

SOLUTION AND EFFECT ANALYSIS

ROOT CAUSE	POTENTIAL SOLUTIONS
Marketing HCHD Translation Services is Costly	<ul style="list-style-type: none"> • Create outreach brochures which advertise translation services • Make information about translation services more accessible on the website • Outreach to programs for the Hispanic populations such as churches/grocery stores • Advertisement about translation services at Farm Fair • Create a billboard/bus ad to advertise translation services • Advisory group/focus groups
Current Translation Process isn't Standardized	<ul style="list-style-type: none"> • Create a policy dept. wide on how, why, and when to use the translation service • Discuss at general staff meeting the importance of using translation services • FAQ guide for staff • Create a 1-page policy cheat sheet • Use the log to document when translation services are used • Create a demonstration video for staff
No Defined Criteria on When to Use Translation Services	<ul style="list-style-type: none"> • Create guidelines or a flowchart that states when to use translation services & when to not • Do mock sessions for using translation services • Look into what practice materials are offered by translation service providers
Lack of Uniformity/Script for Initial Contact	<ul style="list-style-type: none"> • On HCHD phone recording state we provide translation services • Educate front line staff to know a few Spanish words such as "please hold" • Use phrase cards • Train staff to make 3rd party calls • Create written procedures on how to answer the phone
Not Advertising for Bilingual Candidates	<ul style="list-style-type: none"> • Advertise "bilingual a plus" • Hire bilingual staff at higher rates • Provide incentives to current staff to become certified translators • Split translator position with a different organization • Translator could be used for outreach