

1B

11:10am—12:00pm

Reaching a Multilingual Audience

Presenters:

Laura Godfrey

Kenneth Lo

**Digital
Inclusion +
Accessibility**

Reaching a multilingual audience

Kenneth Lo
Language Access Manager
NYC Mayor's Office of
Immigrant Affairs

Laura Godfrey
Lead, Multilingual Community
of Practice
General Services Administration

60%

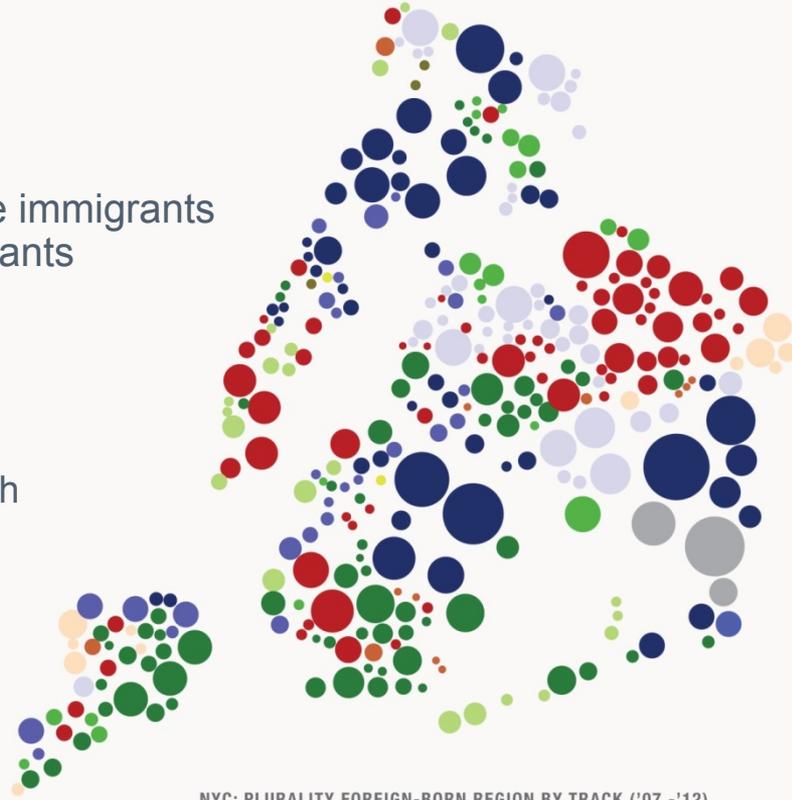
of NYC residents are immigrants
or children of immigrants

23%

of NYC residents are
not proficient in English

200+

languages spoken
in NYC



NYC: PLURALITY FOREIGN-BORN REGION BY TRACK ('07 -'12)



Welcome to Brooklyn

**Home To Everyone
From Everywhere!**

**Eric Adams
Borough President**

**Bill de Blasio
Mayor**

Communicating with a diverse city

- “The world in a city”
- Diversity: disabilities, language and culture, experience and expectations
 - People with limited English proficiency (LEP)
- Information: expanding content, multiple formats and channels
- Challenge: language/disability + digital

1.8 million New Yorkers with LEP



LEP Spanish

~888,000



LEP Chinese

~318,000



LEP Russian

~116,000

MOIA & Language Rights

- MOIA promotes the well-being of immigrant New Yorkers.
- Language rights: We Speak NYC + Language Access
- Improving delivery of information and services to New Yorkers with LEP
- Providing guidance and technical assistance to agencies



NYC Language Access Laws

- Local Law 73 (2003) – human service agencies
- Executive Order 120 (2008)
- Local Law 25 (2015) – website translation
- **Local Law 30 (2017) – citywide language access; codifies & expands EO120**
- Federal: Title VI of Civil Rights Act

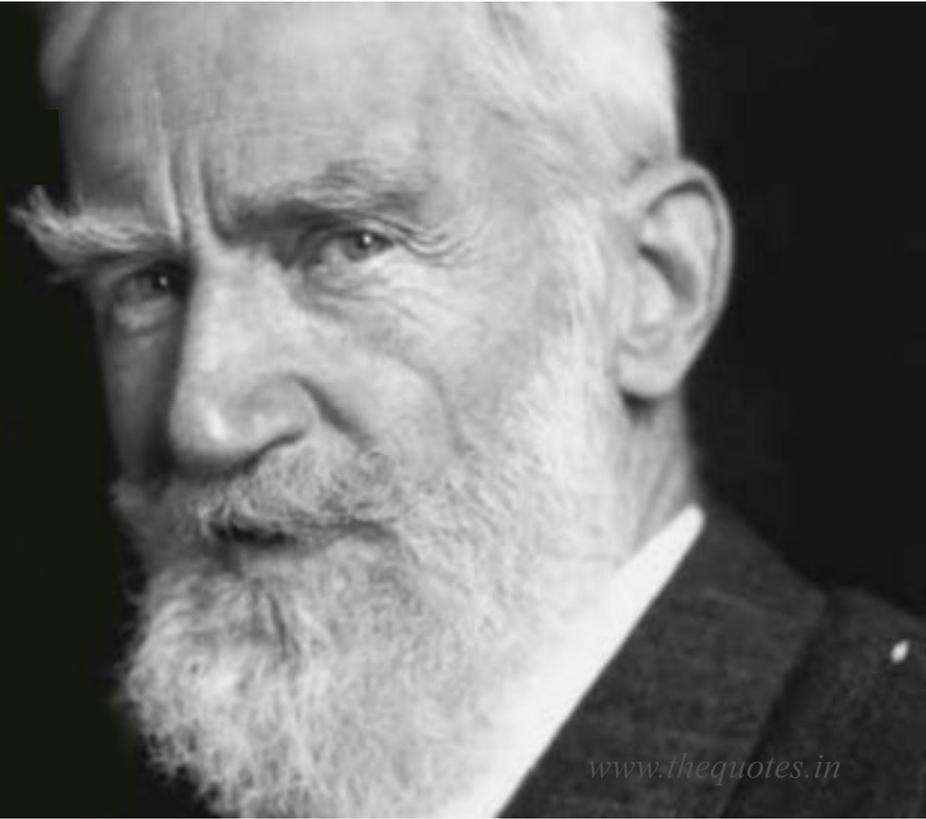
LL30: designated citywide languages

For an agency's most commonly distributed materials

Spanish	Español	Arabic	العَرَبِيَّة
Chinese*	汉语/漢語	Urdu	اُردُو
Russian	Русский	French	Français
Bengali/Bangla	বাংলা	Polish	Polski
Haitian Creole	Kreyòl		
Korean	한국어		

The single biggest problem in
communication is the illusion that
it has taken place.

George Bernard Shaw



The multilingual challenge

- Delivering information & services for a diverse population
 - Achieving agency mission efficiently and effectively
 - Expanding reach and access, equity
- Improving language access beyond Google Translate
 - Translation quality: accuracy, consistency, fluency
 - Integrating human translation
 - Balancing quality, cost, time
 - Digital content may involve translation and interpretation.



**KEEP
CALM**

AND

BE

MULTILINGUAL

Language Access infrastructure

- Create solid content for the audience
- Design for multilingual materials
- Work with professional translators
- Build a consistent process
- Develop and use appropriate tools
- Distribute through community channels

Plain Language

- Write in a way that helps readers understand the content the **first time** they read it.
 - Clear and concise text; concrete words; active voice; reader-focused; clean, well-organized layout
- Good for all readers
- Improves quality of translations
- Resources: **plainlanguage.gov, PLAIN CoP**

Design for multilingual materials

- Consider flexible layout and graphics
- Non-English text often takes up more space.
 - Buttons, embedded text
 - Allow plenty of “white space”
- Plan for different character sets, Right-to-Left languages
- Select images that reflect a diverse population
- Leave addresses, phone numbers in English/letter format
- Resources
 - WWW Consortium: <https://www.w3.org/International/>
 - Material Design (Google): <https://material.io/design>

Text expansion

English

Russian +15%

Arabic +20 to +25%

Spanish +15 to +30%

German +10 to +35%

Writing systems & character sets

עברית

Кириллица

देवनागरी लिपि

漢字

ਗੁਰਮੁਖੀ

한글

- Resources: omniglot.com, Unicode

Right-to-left (RTL) languages

- Examples: Arabic, Urdu, Hebrew
- Can create formatting challenges
 - Bidirectional language
 - Mirrored layouts
 - Directionality of navigation
 - Proofread!!

Navigation icons: Hamburger menu, Search, and More options.

Profile picture placeholder with a camera icon for upload.

Name
Peter Carlsson

Phone Number: (212) 665-8945 | **Label**: Mobile

Address
2000 Main Street

City: Hoboken | **State**: NJ | **Zip**: 94122

Navigation icons: More options, Search, and Hamburger menu.

Profile picture placeholder with a camera icon for upload.

Name
علي كونرز

Label: الجوا | **Phone Number**: (212) 665-8945

Address
العنوان

Zip: 94122 | **State**: ين | **City**: هوبوكين

Use language tags

- `<html lang =“en”> ... </html>`
- ISO language codes (2 or 3 letter)
- Defines pronunciation for screen readers
- PDFs: Select language in “reading options”

EN
ES
ZH
RU
BN
HT
KO
AR
UR
FR
PO

Make multilingual the default

- Plan for it. Adapt your processes.
- Build in time and budget for language needs.
- Become an educated consumer of language services.
 - Learn about the language industry:
internationalization, localization, CAT tools
- Resources
 - American Translators Association, Slator, Multilingual

Tips and reminders

- **Think multilingual. Think disability access.**
 - Use plain English.
 - Develop materials for English language learners in a bilingual environment.
 - Use glossaries and style guides to support consistency.
 - Design for multilingual content and accessibility.
 - Build a body of multilingual materials over time.
 - Track versions and label documents for English-only readers.
- **Meet your agency's Language Access Coordinator and Disability Service Facilitator.**

**Interpreter at Ellis Island
(1907-10)**

Italian, Yiddish, German, Croatian



**Interpreter at Ellis Island
(1907-10)**

Italian, Yiddish, German, Croatian

Fiorello LaGuardia

99th Mayor of New York City (1934-45)



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Language Access

Essential To An Inclusive, Diverse And Accessible
Community

NYC Digital Inclusion + Accessibility Conference

May 17, 2018

Diversity

A formal Definition

Merriam Webster Dictionary

“The condition of having or being composed of differing elements; variety; especially the inclusion of different types of people (such as people of different races or cultures) in a group or organization.”



Inclusion

A formal definition

From Ferris State University

“Inclusion is involvement and empowerment, where the inherent worth and dignity of all people are recognized.

An inclusive [community] promotes and sustains a sense of belonging; it values and practices respect for the talents, beliefs, backgrounds, and ways of living of its members.”

Diversity is being invited to the party.

Inclusion is being asked to dance.

- Vernā Myers

Society

A Formal Definition

Oxford Living Dictionaries

“The aggregate of people living together in a more or less ordered community.

The community of people living in a particular country or region and having shared customs, laws, and organizations.”



More On This

We can say that our society is a conglomerate of communities that reflect a wide range of groups, including a myriad of languages.

Language Access

Legal Framework

Executive Order 13166

Improving Access to
Services for Persons with
Limited English Proficiency.

The EO required federal
agencies to provide
meaningful access to
information to LEP
communities.

More On This

The Executive Order also requires that the Federal agencies work to ensure that recipients of Federal financial assistance provide meaningful access to their LEP applicants and beneficiaries.

10 Best Practices For Multilingual Websites

1. Language

Digital communications must address the users' language preference. The use of machine or automatic translations as a sole solution is strongly discouraged even if a disclaimer is added.



More On This

- If using translation software, agencies should have the translation reviewed by a qualified language professional to ensure that the translation correctly [communicates the message](#) in a culturally relevant manner.
- [GobiernoUSA.gov](#) offers users a complete experience including content, navigation, and all functionalities and features in that language.

2. Culture

Conduct usability tests to understand the cultural considerations of your target audience.

The online experience must be culturally relevant to achieve an emotional connection with the audience.



More On This

- Although [GobiernoUSA.gov](https://www.gobiernoUSA.gov) and [USA.gov](https://www.usa.gov), its English-language counterpart, have the same structure, and look and feel, the Spanish site offers content and images that resonate with the Hispanic community.
- Not connecting with your audience could have unintended consequences.

3. Access

Help users find your multilingual website offering prominent access on the English site.



More On This

- Access to multilingual websites should be made available on the global navigation on the top right of every English page.
- The [Federal Trade Commission](#) provides the “En español” link as part of their global navigation on their English site.
- The [Consumer Financial Protection Bureau](#) provides access to several languages as part of their global navigation.

Federal Trade Commission English Homepage



FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS

Contact | Stay Connected | Privacy Policy | **FTC en español**

Search

ABOUT THE FTC

NEWS & EVENTS

ENFORCEMENT

POLICY

TIPS & ADVICE

I WOULD LIKE TO...

Home » News & Events » Press Releases » Uber Agrees to Expanded Settlement with FTC Related to Privacy, Security Claims

Uber Agrees to Expanded Settlement with FTC Related to Privacy, Security Claims

Company failed to disclose breach in fall of 2016 during FTC investigation

SHARE THIS PAGE



FOR RELEASE

April 12, 2018

TAGS: [Automobiles](#) | [Technology](#) | [Bureau of Consumer Protection](#) | [Consumer Protection](#) | [Privacy and Security](#) | [Consumer Privacy](#) | [Data Security](#)

Uber Technologies, Inc. has agreed to expand the [proposed settlement it reached with the Federal Trade Commission](#) last year over charges that the ride-sharing company deceived consumers about its privacy and data security practices.

After the announcement of last year's proposed settlement, the Commission learned that Uber had failed to disclose a significant breach of consumer data that occurred in 2016 -- in the midst of the FTC's investigation that led to the August 2017 settlement announcement. Due to Uber's misconduct related to the 2016 breach, Uber will be subject to additional requirements. Among other things, the revised settlement could subject Uber to civil penalties if it fails to notify the FTC of certain future incidents involving unauthorized access of consumer information.

"After misleading consumers about its privacy and security practices, Uber compounded its misconduct by failing to inform the Commission that it suffered another data breach in 2016 while the Commission was investigating the company's strikingly similar 2014 breach," said Acting FTC Chairman Maureen K. Ohlhausen. "The strengthened provisions of the expanded settlement are designed to ensure that Uber does not engage in similar misconduct in the future."

In announcing the original proposed settlement with Uber in August 2017, the FTC charged that the company had failed to live up to its claims that it closely monitored employee access to rider and driver data and that it deployed reasonable measures to secure personal information stored on a third-party cloud provider's servers.

In the [revised complaint issued today](#), the FTC alleges that Uber learned in November 2016 that intruders had again accessed consumer data the company stored on its third-party cloud provider's servers by using an access key an



Related Cases

[Uber Technologies, Inc.](#)

Related Resources

[Blog: A Lesson from Uber: Secure Your Non-Production Software Environments](#)

For Businesses

[Blog: FTC addresses Uber's undisclosed data breach in new proposed order](#)

Media Resources

Our [Media Resources](#) library provides one-stop collections of materials on numerous issues in which the FTC has been actively engaged. These pages are especially useful for members of the media.

Consumer Financial Protection Bureau English Homepage

An official website of the United States Government

[Español](#) [中文](#) [Tiếng Việt](#) [한국어](#) [Tagalog](#) [Русский](#) [العربية](#) [Kreyòl Ayisyen](#) (855) 411-2372



Q Search

Submit a Complaint

Consumer Tools

Practitioner Resources

Data & Research

Policy & Compliance

About Us

We're the CFPB

The Consumer Financial Protection Bureau is a U.S. government agency that makes sure banks, lenders, and other financial companies treat you fairly.

FEATURED

CFPB is warning consumers that someone using a CFPB staff name is calling consumers to assure them that a fake prize they've won through a lottery or sweepstakes is legitimate. This is a scam.

[Get the facts](#)

We offer clear, impartial answers to hundreds of financial questions.

Find the information you need to make more informed choices about your money.

[Ask CFPB](#)



4. URL Strategy

Use a stand-alone, dedicated URL for marketing and search engine optimization (SEO) purposes.



More On This

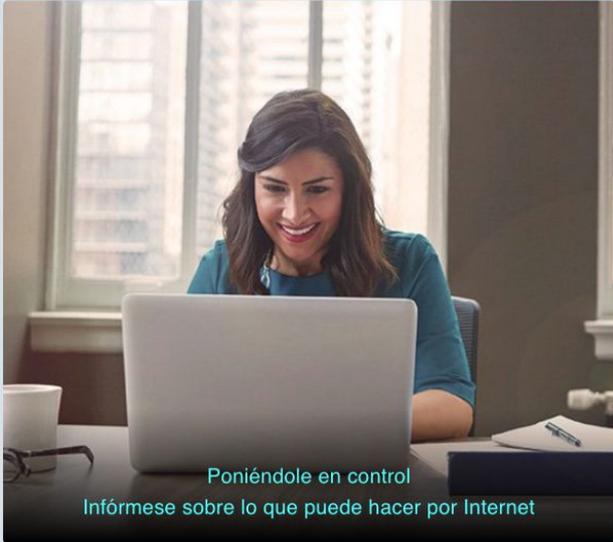
- That URL can then re-direct to another one more in line with your agency URL convention.
- The Social Security Administration uses <https://www.segurosocial.gov> to market and drive traffic to their Spanish language site.

Social Security Spanish Homepage

Social Security Administration [US] | <https://www.ssa.gov/espanol/>

ts Analytics ANLE Blog entries Blogs - Spanish Budget Captura's extranet CMS Environments Company Informati... Content across FCIC Content Strategy COOP >>

 **Seguro Social** 🔍 BUSCAR ☰ MENÚ 🌐 IDIOMAS 🔑 INGRESAR*



Poniéndole en control
Infórmese sobre lo que puede hacer por Internet



Jubilación



Incapacidad



Ayuda con los gastos de
medicamentos recetados



Cambio de dirección postal



my Social Security*

Vea su *Estado de cuenta del Seguro Social*, cambie su



Número de Seguro Social

Su número de Seguro Social es el eslabón que lo une a



Calculador de beneficios

Calcule sus beneficios en base a su registro de



¿Preguntas?

Obtenga respuestas a las preguntas más frecuentes

5. Comparability & Maintenance

Ensure that your multilingual website provides a comparable user experience to your English site.



More On This

MedlinePlus provides the same experience on the [English](#) and [Spanish](#) sites through consistent maintenance of content and look and feel.

MedlinePlus English Homepage

 U.S. National Library of Medicine



Trusted Health Information for You

[About MedlinePlus](#) [Site Map](#) [FAQs](#) [Customer Support](#)

[Health Topics](#) [Drugs & Supplements](#) [Videos & Tools](#) [Español](#)



Health Topics

Find information on health, wellness, disorders and conditions



Drugs & Supplements

Learn about prescription drugs, over-the-counter medicines, herbs, and supplements



Videos & Tools

Discover tutorials, health and surgery videos, games, and quizzes



Lab Test Information

Learn why your doctor orders laboratory tests and what the results may mean



Medical Encyclopedia

Share MedlinePlus   



April is National Autism Awareness Month.

Learn more about **Autism Spectrum Disorder.**

1 2 3 4 II

Tweets by @MedlinePlus



MedlinePlus.gov 
@medlineplus

Don't go near a wild animals' young. The mother might attack to protect them. Learn more about animal bites: [ow.ly/sZgP30J/M4xP](https://www.nlm.nih.gov/medlineplus/animalbites.html)



Stay Connected

Sign up for MedlinePlus email updates

NIH MedlinePlus Magazine

Read the



MedlinePlus Spanish Homepage

NIH Biblioteca Nacional de Medicina de los EE. UU.



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BUSCAR

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[Medicinas y suplementos](#)

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[English](#)



Temas de salud

Infórmese sobre temas de salud, bienestar, enfermedades y condiciones



Medicinas y suplementos

Aprenda sobre sus medicamentos de receta, de venta libre, hierbas y suplementos



Videos y multimedia

Descubra tutoriales, videos de cirugías, juegos y herramientas virtuales



Pruebas de laboratorio

Entérese por qué el doctor pide esa prueba y qué significan sus resultados

Compartir



LA RECETA SALUDABLE DE LA

¡Lo saludable no tiene que ser aburrido o aburrido! Prueba nuestra receta saludable de la semana:

Salmón pasado por agua

1 2 3 4 II

Tweets de @MedlinePlusEsp



MedlinePlus Español
@MedlinePlusEsp

¿Cuáles son los cuidados personales que debes procurar para el síndrome premenstrual? ow.ly/sWBL30JLSAy



Conéctese con nosotros

Suscríbese a las actualizaciones por email de MedlinePlus

Ingrese su email

ENVIAR

Revista NIH
MedlinePlus
Salud



6. Users' Expectations

Manage users' expectations by notifying when a user is going to navigate to an English-only area, external website, or will require a special program or software to view an application.



More On This

The State Department's [U.S Passports & International Travel](#) site indicates English-only content by adding “en inglés” next to links available in English. “En inglés” should be part of the link to comply with section 508 of the Rehabilitation Act (29 U.S.C. 794d).

U.S. Passport Website Spanish Homepage



Renovación de Pasaporte para Adulto

Comience a [Renovar el Pasaporte para Adulto](#). ¡Es la manera más simple y conveniente de obtener su nuevo pasaporte!

Primer Pasaporte para Adulto

Si no puede renovar su pasaporte, debe solicitarlo como [Primer Pasaporte para Adulto](#).

Menores de 16 Años

Todos los niños menores de 16 años deben presentar la solicitud en persona, incluso si ya han tenido un pasaporte. Ver [Menores de 16 Años](#).

Jóvenes de 16 y 17 Años de Edad

Jóvenes de 16 y 17 años de edad tienen un proceso de solicitud especial. Ver [Jóvenes de 16 y 17 Años de Edad](#) para más información.

Formularios de Pasaporte

Encuentre los [Formularios](#) para tramitar el pasaporte.

Dónde Solicitar

El lugar donde se hace el trámite de pasaporte depende de cuándo lo necesite. Vea [Dónde Solicitar](#) para más información.



CONTÁCTENOS



ENCUENTRA EL ESTADO DE SU APLICACIÓN (EN INGLÉS)



REPORTAR UN PASAPORTE PERDIDO O ROBADO (EN INGLÉS)

Eventos de Aceptación de Pasaportes



Encuentre [un evento de aceptación de pasaportes \(en inglés\)](#)!

7. Toggle

Enable users to toggle between comparable content or features on the English and multilingual websites if available.



More On This

Users on the National Cancer Institute can go back and forth between their [English](#) and [Spanish](#) pages without having to go through the home page.

Liver and Bile Duct Cancer—Patient Version

[Go to Health Professional Version](#)

OVERVIEW

The liver has many important functions in the body. For example, it cleans toxins from the blood, makes bile that helps digest fat, makes substances that help blood clot, and makes, stores, and releases sugar for energy.

Primary liver cancer is cancer that starts in the liver. The most common type of primary liver cancer is hepatocellular carcinoma, which occurs in the tissue of the liver. When cancer starts in other parts of the body and spreads to the liver, it is called liver metastasis.

Liver cancer is rare in children and teenagers, but there are two types of liver cancer that can form in children. Hepatoblastoma occurs in younger children, and hepatocellular carcinoma occurs in older children and teenagers.

The bile ducts are tubes that carry bile between the liver and gallbladder and the intestine. Bile duct cancer is also called cholangiocarcinoma. When it begins in the bile ducts inside the liver,

Hepatitis and Liver Cancer | Did You Know?



Cancer statistics highlight the connection between hepatitis B and C virus infection and liver cancer.

Cáncer de hígado y de conducto biliar—Versión para pacientes

[Vaya a la versión para profesionales de salud](#) 

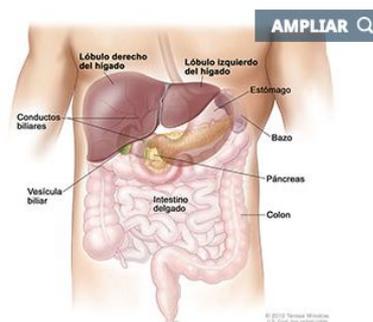
ASPECTOS GENERALES

El hígado cumple con muchas funciones importantes en el cuerpo. Por ejemplo, limpia las toxinas de la sangre, produce bilis que ayuda a digerir las grasas, elabora las sustancias que ayudan a coagular la sangre, y produce, almacena y libera azúcar para obtener energía.

El cáncer primario de hígado es un cáncer que comienza en el hígado. El tipo más común de cáncer primario de hígado es el carcinoma hepatocelular, que se presenta en el tejido del hígado. Cuando el cáncer comienza en otras partes del cuerpo y se disemina al hígado, se llama metástasis hepática.

El cáncer de hígado es poco frecuente en los niños y los adolescentes, pero hay dos tipos de cáncer de hígado que se pueden presentar en los niños. El hepatoblastoma se presenta en niños más pequeños y el carcinoma hepatocelular se presenta en niños mayores y adolescentes.

Los conductos biliares son tubos que transportan la bilis entre el



Anatomía del hígado. El hígado tiene cuatro lóbulos. Dos lóbulos están adelante del hígado y dos lóbulos pequeños (que no se muestran) están atrás del hígado.

8. Digital Features & Functionalities

Provide similar digital features and functionality on multilingual websites as available on the English site.



More On This

The [EPA site in Spanish](#) offers many of the same features as the EPA site in English. Both sites offer email, and links to follow them on several social media platforms such Facebook, Twitter, YouTube. Both sites also give the user the choice to share EPA's content on their own social media accounts.

9. Integrated Operations

Integrate your multilingual website initiatives with your internal infrastructure, overall operations and online-offline strategy.



More On This

- [GobiernoUSA.gov](#)
 - phone, chat and email support in Spanish
 - marketing campaigns and outreach materials in Spanish.
 - integral part of the overall online and offline strategy of the Office of Products and Programs, part of the [Technology Transformation Services](#) in GSA.
 - name change and redesign were implemented for both USA.gov and GobiernoUSA.gov.

10. Marketing & Outreach

Develop and execute a targeted multilingual marketing and outreach program



More on this...



The marketing and outreach program should include branding, social media and email marketing strategies, and KPIs (key performance indicators) to measure success.

Join Our Communities of Practice

More on this...

- [DigitalGov](#) has an entire page dedicated to communities of practice.
- To join any of these communities, just click on the community name.
- You can belong to as many communities as you like.

Questions?

Laura Godfrey, Lead Multilingual Community of Practice

[Join the Multilingual Community of Practice](#)

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