

WELSH LANGUAGE IMPACT ASSESSMENT

Welsh Language Impact Assessment reference number: 02/11/2021

Does the proposal demonstrate a clear link with the Welsh Government's strategy for the Welsh language? – *Cymraeg 2050 A million Welsh speakers* and the related Work Programme for 2017-2021?

Whilst the proposals do not have a direct impact on the Welsh language, they will be supportive of the aims and objectives set out in *Cymraeg 2050*. The public sector bodies effected by our proposals are all subject to the Welsh Language Standards and we would expect them to promote the Welsh language and its use throughout their duties. The third sector are fully involved in the tobacco control agenda and any funding provided to the third sector to support the proposals would be subject to them supporting the aims of *Cymraeg 2050*.

Describe and explain the impact of the proposal on the Welsh language, and explain how you will address these impacts in order to improve outcomes for the Welsh language.

The strategy and delivery plans will have minimal impact on the sustainability of the Welsh language, however, given the level of public interaction there is a potential to make a valuable contribution to *Cymraeg 2050*. The strategy and delivery plans will also support the actions of the '*More than just words*' framework when developing proposals including the principle of actively offering Welsh language services to people without them having to ask for it. The Welsh Language will be treated equally to English in all aspects of our approach to tobacco control. The consultation documents will be published in both English and Welsh. The final strategy and all delivery plans will also be published in Welsh and English.

The proposal is unlikely to have any specific effect on Welsh medium education and Welsh learners, although the availability of information and support in Welsh may help Welsh learners. However, if and when we engage with Welsh medium education specifically children and young people we will ensure we follow the principles as set out in *Cymraeg 2050* and all services and information being offered in Welsh.

The strategy and first delivery plan includes actions to improve smoking cessation services in Wales, both through continuous service development and innovation. These changes will not negatively impact the smoking cessation services that are available in English and Welsh but could positively impact the Welsh language as the principles of *Cymraeg 2050* and '*More than just words*' will be considered and built in.

Current Help Me Quit smoking cessation services use bilingual advertising, including advertising on posters and TV. The Help Me Quit website is available in Welsh and English, which contains information on Wales wide smoking cessation services. Any improvements to smoking cessation services which occur following the strategy and delivery plan will continue to promote smoking cessation services in both Welsh and English and access to Welsh language services and support will be considered as part of this continuous improvement, to help us strengthen and develop the Welsh Language. As a principle we will aim to ensure that people are actively offered support in Welsh when using Help me Quit. We will work towards understanding the numbers of Welsh language speakers accessing Help me Quit services through the Welsh language helpline.

The Tobacco Control Strategic Board will oversee the implementation of smoke-free delivery for the lifespan of the strategy and will monitor the impact of the actions in the delivery plans and our progress towards a smoke-free Wales. We will review membership of the Board and any implementation group to include where possible representation of Welsh speakers and expertise, Welsh Language will be an agenda item at these meetings to ensure any issues or concerns regarding Welsh Language provision are identified at an early stage.