

## Translating '10 tips' for hospital patients:



## Translating: from D to Δ (not quite so simple)

- Somali reader:  
 "...Tips 7... should it not be:  
 'Ask the doctor to sketch  
 for you, if you are to have  
 surgery?'"

## Lessons learned:



- Standardised translation is inadequate
- Cultural translation is also needed for effective communication
- Translated information must address differences in
  - notion of health
  - health service expectancies
  - doctor-patient roles