



<https://dmas.virginia.gov/for-members/forum-on-language-and-disability-access/>



Translations, Language Taglines and Strategies for Identifying Frequently Used Languages

May 14th, 2024 (1PM-3PM)



Logistics

- This presentation is being recorded and will be available for viewing on the [DMAS website](#) at a later time.
- Add your name, job title and organization you represent in the chat
- Remote Conference Captioning (RCC) available through Virginia Relay. Find link in the Agenda and chat
- American Sign Language Interpreters (ASL) available through the Virginia Department for the Deaf and Hard of Hearing (VDDHH)
 - To Pin the ASL: Click on the ASL video feed and then select the three-dots menu icon on the feed. A drop-down menu appears. Select Pin for me.
- If you experience technical difficulties during this call, e-mail: civilrightscoordinator@dmas.virginia.gov
- If you have questions, please enter them in the chat and we will address them at the end of this presentation as time allows

Today's Agenda

1:00 P.M. – 1:05 P.M.

Welcome and Introductions

1:05 P.M. – 1:10 P.M.

Opening Keynote - Craig C. Markva, Legislative Liaison | Office of the Secretary of Health and Human Resources

1:10 P.M. – 1:30 P.M.

Presentation – Translations, Taglines, and Implementation | Montserrat Serra, DMAS Civil Rights Coordinator

1:30 P.M. – 2:45 P.M.

Panel Discussion –

- Guadalupe Lucero, Language Access Specialist | Department of Behavioral Health and Developmental Services
- Zowee Aquino, Policy and Communications Team Lead | Hamkae Center
- Ana Trigueros-Merritt, Translation & Interpretation Manager | Virginia Department of Health

2:45 P.M. – 2:55 P.M.

Q&A and Public Comments

2:55 P.M. – 3:00 P.M.

Closing

Opening Keynote

Craig C. Markva

Legislative Liaison

Office of the Secretary of Health and Human Resources

Presentation

Translations, Taglines, and Implementation

By Montserrat Serra, DMAS Civil Rights Coordinator

Presentation Overview

- Language and Disability Access Services Requirements
- DMAS' Approach to Language Access
 - Increasing Trend of Non-English Languages
 - System-Generated Notices in Non-English Languages
 - Ad-Hoc Translations at DMAS
 - Behind the Scenes of Translation Implementation at DMAS
 - Translation Example – Outreach Materials
- Language Taglines
 - Definition and Purpose
 - Language Taglines Requirements in Healthcare
 - Examples of Where Language Taglines May Be Used

Language and Disability Access Services Requirements



Title VI of the Civil Rights Act of 1964

Prohibits discrimination
on the basis of race,
color and national origin



Executive Order 13166

Recipients of federal
funding must take
reasonable steps to
provide access to LEP
populations.



ADA Title II

Regulations require state
and local government to
provide appropriate
auxiliary aids and services
where necessary to ensure
effective communication
with individuals with
disabilities

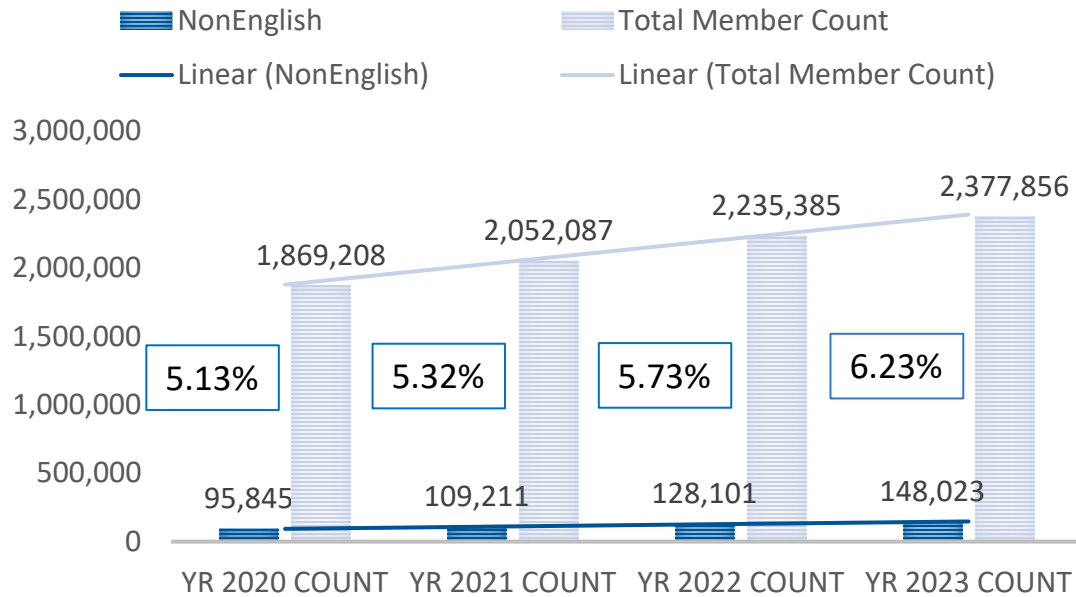


Affordable Care Act Section 1557

Covered entities shall take
reasonable steps to
ensure meaningful access
to its programs or
activities by limited
English proficient
individuals. 45 CFR 92.101

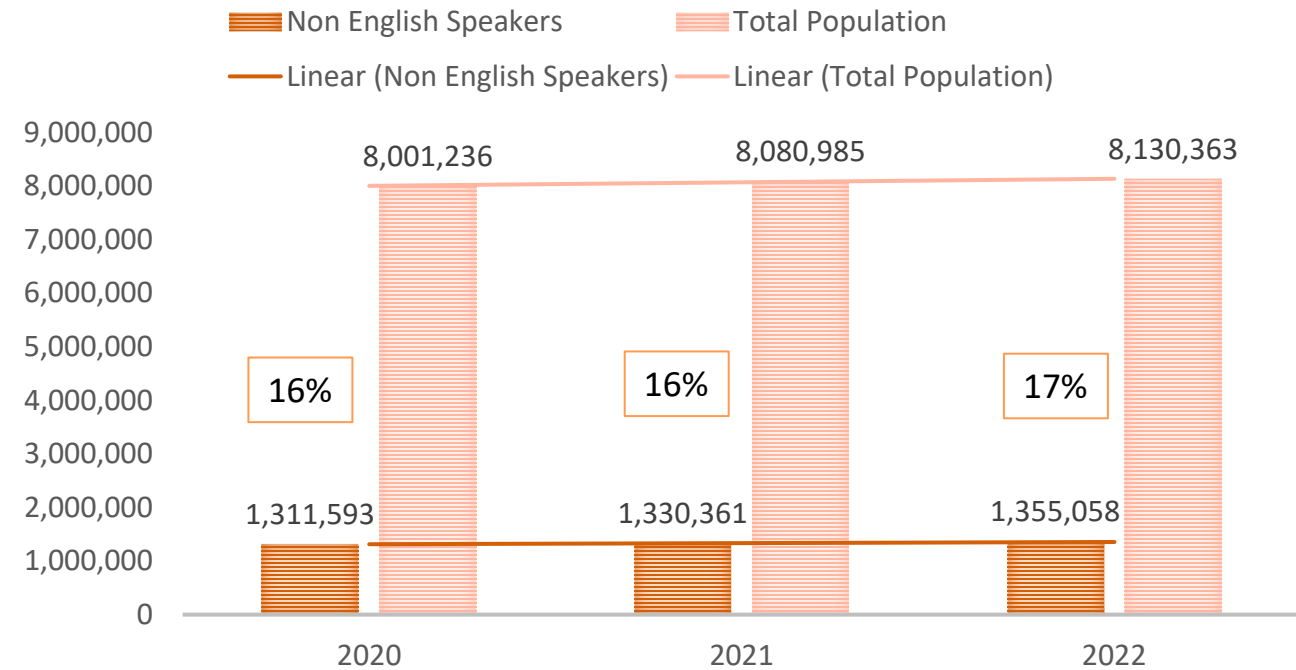
Increasing Trend of Non-English Languages

VIRGINIA MEDICAID LANGUAGE COUNT



Source: DMAS Language Counts

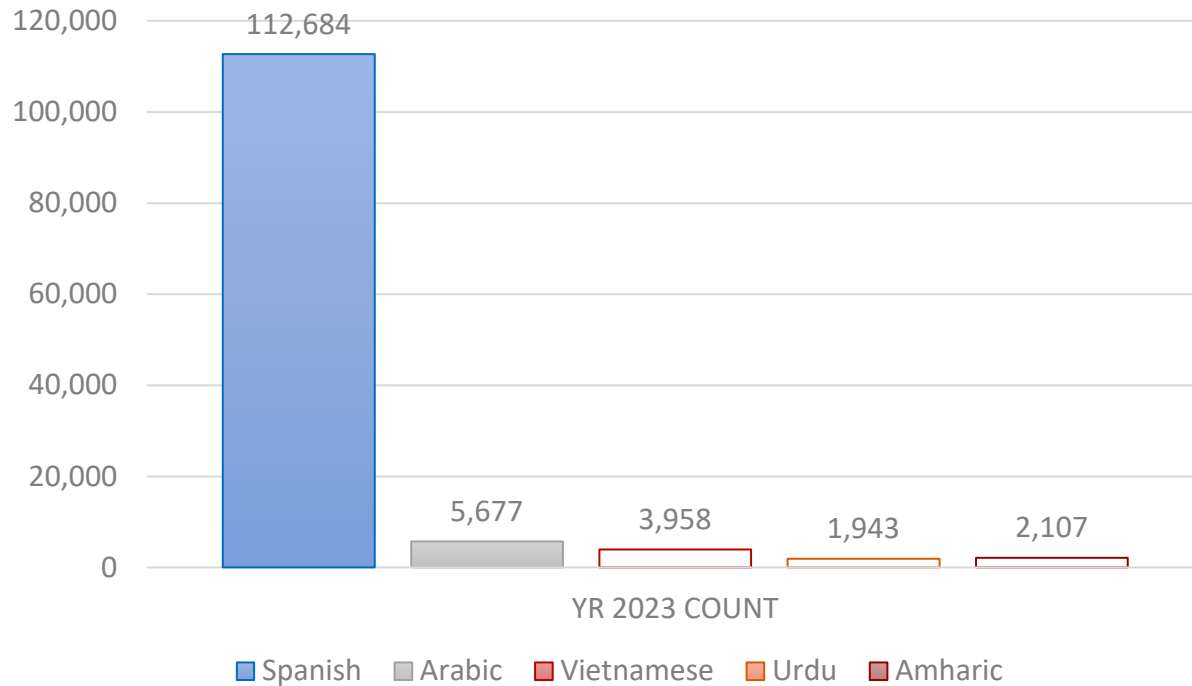
VIRGINIA LANGUAGE SPOKEN



Source: Census Bureau American Community Survey ACS 5-Year Estimates. B16001LANGUAGE SPOKEN AT HOME BY ABILITY TO SPEAK ENGLISH FOR THE POPULATION 5 YEARS AND OVER

System-Generated Notices in Non-English Languages

VIRGINIA MEDICAID YEAR 2023 COUNT



Sample of a Medicaid Notice in Arabic

Charlottesville City (540) لديك استفسارات؟ اتصل بالرقم: (434) 970-3400
 120 Seventh Street, NE
 Charlottesville, VA 22902

الخ الخطاب: 05/31/2022
 الحالة: 114398289
 الحالة: Sharon Ellen

[Redacted Address]
 Charlottesville, VA 22902

عندما تتم الموافقة على Medicaid أو FAMIS لسيدة حامل، تستمر التغطية لمدة 12 شهرًا بعد الشهر الذي
 تهي فيه الحمل.

يجب تجديد التغطية الصحية كل عام؛ ومع ذلك، نظرًا لحمل [Redacted] فقد تم تمديد التجديد حتى
 بآية فترة ما بعد الولادة. التجديد التالي لـ Sharon Ellen مستحق في 02/28/2023. سنرسل المزيد من
 معلومات عندما يحين وقت التجديد. قد يكون لدى الآخرين في منزلك تاريخ تجديد مختلف.

تمتع السيدات الحوامل وبعد الولادة بالحماية من التغييرات في الأهلية بسبب الدخل، ولكن لا يزال يتعين
 إبهن الإبلاغ عن التغييرات في أسرهن.

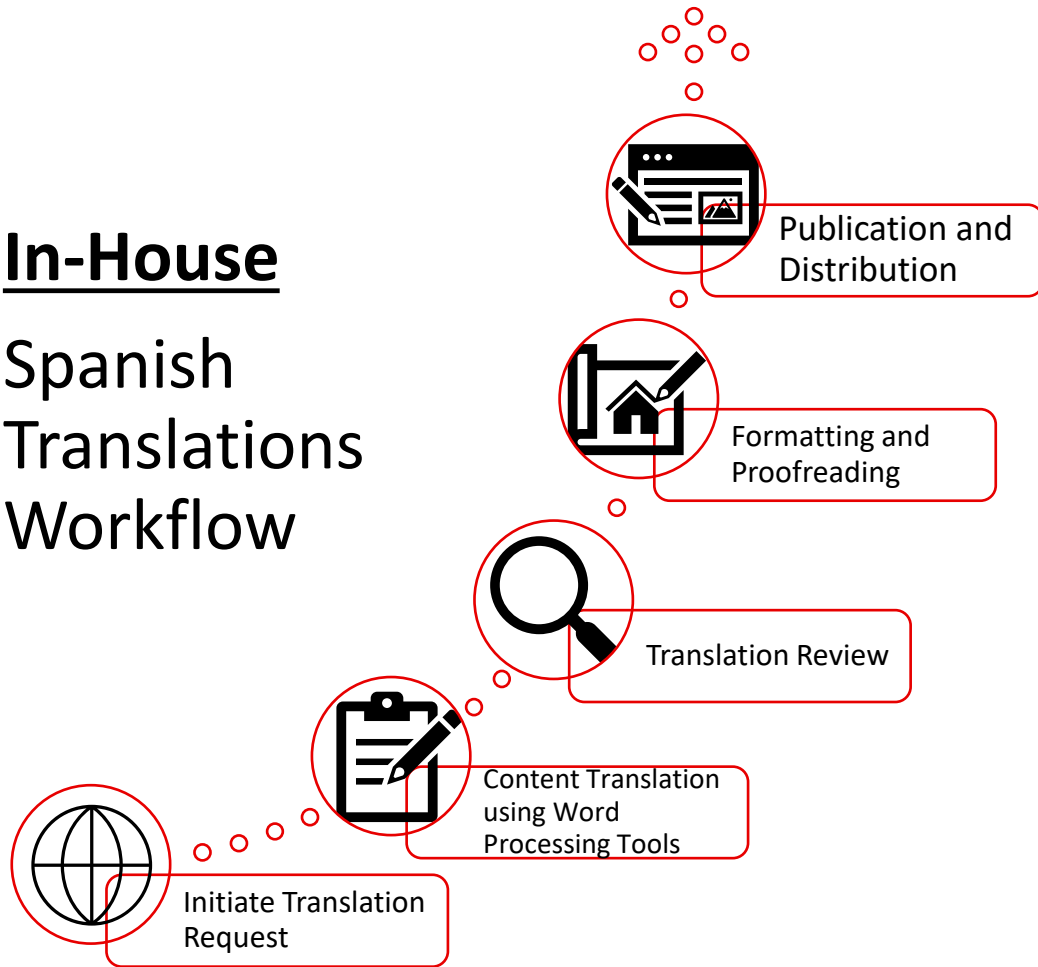
من عليك الإبلاغ عن أي تغييرات قد تؤثر على التغطية الصحية لأي فرد من أسرته تمت الموافقة على تلقيه للتغطية الصحية من
 Virginia Medical. يرجى الإبلاغ عن التغييرات التي تتعلق بك وبالأشخاص الآخرين في أسرته في غضون عشرة أيام من حدوث

Source: DMAS Language Counts

Ad-Hoc Translations at DMAS

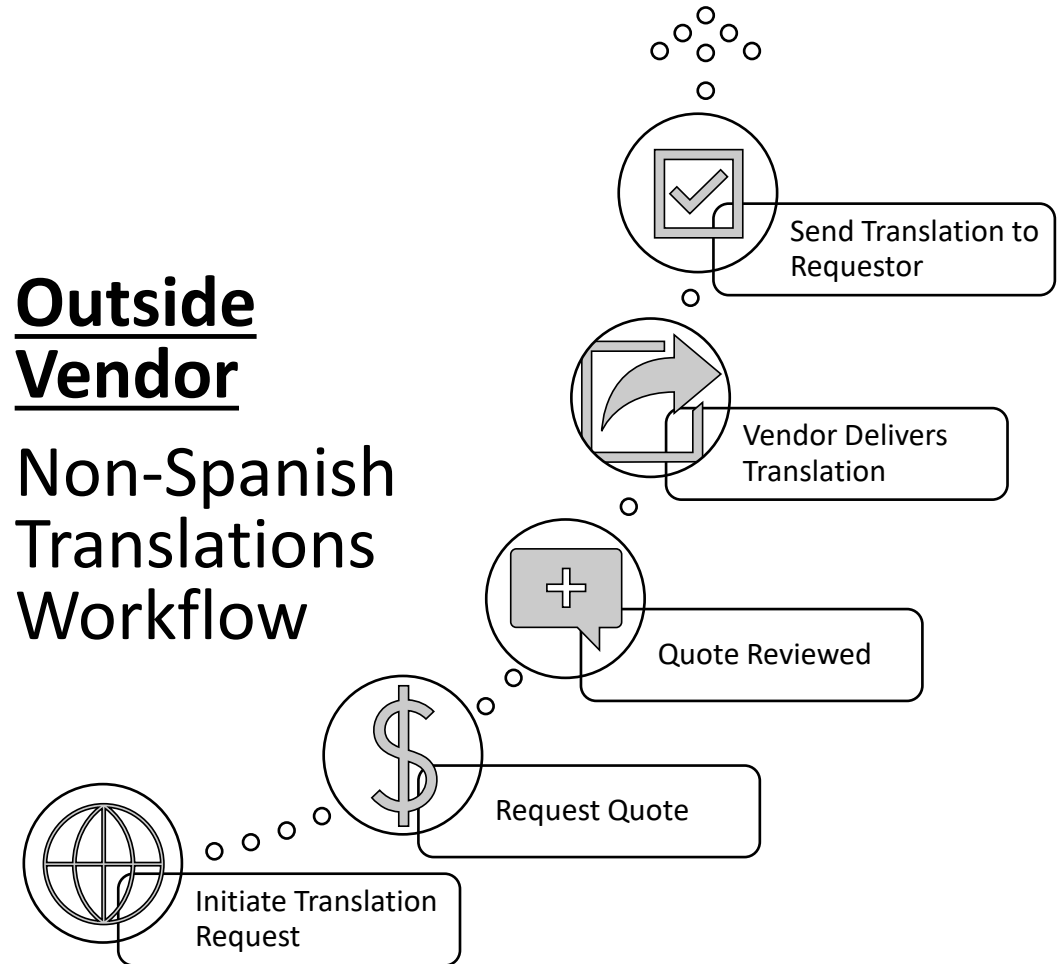
In-House

Spanish Translations Workflow



Outside Vendor

Non-Spanish Translations Workflow



Behind the Scenes of Translation Implementation at DMAS

PLEASE DO NOT REMOVE THIS PAGE; IT MUST BE USED IN THE RETURN ENVELOPE TO MAIL THE COMPLETED FORM BACK TO US.

It is Time to Renew Your Health Coverage from Virginia Medicaid.

Commonwealth of Virginia
Questions? Call: 855-242-8282

Charlottesville City (540)
120 SEVENTH STREET, NE
Charlottesville, VA 22902

Letter Date: December 12, 2023
Response Due: January 11, 2024
Case Number: 114524290
Case Worker Name: U. TESTER
Worker User ID: xxx009

Charlottesville, VA 22902

Please complete your renewal by January 11, 2024

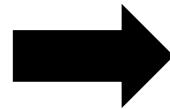
It is time to renew your Medical Assistance coverage for treatment of breast and cervical cancer treatment. You may lose coverage if renewal is not completed.

Renew your Medicaid in any one of these ways:	How to complete this renewal form:
<p>By Mail or Fax:</p> <p>Cover Virginia PO Box 1820 RICHMOND, VA 23218 Fax: (888) 221-9402</p>	<p>Please read all the information. If any information has changed, print the right information. Please sign and date the form.</p> <p>Page 3 Section 3 is the certification that the woman continues to receive treatment for breast or cervical cancer.</p> <p>This certification must be signed by the recipient's medical provider or the recipient must provide a written statement from her medical provider verifying continued treatment for breast or cervical cancer.</p> <p>If you have questions or concerns you may call Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590) or call your local department of social services case worker <LDSS phone (999)999-9999> .</p>

Case Number: 114524290
Client ID: 2106628632

You can get this letter in another language, in large print, or in another way that's best for you. Call us at 1-855-242-8282 (TTY: 1-888-221-1590).

Case #: 114524290 Page 1 of 4 Correspondence #: 715733026



#	English	Spanish
	Please read all the information. If any information has changed, print the right information. Please sign and date the form.	Por favor lea toda la información. Si alguna información ha cambiado, escriba la información correcta. Por favor firme y feche la forma.
	Page 3 Section 3 is the certification that the woman continues to receive treatment for breast or cervical cancer.	Página 3 Sección 3 es la certificación de que la mujer continúa recibiendo tratamiento para el cáncer de seno o cervical.
	This certification must be signed by the recipient's medical provider or the recipient must provide a written statement from her medical provider verifying continued treatment for breast or cervical cancer.	Esta certificación debe estar firmada por el proveedor médico del beneficiario o el beneficiario debe proporcionar una declaración escrita de su proveedor médico que verifique la continuación del tratamiento para el cáncer de seno o cervical.
	If you have questions or concerns you may call Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590) or call your local department of social services case worker	Si tiene preguntas o inquietudes, puede llamar a Cubre Virginia al 1-855-242-8282 (TTY: 1-888-221-1590) o llamar al trabajador social del departamento local de servicios sociales.
1	COMMONWEALTH OF VIRGINIA	ESTADO DE VIRGINIA
2	DEPARTMENT OF SOCIAL SERVICES	DEPARTAMENTO DE SERVICIOS SOCIALES
3	Breast and Cervical Cancer Prevention and Treatment Act (BCCPTA) Medicaid Redetermination	Redeterminación de Medicaid de la Ley de Tratamiento y Prevención de Cáncer Cervical y de Seno (BCCPTA, por sus siglas en inglés)
4	AGENCY USE ONLY	PARA USO EXCLUSIVO DE LA AGENCIA
5	DATE RECEIVED:	FECHA DE RECIBIMIENTO:
6	CASE NAME/NUMBER:	NOMBRE/NÚMERO DE CASO:
7	LOCALITY:	LOCALIDAD:
8	WORKER	TRABAJADOR:
9	1. IDENTIFYING INFORMATION	1. INFORMACIÓN DE IDENTIFICACIÓN
10	LAST NAME:	APELLIDO:
11	FIRST NAME:	PRIMER NOMBRE:
12	MI:	INICIAL DEL SEGUNDO NOMBRE:
13	SOCIAL SECURITY NUMBER:	NÚMERO DEL SEGURO SOCIAL:
14	Home address	Dirección del hogar
15	Mailing address	Dirección Postal

ur-in

براہ کرم تمام معلومات پڑھیں۔ اگر کوئی معلومات بدل گئی ہے تو درست معلومات پر پرنٹ کریں۔ براہ کرم فارم پر دستخط کریں اور تاریخ لکھیں۔

صفحہ 3 سیکشن 3 اس بات کی تصدیق کرتا ہے کہ عورت اب بھی چھاتی یا سروائیکل کینسر کا علاج کروا رہی ہے۔

اس سرٹیفیکیشن پر وصول کنندہ کے طبی فراہم کنندہ کے دستخط شدہ ہونا ضروری ہے، یا وصول کنندہ کو اپنے ڈاکٹر کی طرف سے چھاتی یا سروائیکل کینسر کے جاری علاج کی تصدیق کرنے والا تحریری بیان پیش کرنا چاہیے۔

اگر آپ کے سوالات یا خدشات ہیں تو آپ کو ورجینیا کو کال کر سکتے ہیں یا اپنے مقامی محکمہ سماجی خدمات کے کیس ورکر کو کال کر سکتے ہیں

کامن ویلتھ آف ورجینیا ڈیپارٹمنٹ آف سوشل سروسز

بریسٹ اور سروائیکل کینسر روک تھام اور علاج کا قانون میڈیکیشن کی دوبارہ تشخیص (BCCPTA) صرف ایجنسی کے استعمال کے لئے

موصول ہونے کی تاریخ:

کیس کا نام/نمبر:

علاقہ:

ورکر

1. معلومات کی شناخت

آخری نام:

پہلا نام:

MI:

سوشل سیکورٹی نمبر:

گھر کا پتہ

ڈاک کا پتہ

Language Taglines – Definition and Purpose

- Short statements that communicate the availability of language services in multiple languages
- To ensure accessibility and inclusivity by notifying users about language options

Language Tagline Sample

English: Get help in your language. This letter has important information about your Virginia Medicaid appeal. You have the right to get this letter for free in your language, in large print, or in another way that is best for you. Call us at 804-371-8488 (TTY: 1-800-828-1120).

Spanish: Obtenga ayuda en su idioma. Esta carta contiene información importante sobre su apelación contra Medicaid de Virginia. Usted tiene derecho a recibir esta carta de manera gratuita, en su propio idioma, en letra grande o de otra manera que sea mejor para usted. Llámenos al 804-371-8488 (TTY: 1-800-828-1120).

Arabic: احصل على تعليمات للمساعدة بلغتك. يحتوي هذا الخطاب على معلومات مهمة حول مطالباتك الخاصة ببرامج فيرجينيا ميديكيد (Virginia Medicaid). ولديك الحق في الحصول على هذا الخطاب بلغتك مجاناً أو مطبوعاً بحروف كبيرة، أو بأية طريقة أخرى تُعد الأفضل لك. يرجى الاتصال بنا على رقم: 804-371-8488 (الهاتف النصي: 1-800-828-1120).

Urdu: اپنی زبان میں مدد حاصل کریں۔ اس خط میں آپ کی Virginia Medicaid اپیل کے بارے میں اہم معلومات ہیں۔ آپ کو یہ خط مفت میں اپنی زبان میں، بڑے پرنٹ میں، یا کسی اور طرح سے حاصل کرنے کا حق ہے جو آپ کے لئے بہترین ہے۔ ہمیں 804-371-8488 پر کال کریں (TTY: 1-800-828-1120).

Korean: 한국어로 도움을 받으세요. 이 문서는 버지니아 메디케이드 프로그램 (저소득층 의료보장제도) 신청에 도움이 되는 중요한 정보를 담고 있습니다. 큰 글자로 인쇄된 한국어 문서 또는 여러분께 가장 알맞은 형태의 문서를 무료로 받아보실 수 있습니다. 804-371-8488 (텔레타이프: 1-800-828-1120) 으로 문의해주세요.

Vietnamese: Được trợ giúp bằng ngôn ngữ của quý vị. Thư này chứa thông tin quan trọng về kháng cáo Virginia Medicaid của quý vị. Quý vị có quyền nhận được thư này miễn phí bằng ngôn ngữ của mình, dưới dạng bản in chữ lớn hoặc theo một cách khác phù hợp nhất với quý vị. Xin gọi cho chúng tôi theo số 804-371-8488 (TTY: 1-800-828-1120).

Hindi: आपकी भाषा में सहायता प्राप्त करें। इस पत्र में आपके वर्जिनिया मेडिकेड अपील से संबंधित महत्वपूर्ण जानकारी है। आपको यह अधिकार है कि आप इस पत्र को आपकी भाषा में, बड़े फ़ॉन्ट में, या किसी अन्य प्रकार से जो आपके लिए श्रेष्ठ हो, मुफ्त प्राप्त करें। हमें 804-371-8488 पर कॉल करें (TTY: 1-800-828-1120).

Farsi: به زبان خودتان کمک دریافت کنید. این نامه حاوی اطلاعات مهمی درباره پرونده شما برای Virginia Medicaid است. شما حق دارید نسخه رایگان این نامه را به زبان مادریتان، چاپ درشت، چاپ درخت، یا بصورت دیگری که برایتان مناسب است دریافت کنید. 804-371-8488 (شماره تلفن: 1-800-828-1120) را ما تماس بگیرید. (بیامک: 1-800-828-1120)

Traditional Chinese: 獲得使用您的語言的協助。本信件包含有關您的維吉尼亞州醫療補助申訴的重要資訊。您有權使用您的語言、大號字體或最適合您的其他方式免費獲取本信件。請致電 804-371-8488 (聽障專線: 1-800-828-1120) 聯絡我們。

Tagalog: Humingi ng tulong sa iyong wika. Ang liham na ito ay may mahalagang impormasyon tungkol sa iyong apela sa Medicaid. May karapatan kang makuha ang liham na ito nang libre sa iyong wika, sa large print, o sa iba pang paraan na pinakamahasay para sa iyo. Tawagan kami sa 804-371-8488 (TTY: 1-800-828-1120).

Bengali: আপনার ভাষায় সহায়তা প্রাপ্ত করুন। এই চিঠিতে আপনার Virginia Medicaid (ভার্জিনিয়া মেডিকেড) এর আপীল সম্পর্কে গুরুত্বপূর্ণ তথ্য রয়েছে। আপনার কাছে এই চিঠিটি আপনার ভাষায়, বড় আকারের প্রিন্ট বা আপনার জন্য সর্বোত্তম যেকোনো উপায়ে নিখরচায় প্রাপ্ত করার অধিকার রয়েছে। 804-371-8488 (TTY: 1-800-828-1120) এই নম্বরে আমাদের কল করুন।

Language Taglines Requirements – Healthcare Setting

Regulation & CFR	Description
45 CFR § 92.8 Section 1557 of the Affordable Care Act (ACA)	Requires taglines in top 15 languages for health programs to ensure non-discrimination and enhance accessibility.
42 CFR § 438.10	Mandates that managed care organizations provide taglines in prevalent languages to aid understanding of critical health information for LEP individuals.
42 CFR § 435.905(b)(3)	States must provide Medicaid communications with taglines in prevalent non-English languages.
42 CFR § 457.110	Ensures CHIP-related information includes taglines in prevalent non-English languages to maintain accessibility.
Changes to ACA Section 1557	Reduces language taglines requirements. (2020)
Changes to ACA Section 1557	Reincorporates the mandate of the inclusion of language taglines in the top 15 spoken languages in the State. (2024)

Examples of Where Language Taglines May Be Used



Notices



Websites



Marketing Materials

Key Take Aways

- Importance of adhering to legal mandates for language and disability access services
- Importance of providing language services to ensure accessibility and inclusivity
- Importance of public awareness of available language services

Panel Discussion:

Translations, Language Taglines and Strategies for Identifying Frequently Used Languages

- **Virginia Department of Behavioral Health and Developmental Services (DBHDS)**

Guadalupe Lucero, Language Access Specialist | guadalupe.lucero@dbhds.virginia.gov

- **Hamkae Center**

Zowee Aquino, Policy and Communications Team Lead | zaquino@hamkaecenter.org

- **Virginia Department of Health (VDH)**

Ana Trigueros-Merritt, Translation & Interpretation Manager | ana.trigueros-merritt@vdh.virginia.gov

Panelists Questions

1. Please describe your role and the services your agency provides to the community.

Panelists Questions

2. What strategies have you found most effective in identifying frequently used languages within your area of service?

Panelists Questions

3. How does your agency inform the public of available language services?

Panelists Questions

4. Does your agency have an internal process to handle translation requests? Can you provide insights into the steps involved in the translation process, from request submission to final delivery? How do you ensure translation accuracy? What languages do you usually translate into?

Language Access HUB - VDH



Translation

Reading/writing in another language



Interpretation

Speaking another language



American Sign Language (ASL)

Communicating with deaf/hard-of-hearing individuals



Glossary

Words/terms relating to language services



Resources

Links to various supporting websites



Training Opportunities

Coming soon!



Translation Library

A centralized place for all accurately translated documents



FAQs

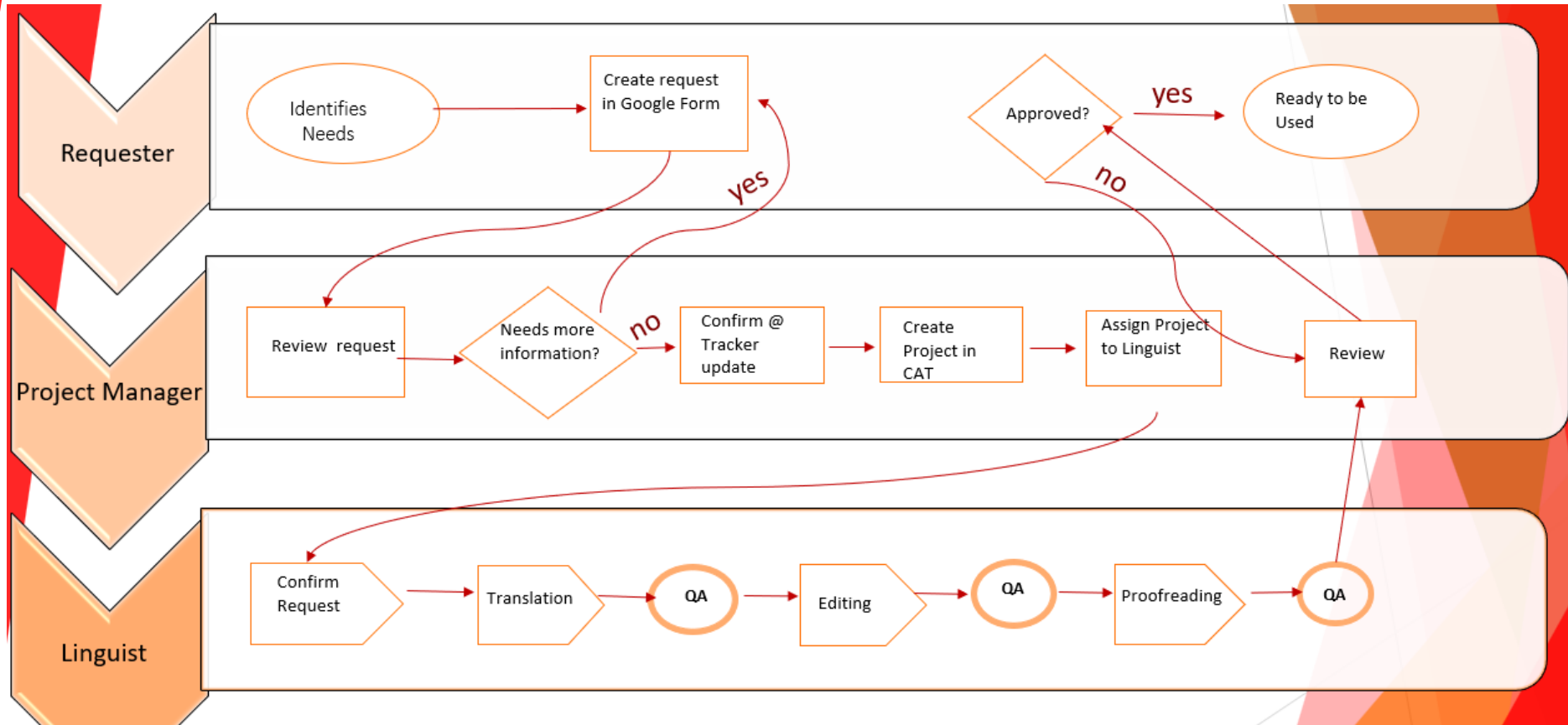
Answers to commonly asked questions



Contact Us

Talk to us!

Translation Workflow - VDH



Panelists Questions

5. Could you discuss any challenges or barriers your agency has faced in providing translation services, and how you've overcome them?

Panelists Questions

6. What would be your advice to an agency that doesn't have a current process in place to handle translations? What would you recommend they start with?

Q&A and Public Comments

Questions and comments will be addressed during today's event as time allows.

- Type your question on the chat, or
- Email your question to civilrightscoordinator@dmas.virginia.gov

Unaddressed questions will be published on the [DMAS website](#)

Closing Remarks and Resources

- [Title VI Guidance for Recipients](#)
- [ADA Requirements: Effective Communication](#)
- [Section 1557 of the Affordable Care Act \(ACA\)- Final Rule Fact Sheet](#)
- [Section 504 of the Rehabilitation Act of 1973 – Final Rule Fact Sheet](#)