

**Delivering the actions in the More Than Just Words Plan 2022-27: For the period April 2024 - March 2025**

<b>Organisation</b>	<b>Iechyd Cyhoeddus Cymru / Public Health Wales</b>
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<b>Completed by:</b>	<b>Tim y Gymraeg / Welsh Language Team</b>	<b>Date: Sept 2025</b>
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<b>KEY DATA:</b>	<b>When citing any statistics / data, please provide a corresponding reporting date / time period.</b>		
<b>Welsh Language Skills of staff</b>	<b>Data from 31/03/2025</b>		
	<b>Public Health Wales Welsh skills declaration rates</b>		
		Number	Percentage
	Public Health Wales headcount as at 31/03/2025	2634	100%
	Employees who have recorded their Welsh speaking skills as at 31/03/2025	2558	97%
	Employees who have not recorded their Welsh speaking skills as at 31/03/2025	76	3%
	Level 0	1525	57.9%
	Level 1	547	20.7%
	Level 2	137	5.2%
	Level 3	84	3.2%
Level 4	98	3.7%	
Level 5	167	6.3	

	TOTAL	2634	100.0
<b>Number of staff completing training</b>	<p><b>Data from 31/03/2025</b></p> <p><b>Courtesy Course</b> 75 PHW staff members attended the sessions, which were held from January to March 2025.</p> <p><b>Confidence Building Course</b> During 2024 - 2025 three cohorts of staff were held with each cohort lasting 10 to 12 weeks and a total of <b>53</b> staff took part in the scheme.</p> <p><b>Welsh Language Awareness Course</b> As of 31 March 2025, <b>96.7%</b> members of Public Health Wales staff had completed the module. This is above the Welsh Government's target of 90%.</p>		

**Patient / Service User Surveys e.g. secret shopper surveys**

**Welsh Language Commissioner Secret Shopping Findings**

Throughout 2024-25, the Welsh Language Commissioner's Office conducted secret shopping activity on our content and services. Below is a translated extract of their conclusions.

“As you will be aware, the Commissioner monitors organisations' compliance with standards in accordance with her regulatory framework. This includes carrying out desk top check surveys, amongst gathering information through other sources. We have carried out verification surveys over 2024-2025, and are contacting to submit comments on the trust's compliance. The results of our surveys showed a high level of compliance by the Trust across the standards checked.

The only thing we would like to refer to is the requirements of standard 38, in relation to declarations on documents and forms - asking you to ensure that guidance in accordance with the requirements of this standard is part of your core processes when drawing up and publishing documents and forms.”

We have since emphasised the importance of Standard 38 with various groups across the organisation, including our Welsh Language Group colleagues, and our Publication Principles Group. The text box message for Standard 38 has also since been added to all reporting and form templates by the Communications team so that each template includes the statement as default.

**Questionnaires**

We have not received any feedback of use from our survey that monitors the Welsh language experience of our service users. We are undertaking a review of this survey to capture better data in the future.

The current live questionnaire is available here – [Survey](#)

Ref	Description of Short Term and Medium Term Action	Guidance for completing the response	Lead Accountability	Progress Report for 2024/25 (reporting period 1/4/24 - 31/3/25):  What new and additional activities were delivered during 2024/25?	Examples of good practice / work done in partnership.
<b>Culture and Leadership</b>					
1	We'll set personal performance objectives to ensure the delivery of More than just words so that the Active Offer is embedded in annual objectives of sector leaders, cascaded throughout organisations and considered in relevant individual appraisals at all levels. This will include Chairs of NHS boards and the Directors of Social Services report (Annual Council Reporting Framework). <i>(Short term)</i>	This was a short term action. There are now requirements in place for the Chairs of NHS Boards and the Directors of Social Services to have specific objectives in relation to supporting the implementation of Mwy na geiriau and the Active Offer.  Health bodies / social services do not need to provide an update for the 2024/25 report (unless there are specific developments they wish to share as good practice) as Welsh Government will	Welsh Government for 2024/25.	<b>No response needed from PHW</b>	

		review progress against objectives at the end of the year.			
2.	Over time, we expect all health and social care staff to gain an appreciation of the positive difference that learning and using Welsh can make to the care experience. In the meantime we'll bolster language awareness courses with a behavioural-science communications approach so that everything we say about Cymraeg as leaders, and as organisations and partnerships contributes to this strategy. This approach will build on the training and on the positive narrative outlined in the plan. <i>(Short to medium term)</i>	<p>HEIW and SCW to provide a response - on the work they are taking forward to support this agenda.</p> <p>We request that health bodies and social services also provide information on how they are supporting this action, and good practice they want to share regarding the promotion of the Welsh language across all settings.</p>	Welsh Government / HEIW / SCW	<p><b>Welsh Language in Our People Strategy</b></p> <p>Our People Strategy (2020-30) recognises the importance of the Welsh language in delivering services. It commits to:</p> <ul style="list-style-type: none"> <li>• Attracting Welsh-speaking specialists</li> <li>• Identifying and filling Welsh language skill gaps</li> <li>• Supporting staff to use Welsh software and tools</li> <li>• Understanding how Welsh requirements affect recruitment</li> <li>• Promoting learning opportunities for Welsh language skills</li> </ul> <p>The strategy is currently being updated and developing an</p>	<p>Our Welsh language staff network, Ymlaen, has over 100 members. It brings together Welsh speakers and learners to celebrate and promote the language. Highlights from 2025's Welsh Language Week include:</p> <ul style="list-style-type: none"> <li>• Choir performance, bake-off and guest speaker Catrin Heledd</li> <li>• Visit from the Deputy Welsh Language Commissioner</li> <li>• An introduction to Welsh and bilingualism session held by Mererid Hopwood and open to all NHS Wales staff</li> <li>• Branded water bottles for network members</li> </ul>

				<p>implementation plan is an IMTP commitment for 2025-2026.</p> <p><b>Internal Welsh Language Policy</b></p> <p>In September 2023, we published our policy on using Welsh internally. Rather than focusing on legal requirements, it promotes a bilingual culture and encourages staff to use and improve their Welsh.</p> <p>We will undertake a review of this policy in 2025-2026</p> <p><b>Learning Welsh</b></p> <p>We continue to support staff learning Welsh via:</p> <ul style="list-style-type: none"> <li>National Centre for Learning Welsh (NCLW): 50 staff signed up for free online courses</li> </ul>	<p><b>Supporting Learners at Work</b></p> <p>We offer:</p> <ul style="list-style-type: none"> <li>Weekly conversation groups</li> <li>Mentoring and buddy schemes</li> <li>A supportive learning environment via the Ymlaen network</li> </ul>
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				<ul style="list-style-type: none"> <li>• Training with Nant Gwrtheyrn: 5 staff members attended intermediate to advanced courses</li> <li>• Local providers: 24 staff completed Welsh courses across different levels</li> </ul> <p>We're also working with an external training provider, HICO, to deliver training for managers in line with Welsh Language Standards 97-99(b) in 2025-2026.</p> <p><b>Welsh Language Awareness Training</b></p> <p>96.7% of staff completed the mandatory Welsh Language Awareness training, exceeding the 90% Welsh Government target. We also offer bespoke sessions -</p>	
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				recently delivered to the AAA Screening team, with more planned in 2025-26.	
3	<p>We'll expect those in leadership roles to take part in our Leading in a Bilingual Country programme. This programme works towards embedding the spirit of Cymraeg 2050 in organisational culture and policymaking. All too often, Welsh is viewed as just an issue of translation or as a 'tick box' in policy development. This values-based programme goes beyond understanding the possible impact of language on all aspects of our work to using what levers we have to increase its use.</p> <p><i>(Medium term)</i></p>	<p>Welsh Government will shortly commission a new provider for the Leading in a Bilingual Country Programme.</p> <p>No further response needed at this stage - unless there are specific examples of how outputs from the Leading in a Bilingual Country Programme are continuing to make a difference to leadership roles in the organisation; and / or there have been leadership programmes / training that have been delivered by health and social care bodies focusing specifically on leadership in a bilingual context.</p>	Chairs and Chief Executives of health and social care bodies	<p><b>PHW leaders look forwards to the opportunity to take part</b></p> <p>Public Health Wales leaders have not had the opportunity to take part in the Leading in a Bilingual Country programme yet. We look forward to taking part in the scheme in the near future.</p> <p>Our Director of People and Organisational Development will continue to push for inclusion within the programme. This depends on sufficient places being made available, however.</p>	The efforts made by our leaders to engage with this course shows their positivity towards the language.
<b>Theme 1: Welsh language planning and policies including data</b>					
5	Identify and develop research and data that will strengthen our	Welsh Government will shortly commission a	Welsh Government /	<b>Using the Civica Platform</b>	

	<p>understanding and knowledge based on the experiences of Welsh language speakers accessing and receiving services, to support evidence-based policy and Welsh language planning in health and social care. This to include ability to provide bilingual services and to evidence how More than just words supports improved outcomes for individuals. (This action aligns with the work set out in section 4 on mapping the data and creation of the dashboard) (<i>Medium term</i>)</p>	<p>contractor to identify key data on Welsh Language in health and social care which will help to identify data gaps in relation to monitoring outcomes, impact and progress.</p> <p>Health and social care bodies are asked to provide results of surveys of patient experiences of accessing and receiving services such as Mystery Shopper etc.</p> <p>Llais / universities / health and social care think tank organisations to highlight developments that look to strengthen our understanding and knowledge of the experiences of Welsh language speakers accessing and receiving services.</p>	<p>Universities, Citizen Voice Body for health and social care and think tanks</p>	<p>Over the past year, our engagement team has improved how we collect feedback using the Civica platform. This helps us understand if patients are being asked their preferred language for communication at clinical settings and whether that choice was respected.</p> <p>Our questions on language choice are taken from the Welsh Government's People's Experience Framework-in local surveys for consistency.</p> <p><b>SMS Feedback Pilot</b></p> <p>The Welsh Language Team, Patient Experience Team and Screening Divisions have worked closely together to trial an SMS feedback survey at eight Diabetic Eye Screening Wales</p>	
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				<p>clinics. From 1 January to 31 March 2025, 582 people responded. Eleven of them said they preferred to communicate in Welsh.</p> <p>We are undertaking a review of this survey to capture better data in the future.</p>	
6	<p>Develop tools to support mainstreaming Welsh Language considerations into planning and policies especially in the priority areas and high levels of interactions with services. This to include establishing Welsh language care pathways for vulnerable individuals in identified priority groups such as older people, children, mental health, speech therapy, learning difficulties, and stroke services. (Long term)</p>	<p>Welsh Government has been working collaboratively with the Office of the Welsh Language Commissioner to establish a new strategic Health Forum with the health sector aimed at improving clinical care services through the medium of Welsh.</p> <p>Welsh Government Welsh Language Impact Assessment (WLIA) Masterclasses to be held with all teams in Health, Social Care and Early years</p>	<p>Welsh Government / Health and social care bodies</p>	<p><b>Health and Care Strategic Forum</b></p> <p>This national forum brings together NHS Trusts and Health Boards to support and track progress on delivering clinical consultations in Welsh, in line with Welsh Language Standard 110. It helps:</p> <ul style="list-style-type: none"> <li>• Share good practice</li> <li>• Discuss challenges and solutions</li> <li>• Identify support needed from the</li> </ul>	<p>Some of the benefits of PHW's presence we hope to experience as one of the forum's members are detailed below:</p> <ul style="list-style-type: none"> <li>• A measurable increase in the number of clinical consultations we hold in Welsh.</li> <li>• Improvements in the language capacity of our clinical workforces.</li> <li>• Positive feedback from our patients and service users.</li> </ul>

		<p>Group to help embed to help embed the Welsh language into policies. Welsh Government is also amending WLIA guidance to include a greater focus on MTJW.</p> <p>Health and social care bodies are asked to provide evidence of Welsh language care pathways for the priority groups particularly, or any new mainstreaming tools.</p>		<p>Welsh Language Commissioner and Welsh Government</p> <p>The forum is run by the Welsh Language Commissioner and the Welsh Government's More than Words team. We look forward to working in partnership with all parties in 2025-2026.</p> <p><b>Integrated Governance Process</b></p> <p>Public Health Wales launched the Integrated Governance Process in 2024 in response to guidance from the Welsh Language Commissioner and a general need to improve in this area.</p> <p>The Integrated Governance Process :</p>	<p>The Integrated Governance Process brings together all areas across the organisation that have a legislative requirement to assess the impact of our strategic decisions in one place.</p>
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				<ul style="list-style-type: none"> <li>• Supports good governance and compliance</li> <li>• Offers advice on decisions, projects, and changes</li> <li>• Ensures Welsh language standards are considered in all work</li> </ul> <p>A Welsh Language Impact Assessment guide and assessment tool has been created to support this. The Integrated Governance Process will continue to develop its role in the year ahead.</p>	
7	Ensure national planning and guidance for health and social care is clear on Welsh language planning requirements, implementation and measuring delivery of outputs. This to include Integrated Medium Term Plans (IMTPs) and regional population needs assessments. <i>(Short term)</i>	Welsh Government will provide the update for this action. Welsh Language is included in the <a href="#">National Planning Guidance</a> for Health Boards. Integrated Medium Term Plans (IMTPs) have been	Welsh Government	<b>No response needed from PHW</b>	

		reviewed by Welsh Government and officials will continue to focus on More than just words priorities as part of Integrated Quality, Planning and Delivery (IQPD) meetings.			
8	An agreed national framework for the collection and collation of data on the language skills of all staff working in health and social care in Wales will be developed and implemented. This should be mandatory wherever possible and would need to align with systems and approaches currently in place for the collection, collation of data across the health and social care sectors including services that are provided in Welsh <i>(Medium term)</i>	Health and social care bodies should provide an overview of how they are currently collecting and collating data on the language skills of all staff (as well as key data for the reporting period).	HEIW / SCW / DHCW / health and social care bodies including independent primary care contractors.	<p><b>The Welsh Language skills of our workforce</b></p> <ul style="list-style-type: none"> <li>• 97% of staff have recorded their Welsh skills on the Electronic Staff Record system</li> <li>• New starters are asked to record their skills at induction and during appraisals</li> <li>• A step-by-step guide on how to update skill level is available on the Welsh Language Hwb</li> </ul>	We have exceeded WG's target for this.

9	<p>An annual report will be prepared by an appropriate body to bring together the data relating to the health and social care workforce. This report could be prepared and published by Statistics for Wales. The published report should be publicly available with a further level of granular detail available as appropriate to those bodies responsible for the workforce in different contexts e.g. HEIW, SCW, Health Boards. <i>(Short/medium term)</i></p>	<p>Welsh Government will work with HEIW and SCW to provide the update for this action.</p> <p>Welsh Government has commissioned OB3 to draft the MTJW Annual Report 2024-25.</p> <p>As noted above: Welsh Government will also shortly commission a contractor to identify key data on Welsh Language in health and social care which will help to identify key data gaps in relation to monitoring outcomes, impact and progress.</p> <p>Health bodies / social services do not need to provide an update on this action for the 2024/25 report.</p>	HEIW/SCW, health and social care bodies	<b>No response needed from PHW</b>	
10	<p>That action 30 of the 'Health and Social Care Workforce Strategy' - to develop workforce planning guidance for Welsh language skills identification and development in the health and social care workforce - is</p>	<p>The HEIW <a href="#">Workforce Planning for the Welsh Language Guidance</a> has been published. Health and social care bodies should provide examples of how this</p>	HEIW / Social Care Wales	<b>Workforce Planning at Public Health Wales</b> In 2024, a workforce planning toolkit was launched to support directorates, which	Note that all our guidance for staff on workforce planning includes the link to HEIW's document and Directorates are encouraged to refer to

	<p>progressed at the earliest opportunity. This guidance should consider the required number of staff with Welsh language skills and the nature of those skills in different health and social care contexts and within the priority areas of need identified. The guidance is used as part of annual workforce planning by Health Boards, Local Authorities, HEIW, Social Care Wales and other employers as appropriate. Furthermore, that the guidance inform the work of the relevant regulators and inspectorate as appropriate (<i>Short term</i>)</p>	<p>guidance has been used across different settings / policies.</p>		<p>includes guidance on Welsh language.</p> <p>Workforce Planning training was delivered to 120 staff.</p> <p>Each directorate now has a 10-year action plan which include Welsh language targets. The Welsh Language team will work with directorates over the next financial year to improve and strengthen those targets where needed.</p> <p><b>Job descriptions and recruitment</b></p> <p>Job adverts and descriptions now include:</p> <p>An updated welcome statement for Welsh-speaking applicants</p> <p>A commitment to support all applicants to learn and develop</p>	<p>this when drafting their Welsh language workforce planning targets.</p>
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				their Welsh while working at PHW.	
11	<p>The importance of the Active Offer in planning and delivering quality services to be included in the guidance and reporting requirements for the Duty of Quality and refreshed health and care standards. The Health and Social Care (Quality and Engagement) (Wales) Act ('the Act') became law on 1 June 2020 with its full implementation to be completed by spring 2023. This includes reframing and broadening the existing duty of quality on NHS bodies.</p> <p><i>(Short term)</i></p>	<p>Welsh Government will update on this action. The Duty of Quality has been introduced and the importance of the Active Offer was included in the statutory guidance published in April 2023.</p>	Welsh Government	<b>No response needed from PHW</b>	
12	<p>The importance of the Welsh language in planning and delivery to be included as a cross cutting theme within the revised National Outcomes Framework and progress reports to be incorporated into the development of the More than just words accountability arrangements including the dashboard.</p> <p><i>(Medium term)</i></p>	<p>Welsh Government will update on this action. Work on the outcomes framework has been paused.</p> <p>As noted above: Integrated Medium Term Plans (IMTPs) have been reviewed by Welsh Government and officials will continue to focus on Mwy na geiriau priorities as part of Integrated Quality,</p>	Welsh Government	<b>No response needed from PHW</b>	

		Planning and Delivery (IQPD) meetings.			
<b>Theme 2: Supporting and developing the Welsh language skills of the current and future workforce</b>					
13	Health and social care organisations to identify workforce skills gaps in key areas and develop plans to address them. This will be embedded in workforce and skills plans developed and delivered within individual organisations and involve close working with HEIW and SCW. <i>(Medium term)</i>	Health and social care bodies should provide examples of how they have identified workforce skills, where the gaps exist, and whether they have plans in place to address them.	Health and social care bodies, HEIW and SCW	<p><b>Clinical Consultation Plan</b></p> <p>Published in September 2023, our plan sets out how we will increase Welsh language clinical consultations over five years-initially focusing on Screening and Help Me Quit clinical departments.</p> <p>Our progress so far:</p> <ul style="list-style-type: none"> <li>• Year 1 targets met</li> <li>• Codi Hyder / Raising Confidence training introduced in April 2024</li> <li>• Croeso training introduced in January 2025</li> <li>• Improved recruitment of Welsh speakers in Help Me Quit</li> <li>• Ongoing challenges in Screening due to</li> </ul>	During 2025-26 we will emphasise further the requirement for all directorates to have Welsh language Workforce Planning targets with the Welsh language team supporting to ensure those targets are strong and measurable.

				<p>general recruitment difficulties; the Welsh Language Team will be supporting in this area over the next year.</p> <p>Please also see our response to point 10 above.</p>	
14	<p>We'll expect all NHS and social care colleagues to follow a language 'awareness' course which will explain how important Cymraeg is in service delivery and as a patient need. Following the introduction of Welsh language awareness training for all health and social care professional, we'll expect that this training is provided across all disciplines for trainees and introduced as part of the induction process for new employees in the health and social care workforce who have not already undertaken the training. <i>(Medium term)</i></p>	<p>Health and social care bodies should provide key data on take up of Welsh Language Awareness Courses. This includes data on providing the course as part of the induction process.</p>	<p>Health and social care bodies</p>	<p><b>Mandatory Welsh Language Training</b></p> <p>All staff must complete the online mandatory Welsh Language Awareness module every three years. This is the main training provided on the topic. As of 31 March 2025, 96.7% of staff had completed the module- exceeding the Welsh Government's 90% target.</p> <p><b>Additional Welsh Language Team Training</b></p>	<p>We have exceeded Welsh Government's target.</p>

				<p>Our Welsh Language Team also delivers tailored awareness sessions for teams and services.</p> <p>In 2024-25, bespoke training was delivered to the North Wales AAA Screening team, with more planned for 2025-26.</p> <p>The Welsh Language Team has also worked with the Communications Team to develop a 'Croeso i lechyd Cyhoeddus Cymru / Welcome to Public Health Wales' video which introduces the Welsh language and PHW's bilingual culture to new members of staff. The link to the video is on our induction pages for new staff, within the managers induction information and checklist and has also been shared</p>	
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				widely across the organisation.	
15	<p>The National Centre for Learning Welsh develop further their plans to offer Welsh language training to the health and social care sectors and provide an enabling environment on the use of Welsh in workplaces. This should complement informal language learning through on-line tools and apps to be made available across the sector. It could be modelled on recently announced developments for the education workforce. This should include tailored provision to support practice in health and social care and identify opportunities (along with relevant employers) to support staff confidence to make more use of their Welsh language skills (at whatever level) in the workplace. We further recommend that Welsh Government explore what resources are required to deliver adequate support for such a scheme including supporting employers to release key staff to undertake</p>	<p>National Centre for Learning Welsh to provide an update on key actions, take up of specific courses, and outcomes.</p> <p>Health and social care bodies are asked to describe how they've worked strategically with National Centre for Learning Welsh to meet their own priorities.</p>	Welsh Government / National Centre for Learning Welsh	<p><b>Welsh Language Training for Health and Care Staff</b></p> <p>We've made the most of the Welsh Government-funded training for the Health and Care sector, delivered by Coleg Cambria. Two key programmes were offered in 2024-25:</p> <p><b>Confidence Building</b></p> <ul style="list-style-type: none"> <li>• For Welsh-speaking staff (level 3+) who need support using Welsh at work</li> <li>• Includes 1:1 online mentoring, tailored to individual roles and schedules</li> <li>• 53 PHW staff members took part across three</li> </ul>	<p>We work in partnership with PTHB and DHCW to ensure cooperation across the NHS for the Welsh language training for Health and Care staff.</p>

	substantive Welsh language learning. ( <i>Medium term</i> )			<p>10-12 week cohorts</p> <ul style="list-style-type: none"> <li>• Aftercare includes internal mentor and buddy schemes</li> </ul> <p><b>Croeso Cymraeg</b></p> <ul style="list-style-type: none"> <li>• For beginners with no Welsh skills (level 0)</li> <li>• Short sessions introduced in January 2025, teaching basic greetings and phrases</li> <li>• 75 PHW staff attended from January to March</li> <li>• Supports the 2027 goal for all NHS Wales staff to reach courtesy-level Welsh</li> </ul> <p>Both courses will continue in 2025-26.</p>	
16	Organisations to define the level of Welsh language skills required in all job adverts as per best practice	All health and social care bodies to provide an update on work being taken forwards to define Welsh	Health and social care bodies	<p><b>Recruiting Bilingual Staff</b></p> <p>Recruiting Welsh-speaking staff is key</p>	<ul style="list-style-type: none"> <li>• A Welsh Translation Coordinator has joined the organisation</li> </ul>

	<p>in some health boards and local authorities  <i>(Medium term - guidance to be developed and shared in the short term)</i></p>	<p>language skills required in all job adverts, as well as key data on whether posts are being advertised as Welsh desirable and Welsh essential.</p>		<p>to delivering Welsh-medium services and is built into directorates workforce plans.</p> <p><b>Welsh Language in Recruitment</b></p> <ul style="list-style-type: none"> <li>• A Welsh language skills assessment has long been part of our recruitment process</li> <li>• The Welsh Language Team supports managers in promoting Welsh-essential roles to the right audiences</li> <li>• We plan to review and simplify our assessment process, and follow the good examples across other NHS Wales organisations, in 2025-26</li> </ul>	<ul style="list-style-type: none"> <li>• The Communications Team hired four Welsh-speaking staff for web content roles</li> </ul> <p>More departments are now using Welsh language job sites to advertise vacancies</p>
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17	<p>Gradual introduction of a minimum “courtesy” level of Welsh language skills making staff more aware of positive impact that learning and using Welsh can have on individuals accessing and receiving health and social care services. By the end of the life of this plan, all staff working in health and social care should have courtesy level Welsh. <i>(Short term- introduction)</i></p>	<p>National Centre for Learning Welsh to provide data on the new courtesy course (as part of the health and social care scheme) and take up across the organisations.</p> <p>Health and social care bodies to also provide information on other courtesy courses being developed (not by the National Centre for Learning Welsh) and delivered locally, and key data on take up.</p>	<p>National Centre for Learning Welsh</p> <p>Health and social care bodies</p>	<p>As above, the Croeso course offered to Public Health Wales staff is provided to us by Coleg Cambria as part of the National Centre for Learning Welsh scheme. We do not offer other local opportunities and want to concentrate on the professional training offered via Coleg Cambria.</p>	
18	<p>Organisations to develop and implement a targeted Welsh language training and workforce strategy - with initial focus on addressing gaps in More than just words key priority areas and those who lack confidence (need to consider the potential for working with team leaders / managers /employers to also create the conditions for individuals to use their Welsh) <i>(Medium term)</i></p>	<p>Health boards to provide an update on work to support the delivery of Standard 110, and how they are increasing the use of Welsh across clinical settings.</p>	<p>Health and social care bodies</p>	<p><b>Clinical Consultation Plan: Status and Focus</b></p> <p>Our Clinical Consultation Plan was approved in summer 2023 and published in the September. As Public Health Wales has limited clinical services, the plan focuses on</p>	<ul style="list-style-type: none"> <li>• 97% of staff recorded their Welsh language skills on ESR, helping target training and recruitment</li> <li>• Confidence levels have improved among staff using Welsh in clinical settings</li> <li>• Screening teams began using the Civica system to</li> </ul>

				<p>Screening and Help Me Quit departments.</p> <p><b>Key Priorities</b></p> <p>The plan highlights three priority areas:</p> <ul style="list-style-type: none"> <li>• Technology and Data</li> <li>• Systems</li> <li>• Recruitment and upskilling</li> </ul> <p><b>Key Achievements (Year 1)</b></p> <ul style="list-style-type: none"> <li>• Confidence Building: 13 Screening staff members and 1 Help Me Quit staff member took part in training delivered by Coleg Cambria</li> <li>• Recruitment: Help Me Quit recruited 5 Welsh speakers and now ensures a Welsh speaker is always available for their 'clinical consultations'</li> </ul>	<p>collect feedback, including questions on language choice</p> <ul style="list-style-type: none"> <li>• Continued collaboration between the Welsh Language Team and clinical departments supports plan delivery and awareness training.</li> </ul>
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				<p><b>Challenges</b></p> <ul style="list-style-type: none"><li>• Recruitment: Screening teams found it harder to recruit Welsh speakers</li><li>• Language Choice: Collecting language preferences before appointments is difficult due to system limitations and high user numbers. Each screening programme also uses a different IT system to record user details meaning no consistency.</li></ul> <p>Plans are in place for Screening teams to involve the Welsh Language Team earlier in recruitment processes to improve outcomes.</p>	
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19	<p>Instigate a national awareness and promotion campaign to make staff more aware of the positive difference that learning and using Welsh can make to the services they provide. This to include recruitment campaigns articulating the importance of the Welsh language. The campaigns to involve role models and case studies on the difference use of Welsh has in improving outcomes for individuals. <i>(Medium term)</i></p>	<p>Welsh Government has commissioned a suite of films (based in different health and social care settings) and an overarching animation to promote the aims of Mwy na geiriau and the active offer. These will be launched at the National Eisteddfod, Wreccsam.</p> <p>Health and social care bodies to provide information on promotion campaigns they are also delivering to raise awareness of the difference learning Welsh can make. This should include case studies and awards which feature the Welsh language.</p>	<p>Welsh Government/ SCW and HEIW</p>	<p><b>Welsh Language Week 2025</b></p> <p>We celebrated with a range of activities, including:</p> <ul style="list-style-type: none"> <li>• A school choir performance</li> <li>• A bake-off</li> <li>• A talk by Catrin Heledd</li> <li>• A session introducing Welsh to NHS staff</li> <li>• Guest speaker: Deputy Welsh Language Commissioner</li> </ul> <p>Reusable Ymlaen water bottles were shared with members. The week helped raise awareness across the organisation and on social media.</p> <p><b>Celebrating Welsh Learners</b></p> <p>Instead of a Learner of the Year competition, we're</p>	<p>Ymlaen, our Welsh Language Network, has grown to over 100 members and continues to bring together Welsh speakers, learners and supporters from across Public Health Wales. It has been held as best practice which could be replicated elsewhere.</p>
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				<p>celebrating all our Welsh learners with:</p> <ul style="list-style-type: none"><li>• A visit to BBC Wales (and possibly the National Library of Wales)</li><li>• A planned trip to the Senedd</li><li>• A photography competition-open to original, unedited photos only</li><li>• A National Eisteddfod admission ticket prize giveaway</li></ul> <p><b>Promoting Welsh Culture</b> <b>Ymlaen staff network hold a variety of events during the year.</b> <b>2024 – 2025 events included:</b></p> <ul style="list-style-type: none"><li>• A presentation on Welsh Language and AI from Canolfan Bedwyr</li><li>• Eryri and Bannau Brycheiniog National Parks representatives</li></ul>	
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				<p>shared their experiences of Welsh-only branding</p> <ul style="list-style-type: none"> <li>• NHS Wales Awards, ran by NHS P&amp;I, continue to include two Welsh language categories</li> </ul> <p>Meetings and events will continue throughout the next financial year to keep up momentum.</p>	
20	<p>Careers Wales / HEIW and SCW to promote the importance and opportunities Welsh language skills can provide within careers in health and social care utilising the Tregyrfa portal resources and through roadshows and engagement sessions with young people. (Short/medium term)</p>	<p>HEIW to provide information on <a href="#">Tregyrfa</a>, including data on numbers accessing the site. HEIW to also provide information on roadshows and engagement events held with educational institutions.</p> <p>Careers Wales to provide information on initiatives promoting the importance of Welsh language skills</p>	<p>Careers Wales / HEIW and SCW / health and care bodies</p>	<p><b>Welsh-Medium Careers Fayre</b></p> <p>In June 2024, we attended a careers fayre for Welsh-medium schools in South Wales. Our Welsh Learner of the Year, Mike Olson, shared how he has been supported to learn Welsh at work while at PHW. We plan to attend again in 2025.</p>	<p>We endeavour to co-ordinate one NHS-wide approach to these events, rather than representing each individual NHS organisation. This allows us to pool resources.</p>

		<p>in health and social care careers, including data on attendee numbers for any events / roadshows / engagement sessions.</p> <p>Health and care bodies to provide information on roadshows and engagement with young people, including data on attendee numbers.</p>		<p><b>Eisteddfod Engagement</b></p> <p>We took part in the 2024 National Eisteddfod in Pontypridd, promoting NHS careers and services. Information on Screening and Help Me Quit was also shared at the Urdd Eisteddfod through Powys Teaching Health Board. We will be attending the 2025 Eisteddfod in Wrexham.</p>	
21	<p>HEIW, MEDR and SCW to monitor the numbers of bilingual students being trained as health and social care professionals each year in line with the agreed framework for measuring Welsh language skills, and publish the data annually. This could reflect or develop upon requirements that are already in place in relation to HEIW contracts, SCW monitoring and/ or HESA data. In relation to publishing the data we recommend that a specific table is included in the annual</p>	<p>HEIW / MEDR / SCW to provide data on the numbers of bilingual students being trained as health and social care professionals.</p>	<p>HEIW / MEDR / SCW</p>	<p><b>No response needed from PHW</b></p>	

	<p>Statistics Bulletin - Welsh in Higher Education Institutions to report on this data. This data to also be incorporated in the dashboard development set out under Section 4 <i>(Short term)</i></p>				
22	<p>Welsh Government monitor the number of bilingual learners and apprentices undertaking Health and Social Care courses and/or apprenticeships each year in line with the agreed framework for measuring Welsh language skills and publish the data annually. This data to also be incorporated into the dashboard development set out under Section 4. <i>(Short term)</i></p>	<p>Welsh Government will include the latest data in the MNG Annual Reports for 2023-24 and 2024-25.</p>	Welsh Government	<b>No response needed from PHW</b>	
23	<p>Welsh Government / MEDR have established a benchmark for bilingual provision i.e. that one third of a course (at least) is available in Welsh. Such a benchmark allows students who are confident in Welsh to undertake part of their course through the medium of Welsh and to develop a level of confidence to work bilingually. This also reflects international best practice e.g. University of Helsinki Medical School.</p>	<p>Coleg Cymraeg Cenedlaethol to update on the number of undergraduate courses in the areas of health and care.</p> <p>This to include information on health and social care courses where students cannot study one third of the course in Welsh.</p>	HEIW / SCW / Coleg Cymraeg Cenedlaethol	<b>No response needed from PHW</b>	

	<p>HEIW / SCW to work with universities in Wales and the Coleg Cymraeg Cenedlaethol to identify any courses where students cannot at present study one third of their health and social care courses bilingually and take appropriate action to ensure that bilingual provision is offered on every health and social care course in Wales. Appropriate consideration is also given to placements and support provided for students to undertake bilingual placements as part of their training.</p> <p><i>(Short term)</i></p>				
24	<p>Welsh Government consider what incentives (financial or otherwise) may be offered to students undertaking an element of their course through the medium of Welsh. Incentives are already offered in relation to the Education workforce.</p> <p><i>(Short term)</i></p>	<p>Welsh Government is collating information on incentives currently available to students including bursaries.</p>	Welsh Government	<b>No response needed from PHW</b>	
25	<p>Consideration is given to expanding the highly successful Doctoriaid Yfory scheme which supports prospective students to apply successfully to medical school, to encompass all health and social care professions where the application process for University study is competitive.</p>	<p>The Doctoriaid Yfory Scheme has now been extended to more general health and social care career including dentistry.</p> <p>Welsh Government will consider opportunities</p>	Welsh Government / Coleg Cymraeg Cenedlaethol	<b>No response needed from PHW</b>	

	More broadly Welsh Government to consider whether such a scheme may assist pupils from deprived backgrounds to apply successfully to study medicine and other subjects. <i>(Short term)</i>	for further promoting the scheme.  Coleg Cymraeg Cenedlaethol to provide latest data on take up.			
26	Every provider of health and social care training in Wales prepares a medium-term plan on developing Welsh language awareness and bilingual skills of their students and submits the plan within 12 months to the relevant commissioning / accrediting / regulatory body. These should include details of the teaching capacity required to deliver bilingual programmes as required. Welsh Government to consider the role Coleg Cymraeg Cenedlaethol could have to review and provide feedback and advice to the relevant bodies on the medium term plans. <i>(Short term)</i>	HEIW and Coleg Cymraeg Cenedlaethol to provide an update on work being taken forwards to progress this action.	Welsh Government / Coleg Cymraeg Cenedlaethol / HEIW	<b>No response needed from PHW</b>	
27	Welsh Government to review the plans developed under Action 30 of the Health and Social Care Workforce Strategy and take appropriate action to support the development of bilingual teaching capacity and where appropriate, provide suitable	Welsh Government will provide the update for this action in collaboration with HEIW and SCW.	Welsh Government / SCW / HEIW	<b>No response needed from PHW</b>	

	resources to support these developments. <i>(Short term)</i>				
28	Coleg Cymraeg Cenedlaethol is tasked with undertaking a review of bilingual provision in health and social care across the FE and apprenticeship sector and making recommendations as appropriate as to further steps required to develop bilingual skills amongst level 2 and 3 learners <i>(Medium term)</i>	Coleg Cymraeg to provide information on progress with the review.	Coleg Cymraeg Cenedlaethol	<b>No response needed from PHW</b>	
<b>Theme 3: Sharing best practice and an enabling approach</b>					
29	We'll collate and share examples of innovative good practice which is accessible across the sector utilising existing portals and hubs including the Research and Innovation Hubs. <i>(Short term)</i>	Health and social care bodies should provide examples of where and how they have shared good practice, including internally as well as with other organisations. Health and social care bodies to also provide information on whether they have used Hwb laith to share good practice. They should also provide evidence of utilising the Research and Innovation Hubs and explain why if they haven't.	Welsh Government / Welsh language officers	<b>Sharing Good Practice</b>  We've supported other NHS organisations looking to set up staff networks similar to Ymlaen, and many of our events are open to all NHS Wales colleagues. This includes sessions with Welsh Government, Adam Pearce, author of Yr Hobyd, and Osian Llywelyn, Deputy Welsh Language	Public Health Wales content is available on Hwb laith. We've also shared materials with Digital Health and Care Wales (DHCW) for upload.

				<p>Commissioner in 2024.</p> <p><b>Recognised Clinical Consultation Work</b></p> <p>The Welsh Language Commissioner highlighted our Clinical Consultation Plan as good practice, especially our approach to recognising differences between departments and the variety of clinical consultations which are available.</p> <p><b>Translation Improvements</b></p> <p>We worked with the Research and Innovation Hub on improving our Welsh translation process, including a staff workshop held in autumn 2024.</p>	
30	We'll use our Bilingual Technology Toolkit to ensure	Health and social care bodies should provide specific examples of	DHCW / health and social care bodies	<b>Bilingual Technology Toolkit</b>	

	<p>that when we procure and/or develop new digital services, they will include a bilingual user interface wherever possible. For information and advice websites we'll bring translators closer to content creation, drafting in Welsh and English together, so that we communicate clearly in both languages. <i>(Short term)</i></p>	<p>where and how the principles of the Bilingual Toolkit has been used.</p>		<p>The Bilingual Technology Toolkit has been shared with our Communications team. The toolkit is also available via our Welsh Language Hwb intranet pages for staff.</p> <p><b>Improving Bilingual Digital Services</b></p> <p>We've made strong progress in improving our online services following a 2022 review by the Welsh Language Commissioner. Our Digital Communications and Welsh Language Teams are working closely together to ensure our new website, which will be launched in early 2026, meets our Welsh Language Standards fully.</p> <p><b>Key Developments</b></p>	
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				<ul style="list-style-type: none"><li>• A Welsh language pop-up trial (with Cwm Taf Morgannwg UHB) increased traffic to our Welsh site</li><li>• A new hosting provider was appointed with Welsh compliance built into the contract</li><li>• A language toggle will follow best-practice formats used by other public bodies, including the Welsh Language Commissioner</li></ul> <p><b>Content and Staffing</b></p> <ul style="list-style-type: none"><li>• Four Welsh-speaking content designers joined our Digital Team</li><li>• WEDINOS and Healthy Working Wales websites are now fully bilingual</li><li>• A central publishing team ensures Welsh</li></ul>	
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				<p>content is built and published by fluent Welsh speakers</p> <p><b>Procurement</b></p> <p>Our procurement guidance includes specific advice on websites and digital tools, with links to the Welsh Language Commissioner's resources.</p> <p><b>Welsh Website Usage</b></p> <p>We track monthly and yearly views on our Welsh web pages. For example, the Iechyd Cyhoeddus Cymru homepage had 27,309 views from 980 users. This helps us understand which pages are most used by Welsh speakers.</p> <p><b>Social Media Channels</b></p>	
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				<p>We run separate Welsh and English Facebook and Twitter accounts.</p> <ul style="list-style-type: none"> <li>• Welsh Facebook: 1,300 followers</li> <li>• English Facebook: 226,000 followers</li> </ul> <p>Welsh followers are growing, while English followers have dropped slightly.</p> <p><b>Bilingual Content</b></p> <p>On LinkedIn, YouTube, and Instagram, we post in both Welsh and English.</p>	
32	We'll ensure that Welsh language Executive Leads and Welsh Language Officers and champions meet nationally to share best practice to ensure a consistent approach on key issues and develop initiatives to celebrate success including promoting More than just words	Health and social care bodies to provide information on examples of good practice shared as part of existing networks, awards and events.	Welsh Government, Health and social care bodies	<p><b>Existing networks</b></p> <p>Our Welsh Language Team members are part of the NHS Wales Welsh Language Officers meetings and network, ran by the</p>	

	within existing awards and accolade schemes. ( <i>Short term</i> )			<p>Health and Social Care Team within Welsh Government. Meetings are held on a quarterly basis, online and face to face to share best practice. Team members also work closely with the other NHS Wales Welsh Language teams.</p> <p><b>The NHS Wales Awards</b></p> <p>The NHS Wales Awards includes 2 awards where the Welsh language is an important consideration: NHS Wales Equitable Care Award and NHS Person-Centred Care Award.</p>	
33	We'll undertake a survey with primary care providers to understand the impact the Welsh language duties have had in delivering the Active Offer. This will identify best practice and	<p>Welsh Government will provide the update on this action.</p> <p>The first stage of the survey was completed</p>	Health Boards and Primary Care Clusters	<b>No response needed from PHW</b>	

	<p>provide advice for Executive Directors of Primary Care to further progress and enhance services in Welsh, working closely with the clusters <i>(Medium term)</i></p>	<p>in December 2024 and results are being analysed. Further qualitative research is being undertaken by an external contractor. This work will report in Autumn 2025.</p> <p>Health boards Health bodies / primary care clusters do not need to provide an update on this action for the 2024/25 report.</p>			
34	<p>Enable the development of standard Welsh language diagnostic assessments and resources to support Welsh speakers in identified priority areas such as mental health, learning disabilities, and the visually impaired, building on work already underway to develop a nationally available set of standard assessments for Welsh speakers with dementia. <i>(Long term)</i></p>	<p>Welsh Government will provide the update on this action.</p> <p>However - as noted for Action 6: Health and social care bodies are asked to provide evidence of Welsh language care pathways for the priority groups.</p> <p>Welsh Government to collate diagnostic assessments and resources that should be available in Welsh. The next step for the longer term would be</p>	Welsh Government	<b>No response needed from PHW</b>	

		to prioritise which assessments need to be available in Welsh.			
35	<p>Visual markers not only enable service users to identify Welsh speaking staff but also to convey a message that Welsh is a 'normal' everyday part of service delivery and builds on ethos of belonging. We'll extend the laith Gwaith project across Wales to allow workers who can offer or partially offer services in Welsh to readily identify themselves by wearing laith Gwaith badges or lanyards.</p> <p>We'll also in our ICT systems capture, display and share information that let us know as individuals and staff who can speak Welsh and what services they will be offering in Welsh - so we can use our Welsh with them. (Consideration would need to be given to additional funding / resources to enable this to be delivered.) (<i>Short term</i>)</p>	<p>Health and social care bodies to update on work being taken forwards to support and promote the identification of Welsh speaking staff - including any work in relation to digital systems locally.</p> <p>DHCW to update on work happening at a national level to support this agenda.</p>	Welsh Government / DHCW / health and social care bodies	<p><b>Bilingual Branding Tools</b></p> <p>Our 2023 brand guidelines include easy-to-use templates for email signatures, with options for Welsh speakers and learners. Staff are encouraged to use them. Templates also include bilingual PowerPoint slides and Teams backgrounds.</p> <p><b>Welsh Language Resources</b></p> <p>Staff can access Work Welsh materials such as lanyards, badges, and tent cards via:</p> <ul style="list-style-type: none"> <li>The Welsh Language Hwb (with guides and an order form)</li> </ul>	The Screening Division is exploring adding orange Welsh speaker bubbles to staff name tags to support the active offer.

				<ul style="list-style-type: none"> <li>• Baskets of resources in some office locations</li> <li>• QR code posters for staff in labs and screening areas</li> </ul> <p>Items ordered are distributed by the Welsh Language Team.</p>	
36	<p>We'll continue to improve Welsh language capabilities of national health and social care digital systems and ensure apps being developed such as the NHS Wales App support the vision and actions in this plan. This will include the sharing, recording and tracking of Information between systems including language preference. We'll also work with service users on all technical and content processes to make sure they're easy to use and understand in Welsh and English.</p> <p><i>(Medium term)</i></p>	<p>DHCW to update on actions being taken forward to deliver this commitment.</p> <p>DHCW also to provide data on the numbers accessing / using the Welsh language options in the App, if this is possible.</p>	Welsh Government/ DHCW	<b>No response needed from PHW</b>	
37	<p>We'll further develop dictionary resources, high standard terminological corpus, language</p>	<p>Health and social care bodies and NWSSP to update on work being</p>	Welsh Government / health and social	<b>Improving our Welsh Translation processes</b>	<p>We're working with NWSSP, Velindre, and WAST on a national</p>

	<p>memory systems and practical tools to support staff to use their Welsh skills, for example Gair i Glaf. This to include in the short-term Welsh language officers and translators working together on collation of terms and translation capacity and capability.  <i>(Short term- joint working on developing standard terms)</i></p>	<p>taken forwards to develop and support the implementation of these resources.</p>	<p>care bodies / NWSSP</p>	<p>In response to staff feedback and feedback from the Welsh Language Commissioner and our Putting Things Right process, we've made major improvements to our Welsh translation process over the past year.</p> <p><b>Key Developments</b></p> <ul style="list-style-type: none"> <li>• Strengthened and increased our Welsh translation agreement with NWSSP Translation Unit</li> <li>• Contracted nine external Welsh translation providers for a 2 year period</li> <li>• Appointed a Welsh Translation Coordinator to manage requests and support staff</li> <li>• Launched a new Welsh Translation Request Portal</li> </ul>	<p>translation memory system to support consistent and high-quality translations across NHS Wales.</p>
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				<p>using Microsoft Power Apps</p> <p>Multimedia and simultaneous translation options will be added to the portal in 2025-26.</p>	
38	<p>We'll work with those who inspect and drive quality improvement to ensure the active offer is part of their brief. We will direct underperforming organisations to support and advice. <i>(Medium term)</i></p>	<p>CIW and HIW to provide information on guidance and training for inspectors to support reporting on Welsh language and culture, and the Active Offer. CIW and HIW to also provide relevant inspection data on compliance/non-compliance with Welsh language requirements.</p>	Regulation and Inspection Bodies	<b>No response needed from PHW</b>	
39	<p>Further develop the mapping of available data provided in Annex A of the framework and identify data gaps that would help measure progress. <i>(Short term)</i></p>	<p>Welsh Government will provide the update on this action.</p> <p>This commitment links directly to Action 5 and Welsh Government plans to shortly commission a contractor to identify key data on Welsh</p>	Welsh Government	<b>No response needed from PHW</b>	

		Language in health and social care.			
40	Using available data where possible, develop indicators that measure progress towards the Active Offer and delivery of bilingual services and identify data gaps that would further help measure progress. <i>(Develop initial indicators - Short term Identify data gaps - Short term Fill data gaps where possible - Medium term)</i>	Welsh Government will provide the update for this action.  This will become possible once the data mapping and review exercise has been completed (see Action 5).	Welsh Government	<b>No response needed from PHW</b>	
41	Establish a working group to develop a dashboard that brings together performance data to demonstrate progress on the Active Offer and delivery of bilingual services. This to include data from the local authority performance framework; CIW; HIW; WL Commissioner office; NHS IMTP/ performance reporting. <i>(Establish working group Short term First dashboard publication Medium Term Summit to share dashboard with data owners Medium term)</i>	This will become possible once the data mapping and review exercise has been completed (see Action 5).	Welsh Government	<b>No response needed from PHW</b>	
42	All health bodies and local authorities to appoint a person to be responsible for ensuring	All health bodies and local authorities to list the person responsible	All health bodies and local authorities	<b>Overarching Responsibility</b>	

	delivery on the actions and targets set in the plan.	for ensuring delivery of the actions.		The person responsible for ensuring delivery of the actions and targets set in the plan for Public Health Wales is Neil Lewis, Director of People and OD.	
43	More than just words progress monitoring: Provide a written update on progress with actions on a 12 month basis <i>(First Annual Report - Summer 2023)</i>	Welsh Government will provide the update on this action.	All accountable organisations listed in this plan	<b>No response needed from PHW</b>	
44	Establish an advisory board to monitor and scrutinise progress against the action plan. The advisory Board will make recommendations to the Minister where further progress could be made and any emerging concerns where ambition is not being met. A report will be prepared for Ministerial consideration and shared with health and social care leaders. The advisory board will also consider and advise on audit and evaluation requirements to provide independent assessments on progress. <i>(Annual advisory report 2023)</i>	Welsh Government will provide the update on this action.  The Advisory Board for Mwy na geiriau has been in place since August 2023.	Welsh Government	<b>No response needed from PHW</b>	

	<i>Advisory report to include reflection on dashboard data from 2025)</i>				
45	Minister to hold annual progress meetings with leaders of organisations listed to deliver actions within the plan, including NHS and Local Authorities, to recognise achievements and where further progress is required. Statement on progress to be shared with Senedd Members annually. <i>(First Annual Progress Meeting - Autumn 2023 First Statement to Senedd Members - Autumn 2023 From 2025 the progress report to include the performance data dashboard)</i>	Welsh Government will provide the update on this action. Plans are in place to organise a stakeholder event for 9 October 2025.	Welsh Government	<b>No response needed from PHW</b>	

**Completed form to be returned by no later than: 30th September 2025** (A draft copy, approved by Leadership Team will be forwarded to Welsh Government by September 30<sup>th</sup> with a fully approved copy Business Executive Team committee to be forwarded by mid-October)