



Translation alone is not enough

Introducing a “stakeholder-based” approach to the cultural adaptation of vaccination information materials

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The challenge/opportunity

Communication guide for health care providers (2012-rev 2016)



Flipbook to support conversations with parents and caregivers (2012-rev 2016)

The 5-step stakeholder-based approach

1. Careful selection of materials and process coordinators
2. Early review by content and linguistic experts
3. Translation and quality check
4. Comprehension testing
5. Proofreading, design, networking and evaluation



Step 1: selection of materials and process coordinators

Select the best material for your context and end users



Select well-networked, knowledgeable and credible coordinators

Step 2. Early review by content and linguistic experts

Content expert TASKS

- Remove culturally and technically inappropriate recommendations
- Integrate, existing national materials and guidance where relevant ;
- Identify national data, examples and resources (eg vaccination schedules, websites, publications);

Linguistic expert TASKS

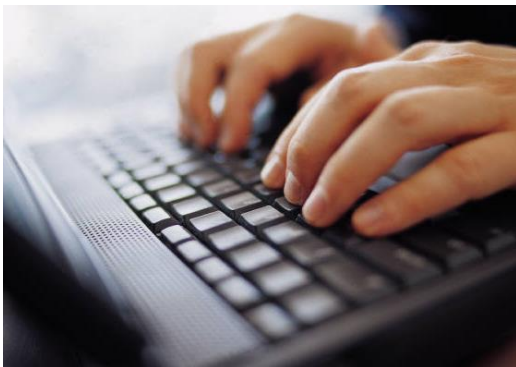
- identify potential linguistic issues in idioms, concepts and find alternative wording



Step 3: Translation and quality check

Translator PROFILE

- A local/in-country native speaker of the country language and fluent in the language of the source document.
- Familiar with the designated health and behavior topics and positive about issues being addressed.



Quality check reviewer

- in-country expert not directly involved in the translation process, familiar with context culture of end-users.
- Check that the translated version conveys the content of the original version in a linguistic and culturally appropriate way.



Step 4: Comprehension Testing

Focus groups and interviews with end users, stakeholders and influencers (networking, dissemination, selection of formats)



Step 5: Proofreading, design, networking and evaluation



Fresh eye



Use process to develop stakeholder networks



Use local designer and pictures



Assess impact of the intervention

Beszéljünk a védőoltásokról!

A gyermekkori védőoltások:
az ECDC tájékoztatója



Thank you!

FEEDBACKS WELCOME!!

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