

# Multilinguality on Health Care Websites

## Local Multi-Cultural Challenges

# Overview

## Analysed websites

- **World Health Organization (WHO)**  
as an international organisation for health care issues
- **Health Portal of the European Union**  
the EU as a central institution for 27 member states
- **German government websites**  
Germany as a country of immigrants

# Analysed aspects

## ***Technical aspects***

- W3C Internationalization Standards
  - encoding
  - language information
  - language negotiation

## ***Linguistic and cultural aspects***

- comparing the different language versions
  - content
  - implementation of links
  - ...

# World Health Organization

[www.who.int](http://www.who.int)

## 6 languages available

Arabian, Chinese, English, French, Russian,  
Spanish

## Improvement announced

Multilingualism: plan of action

# Shortcomings

## ➤ Content

- not identical for all language versions
  - example 1: health topic list
  - example 2: information site on cancer

## ➤ Links

- inconsistent implementation

# Example 1: health topic list

## English

## Spanish

### Health topics

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

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

### Temas de salud

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

A	E continuado
<a href="#">Accidente cerebrovascular</a> ▶	<a href="#">Epilepsia</a> ▶
<a href="#">Accidentes radiológicos</a> ▶	<a href="#">Escherichia coli</a> ▶
<a href="#">Acrilamida</a> ▶	<a href="#">Esperanza de vida</a> ▶
<a href="#">Actividad física</a> ▶	<a href="#">Esquistosomiasis</a> ▶
<a href="#">Acupuntura</a> ▶	<a href="#">Esquizofrenia</a> ▶
<a href="#">Adhesión del paciente</a> ▶	<a href="#">Estadística</a> ▶
<a href="#">Aditivos alimentarios</a> ▶	<a href="#">Estupefacientes</a> ▶
<a href="#">Agua</a> ▶	<a href="#">Ética</a> ▶
<a href="#">Agua potable</a> ▶	<a href="#">Evaluación de las repercusiones sanitarias</a> ▶
<a href="#">Aire</a> ▶	<a href="#">Evaluación de riesgos</a> ▶
<a href="#">Alimentos genéticamente modificados</a> ▶	
<a href="#">Anemia</a> ▶	

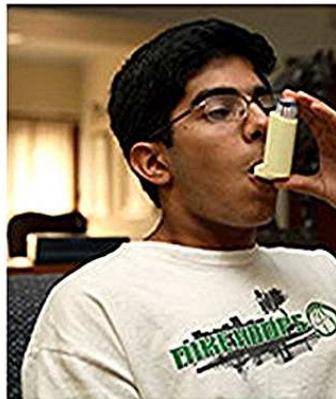
# Only standard texts for some topics

En esta página de consulta hallará enlaces hacia descripciones de actividades, informes, noticias y eventos, así como hacia los datos para entrar en contacto con los diversos programas y oficinas de la OMS que se ocupan de tema, y los asociados que colaboran con ellos. Asimismo, figuran enlaces hacia sitios web y temas relacionados.

## Inyecciones



## Asma



## Embarazo



## Fiebre amarilla



# Example 2: information site on cancer

**Cancer**



Cancer is the uncontrolled growth and spread of cells. It can affect almost any part of the body. The growths often invade surrounding tissue and can metastasize to distant sites. Many cancers can be prevented by avoiding exposure to common risk factors, such as tobacco smoke. In addition, a significant proportion of cancers can be cured, by surgery, radiotherapy or chemotherapy, especially if they are detected early.

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**General information**

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

**Technical information**

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

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**MULTIMEDIA**

**Fact file**

-  Ten facts about cancer
-  Ten facts about physical activity

**Feature**

-  Photo stories: Facing cancer

**Publications**

- ↓  Fight against cancer: strategies that prevent, cure and care pdf, 2.69Mb
- Cancer control: knowledge into action
- More publications about cancer

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**Statistics**

- WHO/ICO (Institut Català d'Oncologia) Information Centre on HPV and Cervical Cancer

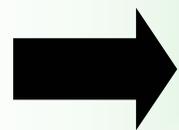
# Comparing the content

## *English*

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

## *Spanish*

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



Clearly more information available for English-speaking users

# Links

Temas de salud

## Depresión



En esta página de consulta hallará enlaces hacia descripciones de actividades, informes, noticias y eventos, así como hacia los datos para entrar en contacto con los diversos programas y oficinas de la OMS que se ocupan de tema, y los asociados que colaboran con ellos. Asimismo, figuran enlaces hacia sitios web y temas relacionados.

### Sitios conexos

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

### Enlaces conexos

- Depresión - en inglés
- Mental health

**Green:** Link is ok

**Red:** Bad implementation

## Sitios conexos

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

## Enlaces conexos

- Depresión - en inglés
- Mental health

## Red links

- not translated
- 3 lead to English content

## Green link

- translated
- hint that it leads to English content

# Health portal of the European Union

[ec.europa.eu/health-eu/](http://ec.europa.eu/health-eu/)

## 23 official and working languages

Bulgarian

German

Polish

Czech

Greek

Portuguese

Danish

Hungarian

Romanian

Dutch

Irish

Slovak

English

Italian

Slovene

Estonian

Latvian

Spanish

Finnish

Lithuanian

Swedish

French

Maltese

# Shortcomings

## ➤ Links

- implementation is consistent but not user-friendly

## ➤ User support

- sitemap and A to Z feature are a disaster

# Links on the information site on cancer

- all links are translated
- every link has a short information text

## **BUT no hint that**

- 19 links lead to English content
- **0 links** lead to Spanish content

### Links to the EU activities

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#### Public Health

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- **European Code Against Cancer**

The Europe Code Against Cancer initiative sets out eleven concrete, science-based guidelines for citizens to avoid certain cancers and to improve their health in general.

- **European cancer partnership**

Commission efforts to help fight cancer.

### Enlaces con las actividades de UE

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#### Salud pública

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- **Código europeo contra el cáncer**

La iniciativa del Código europeo contra el cáncer establece 11 recomendaciones concretas y con base científica para que los ciudadanos eviten ciertas formas de cáncer y mejoren su salud en general.

- **Asociación europea contra el cáncer**

Esfuerzos de la Comisión en la lucha contra el cáncer.

# User support



# Site map and A to Z function for the Spanish version

## Site map

Health-EU Portal

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

## Index

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

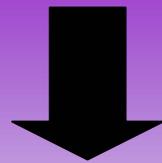
### A

- ➔ Abortion
  - ➔ Sex
- ➔ Accessibility
  - ➔ Medicines and Treatment
  - ➔ Policies
  - ➔ At Home
  - ➔ People with Disabilities
- ➔ Accidents
  - ➔ Patient Safety
  - ➔ Statistics
  - ➔ At Home
  - ➔ Road Safety
  - ➔ Elderly
  - ➔ People with Disabilities

# German government websites

Germany = a multicultural country

- ~ 7 million immigrants
- top 3 nationalities: Turkish, Italian, Polish



Germany = a multilingual country?

# Federal Ministry of Health

www.bmg.bund.de



Bundesministerium  
für Gesundheit

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

Search term(s)

Suchen



“Our health policy stands for long-term perspectives. This is why I will continue to pursue our proven path to forging health and long-term care policy.”

PRESSEMITTEILUNG – 22. June 2011

Nationaler Krebsplan - Ausschreibung ges...

PRESSEMITTEILUNG – 20. June 2011

Zukunftskonferenz Medizintechnik

PRESSEMITTEILUNG – 17. June 2011

Krankenversicherung im 1. Quartal

MINISTERIUM

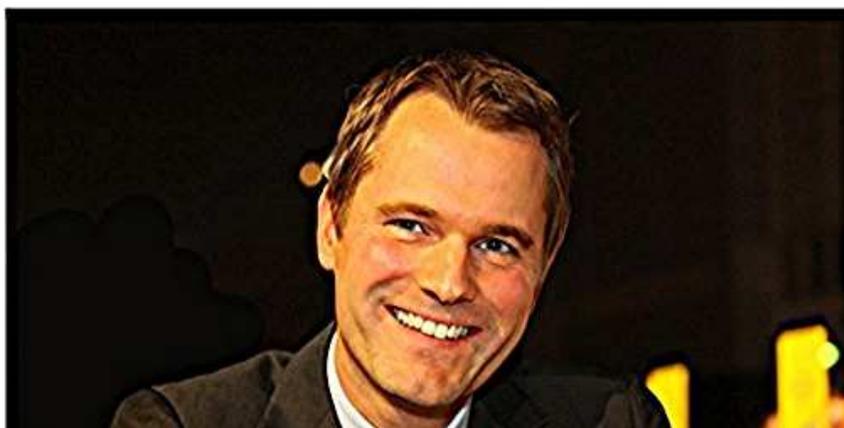
KRANKENVERSICHERUNG

GESUNDHEITSSYSTEM

PRÄVENTION

PFLEGE

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



MINISTRY

29.12.2010

## The Federal Ministry of Health

The Federal Ministry of Health is responsible for a variety of policy areas, whereby its activities focus predominantly on the drafting of bills, ordinances and administrative regulations. Moreover, by means of prevention campaigns, the Federal Ministry of Health seeks to improve the population's health.

# Shortcomings

- basic structure in German
- not all content available in English
- user support only in German
  - sitemap, contact, search
- only 2 language versions

# Federal Centre for Health Education

www.bzga.de

home Deutsch sitemap contact legal information print pdf view  →

**Federal Centre for Health Education**

BZgA → Key Topics → Research →

home



you are here: → home

## Welcome



**Welcome to the online offering of the Federal Centre for Health Education**

Health education and health promotion are important elements of the health system in Germany. The Federal Centre for Health Education (BZgA) has been pursuing the goal of preventing health risks and encouraging health-promoting lifestyles since its establishment in 1967.

In addition, the understanding of health and prevention is changing. Against this backdrop, health education is - as a constant communication process - dedicated to the goal of enabling self-responsible action in relation to health.

This website gives me the welcome opportunity to introduce you to the goals, tasks and offerings of the Federal Centre for Health Education.

*Dr. Elisabeth Pott*

Prof. Dr. Elisabeth Pott

# Links

- ▶ [Information materials on drug prevention](#)
- ▶ [Information materials on the promotion of not smoking](#)
- ▶ [Dot.sys - Documentation system for drug prevention](#)

## [www.drugcom.de](http://www.drugcom.de) working aid for cannabis

This material for education work is designed to help you find practice-oriented answers to a frequently asked question: "How can my education work motivate young people to take a critical look at their own cannabis consumption?" The working aid for [drugcom.de](http://www.drugcom.de) offers you information on this subject, as well as suggestions for practical exercises and games.

There, you will find ideas and suggestions on how you can use the [www.drugcom.de](http://www.drugcom.de) website for cannabis prevention in the context of your work. It tells you how to arouse young people's interest in using the computer and the Internet not only for games, but also for finding out about cannabis consumption, its effects and risks, or even being prompted to critically examine their own consumption patterns.

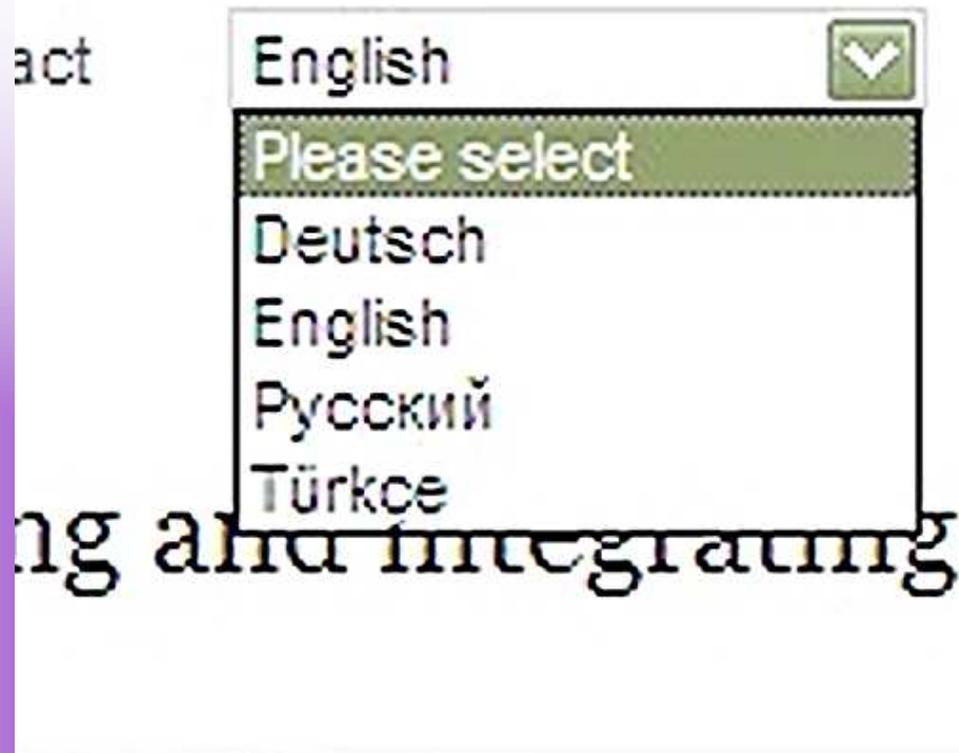
- ▶ [Download cannabis working aid \(PDF document, 1.5 MB\) \(in German\)](#)

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

# Federal Office for Migration and Refugees

www.bamf.de

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



Surprise!

4 language versions:

German, English, Russian, Turkish

# Shortcomings

- not all content available
  - but situation is made clear to the user

integration and support to the return. We would like to apologize that this service is currently only available in German.

- Links
  - not translated
  - no hint about language of linked website

## On the topic

→ [Social insurance](#)

## Links

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

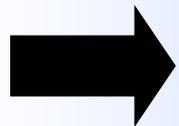
# Summary

Clear need to focus on details

➤ User support

➤ not "real" content

➤ but important for user orientation and user experience



has to be included in localization process

## ➤ Links

- big issue on all analysed websites
- a perfect link
  - has a translated text
  - leads to content in the user's native language or
  - indicates the language of the linked website

➔ is transparent for the user

Done 😊

Thank you for listening!

And special thanks to Jörg Schütz  
for his support