

## Spread the word

### Social media posts and case studies that strengthen the presence of our incredible industry

#### Case study 1: Translators without Borders

<https://atc.org.uk/overcoming-language-barriers-to-help-vulnerable-people-in-the-uk-and-worldwide/>

#### Twitter

“When people are traumatised by a crisis, they need information in their own language more than ever,” explains Aimee Ansari, TWB's Executive Director. #ITD2019 #Languagesmatter

<https://bit.ly/2mo2Q6L>

Translators without Borders has helped @TheBigIssue Group to expand its activities to empower homeless people beyond the UK into Spain, Germany & the Netherlands, translating articles into 5 languages. #ITD2019 #Languagesmatter <https://bit.ly/2mo2Q6L>

Translators without Borders will continue to support organisations in the UK & worldwide in responding to crises & disaster. It will also seek to ensure that rare languages are included, so that more people have access to good translation. #ITD2019 #Languagesmatter <https://bit.ly/2mo2Q6L>

#### LinkedIn

Nearly 400 residents of 19 nationalities were caught up in the Grenfell Tower fire in 2017, leaving 72 dead and 70 injured. The 223 survivors were left homeless and traumatised, their distress heightened by the lack of available help and advice in their native language – until translators stepped in to help.

Every day, communication barriers like these prevent vulnerable people in situations of poverty, conflict or humanitarian emergency from accessing the information or services they need. Yet everyone has the right to be understood and receive vital healthcare, education or emergency support in their own language.

“When people are traumatised by a crisis, they need information in their own language more than ever,” explains Aimee Ansari, TWB's Executive Director. “While some of the Grenfell victims had a good basic understanding English, it was critical to be able to reach them with information on how to find help in their native language.” #ITD2019 #Languagesmatter <https://bit.ly/2mo2Q6L>

Translators without Borders has translated essential information on managing pre- and post-natal pain

for the Obstetric Anaesthetists' Association (OAA), enabling the organisation to provide online help and advice to women in 20 languages, including Urdu, Somali, Hindi and Polish.

“Not only did this allow more women in the UK to take steps to improve their wellbeing before and after pregnancy, it also bridged a vital knowledge gap on a global scale,” explains Aimee Ansari. “The OAA soon realised that doctors and nurses worldwide were using our translations to help their patients – the information had simply not been available before in these languages.” #ITD2019 #Languagesmatter <https://bit.ly/2mo2Q6L>

### **Case Study 2: Transnational Organised Crime & Translation (TOCAT) project**

<https://atc.org.uk/stepping-up-the-fight-against-globalised-crime-through-translation/>

#### **Twitter**

“In sensitive contexts like police raids, the need [for language services] is urgent and the potential consequences if we get it wrong are grave,” - Dr Jo Drugan #ITD2019 #Languagesmatter <https://bit.ly/2m9Moqz>

Through the Transnational Organised Crime & Translation (TOCAT) project, Dr Drugan & her team are identifying opportunities where translation & interpreting could be harnessed to fight crime. #ITD2019 #Languagesmatter <https://bit.ly/2m9Moqz>

#### **LinkedIn**

To help the police force unravel complex, multi lingual webs of international organised crime, researchers at the University of East Anglia are working with the police and translators to understand the issues in depth, and develop potential solutions. Lead by translation quality expert Dr Jo Drugan and established in [year], researchers participating in the Transnational Organised Crime and Translation (TOCAT) project have identified that the lack of suitable linguists, in particular, adds significantly to the burden of preventing serious crimes.

“In sensitive contexts like police raids, the need is urgent and the potential consequences if we get it wrong are grave,” explains Drugan. “We should learn from previous terrible mistakes, such as the failure to translate urgent warnings in time to prevent the 9/11 attacks. If the police can’t source qualified linguists, the impact on all our safety and security is a real concern.” #ITD2019 #Languagesmatter <https://bit.ly/2m9Moqz>

### Case Study 3: Graphic Novels

<https://atc.org.uk/the-challenge-of-bringing-graphic-novels-to-a-global-audience/>

#### Twitter

Puns, idioms, humour and cultural references. Just some of the challenges facing translators of graphic novels and cartoons. #ITD2019 #translation <https://bit.ly/2mvusag>

We all benefit from translation. Find out how translation brings graphic novels to new audiences. #ITD2019 #translation <https://bit.ly/2mvusag>

From Asterix to Manga, without translation, many of our favourite graphic novels would remain largely inaccessible. #ITD2019 #translation #languagesmatter <https://bit.ly/2mvusag>

#### LinkedIn

From Asterix to Manga, graphic novels are an increasingly popular format. But what are the challenges that are faced when translating them from their original language? #ITD2019 #translation #languagesmatter <https://bit.ly/2mvusag>

#### Facebook

If you've ever sat down with a copy of Asterix, or a Manga novel, chances are you were reading a translation. Find out about the very particular challenges translators face when translating graphic novels from their original. #languagesmatter <https://bit.ly/2mvusag>

### Case Study 4: Bolivian Wedding

<https://atc.org.uk/the-international-language-of-love/>

#### Twitter

Love is the same in any language – but there may be some paperwork! #ITD2019 #weddings <https://bit.ly/2mn8xlo>

How #translation helped one couple have a beautiful wedding in Bolivia #ITD2019 #weddings <<https://bit.ly/2mn8xlo>

When couples intend to marry abroad, they think about the weather, visas, flowers and the dress. But

they soon have to factor in the #translation requirements #ITD2019 #weddings <https://bit.ly/2mn8xlo>