



Speak their language

Real-time translation for COVID-19 vaccination centres

Trust, transparency and translation for minorities

Ethnic minorities in the UK have been disproportionately affected by the COVID-19 pandemic. And hesitancy about receiving vaccinations is higher among BAME and Eastern European communities too.

Clear and effective communication is essential.

Tala is an innovative translation solution designed to support healthcare professionals. It lets you talk directly to patients without needing to call up an interpretation service. Using a certified Jabra speakerphone or headset device and the Tala mobile app, healthcare professionals can speak in multiple global languages, gain informed consent, understand relevant health background as well as provide up-to-date advice and accurate information relating to the vaccine.

What is Tala?

Tala lets two people hold a real-time conversation in multiple global languages using a certified Jabra headset or talking into a speakerphone:

- A healthcare worker speaks into a certified Jabra headset or speakerphone
- The patient hears an instantaneous translation in their language
- The patient replies in their language and it is translated back for the healthcare worker
- A recording and transcription of the conversation are stored securely for reference later on
- English to: Polish, Hindi, Arabic, French, Chinese, Spanish, Portuguese, Tamil *and many more*

Tala: no one left behind

People from ethnic and linguistic minorities may have lower levels of trust. If they are not fluent in English, they may not understand existing government communications. And misinformation in languages other than English is spreading fast on social media. Tala lets healthcare professionals reassure patients about the vaccine, provide reliable information and counter falsehoods at vaccination and community centres.

57%

Ethnic minority citizens who are likely to accept the vaccine. [1]

42%

People of Pakistani or Bangladeshi heritage who are vaccine hesitant. [2]

25%

Uptake of influenza vaccine by Polish people in Scotland, compared to 71% of British. [3]



How COVID-19 vaccination centres benefit from Tala

Using the Tala app on a computer or mobile device alongside a certified Jabra headset or speakerphone in the vaccination room, healthcare workers can answer people's questions and be reassured of its safety.

All major languages

Healthcare workers can communicate with speakers of multiple global languages.

Build trust

Allow individuals to express their concerns and be heard.

Faster than reading

Obtain medical information and treat accordingly. This can only be done in conversation not with a printed leaflet.

Counter misinformation

Talk directly to individuals about their concerns and provide a counterpoint to misinformation.

Highly secure

All conversations are stored in a secure, encrypted cloud environment.

Easy to install and use

Download the Speechly app to your mobile or desktop and it automatically begins pairing with a certified Jabra device.

Support diverse communities with confidence

COVID-19 vaccination staff can use Tala in many scenarios:

- Address patient concerns in the clinic**
Enable 2-way conversation, ensure patients are heard in their own language.
- Counter misinformation**
Explain in clear terms how the vaccine works and what it does (and doesn't do).
- Community outreach**
Talk to individuals and groups at community centres, schools and places of worship.
- Culturally appropriate communications**
Facilitate conversation with decision-makers in different communities.
- Getting consent**
Ensure patients understand what to expect and when to return for their second dose.

Compatible Jabra devices

Tala is exclusively compatible with the following Jabra devices: Evolve2 40, 65, 85, Evolve 40, 65, 75, PRO930, SPEAK 710, BlueParrott C300-XT.

Tala lets healthcare workers speak to people from ethnic and linguistic minorities in some of the country's most widely spoken minority languages. That lets you build trust, counter misinformation and ensure more people are safely vaccinated.

 [Request a demo or visit www.Tala.global](https://www.tala.global)

