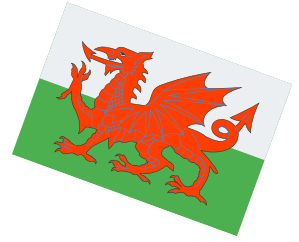


The active offer



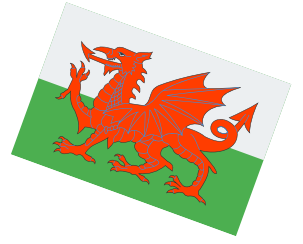
What is an 'Active Offer'?

An 'Active Offer' simply means providing a service in Welsh without someone having to ask for it. The Welsh language should be as visible as the English language.

- **It means creating a change in culture that takes the responsibility off the service user to ask for a service through the medium of Welsh.**
- **Providing a service that is service user-centred is fundamental to the 'Active Offer'. What this means in practice is providing a tailor-made service that enables the individual to be assured that he/she is in control and fully understands the services being offered.**
- **Making an 'Active Offer' means not making assumptions that all Welsh speakers speak English anyway! It ensures Welsh-speaking service users are treated with dignity and respect by asking them what their preferred language is and acting on it.**
- **What is needed is a proactive approach that ensures language need is identified as an integral part of safe high-quality service provision.**
- **Making an 'Active Offer' is also about creating the right environment where service users feel empowered and confident that their needs will be met**



The active offer



How can I deliver the 'Active Offer'?

We all have a part to play in ensuring quality and safety for Welsh speakers. It is a team effort and everyone's contribution counts.

Here are some practical things you can do to provide an 'Active Offer':

use simple Welsh phrases with service users to make them feel at ease

Greet Welsh speakers in Welsh if that is their first language

Try greeting and saying goodbye to individuals bilingually...

Label food bilingually for Welsh speaking service users

https://socialcare.wales/cms_assets/file-uploads/150928activeoffersocialservicesen.pdf