

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
 - ...

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

Spanish

Health topics

The pages linked to below contain links to WHO projects, initiatives, activities, information products, and contacts, organized by health and development topics.

A	F continued
Accidents, Radiation ▶	Female condom
Acrylamide ▶	→ see Condoms
Acupuncture	Female genital mutilation
→ see Traditional medicine ▶	Filariasis
Adolescent health ▶	Financial crisis and global health
Ageing ▶	Flu
AIDS	→ see Influenza
→ see HIV/AIDS ▶	Food additives
Air pollution ▶	Food safety
Air travel	Food, Genetically modified
→ see Travel and health ▶	Foodborne diseases
Alcohol ▶	
Anaemia ▶	
Animal diseases	G

Temas de salud

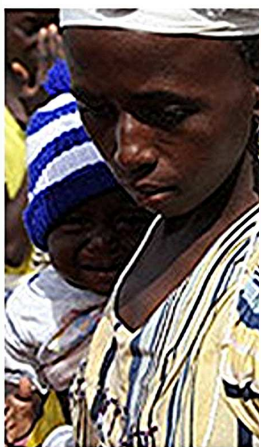
Los enlaces que encontrará a continuación le conducirán a páginas que contienen más enlaces hacia proyectos, iniciativas, actividades e informes de la OMS y datos para ponerse en contacto con la Organización, así como información sobre ellos. Todos los enlaces se han organizado en función del tema de salud o desarrollo.

A	E continuado
Accidente cerebrovascular ▶	Epilepsia ▶
Accidentes radiológicos ▶	Escherichia coli ▶
Acrilamida ▶	Esperanza de vida ▶
Actividad física ▶	Esquistosomiasis ▶
Acupuntura ▶	Esquizofrenia ▶
Adhesión del paciente ▶	Estadística ▶
Aditivos alimentarios ▶	Estupeficientes ▶
Agua ▶	Ética ▶
Agua potable ▶	Evaluación de las repercusiones sanitarias ▶
Aire ▶	Evaluación de riesgos ▶
Alimentos genéticamente modificados ▶	
Anemia ▶	

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 del tema, 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.

General information



- Fact sheet: cancer
- Q&A: Are the number of cancer cases increasing or decreasing in the world?
- World Cancer Day

Technical information


- Prevention of cancer
- Screening and early detection
- More about cancer

MULTIMEDIA



Fact file

-  Ten facts about cancer
-  Ten facts about physical activity

Feature

-  Photo stories: Facing cancer

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

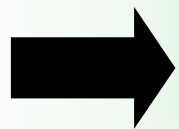
Comparing the content

English

- ✓ Information text
- ✓ 27 links
- ✓ Cancer Control Programme

Spanish

- ✓ Information text
- ✗ 10 links
- ✗ Cancer Control Programme



Clearly more information available for English-speaking users

Links

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 de tema, y los asociados que colaboran con ellos. Asimismo, figuran enlaces hacia sitios web y temas relacionados.

Sitios conexos

- Depression (African Region)
- Depression and suicide (Region of the Americas - PAHO)
- Depression (South -East Asia Region)

Enlaces conexos

- Depresión - en inglés
- Mental health

Green: Link is ok

Red: Bad implementation

Sitios conexos

- Depression (African Region)
- Depression and suicide (Region of the Americas - PAHO)
- Depression (South -East Asia Region)

Enlaces conexos

- Depresión - en inglés
- Mental health

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

Bulgarian

German

Polish

Czech

Greek

Portuguese

Danish

Hungarian

Romanian

Dutch

Irish

Slovak

English

Italian

Slovene

Estonian

Latvian

Spanish

Finnish

Lithuanian

Swedish

French

Maltese

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

A screenshot of a website header. At the top right, there is a blue box with the text "Aviso jurídico importan". Below this, the text "ión Europea" is visible on the left. A search bar with the text "Start h" is on the right. A dark blue navigation bar contains the following links: "Sobre este sitio | Consejo editorial | Preguntas frecuentes | Política lingüística | Logotipos". Below this, a green bar contains: "Anunciar actos y noticias | Suscríbese | Dirección de contacto | Mapa del sitio | De la A a la Z". The "Mapa del sitio | De la A a la Z" link is highlighted with a red rectangular box. At the bottom right, there is a search area with a white input field, a "Búsqueda" button, and the text "Búsqueda avanzada" below it.

Site map and A to Z function for the Spanish version

Site map

Health-EU Portal

- About this site
- Contact
- Events
- FAQ
- A to Z
- Language Policy
- News
- Press releases

Index

A - B - C - D - E - F - G - H - I - J - K - L - M - N - O - P - Q - R - S - T - U - V - W - X - Y - Z

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?

Federal Ministry of Health

www.bmg.bund.de



Bundesministerium
für Gesundheit

[Gesetze und Verordnungen](#) | [Presse](#) | [Inhaltsübersicht](#) | [Englisch](#)

Search term(s)

Suchen



“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.”

PRESSEMITTEILUNG – 22. June 2011

Nationaler Krebsplan - Ausschreibung ges...

PRESSEMITTEILUNG – 20. June 2011

Zukunftskonferenz Medizintechnik

PRESSEMITTEILUNG – 17. June 2011

Krankenversicherung im 1. Quartal

MINISTERIUM

KRANKENVERSICHERUNG

GESUNDHEITSSYSTEM

PRÄVENTION

PFLEGE

Sie sind hier: » [Bundesministerium für Gesundheit](#) » [Ministerium](#) » [English Version](#)



MINISTRY

29.12.2010

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

Federal Centre for Health Education


www.bzga.de

home Deutsch sitemap contact legal information print pdf view

Federal Centre for Health Education


BZgA → Key Topics → Research →

home



you are here: → home

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. Elisabeth 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](#) 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](#) 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.

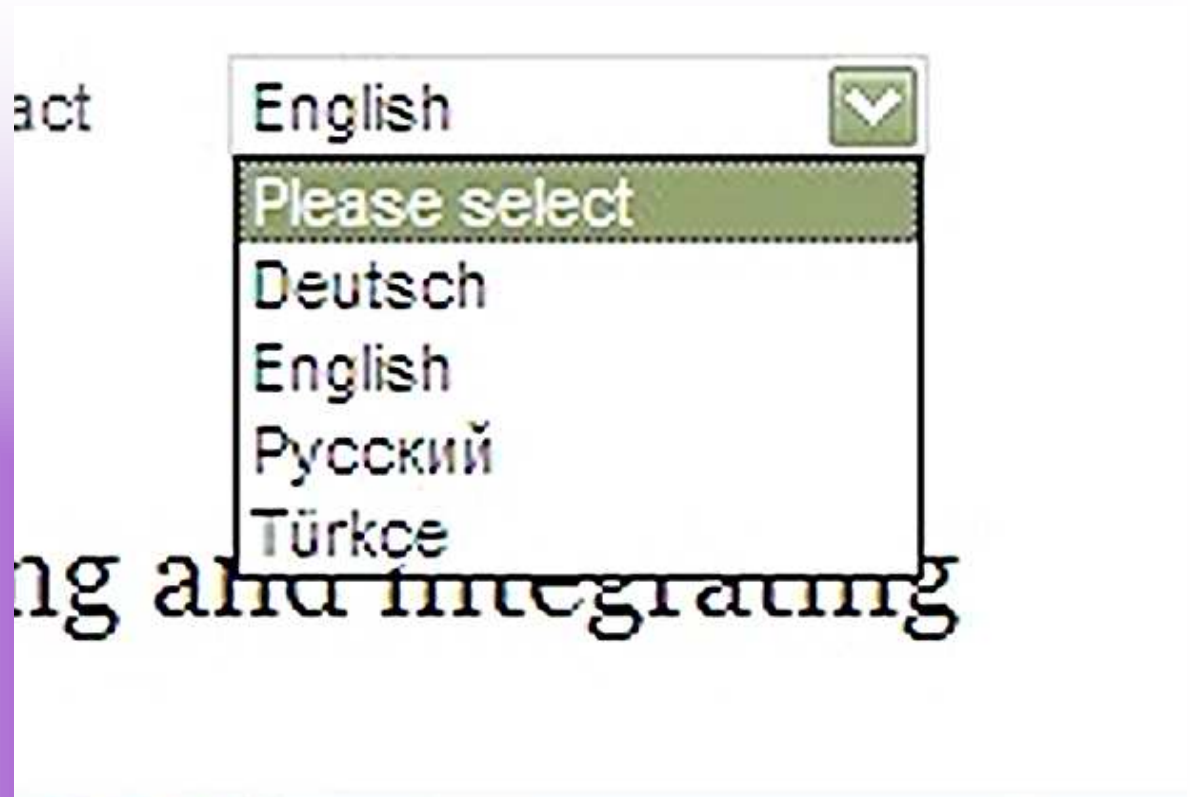
- ▶ [Download cannabis working aid \(PDF document, 1.5 MB\) \(in German\)](#)

- don't lead to English content, although available
- no hint about language of linked website

Federal Office for Migration and Refugees

www.bamf.de

The screenshot shows the homepage of the Federal Office for Migration and Refugees (bamf.de). At the top left is the logo of the Federal Office for Migration and Refugees. To the right of the logo are navigation links: Sitemap, Information for users, Imprint, Data protection, and Contact. A language selector is set to English. Below the navigation is the main heading "People in focus - supporting and integrating". A horizontal menu contains six categories: Migration to Germany, Welcome to Germany, Naturalisation, Assisted return, Information collection, and Federal Office. To the right of this menu is an "Expert search" section with a search input field and a "Search" button. The main content area features two large image-based sections. The left section is titled "Migration to Germany" and features a photo of three people (two women and one man) with the subtitle "Jewish immigrants". The right section is titled "Welcome to Germany" and features a photo of a family (a man, a woman, and a child) with a list of topics: Residence in Germany, Learning German, Local integration projects, Information and advice, Education, Work and career, Living in Germany, Children and family, and Health and healthcare prevention.



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

On the topic

→ [Social insurance](#)

Links

- [Bundesministerium für Gesundheit](#)
- [Bundesärztekammer](#)
- [Bundeszentrale für gesundheitliche Aufklärung](#)

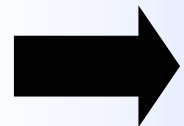
Summary

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