

Translations at KRAMES

Krames has a long tradition of translating health education materials into other languages. The growing ethnic populations in the United States makes this an increasingly important mission. The same commitment that Krames applies to its English language materials is also carried over to our translations. Our team of highly qualified translators and editors are dedicated to rendering the most authentic, medically accurate, and user-friendly translations of the English language product.

- Partnerships
 - American Heart Association
 - American Lung Association (bi-lingual editions)
 - Harvard Health Publications

- Custom—Clients include:
 - Kaiser
 - Merck
 - Pfizer

Languages

Core languages: Spanish, Chinese, Vietnamese, Russian. Since Spanish and Chinese are the two most commonly spoken languages in the U.S. other than English, Krames has in-house Spanish and Chinese medical editors who ensure accuracy and readability of the translations. For Russian and Vietnamese, two additional languages that Krames provides translations of, we outsource to a reputable translations house. Krames works closely with their translations team to verify accuracy and readability of the translations.

About Spanish: Neutral Spanish, also known as “broadcast Spanish,” is used for Spanish translations. This is the form of Spanish used by Spanish language radio and TV in the U.S. Broadcast Spanish can be understood by all Spanish speakers regardless of their country of origin. To meet the needs of the 68% of Hispanics who are from Mexico, the text is “localized” to enhance comprehension.

About Chinese: Traditional (complex) Chinese characters are used. The traditional character set (as opposed to the simplified character set) is the most widely used by Chinese in the U.S. NOTE: There is NO dialect in written Chinese. Mandarin and Cantonese are dialects used in spoken Chinese.

Content

- Content not translated: For target audiences in the U.S., some types of content are intentionally left in English to serve as teaching tools. For example, the Nutrition Facts label is not translated because readers see these labels on food packaging they buy here in the U.S. Description of any untranslated content always appears in the target language.

- Cultural appropriateness: Krames is known for producing culturally appropriate products:
 - People in Krames images are multi-ethnic.
 - Food and activities are typical American since many immigrants have adopted the American diet and lifestyle. We do include nutrition information about ethnic foods in our nutrition products.

FACTORS SUPPORTING THE NEED FOR PATIENT EDUCATION MATERIALS IN OTHER LANGUAGES

End-User Need

In the United States, the need for patient education materials in languages other than English is greater than ever. The driving force behind this demand is the exponential growth in ethnic populations that speak English as a second language, or that do not speak English at all. For example, the Hispanic population grew by 58% between 1990 and 2000 as reported by the U.S. Census Bureau. During the same period, the Asian population grew by 43%. Among Hispanics and Asians, about half of census survey respondents indicated they spoke English “less than very well.”

Healthcare Provider Demand

Many healthcare organizations, such as the AMA, are calling upon their members to provide “culturally and linguistically appropriate services.” Providers are encouraged to be sensitive to the cultural values and differences of the ethnic populations they serve. Key to this sensitivity is providing patients with educational materials in their native language.

Federal Guidelines

The DHHS Office of Minority Health established the National Standards for Culturally and Linguistically Appropriate Services in Health Care (CLAS Standards) to guide healthcare agencies and providers “to make their practices more culturally and linguistically accessible.” Publicly funded healthcare programs and activities are mandated to provide such language access. These programs include hospitals, public health clinics, long-term care facilities, managed care organizations, state Medicaid agencies, home health agencies, health services providers, and social service organizations. CLAS Standard #7 addresses written patient education, recommending such materials be provided in commonly encountered non-English languages.

Credentialing Agencies

Credentialing agencies, such as JCAHO, encourage hospitals and other provider organizations to address cultural competency, including providing patient education materials in languages other than English.