE CAN ALSO HELP YOU

ACCESS HEALTH NYC
COMMUNITY IS THE KEY
@ACCESSHEALTHNYC

[Click here for information in other languages.](#)

Understanding If Your Rights Have Been Violated

How Language Access is Currently Provided

Federal, State, and City laws require health care providers to have—and post—nondiscrimination policies that include language-assistance services. Health care providers and practices who receive Medicaid or Medicare funding to offer free, timely interpretation services to people who need them. And providers also must display the availability of these services in the 15 languages most commonly used in their state.

Providers can't ask people with LEP to provide their own interpreters. Providers also can't rely on an adult accompanying a patient with LEP to interpret, except in an emergency or if the patient specifically requests that the companion be allowed to interpret or facilitate communication. Patients can, however, decline the services of an interpreter. The regulations also state that health care providers must provide “auxiliary aids and services”—a category that includes sign-language interpreters—to give people with disabilities an equal opportunity to benefit from services, programs or activities.

New York City specifically requires City agencies to have a language-access plan that they and their employees can easily implement if a patient needs language-assistance services. It should include how the provider determines a patient's primary language, contact information for a telephonic oral interpretation service with qualified interpreters, contact information for a translation service with qualified translators, the types of language assistance services that may be required and the documents that should be routinely translated into different languages. However, this does not apply to the Health and Hospitals Corporation—our city's public hospital system—and therefore language access grievances must be addressed to the Department of Health for oversight.

Violation of Rights

In both the State and City of New York, there are numerous accounts of ways in which the healthcare system has unfortunately failed LEP New Yorkers, and the violations of your or your client's rights may not be as easily identified as a lack of posted notices or translated understanding of patient rights in your language.

Excessive wait times in New York City may seem like a simple inconvenience to accessing healthcare services, but failure to provide interpreter services within ten minutes in an emergency department or twenty minutes elsewhere in a hospital qualifies as a violation of your rights under City law.

To help you understand other ways in which rights may be violated, below is a compilation of articles and resources available which describe ways in which the healthcare system would be at fault for discrimination under current language access laws and regulations:

Articles/News:

- [A Lack Of Interpreters Can Mean Subpar Care For Immigrants : Shots - Health News : NPR](#)
- [Millions of Americans Are Getting Lost in Translation During Hospital Visits | Innovation | Smithsonian Magazine](#)
- [Hospitals should figure out how to provide translation services.](#)
- [Bilingual Housekeeper Translates for COVID-19 Patients](#)

Additional Resources

- [Language Access Laws and Legal Issues: A Local Official's Guide](#)
- [Are Your Services Accessible to All?: Federal laws require health care providers to have—and post—nondiscrimination policies that include language-assistance services](#)
- [Overcoming the challenges of providing care to LEP patients](#)
- [Eight Critical Reasons to Address the Language Barrier in Healthcare](#)
- [Language Access Legal Cheat Sheet Final - February 2012](#)
- [Breaking Language Barriers at NYC's Public Hospitals](#)

How to File A Complaint

If you believe you or a client's rights to language access have been violated by a service provider, please follow the instructions below which outlines the process for formally filing a complaint U.S. Department of Health and Human Services Office for Civil Rights.

Complaint Requirements

Your complaint must:

- Be filed in writing by mail, fax, e-mail, or via the [OCR Complaint Portal](#)
- Name the health care or social service provider involved, and describe the acts or omissions, you believe violated civil rights laws or regulations
- Be filed within 180 days of when you knew that the act or omission complained of occurred.

Filing the Complaint

Online

- Open the [OCR Complaint Portal](#) and select the type of complaint you would like to file.
- Complete as much information as possible, including:
 - Information about you, the complainant
 - Details of the complaint
 - Any additional information that might help OCR when reviewing your complaint
- You will then need to electronically sign the complaint and complete the consent form.
- After completing the consent form you will be able to print out a copy of your complaint to keep for your records

In Writing

- Open and fill out the [Civil Rights Discrimination Complaint Form Package](#).
- You may either:
 - Print and mail the completed complaint and consent forms to:

Centralized Case Management Operations
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Room 509F HHH Bldg.
Washington, D.C. 20201

- Email the completed complaint and consent forms to OCRComplaint@hhs.gov

Review

- If your complaint raises covered issues, an investigation will be initiated.
- If discrimination is found, OCR will negotiate with the institution or agency to voluntarily correct the discrimination.
- If negotiations are unsuccessful, enforcement proceedings may be instituted to suspend Federal funding. You may also have the right to consult a private attorney and seek relief through the filing of a private lawsuit

Language Access Resources

Below you can find the Language Access Coordinator Contact Information for New York State agencies. By contacting the Language Access Coordinator for the State, they may direct you to the City equivalent for further help. Of course, the U.S. Department of Health and Human Services Office for Civil Rights may also be a helpful resource.

Agency	Language Access Coordinator	Phone Number	Email
Adirondack Park Agency	Elaine Caldwell	518-891-4050	Elaine.Caldwell@apa.ny.gov
Department of Agriculture and Markets	Mark Lansing	518-457-8851	Mark.Lansing@agriculture.ny.gov
Department of Civil Service	Samuel Carey	518-474-3912	Samuel.Carey@cs.ny.gov
Department of Corrections and Community Supervision	Richard Montes	518-402-0092	Richard.Montes@doccs.ny.gov
Department of Economic Development	Dusty Perrine	518-292-5153	Dusty.Perrine@esd.ny.gov
Department of Financial Services	Eileen Greene	212-709-1692	Eileen.Greene@dfs.ny.gov
Department of Health	Wilma Alvarado-Little	518-474-2180	DOHLanguageAccess@health.ny.gov
Department of Labor	Eric Denk	607-778-2836	Eric.Denk@labor.ny.gov
Department of Motors Vehicles	Emily LoBello	518-402-4696	Emily.LoBello@dmv.ny.gov
Department of Public Service	Alicia Marciano Sullivan	518-473-1136	Alicia.Sullivan@dps.ny.gov
Department of State	Laura Gonzalez-Murphy	518-408-3707	Laura.Gonzalezmurphy@dos.ny.gov
Department of Taxation and Finance	Douglas Stafford	518-402-4723	Douglas.Stafford@tax.ny.gov
Department of Transportation	Sondra Little	518-485-2009	Sondra.Little@dot.ny.gov
Developmental Disabilities Planning Council	Jacqueline Hayes	518-486-7505	Language.Access@ddpc.ny.gov

Division of Criminal Justice Services	Lisa Herider	518-457-8828	Lisa.Herider@dcjs.ny.gov
Division of Homeland Security and Emergency Services	BarbaraLee Steigerwald	518-292-2861	DHSESLAC@dhses.ny.gov
Division of Housing and Community Renewal	Jason Parpas	212-459-7801	Jason.Parpas@nyshcr.org
Division of Human Rights	Rachelle Dickerson	718-741-3223	Rachelle.Dickerson@dhr.ny.gov
Insurance Fund	Melissa Coler	518-437-4377	Mromano@nysif.com
Justice Center	Bill Reynolds	518-414-1299	william.reynolds@justicecenter.ny.gov
Office for the Prevention of Domestic Violence	Ellen Schell	518-457-5757	Ellen.Schell@opdv.ny.gov
Office of Alcoholism and Substance Abuse Services	Jannette Rondo	518-485-6914	Jannette.Rondo@oasas.ny.gov
Office of Children and Family Services	Mery Rosendorn	518-474-9514	Mery.Rosendorn@ocfs.ny.gov
Office of Mental Health	Matthew Bitten	518-473-1926	Matthew.Bitten@omh.ny.gov
Workers' Compensation Board	Deena Jones	518-408-0945	languageaccesscoordinator@wcb.ny.gov v

RAISING AWARENESS

The importance of raising awareness

Language access needs impact New Yorkers on a large scale. With over 3.1 million immigrants in New York City, in-language services and options Raising awareness is integral and enables others who experience limits in language access to learn about their rights, file complaints, and be able to seek help.

Campaigns

Your organization can raise awareness through social media and engaging in news media. Social media is an excellent tool for raising awareness and building outreach. Currently, the three social media platforms best for raising awareness are: Twitter, Facebook, and Instagram. They have the power to reach millions of people, reporters and build a movement.

Here we will cover three social media campaigns that CACF has found to be very effective :

- Twitter Townhall
- Twitter Storm
- Photo Stories

On an organizational level, there are more official methods to build outreach as well. One effective method in building awareness is through publishing press releases, particularly press releases that target ethnic media.

- Language Access Press releases targeting Ethnic Media
- Informational Presentations

Twitter Town Halls

What are twitter town halls?

Much like an in-person **Town hall** meeting, **Twitter Town halls** are the virtual equivalent of allowing your audience to come together, to ask questions of one or more experts or panelists, to read other people's questions, and to ask follow-up questions.

Here are instructions on hosting a Twitter Town hall:

Building a Twitter Town hall campaign

Social media is a powerful tool to create buzz, building discussion and drawing attention to your cause, and educating others of your initiative or of your efforts. It isn't always feasible to host live panel discussions due to time, space, planning and other logistics. However, you can still host a panel online: host it over Twitter via a Twitter Town hall!



What is a Twitter Town hall: A Twitter Town hall is a public Twitter conversation around one unique hashtag. This hashtag allows you to follow the discussion and participate in it. A Twitter Town hall covers specific topics and connects people with these interests. We can plan a twitter Townhall that is more panel-styled and build it ahead of time by creating questions, answers and discussion.

Step 1 - PLAN

- Gather a team (~3 months in advance) to decide on the following:
- Decide what your panel is focused around and its purpose. Generally, it's to raise awareness and to build dialogue.
- In a shareable Town hall document, build the questions you will ask your panelists.
- Select your #Hashtags and targeted audiences. Remind your panelists they must utilize the agreed upon #hashtags on each response so it can link to your Town hall. Without utilizing the #Hashtag, the responses will be lost and will not be associated with your Townhall.

- Select a dedicated day and time for your Twitter Town hall to take place.
 - Your Town hall may be longer or shorter depending on the number of questions in the Townhall.
 - Pick a time that works for your participants (i.e. lunch) and your message.
- Populate and build your Share-able Document that outlines the questions, target audiences and space for panelists to populate answer.
- Select your panelists. Invite them to utilize the Sharable Document to select questions they are interested in answering and populate the answers. Each answer to each question should be a REPLY tweet to your original tweet/question.
- Provide a list of your target(s)' twitter handles to use and the hashtag.
- If you are coordinating with other organizations, provide a list of the other org's twitter handles in a list so everyone can be included
- Include some background information if appropriate.
 - Specify the day, time and length that everyone should start tweeting – and stress that the hashtag should not be used before that time. Using the hashtag beforehand may keep it off of the top trending list.
 - Thank allies and friends for any contributions.

Step 2: BUILD YOUR SHAREABLE PANELIST/CHAT DOCUMENT

- If you haven't yet, share the Sharable Town hall Document with your panelists. This document should outline the questions, target audiences and space for panelists to populate answer. (~2 months in advance)
- Follow all the panelists' Twitter accounts.
- Continually follow up with your panelists to ensure they are writing thoughtful responses that are high-quality enough for the panelist to copy and paste into a twitter reply.
- Invite panelists to utilize the Shareable Document. There they can see and select questions they are interested in answering and populate the answers.
- Remind panelists beforehand that each answer/response to each question must be a REPLY tweet to your original tweet/question.
- If you have a main Twitter page representing your campaign, be sure to share the handle, so participants can tag your account and you will receive notifications.
- Direct message allies and your followers on Twitter to gather their support to watch the panel or participate freely (and you know they're already on Twitter.) Look for influencers (accounts with lots of followers) or journalists who tweet on your issue and engage them.
- If you have a main Twitter page representing your campaign, be sure to share the handle, so participants can tag your account and you will receive notifications.
- Tweet/Post your campaign webpage widely right at the beginning to solicit viewership/engagement.

- Send email or message reminders to everyone 3 days before the storm and be prepared to answer questions. It might be a good time to hold a quick check in meeting as well if possible.
- Remind everyone what the #hashtag must be in all communications/tweets.

Step 3: TOWN HALL DISCUSSION

- Get on twitter and start the panel/Townhall. Begin by welcoming participants and explaining the chat and purpose.
- Be sure to pull your questions straight from the Shared Document and tag the groups who agreed to answer that question.
- Be sure to 'like' all of the answers your panelists tweet that supports the chat/discussion and 'like' any other tweets from any others twitter accounts that chime in and are conducive to the panel
- Monitor your feed to catch any responses from the target and retweet/quote widely, adding any comments with your campaign language.
- When replying to tweets, remember to put a period (.) or word before any names/handles to keep your tweets public.
- Remember: Gratitude and recognizing collaboration are strong currency on Twitter. People will share positive messages before they will share negative ones.
- **HAVE FUN!**
- Share your success at the end - how many tweets, did the target notice or answer, what kind of impact did you have?
- THANK EVERYONE WHO PARTICIPATED! They will be more likely to join in next time.

Step 4: POST CHAT/PANEL DISCUSSION

- Check the local @Trends[your city] page for trending patterns. The page will send you a tweet if your handle is trending. (Example: @TrendsChicago.)
 - Share your success at the end - how many tweets, did the target notice or answer, what kind of impact did you have?
 - THANK EVERYONE WHO PARTICIPATED **AGAIN!** They will be more likely to join in next time.
-

A sample shareable Language Access Twitter Town Hall document:

#LanguageAccessHealth Twitter Town hall

Twitter Townhall: Date and Time

Join CACF's #LanguageAccessHealth Twitter Townhall to raise awareness on the language access needs in health care!

“How does the lack of linguistically & culturally competent healthcare services affect New Yorkers?”

#LanguageAccessHealth @cacf

Find Out:
LANGUAGE ACCESS TWITTER TOWNHALL

March 19th @ 11:00 am

30 apicha community health center
Arab-American Family Support Center
CACF Coalition For Asian American Children & Families
Voces Latinas
ywca Queens
eliminating racism empowering women

For more information, please contact:
Hallie Yee, Policy Coordinator
hyee@cacf.org
Jean Hon, Communications Coordinator
jhon@cacf.org

Our Targets: Press/Media, other organizations, larger social media community

Why? Despite the 70+ regulations around language access in healthcare settings, we still see that language access is a problem. And current efforts at enforcing State laws surrounding language access have become stagnant. **We need to bring attention back to the fact that the problems around language access in healthcare STILL exist.** We must encourage our elected officials to work with us to take action for our communities. **Together, we will create awareness about #LanguageAccessHealth!**

Moderator/Organizer	@cacf
<p>Panel Participants:</p> <ul style="list-style-type: none"> - Respond to the questions within the thread of the question - Make sure you like and retweet everything - Character limit 280 (per tweet) - All questions and responses should be targeted (@) at the press or elected targets 	
<p>Panel Participants:</p> <ul style="list-style-type: none"> -AAFSC -YWCA -APICHA -Voces Latinas 	<p>@AAFSC @YWCAQueens @APICHAHealth @voceslatinasQNY</p>
Campaign #hashtag	<p>#LanguageAccessHealth #SpeakMyLanguage #LostInTranslation</p>
Press Targets: NY State	<p>WNYC: @wnyc Albany Times Union: @timesunion Dan Goldberg (POLITICO): @DanCGoldberg Amanda Eisenberg (POLITICO): @aeis17 Caroline Lewis: @clewisreports Brian Lehrer (WNYC): @brianlehrer</p>
Language Access Campaign Calls to Action (if your organization has any language access events or related items, please add it to our final call to action)	<p>Call to Action links</p> <ul style="list-style-type: none"> ● Join our email list

INSTRUCTIONS

Before the panel:

- Moderator(s) will ask predetermined questions (see below).
- Each panelist will select 3-5 questions and populate their answer they will tweet during the Twitter Townhall
 - Please select and populate your answers by DUE DATE
 - If you would like sample answers or answers on any of the topics below, please check this out:
 - [Here is more information on the topic, please feel free to pull from it](#)
- If you have any events or calls to action you would like to publicize on twitter, please add them to the CLOSING STATEMENTS at the end of the town hall

During the panel (Share the date and time again):

- Moderator(s) will begin the townhall and introduce each organization using participant organization handles
- Moderator will post pre-determined questions ("Q1 @ABC____?")
- All panel participants will log in to twitter at the time of the town hall.
- Panel participants targeted to answer a specific question will respond on day of town hall with (predetermined) answers through a 'reply tweet'
 - Be sure to use pre-agreed upon hashtags in each tweet
- All other panel participants will retweet/react/respond to posts.
- Predetermined questions and responses will be sequential, as a reply.
- Moderator and Panel Participant responders should not post anything out of turn or off script.
- In contrast, Panel Participants who did not answer that particular question are asked to RT/share posts, add relevant content, share action links.
- Moderator and participants will connect via a Twitter DM thread to ensure communication during the event

After the panel:

- If you haven't retweeted/shared or liked any other posts, please do so after the townhall

QUESTIONS

Question (280 characters)	Response (280 character)	Who
<p>Opening:</p>	<p>Welcome to todays Twitter townhall! We'll be talking about NY #LanguageAccess in #healthcare, where NY + healthcare has fallen short, what our local nonprofits have been doing to fill that gap, & the changes we need(1/4) #SpeakMyLanguage #LostInTranslation #LanguageAccessHealth</p> <p>With 41% of New Yorkers being Limited English Proficient, becoming language accessible in places like hospitals, clinics and across health care is vital.(2/4) #SpeakMyLanguage #LostInTranslation #LanguageAccessHealth</p> <p>There are over 70 laws on the books on the federal, state and local level on #LanguageAccess, but despite there being so much regulation to improve things, there is clearly still a long way to go. (3/4) #SpeakMyLanguage #LostInTranslation #LanguageAccessHealth</p> <p>Additionally, many of these #languageaccess laws aren't enforced and healthcare settings aren't incentivized to follow through on their own. (4/4) #SpeakMyLanguage #LostInTranslation #LanguageAccessHealth</p>	<p>Moderator @CACF</p>
<p>Q1a) Lets get a better understanding of what is really happening on the ground w/ #LanguageAccess. In healthcare settings like hospitals, clinics and other places, what efforts towards language access have you seen? #SpeakMyLanguage #LostInTranslation</p>	<p>A1a. YWCA of Queens answer We have seen “We speak your language” signage posted. We have also seen multilinguistic staff present to assist patients and clients. Additionally, phone interpreters are available upon request. #SpeakMyLanguage #LostInTranslation #LanguageAccessHealth</p>	<p>A1a) @ywca</p>

<p>#LanguageAccessHealth @ywca @voceslatinasQNY @</p> <p>Q1b) To add to our understandings here in NYC, why is #LanguageAccess important? Who relies on these services? Who immediately and who ultimately benefits from building a linguistically accessible healthcare system? @ywca @apichahealth @aafsc #languageaccesshealth @NYGovCuomo</p>	<p>A1a. Voces Latinas of Queens answer We have seen new health literacy at NYC Health+Hospitals that offers information regarding urgent care services Nosotros hemos visto nuevo material de salud en NYC Health+Hospitals que ofrece información de servicios de urgencias</p> <p>A1b. YWCA of Queens Answer Limited English Proficient New Yorkers immediately benefit from language access, by making health services equally accessible regardless of language. (1/3) #SpeakMyLanguage #LostInTranslation #LanguageAccessHealth</p> <p>Language Access also benefits service providers, by helping them to most accurately communicate with their patients/clients to understand needs, as well as communicate treatments. (2/3) #SpeakMyLanguage #LostInTranslation #LanguageAccessHealth</p> <p>Ultimately everyone benefits from language access, by creating a more efficient, fair and accessible system of care to keep all New Yorkers healthy.(3/3) #SpeakMyLanguage #LostInTranslation #LanguageAccessHealth</p> <p>A1b: #LanguageAccess helps ensure communities are getting the proper education, access to care, and service they deserve. There are 3 million immigrants living in NYC. In the midst of a pandemic, it's important that everyone receives competent health care.</p> <p>A1B: AAFSC Answer #LanguageAccess supports the most marginalized among us - immigrants and refugees who need culturally and linguistically competent care. It benefits us all to understand</p>	<p>@voceslatinasQNY Y</p> <p>A1b) @ywca</p> <p>@ywca</p> <p>@ywca</p> <p>@apichahealth</p> <p>@aafsc</p>
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<p>Q1c) What would happen to our New York Limited English Proficient neighbors without #languageaccess? @ywca @aafsc #languageaccesshealth @NYGovCuomo</p>	<p>the unique health needs of diverse communities. #SpeakMyLanguage #LostInTranslation #LanguageAccessHealth</p> <p>A1c. YWCA of Queens Answer Without language access our Limited English Proficient New Yorkers would be unable to receive adequate care, they would not seek medical attention for fear of receiving inaccurate treatment due to the inability to communicate with their service providers.(1/2) #SpeakMyLanguage #LostInTranslation #LanguageAccessHealth</p> <p>Ultimately, lack of language access will impact the quality of care, safety and wellbeing of our Limited English Proficient neighbors. (2/2) #SpeakMyLanguage #LostInTranslation #LanguageAccessHealth</p> <p>A1c: AAFSC Answer No language access means hundreds of thousands of New Yorkers will fall through the cracks of our healthcare system - ultimately, it will dissuade people from seeking services and promote a sicker, poorer New York. #SpeakMyLanguage #LostInTranslation #LanguageAccessHealth</p>	<p>A1c) @ywca</p> <p>@ywca</p> <p>@aafsc</p>
<p>Q2) With so many holes within the NYC healthcare system and #languageaccess, what are your organizations doing to fill those gaps? @apichahealth @voceslatinasQNY</p>	<p>A2a. Voces Latinas have joined a healthcare project with community based organizations in Queens. This project is known as Cultural responsiveness collaboration of Queens. The goal is to offer health literacy to individuals and connect them to healthcare services . In this process, patient</p>	<p>A2) @voceslatinasQNY</p>

<p>@aafsc #languageaccesshealth @NYGovCuomo</p>	<p>navigators have provided one-on-one intervention and enrolled individuals to health insurance through the New York state of health marketplace and in case of underinsured clients; patient navigators have also been connected to NYC Health+Hospitals for medical attention at low cost.</p> <p>Voces Latinas se unido a un proyecto de atención médica con organizaciones comunitarias en Queens. Este proyecto se conoce como colaboración de respuesta cultural de Queens. El objetivo es ofrecer conocimientos de salud a las personas y conectarlos con los servicios de salud. En este proceso, los navegadores de pacientes han brindado una intervención individual y han escrito a las personas en el seguro de salud a través del mercado de salud del estado de Nueva York y en el caso de clientes con seguro insuficiente; los navegadores de pacientes también se han conectado a NYC Health + Hospitals para recibir atención médica a bajo costo.</p> <p>A2a: YWCA Answer Help clients locate a doctor that speaks their language, provide translation services of medical bills and/or forms, provided workshops in a variety of health topics in Mandarin and Cantonese, and help clients obtain/enroll in health insurance.</p> <p>A2a: At Apicha CHC, a majority of our staff are multi- or bi-lingual. Many of our caseworkers are multi-lingual and paired with clients who speak the same language. Much of our service sheets and FAQs are provided in multiple languages. #LanguageAccessHealth</p> <p>A2a: AAFSC Answer At AAFSC, our staff members collectively speak 22 languages, ensuring we are able to extend our reach across all five boroughs. We do our</p>	<p>@voceslatinasQNY</p> <p>@ywcaqueens</p> <p>@apichahealth</p> <p>@aafsc</p>
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	<p>best to provide translated resources and workshops, and we are steadfast in fighting for #LanguageAccessHealth at the city and state level.</p> <p>A2b. AAFSC Answer As one of two Arabic-speaking healthcare navigators in all of NY State, AAFSC has clients that travel hours just to seek language accessible services and ensure their families can enroll in the right plan for them. #SpeakMyLanguage #LostInTranslation #LanguageAccessHealth</p>	<p>@aafsc</p>
<p>Q3a) We have several @NYSenate and @NYSA_Majority members who have been vocal supporters of #LanguageAccess. What would you want them to know in their effort to push for #LanguageAccessHealth? @aafsc #languageaccesshealth @NYGovCuomo</p>	<p>A3a. AAFSC Answer We want our @NYSenate and @NYSA_Majority supporters to know that our unique communities speak dozens of languages - a one-size fit model cannot work for APA groups. You are our champions to ensure everyone is seen! #SpeakMyLanguage #LostInTranslation #LanguageAccessHealth</p>	<p>A3) @aafsc</p>
<p>Q4a) Currently NYS #languageaccess laws simply require a “reasonable effort” of translation. Many providers use pocket translators like Google Translate or Canopy. Do you know of any experiences with this? @ywca #languageaccesshealth @NYGovCuomo</p>	<p>A4a. YWCA of Queens Answer: Google Translate can be a life saver in a pinch, but it is not a method that should be relied on to provide medical services. (1/2) #SpeakMyLanguage #LostInTranslation #LanguageAccessHealth</p> <p>Many individuals have stated that the Google translation is often inaccurate, and they leave their doctor’s office confused about their diagnoses and hesitate to take any medication for fear of adverse effects. (2/2) #SpeakMyLanguage #LostInTranslation</p>	<p>A4a) @ywca</p> <p>@ywca</p>

<p>Q4b) When family members or staff members are pulled in to perform on-the-spot interpretation, what could go wrong or has gone wrong? Why do we need professional interpreters?</p> <p>#languageaccesshealth @ywca @apichahealth @NYGovCuomo</p>	<p>#LanguageAccessHealth</p> <p>A4b. YWCA of Queens Answer: While the assistance of a family member or staff member in translating can be helpful, it is definitely not ideal. The person translating may withhold, embellish, or just inaccurately relay information intentionally or unintentionally. (1/2)</p> <p>#SpeakMyLanguage #LostInTranslation #LanguageAccessHealth</p> <p>Consequently, patients will lack the accurate information needed to make decisions regarding their care and treatment options which can have dire consequences.(2/2)</p> <p>#SpeakMyLanguage #LostInTranslation #LanguageAccessHealth</p> <p>A4b: A patient may have health concerns they want to discuss but not with a present family member. At Apicha CHC, we offer many HIV services, but there is still stigma with HIV in many cultures, and patients may be unwilling to discuss concerns if a family member is present</p>	<p>A4b) @ywca</p> <p>@ywca</p> <p>@apichahealth</p>
<p>Closing</p> <p>Q5) What are some next steps? How can folks learn more and help fight back?</p> <p>Closing statement by YOUR ORG And please share your org’s calls to action</p> <p>Thank you.</p>	<p>A5a) Calls to Action links</p> <ol style="list-style-type: none"> 1. Tweet at @NYGovCuomo @NYSenate @NYSMA_Majority and let them know you want #LanguageAccessHealth today! 2. Join @CACF in May for a rally at the State Capitol to continue to push @NYGovCuomo to invest in #LanguageAccess for our communities 3. Join our email list <p>A5b. Other orgs can also share calls to action</p>	<p>A5a)@cacf</p>

GUIDE (Many of these have been written in the character count limit of a Tweet, if you choose to pull any answers directly from this guide)

Background on Laws:

- There's an abundance of laws that relate to language access on nearly every level of government. The problem is few are enforced and healthcare settings often aren't incentivized to follow.
 - There are over 70 laws on the books on the federal, state, and local level
 - The laws have definitely advanced and there's improvement from where we were a decade ago but there are still so many people lost in translation bc of the ways these laws are enforced.
 - The recent expansion of languages required to be translated in the City was a definitely a step in the right direction.

More on poor language access:

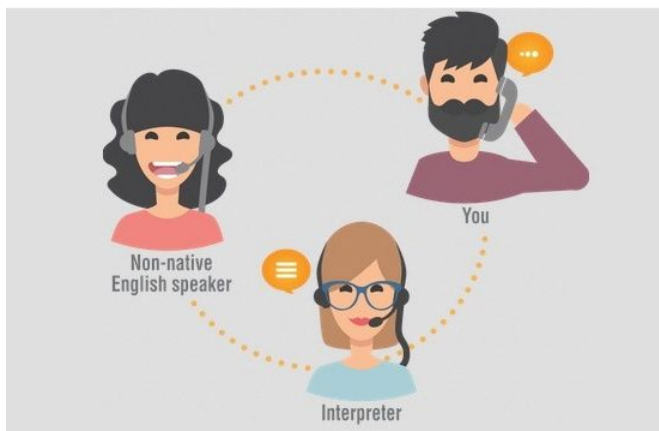
- Examples of poor language assistance:
 - I know this example isn't exactly healthcare related but it speaks to the issue as a whole: even 311 doesn't offer the languages required of city agencies by law.
 - I've heard stories of scribes and non-medical staff being used to translate rather than use an interpretive service. As well as people just being given the wrong language interpretation like a Japanese man being given a Korean interpreter.
- Translation phone apps:
 - <https://www.smithsonianmag.com/innovation/millions-americans-are-getting-lost-translation-during-hospital-visits-180956760/>
 - "“Google Translate, Canopy and some of those phone apps are really dangerous, and they even have a disclaimer that they should not be used for safety-critical tasks,” says Flores. For instance, Google Translate says that me siento intoxicado means "I feel intoxicated" and so would not have been much help to the paramedics in the Florida case."
 - Unfortunately, Canopy is actually widely used and contracted with many hospitals. Even though it shouldn't be used in safety-critical tasks, it is. Visiting Nurse Service of New York, New York Presbyterian, and Lenox Hill all use it.
- W/ proper language assistance programs, there is a higher quality of care, lower rates of infection, lower rates of readmission, shorter lengths of stay. It's not just the patients that rely on it, but the healthcare settings as well. Genuinely everyone ultimately benefits.
- Communicating effectively w/ patients is critical to the informed consent process, helping health care orgs give the best possible care. For communication to be effective, the info provided must be complete, accurate, and understood by the patient.
- It's still difficult for Spanish speakers to interact with the healthcare system w/language barriers. When it comes to the other 8 languages required by City law for translation and the hundreds of other spoken in NYC, there's just a huge hole.
- Bc of that CBOs like ourselves are having to stretch capacity and bear the responsibility of ensuring our communities have the ability to be understood bc of noncompliance w the current laws.

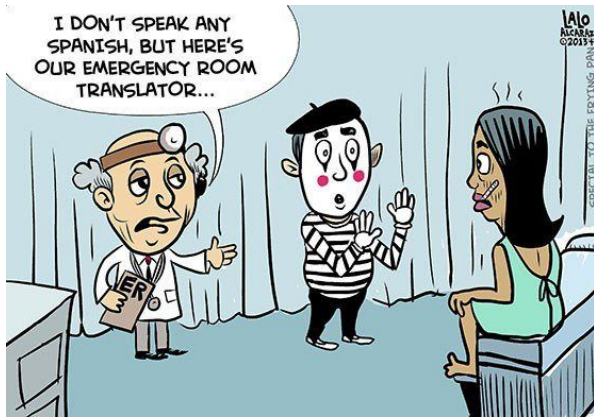
- I think individual settings need to recognize what communities they reside in and take that into account when deciding on interpretative services and hiring staff
- There are some cultures as well that truly rely on hand signals and visual cues to communicate and telephone interpretation can leave them in the dark. Videos would make a world of difference in understanding what's actually happening to them.
- Google Translate, Canopy and some of those phone apps are really dangerous, and they even have a disclaimer that they should not be used for safety-critical tasks

Useful Links:

- <https://medium.com/@NYCImmigrants/expanding-language-access-at-city-agencies-455f5d22d65b>
- <https://www.ny.gov/language-access-policy>
- <https://populardemocracy.org/news/language-access-report>
- <https://info.nystateofhealth.ny.gov/resource/language-access-how-will-marketplace-serve-people-who-speak-languages-other-english>
- <https://nylpi.org/language-access-and-immigrant-inclusion-in-the-nys-health-plan-marketplace/>
- <https://9kqp4dcaw91s37koz5jx17-wpengine.netdna-ssl.com/wp-content/uploads/2019/04/Language-Access-NHeLP-50StateSurvey.pdf>
- <https://www.yumpu.com/en/document/read/31407221/language-access-legal-cheat-sheet-new-york-lawyers-for-the->
- [https://www.nylpi.org/images/FE/chain234siteType8/site203/client/Know%20Your%20Rights%20-%20DOH%20Regs%20-%20English%20\(Long\).pdf](https://www.nylpi.org/images/FE/chain234siteType8/site203/client/Know%20Your%20Rights%20-%20DOH%20Regs%20-%20English%20(Long).pdf)
- <https://www.cms.gov/About-CMS/Agency-Information/OMH/Downloads/Language-Access-Plan-508.pdf>

Useful Graphics (feel free to pull)





What is the difference between translators and interpreters?



Translators

We translate written text.

books
contracts
websites



Interpreters

We interpret spoken or sign language.

medical appointments
court proceedings
conferences

#InternationalTranslationDay ATA American Translators Association
The Voice of Interpreters and Translators

Can any bilingual person be an interpreter?

Sign and spoken language interpreters require special skills beyond just knowing a second language.

Professional interpreters specialize in certain subject areas and know the appropriate terminology for their fields of expertise. Think of:




a delicate business negotiation



a patient visit to the doctor



a testimony in a court of law



\$71 million mistake

WHY HIRE A SPECIALIST?

In 1980, 18-year-old patient Willie Rodriguez was given the wrong diagnosis due to misinterpretation by a bilingual hospital staff member; lack of proper treatment led to quadriplegia and the hospital had to pay his family a hefty settlement.

#InternationalTranslationDay ATA American Translators Association
The Voice of Interpreters and Translators

Twitter Storms

What is a Twitter storm Campaign?

Raising awareness on social media through a twitter storm is a highly effective method.

a period characterized by a sudden increase in the number of posts made on the social media application Twitter about a particular issue, event, etc., especially one that is controversial in nature.

Photo stories provide a creative outlet for users to tap into their creativity and share personal stories that are very impactful. For viewers, they receive a very personalized story that sheds light on others' experiences that they otherwise would not have.

A photo story is very simple. Take a 'selfie' picture, or a picture of yourself. In that picture, hold up a white piece of paper that has a very short anecdote on it. Share it on social media.

Instructions on building a Twitter Storm Campaign

Social media is a powerful tool for creating buzz, drawing attention to your cause, and informing others of your initiative or of your efforts. When collaborating with other organizations, individuals and communities, you can build the momentum for a twitter storm. For every campaign you create, consider supplementing the campaign with a Twitter Storm!



What is a twitter storm: A Twitterstorm is a sudden increase in activity surrounding a specific topic on Twitter. Utilizing a specific (and hopefully original) hashtag, the tweet quickly spreads as people are notified of the message and then reuse the hashtag with subsequent retweets and tweets. The goal is to trend (at least locally) to gain attention. (Source = Techopedia.)

A sample shareable Language Access Twitter storm campaign document:

Twitter storm Campaign: Language Access

Thank you for agreeing to join us in our Language Access Twitterstorm and Social Media Actions! We greatly appreciate your time; with your help, this Twitterstorm will be a success!

Purpose of Twitterstorm:

- 1) To raise awareness of the press and greater public about language access and its importance
- 2) To organize efforts of nonprofit communities towards these cuts that will create large impacts.

With your help, we can grow the conversation and highlight the need for language access awareness. If possible, please tweet as much as possible. Don't feel shy to tweet several times! Please utilize these tweets to engage press, the New York community and Nonprofit community in highlighting the importance of language access.

Want to go the extra mile? If your organization engages in language accessible services, record a one-minute video of a community member or staff person at your organization talking about what your org's services mean to your community and tweet it out to show why we need everyone to understand more about language access!

In addition - we encourage everyone to use the sample tweets and graphics for tweeting during the May 14th community town hall and May 16th press rally, as well as photos, quotes, and videos taken live at the events.

Schedule for tweeting:

- **Tuesday, May 14 (6 - 8:30 PM) - Community Town Hall (livetweet)**
- **Thursday, May 16 (9AM - 10AM) - Press Conference/Rally (livetweet)**
- **Thursday, May 16 (1:30 - 4:00 PM)**
- **Thursday, May 23 (2:00 - 4:00 PM) - Executive Budget Hearing**

Please share with any other supporting groups or individuals to increase buzz and create a larger Twitter presence

Hashtags
#LanguageAccesNYC (please utilize this # in every tweet) #KnowYourRightsLanguageAccess
#standwithCBOs #languageaccess

#LanguageAccess services from, nonprofit services keep NYC strong. Theyre integral to immigrant health access, ending the HIV/AIDS epidemic, hepatitis prevention, and more.
#languageaccessnyc

#LanguageAccessNYC services from CBOS keeps out community strong by [describe the services your organization provides to your community]. #languageaccess

#LanguageAccess impacts many people and language accessible orgs working in HIV & hepatitis prevention, rights to healthcare, provide maternal/child health promotion, & more is critical to healthy living

Photo Story Campaign

What is a Photo Story Campaign?

Raising awareness on social media by sharing photos is a highly effective method. Photo stories provide a creative outlet for users to tap into their creativity and share personal stories that are very impactful. For viewers, they receive a very personalized story that sheds light on others' experiences that they otherwise would not have.

A photo story is very simple. Take a 'selfie' picture, or a picture of yourself. In that picture, hold up a white piece of paper that has a very short anecdote on it. Share it on social media.

Instructions on building a Photo Story Campaign

Building a Photo Story Campaign:

Photo campaigns are a relatively easy way to develop messaging in any campaign that is compelling. The unique part of photo campaigns is that it brings a human face to an issue, thus creating a more relatable experience that builds stronger outreach.

Creating a photo-essay campaign is relatively easy!

- 1) Develop Hashtags for your campaign
- 2) Create a sample photo essay for others to look at
- 3) Provide sample tweets and language for users to post alongside the photos
- 4) Provide a stated date and time when the campaign will occur
- 5) Encourage others to share their own photos and repost/share/like everyone who joins

Check out these two examples:



Share your photo-essays on Twitter, Facebook and Instagram!

A sample shareable Language Access Photo story campaign document:

Photo-story Campaign: Language Access

Thank you for agreeing to join us in our Language Access Photo-Essay Campaign! We greatly appreciate your time; with your help this Campaign will be a success!

Purpose of Photo-story Campaign:

- 1) To raise awareness on the importance of Language Access on social media to elected officials and the greater public.
- 2) To begin building an organized effort in our APA community towards the general public and elected officials.

*With your help, we can grow the conversation and highlight the need for Language Access! **Please tweet/post and retweet/repost/like/comment/boost as much as possible.** Don't feel shy to tweet/post several times! Please utilize these tweets/posts to engage fellow Project Charge members, the New York community and elected officials in highlighting the importance of Language Access.*

When tweeting, please use the Hashtags below and tag Project Charge participants/allies.

Schedule for tweeting/posting: (please fill out which days you would be able to post photo stories!)

Posting Schedule	
Thursday, Oct 3rd (fb, IG, Twitter)	CACF-- DONE!
Monday, Oct 7th	
Tuesday Oct 8th (fb, IG, Twitter)	CACF-- DONE!!
Thursday, Oct 10th	APICHA CHC (Confirmed)
Monday, Oct 14th (fb, IG, Twitter)	CACF
Wednesday, Oct 16th (FB, IG, Twitter)	AAFSC (Confirmed)
Friday, Oct 18th	NYU CSAAH (Confirmed) CPC (Confirmed)

Please share with any other supporting groups or individuals to increase buzz and create a larger Twitter presence

Hashtags
<p># APAHealthLangAccess</p> <p># LangAccess</p> <p># (any other #s you'd like to add in?)</p>

Allies (twitter)	News Outlets (twitter)
<p>@CACF</p> <p>@cpc_nyc</p> <p>@APICHAHealth</p> <p>@NYU_CSAAH</p> <p>@AAFSC</p> <p>@ (any other allies we should include?)</p>	<p>Vox @voxdotcom</p> <p>WNYC @wnyc</p> <p>Gotham Gazette @gothamgazette</p> <p>World Journal @nyworldjournal</p> <p>Sing Tao @SingtaoDaily</p> <p>Korea Times @koreatimes</p> <p>@ any others to include?</p>
Allies (Facebook)	News Outlets (Facebook)
<p>@CACFnyc</p> <p>@CPC.NYC</p> <p>@APICHACommunityHealthCenter</p> <p>@NYU.CSAAH</p> <p>@AAFSCNY</p>	<p>@worldjournalnews</p> <p>@星島日報-178766115480756/</p>
Allies (IG)	News Outlets (IG)
<p>@CACFnyc</p> <p>@cpc_nyc</p> <p>@apichachc</p> <p>@aafscny</p>	<p>@worldjournalny</p>

Please include this (mention what the link is) link in tweets:

Below are a series of Photo Essay tips organized by

A. General tips for all Photo Essays

B. Tips on making AWARENESS photos grab attention

C. Tips on encouraging community members to join in on organizational campaigns or to attend events

A. General Photo tips

Tips on building a good photo:

- 1) Craft a short story that is related to this #LanguageAccessHealth campaign that is no more than 2-3 sentences long. (otherwise it won't fit on the paper!)
- 2) When putting your story onto a paper, be sure to choose paper that is not crumpled and make it as easy for others to read as possible
- 3) In this case, penmanship matters! Please handwrite your photo essay in **larger letters** with a **DARK marker!**
- 4) Take your photo with a background that is not terribly distracting. Either outside without too many people, or next to a wall is great!

Tips on Posting our Photo Essays:

- 1) Sometimes, our essay is longer than the paper in the photo allows for. When that happens, feel free to write the ENTIRE story you would like to share as the social media post.
- 2) Be sure to include all of your Hashtags, tag your allies, and tag your target audiences! Keep your Hashtags all in the post's textbox so it is searchable over search engines
- 3) Encourage everyone to participate! The more photos, the better!
- 4) Encourage everyone to hit share/like/retweet and comment on each others postings!

B. Tips on getting AWARENESS Photo Essays to grab attention!

- 1) If you are unsure of who your target audience is, we recommend posting in English, to ensure staffers will be able to see the post
- 2) if your goal is to tag ethnic media sources, feel free to write your Essay and the post's text box in any language that fits your needs
- 3) If your goal is to raise awareness in your general community, feel free to write your Essay and the posts's text box in any language that fits your needs
- 4) Consider a compelling story, narrative or personal experience to show the impact of your cause/work/campaign.

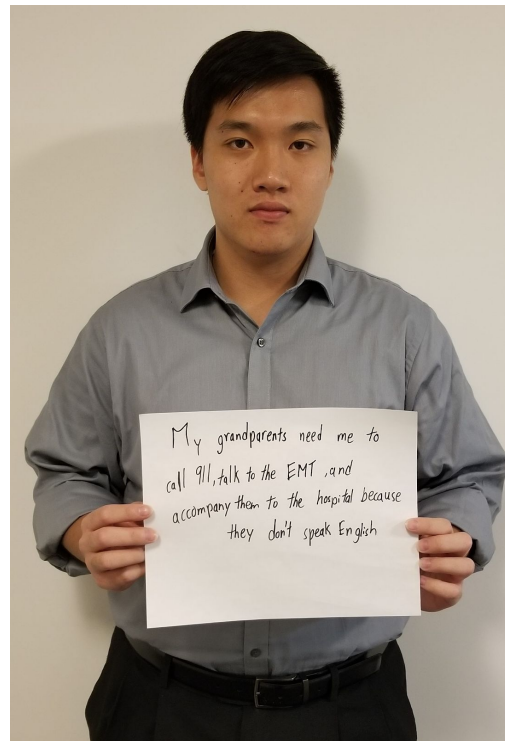
Ex: To raise awareness on the needs of Language Access, I wrote,
"I skipped school to take my grandma to the hospital because she doesn't speak English. We need Language Access"

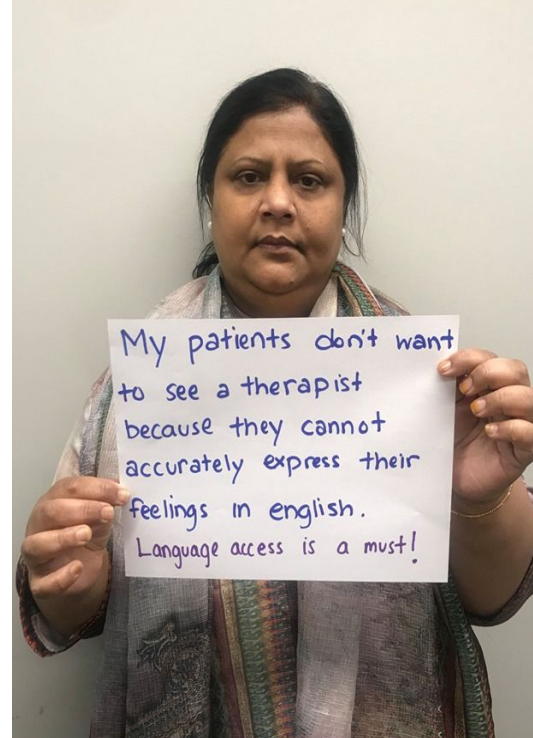
This story is short and direct. It illustrates the unfair position a lack of language access has placed upon a student and a grandmother.

C. Tips on encouraging community members to join in on organizational campaigns or to attend events:

- 1) Feel free to type out the Photo story and the in post text box in any language that suits your organization's needs
- 2) If you are posting in English, feel free to tag local elected officials, as they sometimes repost-retweet to their constituents as well and help raise awareness.
- 3) In your post's text box, include your organization's phone number, website and any relevant information for community members to join in, participate or walk into your organization's doors.
- 4) When utilizing social media as a tool to publicize events, be sure to encourage as many people as possible to like, share, retweet or repost. This will trigger algorithms to expand viewership.

Sample photo essays:





Sample Posts & Tweets TEXT for AWARENESS:

- 1) [PHOTO]

Did you know that almost 40% of Asian Pacific Americans in NYC speak little to no English? Getting the healthcare coverage you need is even harder when you don't speak English. We need better Language Access today! #LanguageAccessHealth #SpeakMyLanguage @Nily @NYCSpeakerCoJo @CACF
- 2) [PHOTO]

NYC is the home to the greatest number of languages per geographical space! With greater #LanguageAccess, more people can get enrolled into healthcare & get the help they need!
 #SpeakMyLanguage
 #LanguageAccessHealth
 #HealthCare
 @cacfnyc @CACF

Sample Posts & Tweets TEXT to target community members to join in on organizational campaigns or to attend events:

1) [PHOTO]

Open enrollment for the @NYStateofhealth is open now! We specialize in _____ languages! Come by @_____ and get enrolled today!

#LanguageAccessHealth

#OpenEnrollment

#HealthCare

#SpeakMyLanguage

@cacfnyc @CACF

2) [PHOTO]

Did you know that @_____ offers healthcare enrollment services in _X_ languages? With greater language access, we can help you in your language! Give us a call today at (xxx)xxx-xxxx to schedule an appointment today and see if you qualify!

#SpeakMyLanguage

#LanguageAccessHealth

#OpenEnrollment

#HealthCare

@cacfnyc @CACF

Thank you for all of your help! Please share and keep this movement alive!

Language Access Press Releases

What is a Press Release?

A press release is an official statement delivered to members of the news media for the purpose of providing information, an official statement, or making an announcement. A press release is traditionally composed of nine structural elements, including a headline, introduction, body, and other information. You may consider translating your press releases into multiple languages and sending it to ethnic media sources to publish in various languages.

Instructions on writing a Press Release

Writing a Press Release:

A press release is a great and quick way to get a message out to a wider audience. When well written, a press release can have your message published in multiple articles and in multiple newspapers without spending any money, unlike in advertisements.

Be sure to keep your press release concise and without any flowery language, jargon or excessive verbiage

Example 1

Flowery language: *The American government unjustly subjects its people to restrictively high costs for health care, rendering healthcare to be unattainable by its own American people.*

Straight Forward: *The US government's current healthcare system's costs on individuals are prohibitively expensive.*

Example 2

Jargon: *The aetiology of Miss Rohan's oedema was a benign neoplasm.*

Straight Forward: *The cause of Miss Rohan's swelling was from a new non-dangerous cancer growth.*

Example 3,

Excessive verbiage: *Release 6.0 doubles the level of functionality available, providing organizations of all sizes with a fast-to-deploy, highly robust, and easy-to-use solution to better acquire, retain, and serve customers*

Straight Forward: *Release 6.0 does more.*

A poorly-written press release can make you, your organization, and Patient Navigators look clueless.

- **RULE #1: Use the press release as a sales tool.** The idea is to communicate a message to customers and prospects, through the vehicle of a print or online article, hopefully adding the authority and credibility of the publication, website and/or reporter to the message.
- **RULE #2: Have a newsworthy story.** To get your message communicated through the publication, you need to convince the reporter/editor that your message (or the story surrounding it) is newsworthy. So it's got to have appeal to the entire readership of the publication.

- **RULE #3: Write it like a reporter would write it.** If your press release looks and feels like a real article, reporters will often just file it as a story with minimal editing. Therefore, it's up to you to make sure that your press release looks and feels like a real article.
 - **RULE #4: Provide some good quotes.** Consider including quotes. A great press release includes helpful quotes to illustrate the importance of your announcement, event, or release. It can show impact, importance and more.
 - **RULE #5: Contact your top outlets personally.** In addition to sending a press release, personally contact the reporters that you really want to cover the story. Send them something personal. You might even want to rewrite the press release to fit their beat.
 - **RULE #6: Translate your press releases into multiple languages when reaching out to ethnic media.** When targeting ethnic media to reach out to communities that do not publish in English, translate your press releases to the target language. Doing so will lessen the amount of work the newspaper outlet will need to do and you remove any complications that may arise due to a mis-translation.
-

A sample Language Access related press release:



FOR IMMEDIATE RELEASE

Wednesday, October 9th, 2019

CONTACT:

Vanessa Leung
212-809-4675 x106
yleung@cacf.org

PRESS RELEASE

**NEW YORK CITY ASIAN PACIFIC AMERICAN
ORGANIZATION RECEIVES NEW YORK STATE 5-Year
PATIENT NAVIGATOR GRANT RENEWAL**

CACF with 10 partner organizations will provide In-Person Patient Navigator services in 13 sites across NYC and have the capacity to speak a total of 19 languages

New York, NY — The Coalition for Asian American Children and Families (CACF) and 10 member organizations celebrate the renewal of a five-year award from New York State to support multilingual and culturally competent in-person assistants or patient navigators to assist health insurance enrollment in New York City, particularly for the diverse Asian Pacific American (APA) community. This is critical for the Asian Pacific American community that experiences the highest rate of linguistic isolation in NYC and a near 15% uninsurance rate.

Contrary to the Model Minority Myth, the APA community suffers tremendous barriers to accessing and affording quality healthcare. APA groups have some of the highest uninsurance rates and as a whole has the highest poverty rate of any racial group at 26 percent. 14.3 percent of Asian Americans are uninsured in New York City. As a highly immigrant and foreign born community at almost 80 percent, navigating enrollment and understanding health insurance options can be confusing, especially in families struggling with language barriers. For example, in New York City, 45 percent of APAs report they "speak English less than very well".



(Organizations in attendance: Adhikaar, Arab-American Family Support Center, Coalition for Asian American Children and Families, Council of Peoples Organization, NYU Center for the Study of Asian American Health, Memorial Sloan Kettering Cancer Center-Immigrant Health & Cancer Disparities, Japanese American Social Services Inc., Mekong NYC, Minkwon Center for Community Action, United Chinese Association of Brooklyn, United Sikhs.)



(Speaking: Anita Gundanna and Vanessa Leung, Co-Executive Directors of the Coalition for Asian American Children and Families.)

The New York State of Health awarded another 5-years In-Person Navigator Grant and will enable organizations throughout New York to serve as In-Person Assistors/Patient Navigators for the health insurance marketplace. Of those grantees, the Coalition of Asian American Children and Families is a lead organization and will work with 10 Asian Pacific American led and serving organizations to provide patient navigator services throughout New York City. CACF and 10 subcontractors will join this statewide effort to provide one-on-one enrollment assistance to individuals, families, small businesses and their employees who apply for health insurance through the New York State of Health. Our partners include:

- | | |
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| <ul style="list-style-type: none"> Adhikaar Council of Peoples Organization Memorial Sloan Kettering Cancer Center- Immigrant Health & Cancer Disparities Mekong NYC | <ul style="list-style-type: none"> Arab-American Family Support Center NYU Center for the Study of Asian American Health Japanese American Social Services Inc Minkwon Center for Community Action United Sikhs |
|--|--|

Together, CACF and the 10 partner organizations will be serving NYC's 5 boroughs in 13 sites and have the capacity to speak a total of 19 languages such as Arabic, Bengali, Chinese, English, French, Hindi, Japanese, Khmer, Korean, Nepali, Punjabi, Russian, Spanish, Tajik, Tibetan, Turkish, Urdu, Uzbek, and Vietnamese. CACF and our subcontractor/partners will embrace this renewal and this important opportunity to build upon New York's tremendous work in providing health care access to its residents. CACF looks forward to expanding the number of individuals who have access to quality, affordable health insurance, and reducing the number of uninsured in New York.

"The Coalition for Asian American Children and Families is excited to continue to work with the New York State of Health through the In-Person Assistor/Navigator program. As a lead organization, CACF recognizes the incredible impact Patient Navigators have on the healthcare system and their ability to create healthier communities. Nearly 45% of the Asian Pacific American community speaks little to no English. Linguistically and culturally competent Patient Navigators can serve our APA communities better and meet the needs of community members of linguistically isolated groups. We are proud to help provide access to services and to communities including Arab American, Bangladeshi, Cambodian, Chinese, Indian, Japanese, Korean, Nepali, Tibetan, Vietnamese and more" said **Vanessa Leung and Anita Gundanna, Co-Executive Directors of the Coalition for Asian American Children and Families.**

Pabitra Benjamin, Executive Director of Adhikaar said, "Adhikaar is the only organization in New York to offer healthcare navigation services in Nepali and Tibetan. Due to our language capacity and proficiency with the navigators program, over 500 people come to Adhikaar every year to receive support. Community members of various language capacities come to enroll in a health care plan and receive support navigating the system. They also stop by for billing questions, payment setup to choosing or making an appointment with a PCP. As a part of our contract, we also provide education for members about the healthcare system and the importance of our health. As a result of our work with the IPA/Navigator Program, over 5000 Nepali-speaking immigrants now have access to affordable care. This has an immense impact on people's everyday lives from ensuring children and elders get regular check-ups to be able to access emergency health care, receive treatment for an overdue issue and receive long term care. As Adhikaar is seen as a reliable source for health care navigation, we also see a rise of individuals and families with health-related issues like women's health, mental health, emergency needs and more that gives us a better perspective on what support is needed in the community."

"The Arab-American Family Support Center is proud to continue partnering with the New York State of Health and CACF to promote well-being among under-resourced communities by enrolling individuals in health insurance and supporting positive behavioral changes. Our culturally and linguistically competent team is equipped to meet the unique needs of Arab, Middle Eastern, Muslim, South Asian, and other marginalized communities throughout New York", said **Rawaa Nancy Albilal, President and CEO of Arab-American Family Support Center**

"Council of Peoples Organization (COPPO) is excited to be working with CACF as a Patient Navigator. Through this partnership, COPPO will provide free, culturally competent, linguistically appropriate, and ADA compliant enrollment services at our community center on Coney Island Avenue, which serves the diverse neighborhoods of south-central Brooklyn." **Mohammad Razvi, CEO of Council of Peoples Organization.**

Chisato Horikawa, the Director of the Japanese American Social Services Inc. said, "We are extremely happy about being a part of this important group to serve our community members. JASSI has been providing health insurance enrollment assistance since 2014 mainly for Japanese-speaking clients. We believe that it is important for us to provide information and convey the importance of health care to the community. As a member of this diverse group, we are excited to expand our work on the enrollment services."

"This program addresses a dire and growing need in the community to have readily available, trusted, culturally and linguistically responsive insurance enrollers to take them through what could otherwise be a daunting process," said **Francesca Gany, Service Chief of the Immigrant Health and Cancer Disparities, Memorial Sloan Kettering Cancer Center.**

John Park, Executive Director of the Minkwon Center for Community Action said, "The Minkwon Center participates in the Navigator program because everyone should have access to healthcare. During the 5 year period after the launch of the Affordable Care Act in 2013, the nonelderly uninsured rate for Asian Americans in New York dropped from 18.1 percent to 9 percent. It's a program that has reduced suffering and saved lives, and community partnerships play an important role in outreach, education, and overcoming cultural and language barriers to increase healthcare access in our communities."

"Mekong NYC values our participation in making sure that New York State residents, including Cambodians, Laotians, and Vietnamese, have access to health care as the safety net of our communities continues to be at risk," said **Chhaya Chhoum, Executive Director, Mekong NYC.**

Nadia Islam, Associate Professor at The NYU Center for the Study of Asian American Health (CSAAH) said, "In NYC, the Bangladeshi population is more likely to be uninsured, 10.8% compared to 12.4% for the general population (according to data from an analysis by the Asian American Federation Census Information Center). Bangladeshis also have higher rates of limited English proficiency compared to all other New Yorkers. Challenges such as these make understanding and navigating the health care system a complex and daunting task for this predominantly immigrant community. In addition to providing enrollment assistance, our Navigators, who are fluent in English, Hindi, Bengali and Urdu, provide culturally and linguistically tailored outreach and education about health coverage options. Because they are trusted leaders in their community, they serve as a bridge between Bangladeshi community members and the healthcare system. Continuation of this Navigator program is vital for ensuring that all New Yorkers have access to affordable and essential health care."

"The application process of health insurance is complicated, and people face well-documented difficulties understanding how coverage works both when shopping for a plan and, later, when attempting to use it. At UCA, we aim to provide services that promote one-on-one help in the enrollment process for the Chinese immigrant population in Bensonhurst, in order to better connect people with healthcare coverage and make the community a healthier and happier one!", said **Stephanie Wong, Executive Director and President of the United Chinese Association of Brooklyn.**

"We are honored to partner with the Coalition for Asian American Children & Families and its esteemed member organizations to help provide the next level of care for New York's Asian Pacific American community," said **Hardayal Singh, UNITED SIKHS Founding Member.** "As our community remains at risk for a disproportionate burden of preventable diseases in the United States, it is crucial we provide better access to health information, screenings and care. Through this partnership, we are able to make a measurable impact for hundreds of members of the community with an innovative, grassroots approach available in multiple languages that cater to historically

underserved populations at gurdwaras, schools, community centers and our local office.”

For more information about the NY State of Health, please call 1-855-355-5777 or visit www.nystateofhealth.ny.gov. For questions regarding CACF’s In-Person Assistor/Patient Navigator program, please contact Vanessa Leung at vleung@caaf.org or call 212-809-4675 x.106.

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Informational Presentations

What are informational Presentations?

As an organization, there are many community members or staff members who can learn about Language Access, rights and how to raise awareness on these topics. Sharing informational presentations on this topic is a great way to engage others and raise awareness.

Instructions on building an informational Presentation

Informational presentations are the verbal and visual equivalent of a written report. Information sharing is part of any business or organization. Informative presentations serve to present specific information for specific audiences for specific goals or functions. Informative presentations are often analytical or involve the rational analysis of information. Sometimes they simply “report the facts” with no analysis at all, but still need to communicate the information in a clear and concise format. While a presentation may have conclusions, propositions, or even a call to action, sharing information is the primary function.

Build your informational presentation in a way that is a visual representation of your report, message, or issue. In this case, presenting on Language Access should include information on need, background, and how to raise awareness to others.

Sample Informational Presentation:



Agenda

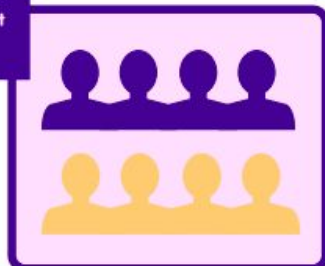
Topics to be Covered

- The importance of language access in healthcare
- Interpretation vs Translation
- Health Policies
 - Legal Requirements
 - Federal
 - State + City
- Failures in providing language access in NYC
- Opportunities



The Importance of Language Access in Healthcare

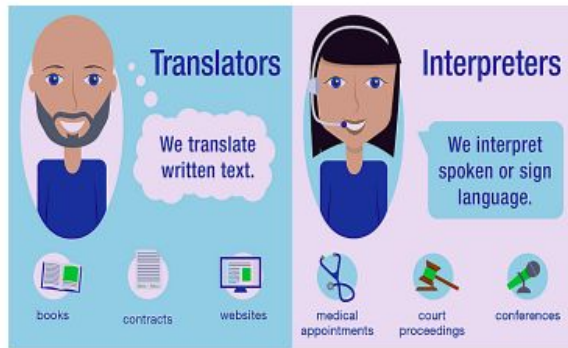
Half of all New Yorkers speak a language other than English at home



Evidence indicates language barriers compromise quality of care and patient safety.

- Patients who face language barriers are less likely to have a usual source of medical care, they receive preventive services at reduced rates, and they have an increased risk of non-adherence to medication.
- Language barriers expose LEP patients to danger or risk by reducing their understanding of diagnosis, treatment instructions and recommended follow-up care. Inadequate communication also can cause physical harm.
- **52 percent** of adverse events that occurred to LEP patients in U.S. hospitals were likely the result of communication errors, and nearly half of these events involved some physical harm.





TRANSLATION

The written rendering of information from one language into another. The act of translation occurs when written text, such as policies, consent forms, patient, education materials, prescription instructions, etc., are converted into another language.

INTERPRETATION

The verbal rendering of information from one language into another. The act of interpretation occurs in instances of oral communication, such as medical exams, therapy sessions, wellness groups, health education classes, etc.



EXISTING HEALTH POLICIES



Federal Policies

TITLE VI

Title VI of the 1964 Civil Rights Act prohibits “any program or activity receiving federal financial assistance” from discriminating based on national origin, which the U.S. Supreme Court has interpreted to include discrimination based on language. **Thus, health service organizations receiving reimbursement through Medicaid, the State Children’s Health Insurance Program or Medicare, any type of federal grant or other federal funding must provide language services to LEP individuals.**



New York State and City

NEW YORK STATE CODE OF RULES AND REGULATIONS SECTION 405.7

Requires all hospitals in New York State to develop a language access plan, appoint a Language Access Coordinator, provide interpreters within 10 minutes in the emergency room and 20 minutes elsewhere in the hospital, and notify patients about their rights to language services, among other things. The regulations also prohibit the use of family members, strangers and minor children as interpreters except in emergencies.

NEW YORK CITY EMERGENCY ROOM INTERPRETER LAW

Requires the immediate provision of an interpreter for non-English speaking patients in all hospital emergency rooms in New York City.

NEW YORK CITY LANGUAGE ACCESS IN PHARMACIES ACT

Covers pharmacies with 4 or more stores in NYC. Requires interpretation services for all languages and translation of medication labels into the top 7 languages spoken in NYC.

NEW YORK CITY HUMAN RIGHTS LAW CHAPTER 1, SECTION 8-107

Prohibits discrimination on the basis of race, creed, color, national origin, age, gender, disability, marital status, partnership status, sexual orientation or alienage or citizenship status in all places of public accommodation. This includes the failure to provide language assistance services in hospitals and other health care facilities.



Failures in Providing Language Assistance in NYC



Excessive Wait Times



Failure to Recognize Diversity



Lack of Training



Lack of Accountability



Opportunities for Improvement

- Training for staff and providers on the role of the interpreter and working with interpreters.
- Ongoing training and support for interpreters.
- Collection and utilization of data to improve services.
- Creation of a language access plan
- Assessment and certification of interpreters
- Review of all translated materials for accuracy, cultural appropriateness and suitable literacy levels.



How to File a Complaint

COMPLAINT REQUIREMENTS

Your complaint must:

- Be filed in writing by mail, fax, e-mail, or via the [OCR Complaint Portal](#)
- Name the health care or social service provider involved, and describe the acts or omissions, you believe violated civil rights laws or regulations
- Be filed within 180 days of when you knew that the act or omission complained of occurred.

FILING THE COMPLAINT

Online

- Open the [OCR Complaint Portal](#) and select the type of complaint you would like to file.
- Complete as much information as possible, including:
 - Information about you, the complainant
 - Details of the complaint
 - Any additional information that might help OCR when reviewing your complaint
- You will then need to electronically sign the complaint and complete the consent form.
- After completing the consent form you will be able to print out a copy of your complaint to keep for your records

In Writing

- Open and fill out the [Civil Rights Discrimination Complaint Form Package](#).
- You may either:
 - Print and mail the completed complaint and consent forms to:
Centralized Case Management Operations
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Room 509F HHH Bldg
Washington, D.C. 20201
 - Email the completed complaint and consent forms to OCRCComplaintehhs.gov

REVIEW

- If your complaint raises covered issues, an investigation will be initiated.
- If discrimination is found, OCR will negotiate with the institution or agency to voluntarily correct the discrimination.
- If negotiations are unsuccessful, enforcement proceedings may be instituted to suspend Federal funding.
- You may also have the right to consult a private attorney and seek relief through the filing of a private lawsuit.

QUESTIONS?

HALLIE YEE

Policy Coordinator
CACF: Coalition for
Asian American
Children & Families

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