**SOCIAL SERVICES AND WELL-BEING (WALES) ACT**

**HANDOUT**

**The Active Offer**

‘More than Just Words....’ a [strategic framework for Welsh language services](http://gov.wales/topics/health/publications/health/guidance/words/?lang=en) in health and social services provides a systematic approach to improve services for those who need or choose to receive their care and support in Welsh. The aim of the framework is to ensure that organisations and practitioners recognise that language is an intrinsic part of care and support, and that people who need services in Welsh get offered them. This is called the ‘Active Offer’ and means moving the responsibility from the user to ask for services through the medium of Welsh to the service, which must ensure it provides them. The Active Offer requires services to:

provide a service to Welsh language speakers

provide information in Welsh

provide a service with a Welsh speaking doctor or carer

take note of language needs, and act on those needs

discuss care in Welsh

‘More than just words…’ outlines four key reasons why the Active Offer is important:

improving the quality of care

maintaining professional standards

meeting the language need of users

comply with legal and statutory requirements

Four priority groups have been identified by the Welsh Government where Welsh language services are particularly important:

children and young people

older people

people with learning disabilities

people with mental health problems

A Welsh Government [guidance leaflet](http://www.wales.nhs.uk/sites3/Documents/415/WG20766_Active%20offer%20More%20than%20words_13%20a4%20leaflet_E_WEB.pdf) emphasises that you must:

demonstrate that you are trying

be honest about what you can or can’t provide

note any problems in providing a Welsh service and take action

make an agreement with your organisation and people who use your services about how you can develop