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Welsh Language Standards Annual Report 2025 – 2026

Mae'r ddogfen hon hefyd ar gael yn Gymraeg



Foreword

This is Public Health Wales's Welsh Language Standards Annual Report for 2025-26 and focuses on our key achievements during the year.

Public Health Wales works to protect and improve health and well-being and reduce health inequalities for the people of Wales. We are a Wales wide organisation with 2216 members of staff who work from various locations across the country. Our head office is at Capital Quarter 2 in Cardiff.

We are proud to be a bilingual organisation, and are very pleased with the progress we have made to further embed the Welsh language into our work across Public Health Wales over the past year.

There is much to celebrate within this report, including the introduction of new training opportunities for staff. These include Welsh Language for Managers and Using Welsh Language Effectively, which enable us to meet the operational standards better and to raise awareness and the profile of the Welsh language amongst our workforce. It's incredibly positive that Welsh Language is now embedded within our Directorate workforce plans and we look forward to seeing the increase in Welsh language skills within the organisation as a result over years to come.

We've refined and made improvements to our Welsh language complaints processes and have a refreshed system for meeting our targets within our Clinical Consultation Plan. This enables the Welsh Language Team to work with each Screening programme individually to understand the successes and challenges each programme faces. We look forward to developing this work further and to working collaboratively with the Welsh Language Commissioners office and Welsh Government colleagues during 2026 – 2027.

We're proud of the new Help Me Quit app which launched in March and the wider Health protection campaigns which are targeted at a Welsh speaking audience on channels such as S4C and Radio Cymru, bringing the importance of public health to the homes of Welsh speakers in Wales. We are also very pleased of our high levels of compliance as a result of the Welsh Language Commissioner's auditing of our phone lines and social media channels.

Over the next year we look forward to the launch of our new website in May, the further development of the lung screening programme and going out with an invitation to tender once again for our external Welsh translation providers, who provide us with an incredibly important service which ensures our information to the public in Wales is accurate and consistent. We also look forward to attending the Urdd and National Eisteddfodau during 2026 to highlight the important work of our most public facing services such as Screening, Vaccinations, Hapus and Cymru Iach Ar Waith and to celebrating the Welsh language internally through the vision and targets outlined in our updated policy on the Internal Use of Welsh.



We know of course that we have areas that we need to improve, and our priority areas for 2026 – 2027 are outlined at the end of this report. They include once again the target set by Welsh Government of 90% of our staff completing the Welsh Language Awareness e-learning training, working with procurement colleagues to launch our new joint guidance with the NHS Wales Shared Services Partnership Welsh Language Team on Welsh language in Procurement and increasing our compliance with the policy making standards by ensuring that a robust process is embedded within the organisation to ensure that all policy and strategic decision assess their effect on the Welsh language. We have much to achieve but we very much look forwards to the challenge.

Public Health Wales is truly committed to the Welsh language and we continue to benefit from the leadership shown by our Board and Executive team to ensuring that Welsh is visibly and audibly part of their communication; from the enthusiasm of our staff at all levels to learn, improve and use Welsh skills; the dedication of the Ymlaen staff network to hold regular events to raise awareness of Welsh and our Welsh culture and from the particular goodwill and commitment of our staff providing frontline services, who recognise the importance of the language in improving the health experiences of the people of Wales.

We are proud of our achievements and believe that this Annual Report demonstrates our ongoing dedication to meeting the needs of Welsh speakers across Wales.

Neil Lewis,
Director of People and OD and Welsh Language Executive Lead



Introduction

The requirement for Public Health Wales to comply with the Welsh Language Standards (No.7) Regulations 2018 came into effect on 30 May 2019; the standards with which Public Health Wales must comply are set out in a [Compliance Notice](#) issued by the Welsh Language Commissioner in accordance with the Welsh Language (Wales) Measure 2011.

This is our seventh Annual Report, and covers our developments and improvements during the period from 1 April 2025 to 31 March 2026.

Implementing the Welsh Language Standards at Public Health Wales

Arrangements for facilitating implementation of the standards

The Director of People and Organisational Development has lead responsibility for the Welsh language in Public Health Wales. We have a Welsh Language Champion on our Board, and our Welsh Language Manager and team are responsible for the strategic and operational planning of the Welsh language across the organisation.

Our Welsh Language Team consists of a Welsh Language Manager, Welsh Language Advisor and Welsh Translation Coordinator. The team support staff across the organisation (and across NHS Wales Performance and Improvement) to embed the Welsh language in their work, promote a bilingual culture within the organisation and offer advice and support on compliance with Welsh Language legislation. The team do this by:

- Monitoring compliance across the organisation, identifying gaps where they exist and leading on enquiries and complaints from members of the public or the Welsh Language Commissioner.
- Working closely with the Welsh Language Commissioner's office and Welsh Government.
- Drafting and publishing guidance documents and templates to support staff.
- Supporting our staff to ensure understanding of Welsh Language compliance and being a critical friend when needed.
- Raising awareness of Welsh culture by celebrating national events, working collaboratively with our Ymlaen staff network, and publishing a Cymraeg newsletter.
- Attending internal and external meetings to give updates on various Welsh Language Standards and legislation.
- Leading on training sessions and presentations to raise awareness of the Welsh language within the workplace.
- Ensuring our staff who wish to learn or develop their Welsh skills have access to all the opportunities available to them and feel supported.
- Leading on our Welsh translation processes to ensure that they are efficient and fit for purpose in the future.

The Board's People and Organisational Development Committee and the Executive Team both receive regular reports and updates on Welsh language matters.

Working in Partnership

Our Welsh Language Team has a close working relationship with the Welsh Language Officers and Managers of other health boards and trusts across Wales. They meet regularly to discuss challenges and share best practice, and to jointly organise events for NHS Wales staff where possible.

We also have a close working relationship with the Welsh Language Unit within the Welsh Government's Department for Health and Social Services. Our Welsh Language Team attend quarterly meetings with the Unit to discuss the aims and objectives in the More Than Just Words Strategic Framework and welcome the opportunity to work collaboratively with the Welsh Language Commissioner.

As an organisation we have attended many meetings, events and training held by Welsh Government and Welsh Language Commissioner colleagues over the past year. Some of these include the quarterly Welsh Language Officers meetings with Welsh Government and the wider NHS Wales organisations; strategic health forum meetings to discuss our Clinical Consultation Plan in June 2025 and March 2026; Welsh in the workplace forum meetings; a best practice event on complaints procedures; a workshop on how to increase the internal use of Welsh as well as our annual monitoring meeting with the Welsh Language Commissioner which concentrated specifically on our Clinical Consultation Plan.

Members of our Welsh Language team as well as managers and leaders across the organisation attended the above events and the learning from them has been shared widely and embedded within the organisation where possible. On October 9th, our Chair also attended the first event National More Than Just Words event in Llandrindod Wells.

We have welcomed the opportunities which have been given to us over the past year to attend events and training by the Welsh Language Commissioner and Welsh Government and have appreciated the learning from them. We look forwards to attending further events over the next financial year which will improve our compliance with the Welsh Language Standards and our processes for promoting the use of Welsh generally.

Self-regulation with the Welsh Language Standards

Individual directors at Public Health Wales are responsible for arrangements within their own directorates that provide them with assurance that Welsh language requirements are being met in full.

Our corporate Welsh Language Group, which meets quarterly and is chaired by the Deputy Director of People and Organisational Development, includes Welsh language champions from across the organisation who come together to discuss general compliance, successes and challenges. An action log is maintained for these meetings to ensure progress.

Every March, Welsh Language Group representatives update a Welsh Language Standards reporting template on behalf of their Directorate or Department which is then collated by the Welsh Language Team and included in reports such as this one. These reporting templates give the Welsh Language Team valuable insight into the fantastic work being done across Public Health Wales to further embed the Welsh Language into our culture and ways of



working but also supports the team to identify challenges so that support can be provided where needed.

Health Protection and Screening Services

Our Screening Division also has a Welsh language group chaired by one of the Screening Programme Leads and attended by managers from each of the screening programmes. There are action plans, minutes and action logs, and progress is monitored closely and reported to the division's senior management team. The Welsh Language Team attends the meetings to ensure best practice is shared and progress updates are given.

NHS Wales Performance and Improvement

NHS Wales Performance and Improvement is an organisation hosted by Public Health Wales and therefore work Under Public Health Wales Welsh language legislative responsibilities under the Welsh Language Measure 2011.

Welsh language information and progress from NHS Wales Performance and Improvement for this reporting period can be seen in Appendix A (page 39)

Welsh translation arrangements

Over the past year our Welsh Language Team have continued to make improvements to our Welsh translation processes following the recruitment of our first, Welsh Translation Coordinator role, during the last financial year.

During 2025 – 2026, we translated a total of **4,061,401** words.

As our main Welsh translation supplier, the Translation Unit at NHS Wales Shared Services Partnership translated the vast majority of this for us at **3,326,160** words, a further **561,704** words have been translated by our external commercial suppliers; and **173,000** words have been translated by our internal Welsh language team. The Welsh Language Team and the Welsh Translation Coordinator in particular also offer a valuable advisory and proof-reading service for our staff through the year.

To ensure accuracy and consistency in terminology and to avoid duplicating translations, our Welsh Translation Coordinator shares the NHS Wales Shared Services Partnership Translation Unit's memory software.

At the end of the last financial year we launched our new Welsh Translation Request Portal for all staff to use to request written translations. The portal has ensured that staff have an easy and efficient way to request their Welsh translations and for the first time, we have a full overview of our translation demand and response, which allows us to plan more meaningfully than has previously been the case.

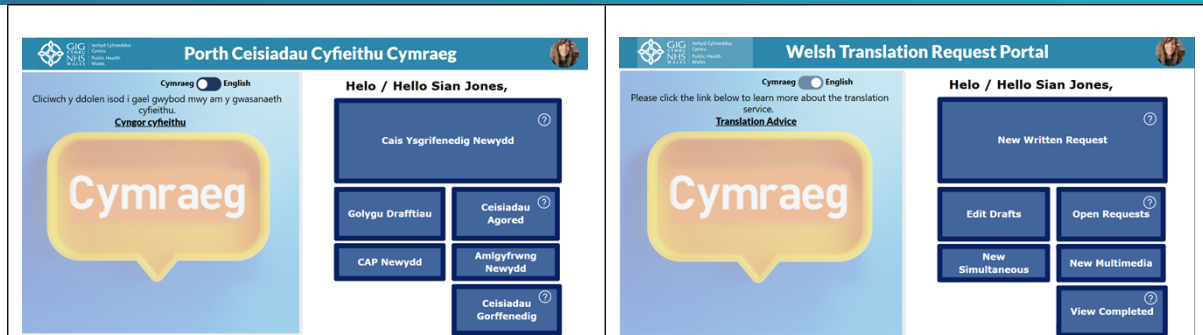


Image of front page of Welsh Translation Request Portal

As part of our working relationship with the Welsh Translation Unit at NHS Wales Shared Services Partnership we also share their memory software, which ensures that all translated content is accurate and consistent.

As our contracts with our external translation providers come to an end later this year, we will once again tender for external services to support those we use within the NHS in Wales.

These improvements have resulted in a much simpler process for requesting Welsh translations, giving our staff confidence in our translation processes and in the quality of the translations we receive. We're very proud of our achievements in this area over the past 2 years and we will continue to monitor our processes and make improvements where needed.

Service Delivery Standards 1-64

Correspondence and telephone (Standards 1–20).

Correspondence

Guidance on how to correspond effectively with members of the public, our stakeholders and partners bilingually is available on the Welsh Language Hwb intranet pages. Many Directorates and Departments have gone further than this by establishing their own Standing Operating Procedures on how to correspond effectively in line with the Welsh Language Standards.

For example, when we produce and share newsletters which are aimed at the general public, they are made available in both Welsh and English at the same time, with the Welsh text first. Below are some examples of this from the World Health Organisation Collaborating Centre on Investment for Health and Wellbeing and the MSK Network within NHS Wales Performance and Improvement:



The Healthy Working Wales team also produce a monthly online newsletter which is available on their website and sent out to their distribution list: <https://iacharwaith.cymru/cylchlythyr/ebrill-2026/> April 2026 - Healthy Working Wales

To meet Welsh Language standard 7, we have ensured that our branded email signatures for use by all staff has the standard wording, as recommended in the Code of Practice, for encouraging the use of Welsh in all correspondence. Our email signatures also include the following text:

II

Croeso i chi gysylltu â ni yn Gymraeg. Byddwn yn ymateb yn Gymraeg, ac ni fydd hynny'n arwain at oedi.

You are welcome to contact us in Welsh.
We will respond in Welsh, without
this causing delay.



This text is also included on all other standard correspondence such as letter heads and clinical appointment letters for our screening divisions.

Telephone calls to the organisation

Not all teams and individuals at public Health Wales receive telephone calls and most phone calls are received by our administration teams in various directorates.

Staff at our reception areas are Welsh speaking and many calls to our corporate teams are channelled via our main reception at Capital Quarter 2, Cardiff.

All automated messages are recorded bilingually by team members and the Welsh language team can offer support with this as needed.

Best practice in this area across the organisation include:

- Our AWARE team within the Health Protection directorate have a directory of Welsh speakers that they can refer callers to when needed. This is an option which can be considered for many other teams across Public Health Wales to ensure phone calls in Welsh are dealt with in a timely manner.
- The Help Me Quit team can handle all calls to their national helpline in Welsh as the service has two Welsh speaking call handlers as well as one Welsh speaking support advisor.
- Over the past year the Putting Things Right team have made improvements to their main phone line by shortening the message in both languages for callers. As there are currently no Welsh speakers within the Putting Things Right team, a process has been put in place to ensure Welsh speakers in the wider team or the Welsh language team can support with calls as needed.

Telephone audit

Feedback from the Welsh Language Commissioner following an audit of Public Health Wales phone lines during 2025 – 2026 noted that all phone lines that were audited had high compliance with the Welsh Language Standards. The Commissioner audited the phone lines of 3 of our Screening programmes.



Following the audit, a report was published by the Commissioner with a response needed from organisations by the end of June. The Welsh Language Team will collate the response on behalf of the organisation and, over the next year, will hold our own audit of public facing telephone lines, using the guidance provided within the Welsh Language Commissioner's report.

Meetings and events (Standards 21–32)

All events we hold for members of the public continue to be organised bilingually with bilingual documents including invitations, presentation slides and feedback forms, provided. Most of our events require registration and language preference questions are asked at the outset, with simultaneous translation arranged as required.

All our Board meetings are held with simultaneous translation and contributions and presentations in Welsh are welcomed and encouraged.

Over the past year our Welsh Language Team have updated our guidance on meetings and events to ensure that the processes required to offer our events and meetings bilingually is clear from the outset. Part of this process is including a standard language preference question for all staff to use on invites for clarity and consistency. As Welsh translation services now fall under the remit of the Welsh Language Team, the team is better able to support staff and arrange simultaneous translation on their behalf as needed. Many teams and directorates including Health Protection, Screening and Policy and International Health, have since included the team's guidance within their own Standard Operation Procedures for events and meetings.

One of our main events of 2025 – 2026 was the Public Health Conference which we held in October 2025. This was the first face to face event of its kind since before the pandemic and all information to promote the event and on the day was bilingual with simultaneous translation provided. Information about the conference is here: [Mae cofrestru nawr ar agor: Cynhadledd Iechyd y Cyhoedd 2025 - Iechyd Cyhoeddus Cymru](#) / [Registration now open: Welsh Public Health Conference 2025 - Public Health Wales](#)

Promoting or advertising our services (Standard 33)

As the national public health organisation for Wales, it's vital that we promote and advertise the services that we offer equally in both Welsh and English.

Best practice examples across the organisation include:

The Health & Wellbeing Directorate have a wide variety of services which they promote bilingually and the Social Marketing Team within the Directorate ensures that all information produced to publicise or advertise their services is done in line with the Standards.

The Welsh is developed in parallel with the English and overseen by Welsh speaking staff to ensure the tone and delivery of messages align. This includes advertising material for Healthy Weight Healthy You, Help Me Quit, Hapus, Every Child and Active School Travel. The team ensures that the Welsh-speaking population is considered when planning and purchasing media. This includes investment in S4C, local radio stations, and regional newspapers, as well as the placement of Welsh-language adverts on ITV.

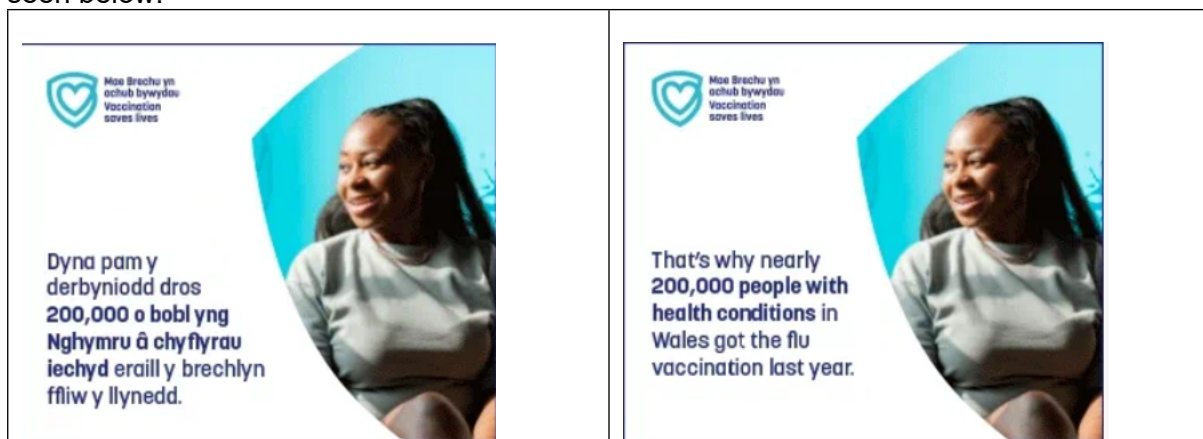
Over the past year, the team have published the following:

- For the Break It's Hold – Help Me Quit campaign, which ran over the Christmas and New Year period, we secured 18 Welsh-language adverts (with English subtitles) on ITV, including high-profile slots such as during Coronation Street on New Year's Eve and Emmerdale on New Year's Day. A total of 33% of the adverts aired in Welsh, ensuring alignment with the standards. We also advertised on S4C in Welsh only to reach Welsh-speaking audiences, which is consistent with our approach for all TV advertising
- For Reset Your Mindset- Healthy Weight Healthy You campaign which ran in April-May 2025, we also secured adverts on local radio stations for pan-Wales reach.
- For the most recent Don't Let Setbacks Win – Healthy Weight Healthy You campaign, which launched in February 2026, we included Welsh language only press adverts in the Papurau Bro.
- This year, we also engaged with Welsh-speaking influencers for the first time, including Jonathan Davies (Healthy Weight Healthy You) and Lloyd Lewis and Roseanna Gracia (Help Me Quit – Smoking Prevention Campaign). Example of one video which was produced with Jonathan Davies is here: [Instagram](#) and one with Lloyd Lewis here: [Instagram](#)

The WHO CC Directorate also shows good practice in the videos they produce to advertise their services. Two examples of these are below:

- Amser i Siarad Iechyd Cyhoeddus / Time to Talk Public Health: [CYM Time to Talk | Videos & Movies on Vimeo](#)
- Welsh Health Equity Solutions Platform: [WHESP](#)

During 2025 – 2026, the Communications teams within the Vaccine for Preventable Diseases Programme have worked with an external provider to produce materials targetting people who are 65 years and over, children and young people, pregnant women and people with other health conditions to promote the importance of receiving winter vaccinations. Some of the images developed and shared widely on websites, social media and in GP surgeries can be seen below:





Materials that we produce and display in public (Standard 34)

When we display materials that we've produced in public, these will always be displayed in Welsh and English.

Materials are created bilingually wherever possible so that both languages are displayed together and, as we renew materials which are currently separate, we aim to re design bilingually.

All our public materials aimed at improving the health of the people of Wales are available to download or to order as hard copies from our website: [Adnoddau Gwybodaeth Iechyd - Iechyd Cyhoeddus Cymru](https://www.adnoddau.gwybodaeth.lechyd-lechyd.cyhoeddus.cymru/) / [Health Information Resources - Public Health Wales](https://www.healthinformationresources-publichealthwales.org/) and all the promotional materials, including leaflets, pamphlets and videos, for our screening services are produced and available bilingually.

Examples can be found on our Screening webpages: [Sgrinio - Iechyd Cyhoeddus Cymru](https://www.sgrinio-lechyd-cyhoeddus.cymru/) / [Screening - Public Health Wales](https://www.screening-publichealthwales.org/)

All these materials are available for GP practices and health boards to download and display as they wish.

Time to Talk Public Health

The Time to Talk team regularly promote the service and encourage feedback from Welsh speakers from across Wales on a variety of health related topics.



Time to Talk Public Health promotional poster



Documents (Standards 36 - 38)

Forms

All forms that we produce are available bilingually with many created on Microsoft Forms as default. Forms are created for a variety of purposes such as registering at events, meetings and training, to sign up to newsletters and to give us feedback on our services.

Some examples of the bilingual forms we produce are here: [Public Health Wales WHO CC / Public Health Wales WHO CC](#) and [Diolch am fynychu Arddangosiad Peer Action Collective Cymru! Survey](#)

Customer feedback surveys

During 2025-2026, our Service User (People's) Experience Team has been working to support the organisational adoption of the People's Experience Framework as a guiding document for Public Health Wales. This included the use of the People's Experience Survey across public-facing clinical services provided directly by Public Health Wales.

To open the ability for participants to provide feedback, we piloted the use of bilingual SMS text messages at the start of 2025 and into the financial year of 2025/26. The pilot was run across eight diabetic Eye Screening clinics and successfully increased the number of feedback responses from a baseline of 0.35% to 29%. In September 2025, an agreement was made to roll out SMS text message feedback requests to all clinic-based services delivered directly by Public Health Wales.

The first service to start SMS feedback requests was Diabetic Eye Screening Wales, which started on 1 December 2025. From the start date until 31 March 2026 (four months), 22,418 people were sent a message, which resulted in 6214 participants providing feedback. This is a response rate of 27.72%. Of the 6214 participants, 58 people have chosen to leave feedback in Welsh.

As a direct result of the SMS approach and the questions we are asking, we are now able to share the following information with services and the wider organisation:

- How many people responded in Welsh language.
- Total number of people who stated Welsh as a preferred communication language.
- Were people able to communicate in their preferred language
- If not, what were the reasons why

Over 2026/27, we plan on rolling out SMS text message feedback to Abdominal Aortic Aneurysm (AAA) Screening and Breast Test Wales (BTW), which will support us to monitor the progress of our Clinical Consultation Plan in these areas.

We will continue to work through how best to utilise the valuable data to support Welsh language usage across our service and wider organisation. We are hoping to take this work forward with the support of our Quality and Welsh Language teams in early 2026/27.

Documents

In preparation for our new website, the Welsh Language Team have worked closely with the Digital Communications Team over the past year to improve the advice and guidance that we have available to our staff on publishing bilingually.



To support our staff to make the decision on whether a document needs to be made available in Welsh or not (in line with standard 37), the Welsh Language Team have created an easy to use assessment form which is based on the guidance and assessment questions offered in the Code of Practice document for Regulations No7. If unsure of whether a document needs to be made available in Welsh or not, staff are advised to complete the assessment and if, following the assessment, a Welsh version is not needed, to save the assessment for future proof and reference.

Following feedback from the Welsh Language Commissioners office that improvements were needed in our compliance with standard 38C specifically we have shared guidance across the organisation on the need for English versions of documents to state clearly that a Welsh version is also available. To promote this so far we have:

- Shared advice and guidance in meetings such as the quarterly Welsh Language Group meetings and Publications Principles Group meetings
- Shared guidance on the internal Content Clinic pages
- Worked with Board and Business Unit colleagues to add the text to all policy templates which will be published in future. Current policies will also be looked at retrospectively when possible.
- Started conversations with the Brand team to establish a library of options which can be used for documents i.e. This report is available in Welsh / This booklet is available in Welsh/ This document is available in Welsh.'

Digital communication (Standards 39–46)

Website

Public Health Wales has responsibility for many websites. Following an investigation by the Welsh Language Commissioner on our low compliance with the website standards back in 2022, much progress has been achieved in this area over the past few years by the Digital Communication team.

Development of the Public Health Wales web estate progressed well, with all sites due to have migrated to a new platform by the end of May 2026. The work includes a new layout for the PHW corporate site, the migration of some websites onto the main site, and a refresh of other standalone sites. The programme of work stipulated greater quality and governance of Welsh Language standards.

The new corporate website is currently in beta ([English](#) / [Cymraeg](#)), aiming for a full launch on 21 May. The new site has been developed by an external company and regular Show and Tell meetings have been held for staff to keep everyone informed.

This site will remain in beta for a period of time to encourage feedback. The feedback form asks specifically if the site meets users Welsh language expectations and we have introduced new publishing and quality assessment processes to ensure content across the whole websites meets the Welsh Language Standards.

The following bi-lingual sites launched in the last few months:

[Hapus.cymru](#) / [Hapus.wales](#)

[Helpa fi i stopio](#) / [Help me quit](#)

[Cymru iach ar waith](#) / [Healthy working Wales](#)

Wedinos.cymru / Wedinos.wales

The following sites will be decommissioned by the end of May once all content has been migrated to the new corporate site:

[Pob Plentyn](#) / [Every Child](#)

[Iechyd rhywiol Cymru](#) / [Sexual health Wales](#)

[Gofal sylfaenol un](#) / [Primary care one](#)

Apps

On March 11th 2026, National Non Smoking Day, the Help Me Quit team launched a new smoking cessation app which can be used to support people to quit smoking. The app can be found on the App store in Welsh by searching 'Helpa Fi I Stopio' and all functions are available in Welsh, including the AI support chat. The app was user tested with Welsh speakers before launch to ensure the language used was clear and friendly and that all functions worked equally to the English. When registering with the app for the first time, the default language offered is Welsh.



Images from the Help Me Quit app

Social Media

Our Corporate Communications Team manage the Public Health Wales social media accounts. We have parallel Welsh and English X feeds @IechydCyhoeddus and @PublicHealth Wales, and Facebook pages:

www.Facebook.com/IechydCyhoeddusCymru / www.Facebook.com/PublicHealthWales.

<https://twitter.com/IechydCyhoeddus> / <https://twitter.com/PublicHealthW>

We publish posts simultaneously on both the English and Welsh accounts and a few examples of these from throughout the year can be seen below:



As well as our corporate social media channels, we also have accounts for some of our other programmes and services such as [Pwysau Iach Byw'n Iach](#) / [Healthy Weight Healthy You](#), [Hapus](#) and [Helpa Fi I Stopio](#) / [Help Me Quit](#)

As an organisation we now increasingly use the newer social media channels such as Instagram, LinkedIn and Tik Tok to reach a wider audience. These accounts are bilingual and information is posted in Welsh first.

The Welsh Language Commissioner held an audit of these social media channels during 2025 / 2026 and Public Health Wales was reported to have a high compliance with the standards across all channels. We are very proud of our achievement and have taken the

opportunity to share the 4 recommendations from the Welsh Language Commissioners audit with all teams responsible for social media channels.

Signage and reception services (Standards 47–53)

The signage in our office buildings and our reception areas are the responsibility of our Estates team. The team ensure that all signs and notices we display for staff and members of the public are displayed in both Welsh and English.

Our main reception in the Cardiff office ensures that our customers and staff continue to receive a warm bilingual welcome.



Our reception at 2 Capital Quarter, Cardiff.

All receptionist roles in our main office in Cardiff and in our various locations across Wales are advertised as Welsh essential, ensuring that we are always able to greet visitors in their language of choice. Work Welsh posters are displayed in all our reception areas to encourage the use of Welsh and staff wear the Work Welsh lanyards and badges every day.

During 2026-2027 the Welsh Language Team will be working with the Estates team to establish a new Signage library on our intranet to ensure accuracy and consistency on all our signage. NHS Wales Performance and Improvement have already established their own signage library, and we aim to have Public Health Wales' live by September. Clinical settings such as our Screening clinics will also conduct regular signage audit going forwards and using the new signage library to replace signs as needed.

Grants and contracts (Standards 54–64)

Public Health Wales tender documents and processes are coordinated and managed on our behalf via NHS Wales Shared Services Partnership (NWSSP) procurement services.

The Welsh Language Team have a very positive working relationship with Procurement colleagues and the Welsh Language Team now have sight of all tender specification documents before they are advertised. This ensures that Welsh language requirements can be built into the tender specification documents and that services we procure are bought in line with our Welsh language legal requirements. Over the past year, Welsh Language requirements have been included in the tender specifications for the new Help Me Quit app, Diabetic Eye Screening Promotional Videos and for creative services for producing clinician and patient resources about diabetes.

The Welsh Language Team have worked closely with the Sexual Health Team and our Procurement contact over the past year to rectify issues with the Welsh language on the Test

and Post online portal, following a series of complaints. As a result, regular meetings are now held between all parties and the supplier of the portal has an agreement in place with a Welsh translation company for regular checks and audits of the portal to ensure accuracy.

Over the next financial year, the Welsh Language Team will be undertaking a procurement process for our external Welsh translation services as our current contracts come to an end in November 2026. All tender documents will be available in Welsh.

An updated Welsh Language and Procurement guidance is currently in draft format and the Welsh Language Team will continue to work with our Procurement contact and Welsh Language colleagues at NWSSP to finalise the guidance and establish a check list to better meet standards 57-59.

We will also be launching a new gambling grant programme during 2026 – 2027. The Welsh Language Team are working closely with the responsible team to ensure the programme is launched in line with standards 54 -56.

Promoting our services (Standards 60 - 62)

All of our services which are available to the public in Wales are available bilingually and we promote those services wherever we can.

Earlier in the year, the Welsh Language Commissioner asked public organisations for 3 Welsh language services they wish to promote on a new section of their website. Information about the services Public Health Wales wish to promote can be seen here: [Promoting the Services of Public Organisations](#)

Use Your Welsh Campaign (Defnyddia Dy Gymraeg)

As usual the organisation supported the Welsh Language Commissioner's Use Your Welsh Campaign with posts on our main and service area social media channels.

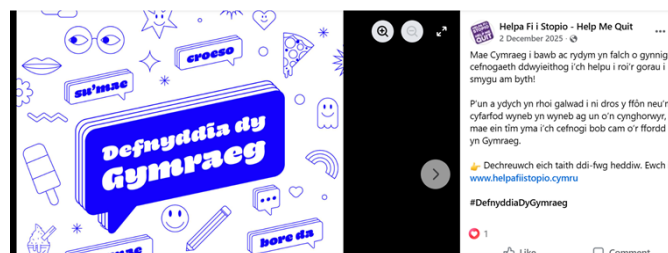


Image from a Help Me Quit social media post to celebrate the Use Your Welsh Campaign

Health Protection Services

The Healthy Weight Healthy You and Help Me Quit teams regularly promote their unique Welsh offer. Both programmes have a fully bilingual website ([Healthy Weight Healthy You](#) / [Help Me Quit](#)) and social media platforms and content is co-drafted for the Welsh and English sites by the Welsh speakers in the team, ensuring it is meaningful in both languages and not a direct translation.

The programmes regularly promote their services to Welsh speakers via adverts aired on S4C and Radio Cymru – further information on this is included above under Standard 33.



Images from the Healthy Weight Healthy You and Help Me Quit websites

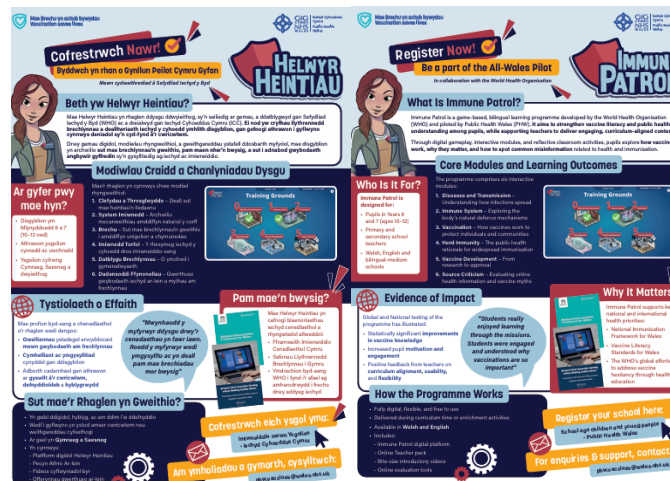
Helwyr Heintiau / Immune Patrol

Our Vaccine Preventable Diseases Programme (VPDP) have ensured that a worldwide vaccine education programme, aimed at 10 -12 year olds, is now available in Welsh for the first time.

Public Health Wales has worked with the World Health Organisation and partners to produce a complete Welsh language version of Immune Patrol, Helwyr Heintiau, with a large-scale national pilot taking place of both Welsh and English language versions over the this academic year.

With an uniquely Welsh brand, Helwyr Heintiau, is now available to all Welsh schools in Wales to educate about the importance of receiving vaccinations.

The VPDP team worked with the Welsh Language team and one of our external Welsh digital and translation suppliers to develop the programme in Welsh.



Immune Patrol promotion posters

Eisteddfodau 2025

For the first time, Public Health Wales joined our NHS Wales colleagues and Welsh Government on the Gwasanaeth Iechyd Gwladol / National Health Service stall at the National Eisteddfod in Wrexham to promote some of the Welsh language services we provide the



people of Wales. Colleagues from across the organisation were present on the stall on 4 of the 8 days and shared information about screening services, vaccinations, Hapus and the Welsh language culture within the organisation.



Plans are already underway for the 2026 Urdd and National Eisteddfodau and we look forwards once again to join NHS Wales colleagues and colleagues from Welsh Government at both the Urdd in Ynys Môn and the National in Pembrokeshire.

National More Than Just Words event

In October, Public Health Wales joined NHS and Social Care colleagues from across Wales at the first ever national More Than Just Words event, hosted by Welsh Government. Our Chair attended the event and information about the Welsh language services available at Public Health Wales was available on the NHS Wales stall.

Corporate Identity

Our Welsh name comes first on Public Health Wales' corporate identity. This is also reflected in other sub brands that fall within the organisations work. Some examples of these are below:



All email addresses created since 2019 that are used by members of the public to access our services have a Welsh version created by default. Some older email addresses, which existed prior to the Welsh Language Standards, are updated by IT colleagues as needed.

When The NHS Executive name and brand were changed on April 1st 2025, it was changed to a bilingual name and brand – Perfformiad a Gwellu GIG Cymru / NHS Wales Performance and Improvement.

Our Brand Guidelines

In 2023, we launched our new Public Health Wales brand guidelines, which included templates for PowerPoint, out of office messages and Teams backgrounds to actively ease and facilitate the process of drafting bilingually. Our brand guidelines also include e-mail signatures templates which staff can download and use easily.



All staff are recommended to use the templates as they are in line with our corporate brand. Our email signatures include a statement regarding communication in Welsh and have Welsh speakers and learner options for staff to choose from.

Examples of the templates are seen below and we will continue to add to them as needed.



Education courses (Standard 63)

As the national public health organisation for Wales we offer many education courses for the public and for healthcare professionals across Wales.

When our education courses are held in real time either online or face to face, courses are offered in Welsh and English and delivered accordingly. This includes courses delivered by our Screening Engagement Team, Health and Wellbeing Directorate, Improvement Cymru and Healthy Working Wales.

All e-learning modules produced by our various Directorates are available in both Welsh and English and are either hosted on our website or on [Tŷ Dysgu](#).

Policy Making Standards (Standards 65–77)

During 2024 - 2025, following the line of inquiry work and guidance received by the Welsh Language Commissioner's office, Public Health Wales established and piloted a new Governance Hub. Alongside this work, PHW piloted an Acts, Duties and Standards Group to provide a mechanism for subject matter experts to support work owners through the completion of impact assessments. As a subject matter expert, our Welsh Language Manager sat on the Group.

The pilot of the Governance Hub highlighted some very positive work but also identified areas where improvements could be made, specifically in relation to impact assessments. The organisation is now discussing how this impact assessment work, including Welsh language impact assessment, will be taken forward in the longer term.

We currently do have a separate EQIA form and process (which includes basic Welsh language impact assessment questions) which we use for all new staff policies and some strategic decision making and we have a SharePoint page 'Understanding our Impact' where information is available to staff on the importance of assessing our impact.

The current process however needs refinement and improving to fully comply with the Policy Making Standards. Our Welsh Language Team have a Welsh Language Impact Assessment template and Guidance in draft and over the next year Public Health Wales and NHS Wales Performance and Improvement will aim to improve our processes in this very important area.

Operational Standards (79–114)



Internal use of Welsh (Standards 79–95)

Policy on the internal use of Welsh (Standard 79)

Our policy on using Welsh internally for the purpose of promoting and facilitating the use of the language at Public Health Wales has been reviewed and updated during 2025 with the new version published in February 2026.

The refreshed policy can be accessed on our Welsh language web page and on our policy webpage (included under standard 81). The Welsh version can be read [here](#) and the English [here](#).

The updated policy goes further than our first in our vision of how we wish to see all staff embrace the Welsh language and have opportunities to use it every day while at work. The policy was drafted in line with the Welsh Language Commissioners new guidance and the policy had input from across the organisation in a workshop and a month long consultation period.

The vision of our policy is to ‘.....support all our Welsh speaking members of staff to use their Welsh at work wherever possible. We will encourage our learners to develop and practice their Welsh by giving them opportunities and time to do so. In line with the target within More Than Just Words, we will ensure that as many as possible of our staff who currently have level 0 Welsh skills progress to a courtesy level over the next 5 years. Above all Public Health Wales will promote and foster positive attitudes towards Cymraeg and encourage our staff at all levels to feel proud of our language and our culture in Wales by ensuring that Welsh is seen as a vital skill within the organisation.’

The policy also includes targets for the organisation for the next 3 years under the themes of Leadership; Supporting our Welsh learners; Translation; Celebrating Cymraeg and the Internal promotion of Cymraeg.

Opportunities for staff to use their Welsh at Public Health Wales

An update from the Ymlaen staff network Chair

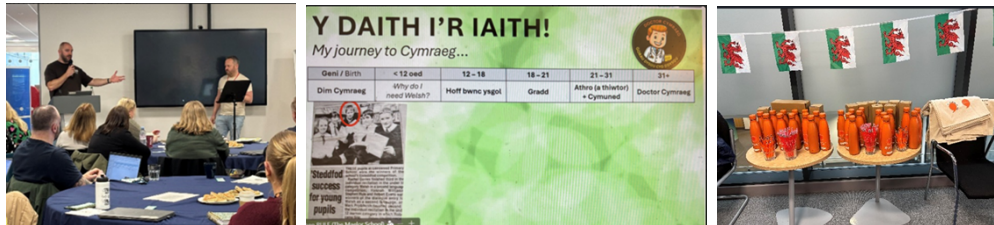
Ymlaen (the Welsh Language network for Public Health Wales staff) has now been up and running for 3 years and continues to go o nerth i nerth (from strength to strength).

Membership is now well over 130, with first-language speakers and learners of all levels from across the organisation coming together to promote the Welsh language and culture and demonstrate that the language belongs to us all. Ymlaen was included in the Welsh Governments More Than Just Words Annual report as an example of good practice and we hope to expand on this success to the future.

Over the last year the network held a variety of events which have been open to all Public Health Wales and NHS Wales Performance and Improvement staff as well as all staff across the NHS in Wales. These events have included sessions from Canolfan Bedwyr on the Welsh language and technology, The Welsh language and our landscape held by Parc Cenedlaethol Bannau Brycheiniog ac Eryri and a session by the author of the translation of the Vagina Monologues, Shanani'n Siarad, to celebrate Diwrnod Shwmae in October. The network have also provided tickets for staff to attend the 2025 Eisteddfodau to experience Welsh culture, organised a tour of the Senedd for our Welsh learners and provided a selection of goodies such as water bottles, bags, pens and pencils to share with staff at face to face events.

As usual in March we celebrated Wythnos Y Gymraeg/Welsh Language Week with a host of online events with speakers such as Stephen rule or 'Doctor Cymraeg' and a joint event with our Enfys network which included a talk from Norena Shopland, Welsh LGBTQ+ Historian.

Lastly, we welcomed comedian, author and drag act Alun Saunders to hold an in-person event at our Cardiff Offices where we held a celebration event with Welsh cakes and Ymlaen goodies all round.



The events are always a success in raising the profile of the Welsh language and the Ymlaen staff network within the organisation.

Ymlaen continues to have a presence at large event such as the staff conference and new starter events. We also hold a virtual Welsh Caffi every month to welcome people to come for a chat and practice their Welsh. We look forward to building on this success in in 2026.

As we go into the new financial year, Ymlaen will have new leadership and this will usher in an exciting new stage for the Network. We hope to conduct more exciting events for members as we promote the use of Welsh in the organisation and beyond. Our success is down to our close collaboration with the Welsh language team and the commitment of others in Public Health Wales giving up their time to support us.

Other opportunities to raise awareness and the profile of the Welsh language across the organisation include:

- Our weekly staff bulletin email includes a Welsh Word of the Week



- Our People & Organisation Development monthly team meetings regularly include a Welsh language activity or event led by the Welsh Language Team. So far, these have included sessions on the history of Cymraeg, the importance of the Welsh Language in workforce planning and what our targets are, a Christmas quiz and learn Welsh opportunities. Welsh language will continue to be a regular agenda item at the meetings.
- The Welsh Language team have also held events at other Directorate meetings. Further details can be found under Standard 102.
- Our Chief Executive and Chair open staff meetings and events with as much Welsh as possible and always welcome and encourage others to use their Welsh too.
- We encourage staff to take part in our Buddy scheme where 2 Welsh speakers, who may not have the opportunity to use their Welsh often, are paired up to have regular conversations either online or in person.
- At Christmas, our corporate Teams background was created in Welsh only so that Nadolig Llawen a Blwyddyn Newydd Dda became a familiar greeting for staff.



Staff documents and procedures (Standards 80 - 88)

Documents for staff (Standard 81)

All documents relating to employment, such as the employment offer letter and contract, are issued bilingually by default via the Trac system by the Recruitment team at NHS Shared Services Partnership.

Our performance management system is called 'My Contribution' and the forms staff use to record performance objectives for the year are available bilingually. The My Contribution policy is available on our website: [ICC66 \(gig.cymru\)](https://gig.cymru) and the forms available for staff to access internally.

Staff manage their annual leave and training needs on the ESR (Electronic Staff Record) system. Not all parts of the system are available in Welsh, but plans are in place to procure a new system to replace ESR on a national level by 2027. The Welsh Language Team are involved in conversations regarding the new system both internally and nationally with Welsh Government colleagues.

All our staff policies are published bilingually on our website and can be accessed here: [Adnoddau Dynol - Iechyd Cyhoeddus Cymru](#) / [Human Resources Policies - Public Health Wales](#)

Over the past year we have revised and updated many of our staff policies, all of which are available online via the above link.

Computer software for staff (Standard 89)

All Public Health Wales staff have access to Cysgliad software to check grammar and spelling via an NHS Wales wide contract held by Digital Health and Care Wales. Last year the Welsh Language Team worked closely with IT colleagues to simplify the installation process for Cysgliad on PCs by establishing a quick process for staff to add the software themselves in seconds. Cysgliad is now available on all staff's computers, they only need to install it via a self-service portal.

Since the change was made in the Spring of 2025, 60 members of staff have downloaded Cysgliad onto their PCs to increase their use of written Welsh at work.

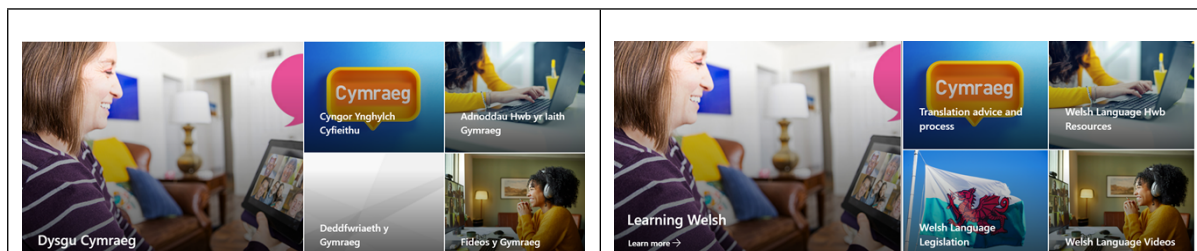
To ensure all staff, especially new staff who join the organisation, are aware that Cysgliad is easily available to them the Welsh language team will work with internal communication colleagues over the next year to send regular news stories out and to embed the offer in induction materials.

Staff Intranet (Standards 90 – 95)

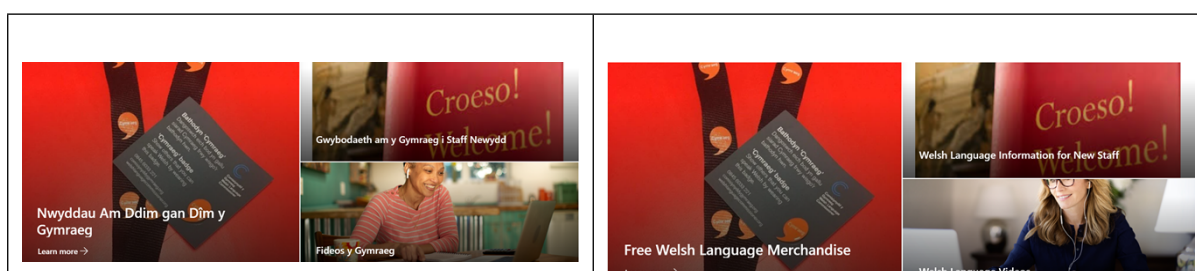
Our staff intranet pages are managed by our Internal Communications Team and they work closely with the Welsh Language Team to ensure compliance with relevant Welsh Language Standards. During 2025 – 2026, workshops were held with staff to improve the staff intranet and suggestions on how to improve the Welsh content were actioned. The Welsh Language Team will continue to work with Internal Communications colleagues to improve the Welsh staff intranet homepage and interfaces.

All staff news stories are published bilingually as default and many departments choose to have bilingual intranet pages, even though their work is not named within the standards.

The Welsh Language Team manage and maintain intranet pages which give staff information and guidance on the Welsh Language in line with standard 94. This section of the intranet is called Hwb y Gymraeg / Welsh Language Hwb and includes sections on Learning Welsh, Welsh Translation advice and access, Resources, Legislation and Welsh Language videos which promote the Welsh language and the active offer. The pages are updated continuously by the team with new guidance and templates added as required.



Over the past year the Welsh Language Team have updated and added further information to the Hwb to cover induction information for new staff as well as a bespoke section where staff can easily order materials such as Work Welsh lanyards, badges and posters, access Cysgliad software and learn Welsh posters with QR codes for screening and laboratory staff. The new More Than Just Words videos created by Welsh Government have also been added to the Welsh Language Videos page.



Some of the intranet pages named under standard 90 for us are not currently fully compliant however and there is work to be done in some areas such as recruitment and learning and development. The responsible teams for this content have action plans in place so that the information will be available to our staff in Welsh during the next financial year.

Staff training (Standards 96–103)

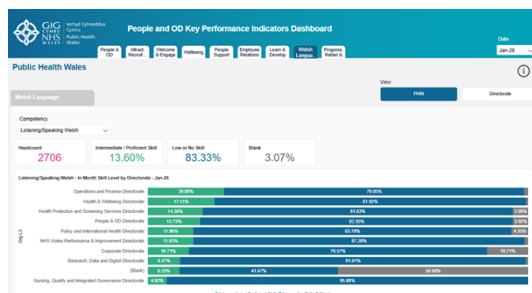
The Welsh Language skills of our workforce (Standard 96)

To help us understand Welsh language ability across the organisation and plan the right support at Public Health Wales, it's important for all staff to record their Welsh language skills, no matter their role or location. All new staff are required to assess and register their current level of Welsh.

To make sure this is done properly, we remind staff at various points in the employment life cycle. For example, they are prompted to record their skills during recruitment, when setting goals in their 'My Contribution' form, and whenever they improve their language skills through training.

By the end of March 2025, we were pleased to see that **98%** of our employees had registered their Welsh language skill level on the Electronic Staff Record (ESR) system.

As an organisation we are using more and more Power Apps and Power BI for reporting. As the Welsh Language Team sit within the People and Organisational Development Directorate, data on Welsh language compliance has been added to the newly developed People and OD Key Performance Indicators Dashboard so that data, such as Welsh language skills data and compliance with completing the ESR Welsh Language Awareness module, can be accessed and monitored easily. Below is a screenshot of the Welsh language section within the KPI dashboard:



Helping Staff Improve Their Welsh Language Skills (Standards 96–103)

Welsh Language for managers training

During 2025 – 2026 we worked closely with our external manager training provider, HICO, to deliver training for staff in line with standards 97, 98 and 99(b). HICO have delivered sessions on both Welsh Language for Managers and Defnyddio'r Gymraeg yn Effeithiol / Using Welsh Effectively to staff during the year. An overview of both sessions is below:

Using Welsh Effectively (Defnyddio'r Gymraeg yn Effeithiol)

Facilitated in Welsh, the session explores how to support managers with using Welsh effectively in their roles – both incidental use and use in formal processes/settings.

Welsh Language For Managers

The training is delivered in a simple, supportive way through short, online sessions. It includes practical tips, real-life examples, and group discussions to help managers feel confident using and encouraging the use of Welsh in everyday work situations.

Recruitment and Selection



HICO are also working with our Resourcing team to ensure that our Recruitment & Selection training will also be available in Welsh for our recruiting managers and staff over the next financial year.

Feedback from staff who have attended both courses offered by HICO has been extremely positive and we look forwards to working with them further during 2026 – 2027 on all 3 training opportunities.

Learn Welsh opportunities

Public Health Wales continues to support and develop Welsh language skills across the workforce in line with Standards 96- 103.

A wide range of funded and free learning opportunities are available to staff, from entry-level Welsh for beginners to advanced workplace Welsh and targeted sessions for managers. These include Welsh Government- funded courses, National Centre for Learning Welsh provision, and higher-level courses through Nant Gwrtheyrn.

Over the past year we have continued to work closely with the Learn Welsh Centre and our provider of the Croeso and Magu Hyder / Building Confidence sessions, Coleg Cambria.

Both of these opportunities are funded by Welsh Government as part of their investment in the Welsh language skills of the Health and Social Care workforce and both are also aligned to the targets within the More Than Just Words Action Plan 2022 – 2027.

Data on the numbers of staff across Public Health Wales and NHS Wales Performance and Improvement who have attended the various learn Welsh opportunities available during 2025 – 2026 can be seen in the table below.

Course attended	Numbers of staff
Croeso sessions, Coleg Cambria (with Powys THB & DHCW)	91
Magu Hyder / Confidence Building, Coleg Cambria (Welsh Government- funded)	13 staff (3 cohorts)
National Centre for Learning Welsh (Work Welsh). A variety of online taster courses by the Learn Welsh Centre: Short online taster courses Learn Welsh	34
Using Welsh at Work (Canolradd / Uwch / Gloywi) Nant Gwrtheyrn	3
Various other learn Welsh Providers - Mynediad to Uwch	31

The Welsh Language Team have created posters with QR codes for staff in laboratories and screening locations, who may not have regular access to the intranet, with information on all learn Welsh opportunities open to them through the workplace.



In February, we worked with the Learn Welsh Center to launch the Cynllun Siarad Iechyd / Health Siarad Scheme. The scheme will pair confident Welsh speakers with less confident across each organisation within the NHS, matching individuals based on location and roles and we look forwards to developing this work forwards during 2026 – 2027.

Welsh Language Awareness Training (Standard 102)

The Welsh Language Awareness online training module is part of the Statutory and Mandatory training all staff must complete and needs to be renewed every 3 years. This continues to be the main Welsh Language Awareness training offered to staff.

As of 31 March 2025, **82.89%** staff members of Public Health Wales staff had completed the module. This percentage has fallen since last year and this is due to a number of staff reaching the end of the 3 year cycle to complete the training and it being 3 years since the training was introduced. As a result, we expect this number to raise again to above 90% once staff members have caught up with their mandatory training modules on ESR.

The Welsh Language Team and the Learning & Development team will raise awareness with staff and managers of the need to complete the Welsh Language Awareness training and encourage them to do so as soon as possible.





To complement the training given in the ESR module, our Welsh Language Team offer additional Welsh Language Awareness training which can be bespoke for service areas and teams.

Over the past year, training was provided for:

- Breast Test Wales team up in North Wales
- Breast Test Wales team in Swansea
- NHS Wales Performance and Improvement staff – 1 session on the Welsh language generally and 1 session on Welsh translation processes
- Policy and International Health Directorate
- Research, Data and Digital Directorate

Staff induction (Standard 103)

At Public Health Wales we understand the importance of ensuring that new members of staff are introduced to a bilingual organisation from the outset, that they realise the importance of working bilingually and offering a bilingual service, as well as how to do this and get support.

The Welsh Language Team work closely with colleagues within the People and OD Directorate to ensure this happens and to make improvements where we can. During the past year, the in-person staff induction event in Cardiff has been refreshed with more information being presented in Welsh. A member of the Welsh language team will also be present on the People and OD stall in the marketplace at each quarterly in-person event.

The new Welsh Language Information for New Staff section on the Welsh language Hwb pages brings all the information on Welsh language together for new staff and information about visiting the page is included in all corporate induction materials as well as information about the Welsh language managers checklist. Some individual departments also have their own induction processes for their members of staff, which include links to the above Welsh language guidance and information.

Iaith Gwaith / Working Welsh (Standards 104 -105)

Templates for staff to use in email templates and signatures are available within our brand guidance. Please see information on standard 62 within this report for further information and examples.

Working Welsh lanyards, badges and posters as well as tent cards are available to staff via:

- The new Free Welsh Language Merchandise page of our Welsh Language Hwb,
- a simple online order form staff can use to obtain 'Working Welsh' materials. Once ordered, these are distributed by the Welsh Language Team.
- Baskets of goods are in some reception areas for staff to help themselves
- Working Welsh badges (lanyards cannot be worn in clinics) have already been shared with some of the screening divisions who offer clinical consultations in Welsh so they have a stock. Over the next year the Welsh Language Team will work with Screening Programme Leads to send merchandise out to all mobile units which provide screening services so that they are readily available.



Recruitment (Standards 106–109)

Alongside developing the Welsh language skills of our employees, recruiting bilingual staff is part of our workforce planning approach to ensure the delivery of Welsh-medium services. A Welsh language skills assessment tool has been an integral and mandatory part of the recruitment process for many years, which works well.

The Welsh Language team work closely with the Resourcing team to ensure that all recruitment processes are in line with the standards and the team regularly work with managers to make sure their Welsh-essential vacancies are targeted and marketed towards Welsh-speaking communities.

The developments in translating the staff intranet pages on recruitment and developing and offering the Recruitment and Selection training in Welsh over the next year will further support this work.

Workforce Planning at Public Health Wales

This year (2025/26) marks the second consecutive planning cycle in which Workforce was considered as part of the integrated planning process. As a result, Directorate teams have thought about their future workforce needs alongside service and financial plans, enabling them to identify actions that truly align with their long-term service plans.

To support teams through the workforce planning process, a bespoke version of the HEIW Workforce Planning Toolkit was developed. This guided teams through the Six Step Methodology, which is the workforce planning framework adopted across NHS Wales. After completing the toolkit, teams should have a clear understanding of the actions required to shape and develop their future workforce in a planned and sustainable way.

Over the past year, our Workforce Planning Lead, People & OD Business Partners and the Welsh Language Team have supported Directorates to include meaningful Welsh language workforce planning targets within their workforce plans. This support included a presentation for each Directorate which included information on the background to the importance of including Welsh language targets in workforce plans as well as bespoke recommended targets for each Directorate under the themes of learning Welsh (Croeso and Building Confidence sessions) and recruitment.

South Wales high school careers fayre (June 2025)

Collaborating with other NHS Wales organisations, we were pleased to participate in this year's Welsh Language Careers Fair, held at Cardiff University Students' Union on Wednesday 11 June. Engaging with Year 12 students from Welsh-medium schools provided



a valuable opportunity to showcase the wide range of career opportunities available within the NHS.

A key message we shared was that the NHS extends far beyond clinical roles. In addition to doctors and nurses, we rely on skilled professionals in IT, finance, estates, administration, communications, mental health, midwifery, paramedicine, laboratory sciences, HR, catering, and more. The most important message was that Welsh language skills are needed across all areas of the NHS.

Clinical Consultation Plan (Standard 110 – 110A)

Our Clinical Consultation Plan was published in September 2023: phw.nhs.wales/about-us/publication-scheme/welsh-language/welsh-language-clinical-consultation-plan-sept-2023/

The plan details our ambition to improve our ability to offer clinical consultations in Welsh over a period of five years. As only some of our departments hold clinical consultations, the plan has been drafted by staff from our Screening and Help Me Quit departments, with support from the Welsh Language Team. As a result, clinical teams have ownership for the plan, with the targets set over the 5 years being both realistic and ambitious. The plan includes targets under the heading of Technology and Data, Systems and Recruitment and Upskilling.

Over the past year the Welsh Language Team and Screening and Help Me Quit team members have attended Health Forum meetings and annual monitoring meetings held by the Welsh Language Commissioner and Welsh Government on Standard 110.

To further support the developments on the Clinical Consultation Plan internally during 2025 - 2026 we have:

- Established a Clinical Consultation Plan log on SharePoint lists for clinical departments to monitor and input evidence against each of the targets within the plan.
- Established a quarterly Clinical Consultation refresh meeting with the 4 screening programmes under the plan to refocus our attention on the targets and how to achieve them.
- Ensured all screening appointment letters for all 4 programmes will include a newly agreed active offer sentence to enable service users to ask for an appointment with a Welsh speaker if they wish.
- The Welsh language team regularly meet each Screening Programme Lead individually to discuss individual challenges and successes.
- Shared a questionnaire with Screening staff on how accessible our learn Welsh opportunities are currently and how to improve them and what opportunities they would welcome to use more Welsh in clinics. Data from the questionnaire will be collated in April – May 2026.
- Started conversations with the Lung Screening programme (due to launch in late 2027) to ensure the Welsh language is embedded within the programme and considered in the procurement of the Patient Administration Programme and recruitment of clinical staff.

Due to the success of the Civica system in gathering feedback on service users experience of receiving a service in Welsh (further information available on this under standard 36) it is wonderful to see examples of positive feedback being received for the team when a Welsh service has been appreciated. An example of positive feedback received by our AAA Screening team can be seen below:

<i>Gwych oedd cael ymarferydd yn siarad Cymraeg. Mae'n gwneud gwahaniaeth mawr i glaf. Roedd y modd yr eglurodd hi yr holl broses, a'r gwahanol gamau posib, yn dibynnu ar ganlyniadau'r prawf, yn bwyllog, yn gwbl eglur a chwbl ddealladwy.</i> <i>A'r prawf ei hun yn hollol ddi-ffws. Mewn ymateb i gwestiwn gen i yn dilyn y prawf, fe wnaeth hi hyd yn oed fynd i'r drafferth o egluro'r cyfan yn fanwl ar y sgrin, sut fyddai adnabod ymlediad aortig ar y sgrin ayb. Patrwm o apwyntiad.</i>	<i>It was great to have a practitioner who speaks Welsh. It makes a big difference to the patient. The way she explained the whole process, and the different possible steps depending on the test results, was thoughtful, completely clear, and entirely understandable.</i> <i>And the test itself was completely fuss-free. In response to a question I had following the test, she even went to the trouble of explaining everything in detail on the screen, how to identify aortic aneurysm on the screen, etc. A model appointment.</i>
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Our first assessment of the plan (to meet Standard 110A) is due in 2027, in line with advice given from the Welsh Language Commissioners office.

Number of complaints received (Standard 115)

We welcome feedback and complaints regarding our Welsh language services as they enable us to improve and develop our services for customers and staff. Below are the details of the complaints relating to our Welsh language service received during this period:

How the complaint was received	Nature of the complaint
Putting Things Right	Complaint was received from a service user that a staff member at one of our screening clinics was unable to use basic Welsh greetings. As a result, a member of the Welsh language team held a Welsh language awareness session with the team and the Croeso session were promoted for staff to attend.
Welsh Language Team inbox	Complaint was received by a member of the public regarding access to and the quality of the Welsh text on the Test and Post Sexual Health service. As a result of this complaint, and others received previously, an internal working group has been established to ensure the third-party provider of the portal understands their Welsh language responsibilities and a contract is in place with a translation company for regular checks and translations.
Welsh Language Commissioner	Complaint was received from a member of the public via the Welsh Language Commissioners office that the active offer of Welsh was not given at one of our Breast Test Wales clinics and, as a result, the service user was unable to use their Welsh. As the Radiographer present on the day was indeed a Welsh speaker, it was an unfortunate misunderstanding. As a result the



	importance of giving the active offer of Welsh has been highlighted to clinical teams and Work Welsh badges shared widely.
Putting Things Right	Complaint was received from a service user regarding the length of the bilingual pre-recorded message on the complaints phone line. The individual has stated that by having the pre-recorded message as one bilingual message is increasing the time that callers are on the line and possibly impacting the cost to their telephone minutes. As a result, the message has been shortened and the team are looking into the possibility of adding selections for language choice.
Welsh language feedback form	Complaint was received by a service user that they had received bilingual correspondence from Public Health Wales but they wanted correspondence in English only. We responded with the reasons why our information leaflets etc are bilingual as default.
Putting Things Right	Complaint received by a member of the public to raise concerns about the grammar used in a Welsh language social media post by Public Health Wales. As a result, the Welsh Language Team work closely with the Digital Communications Team and the majority of translations for our social media channels are now either completed or checked by our Welsh Language Team before posting.
Putting Things Right	Complaint received by a service user regarding the lack of bilingual signage in one of our Breast Test Wales clinics and the lack of basic Welsh greetings used by staff. As a result, a member of the Welsh language team held a Welsh language awareness session with the team and the Croeso session were promoted for staff to attend.
Putting Things Right	Complaint received from a member of the public that a sentence on a Breast Test Wales leaflet in Welsh is incorrect and that the Welsh version of the online complaints form started on the last page and not the first. As a result, the Digital Communications team rectified the issue with the link immediately and, as the leaflet was an old one from 2021, it is due to be renewed and republished during 2026.
Welsh Language Commissioner	Complaint received by NHS Wales Performance and Improvement regarding the lack of planning of Welsh language into services, especially services that fall into the remit of the More Than Just Words priority areas. As a result, NHS Wales Performance and Improvement have drafted a Welsh Language Action Plan for improvement over the next financial year.

Record of our Standards (Standard 118)

A copy of Public Health Wales' final compliance notice, along with general information about the Welsh Language is available on our website: [Welsh Language - Public Health Wales \(nhs.wales\)](https://www.nhs.uk/welsh-language/public-health-wales/)

Handling Concerns and Complaints (Standard 119)

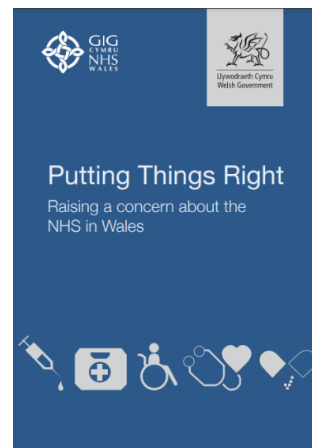
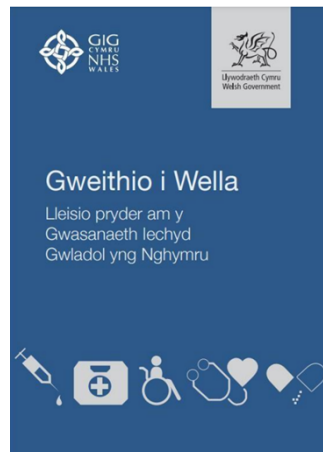
Public Health Wales welcomes feedback from service users, members of the public and employees on the implementation of the Welsh Language Standards. We want to learn from their experiences, good or bad, and make improvements where there are deficiencies.

During 2025-26, we dealt with concerns from service users and the public regarding the implementation of the Welsh Language Standards in accordance with our corporate 'Putting Things Right' process.

The Complaints page on our website includes a section on the Welsh Language Standards and how to contact us to report incidents of non-compliance: [Complaints - Public Health Wales \(nhs.wales\)](https://www.nhs.uk/welsh-language/complaints-public-health-wales/)

A link to the complaints page can also be found on the Welsh Language page of our website: [Welsh Language - Public Health Wales \(nhs.wales\)](https://www.nhs.uk/welsh-language/public-health-wales/), which gives details of how concerns can be raised via the corporate concerns Team, the Welsh Language Team at Public Health Wales or the Welsh Language Commissioner's office.

All complaints received are recorded on Datix, the NHS Wales concerns management system. When complaints relating to the Welsh Language are recorded on the system, the Welsh Language Team receive an automatic email notification. These complaints are also reported at the quarterly Welsh Language Group meetings and to the Board Quality and Safety Committee.



Our complaints policy includes detailed Welsh language information and guidance: phw.nhs.wales/about-us/policies-and-procedures/policies-and-procedures-documents/risk-management-health-and-safety-and-estates-supporting-documents/phw15-tp03-putting-things-right-complaints-reporting-and-management-procedure/

During 2025 – 2026, the Welsh Language Commissioner held their line of enquiry research on organisations procedures with dealing with Welsh language complaints. Even though Public Health Wales were not selected to be one of the organisations to take part in the research, the Welsh language team and the Putting Things Right team attended the learning



event held by the Commissioner to share best practice. As a result, over the past year we have made the following improvements:

- When our new website is launched in May, information about the process for complaining regarding a Welsh language service will be more accessible and clear for service users than it is currently. Information will be clearer on our feedback page and Welsh language complaints will also have its own section on the page.
- We have introduced a new Welsh Language complaints log on SharePoint where all complaints received via Putting Things Right, the Welsh Language Commissioner, the feedback form on our website or via email are captured so that a central comprehensive record is kept.
- To ensure that complaints received via the Welsh Language Commissioner are dealt with internally as efficiently as complaints received via Putting Things Right, the Welsh Language Team have published a Standard Operating Procedure (SOP). The SOP ensures that all staff across the organisation have a step by step process to follow when a complaint is received via the Welsh Language Commissioner and shares the responsibility for responding between the Welsh Language Team and the responsible department.
- We have improved our survey on the Welsh language service received by our service users and customers. The survey can be accessed on our website: [Adborth a Chwynion - Iechyd Cyhoeddus Cymru](#) / [Feedback and Complaints - Public Health Wales](#) The survey's intention is not to replace our complaints procedures but to give service users the opportunity to give us feedback on the Welsh language services they've received from us, whether they were positive or negative experiences.

From 1 April 2026, all complaints relating to the implementation of the Welsh Language Standards, which are received internally, will be managed under the Listening to People guidance, replacing Putting Things Right. This change follows new regulations approved by the Senedd in October and is about making sure people feel heard, supported and treated with compassion when they raise a concern. Many staff across the organisation, including the Welsh Language Team, have taken part in the awareness training for Listening to People and they will continue to work with the complaints team as the new process is embedded within the organisation.

Employees' Welsh language skills (Standard 116)

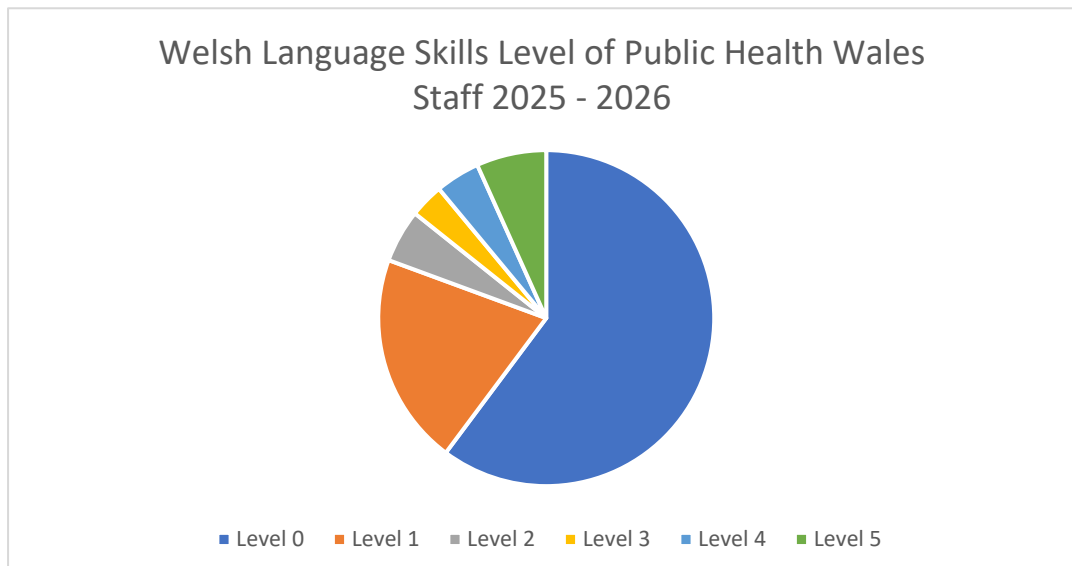
2172 employees (98% of the workforce) have recorded their ability in Welsh on the Electronic Staff Record (ESR) system. Table 2 shows the number and percentage of these employees who are proficient at each level.

Table 2: Public Health Wales Welsh skills declaration rates

	Number	Percentage
Public Health Wales headcount as at 31/03/2026	2216	100%
Employees who have recorded their Welsh speaking skills as at 31/03/2026	2172	98%
Employees who have not recorded their Welsh speaking skills as at 31/03/2025	44	2%

Level 0	1308	59%
Level 1	444	20%
Level 2	109	5%
Level 3	71	3.2%
Level 4	93	4.2%
Level 5	147	6.6%
TOTAL	2216	100.0%

Welsh language skill levels of staff



Welsh language skill requirements of new and vacant posts (Standard 117)

Standard 106 requires Public Health Wales to categorise every new and vacant post by its Welsh language skill requirements. The data in the table below is provided to us by colleagues in the NHS Wales Shared Services Partnership.



During 2025- 2026, Public Health Wales and NHS Wales Performance and Improvement advertised 451 posts. Table 3 shows the number and percentage of posts advertised by each language category.

Table 3: Welsh skills in Public Health Wales and NHS Wales Performance and Improvement recruitment

Categorisation of posts	Number	Percentage
Welsh language skills are essential	12	3.2%
Welsh language skills need to be learnt when appointed to the post	0	0%
Welsh language skills are desirable	413	91%
Welsh language skills are not necessary	26	5.8%

Our priorities for 2026–2027

Over the next 12-month period, our Welsh language focus will be on the following:

Target	By When
Learning and developing Welsh language Skills: We will ensure that staff across the organisation have the opportunity to take part in the Croeso and Raising Confidence offer by the Learn Welsh Centre	Three cohorts of the Raising Confidence scheme will have taken place by March 2027 Croeso sessions will be held regularly
Using Welsh skills We will promote and encourage our staff to take part in the Cynllun Siarad Iechyd / Health Siarad Scheme which is available to us through the Learn Welsh Centre. The scheme will pair confident Welsh speakers with less confident speakers across each organisation within the NHS, matching individuals based on location and roles.	Throughout the year
ESR Welsh Language Awareness module The Welsh Language Team and the Learning & Development team will raise awareness with staff and managers of the need to complete the Welsh Language Awareness training to again reach the target of 90%.	By the end of Quarter 2
Intranet	



Departments whose content doesn't currently meet Welsh Language Standard 90 will be translated during the year .	Compliant by end of March 2027
Auditing We will hold our own audit of public facing telephone lines, using the guidance provided by the Welsh Language Commissioner. We will audit our social media channels, using the guidance provided by the Welsh Language Commissioner.	At regular intervals throughout the year
Policy Making Standards We will work with colleagues across the organisation to improve compliance with the Policy Making Standards and endeavor to establish a process for meaningfully assessing the impact of our policy and strategic decisions on the Welsh Language	End of March 2027
Welsh translation: We will tender for a new framework of external translators to provide digital, written and simultaneous translation for both Public Health Wales and NHS Performance and Improvement.	Contracts will be in place by November 2026
Signage We will launch a new bilingual signage library to enable all staff to use accurate and consistent signage both internally and externally.	Launch by September 2027
Cysgliad software We will publish regular news stories to staff to promote the availability of the Cysgliad software and we will embed information about Cysgliad in new staff induction materials.	News story published every quarter
Websites: We will launch our new corporate Public Health Wales website fully during Spring / Summer 2026, ensuring that each page is compliant with Welsh Language Standard 39.	Spring / Summer 2026
Procurement: We will review, update, and publish our guidance on the Welsh Language in tender processes in partnership with colleagues at the NHS Wales Shared Services Partnership Procurement Team.	End of March 2027



Training: We will continue to work with our external training provider to offer training for managers and staff in line with the Welsh Language Standards by building and improving the training that was offered during the last financial year including: Using Welsh Effectively Welsh Language for Managers Recruitment & Selection in Welsh	End of March 2027
Promoting the Welsh Language We will ensure that we work to meet the targets set out in our newly published Internal Use of Welsh policy over the next year, making progress in all target areas. We will continue to develop Public Health Wales as a bilingual organisation where the Welsh language and culture are celebrated. We will do this by: • Arranging a minimum of two celebration events over the year with our Ymlaen staff network. • Exploring the possibility of holding more events in partnership with other NHS Wales organisations or establishing an NHS Wales wide Welsh language staff network. • Holding our Welsh Language Week in February / March 2026.	End of March 2027



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Appendix 1: NHS Wales Performance and Improvement

NHS Wales Performance and Improvement was established as the NHS Wales Executive on 1 April 2023, with a clear role to support the NHS in Wales to deliver better services to the public and to support the Welsh Government to hold the NHS to account.

NHS Wales Performance and Improvement (NHS P&I) is hosted by Public Health Wales (PHW) and operates as a bridge between Welsh Government and NHS Wales and therefore follows Public Health Wales Welsh Language Standards, reporting directly to Welsh Government.

Information about NHS Wales Performance and Improvement is available on the website:

In Welsh: [Perfformiad a Gwella GIG Cymru](#)

In English: [NHS Wales Performance and Improvement](#)

Through the hosting arrangements all staff in NHS Wales Performance and Improvement have access to Public Health Wales's Welsh Language Hwb intranet pages for guidance and support, are offered the opportunity to be members of the Ymlaen staff network and can access learn Welsh opportunities and Welsh translation suppliers.

Member(s) of the NHS Wales Performance and Improvement Corporate Governance Team meet with the Public Health Wales Welsh Language Team monthly, building on existing relationships and discussing issues and/or queries that are raised or need investigating.

During the reporting period, NHS Wales Performance and Improvement continued to meet its obligations under the Welsh Language (Wales) Measure 2011, operating in line with PHW's Welsh Language Standards through its hosting and governance arrangements. Welsh language compliance and improvement activity was overseen corporately, with regular engagement with the Public Health Wales Welsh Language Team to support assurance and continuous improvement.

Subsequent to the introduction of the Welsh Language Translation app, NHS Wales Performance and Improvement has expanded its number of Welsh Translation Administrators from 23 to 75. Furthermore, NHS Wales Performance and Improvement staff are invited to participate in the Public Health Wales Welsh Translation Administrators meetings. These sessions are held to ensure that the Welsh Translation Administrators can communicate with the Public Health Wales Welsh Language Team if they have any issues with regards to translation processes. It is the responsibility of the Welsh Translation Administrators to ensure that translation within the NHS Wales Performance and Improvement is sent and returned to the person requesting a translation.

To support staff with the Welsh language, NHS Wales Performance and Improvement have a variety of resources available via the intranet pages to support bilingualism and raise awareness of further opportunities to promote the Welsh Language. Additionally, staff can access Public Health Wales Cymraeg page on the Welsh Language Hwb on the intranet, which provides information for staff on opportunities to learn Welsh.

Two Welsh language awareness webinars were delivered to NHS Wales Performance and Improvement staff during the year by the Public Health Wales Welsh Language Team:



- “Welsh Language – what it means for NHS P&I”
- “Welsh Translation for PHW and NHS P&I”

These sessions focused on legislation, practical application, and internal support processes.

Overall, NHS Wales Performance and Improvement demonstrated ongoing compliance with Welsh Language Standards during 2025–26 and took proportionate steps to strengthen awareness, capability, and governance. Activity during the year has informed the development of a refreshed Welsh Language Action Plan for 2026–27, supporting continuous improvement and alignment with Welsh Government expectations. NHS P&I recognise the importance of Welsh Language and will be recruiting a dedicated Welsh Language Officer to support staff in meeting the Welsh Language Standards and More than Just Words action plan.

NHS Wales Performance and Improvement compliance data

Welsh Language Awareness Training (Standard 102)

As of 31 March 2025, 97.02% members of NHS Wales Performance and Improvement staff had completed the Welsh Language Awareness ESR training module.

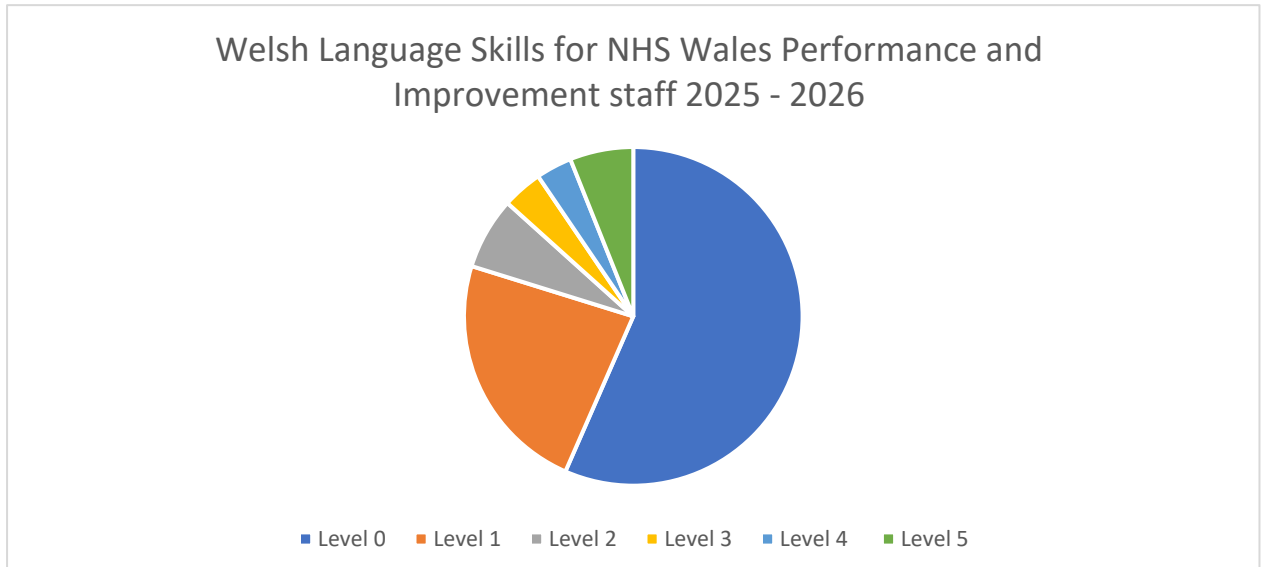
Employees Welsh language skills (Standard 116)

NHS Wales Performance and Improvement Welsh skills declaration rates

	Number	Percentage
NHS Wales Performance and Improvement headcount as at 31/03/2025	447	100%
Employees who have recorded their Welsh speaking skills as at 31/03/2025	444	99%
Employees who have not recorded their Welsh speaking skills as at 31/03/2025	3	1%
Level 0	263	56%
Level 1	99	23%
Level 2	30	6.8%
Level 3	15	3.8%
Level 4	14	3.4%
Level 5	23	6%

TOTAL	447	100%
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Welsh language skill levels of staff



Welsh language skill requirements of new and vacant posts (Standard 117)

Please see the data under Standard 117 in the main report for Public Health Wales as this includes the data for NHS Wales Performance and Improvement.

Welsh Language Awareness Training (Standard 102)

As of 31 March 2025, **87.31%** staff members at NHS Wales Performance and Improvement staff had completed the module.



