



**We all deserve  
to be understood**

Campaign Stakeholder Kit | 2026



A connected community  
without language barriers

# Introduction

**Clear communication between patients and health professionals is essential for safety, informed decision-making and quality care.**

Language barriers can result in important information being misunderstood or missed entirely.

‘We all deserve to be understood’ is a national campaign raising awareness about the vital role of NAATI-certified interpreters, particularly in healthcare settings. It is being delivered in partnership with SBS In Language and CulturalPulse.

This campaign encourages patients to ask for a professional interpreter rather than friends or family, and supports healthcare services in recognising the value of engaging certified interpreters as part of their duty of care.

Stakeholders are encouraged to share the resources in this kit to empower patients, families and communities to access their healthcare with confidence, regardless of language. The materials support both patients and healthcare professionals in recognising the value of NAATI-certified interpreters and the risks of not engaging one.



## Impact on outcomes

Evidence shows engaging an appropriately qualified interpreter leads to fewer re-admissions and better health outcomes.



# About NAATI

## What is NAATI

NAATI (National Accreditation Authority for Translators and Interpreters) is Australia's national standards and certifying body for translators and interpreters.

### What we do



#### Set and maintains standards

Sets and maintains high professional standards for translation and interpreting in Australia, maintains a public online directory of certified practitioners, and supports quality across the language services sector.



#### Certify practitioners

Test and certify practitioners so that governments, businesses, and the community can trust that language services are accurate, professional, and ethical.

### What we don't do



NAATI does not provide translation or interpreting services, employ translators or interpreters, assign jobs or take bookings, or set prices or fees for services.



# Campaign messages

- Patients have the right to request an interpreter.
- Asking for an interpreter takes pressure off your family. It allows them to support you without needing to interpret complex information.
- Interpreters certified by NAATI are trained professionals who meet the standard expected by the community.
- NAATI-certified interpreters are there to support both people in the conversation: the doctor and the patient.
- NAATI-certified interpreters will be accurate, impartial and keep information confidential.
- Engaging NAATI-certified interpreters reduces clinical risk.




“

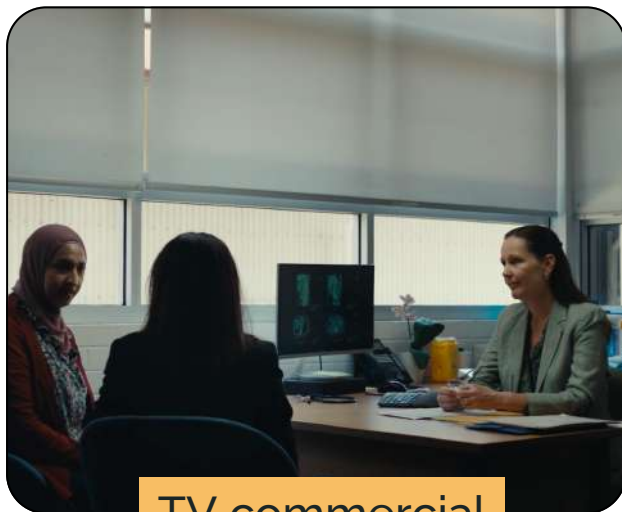
We all  
deserve to be  
understood

”

Ask for a NAATI-certified interpreter

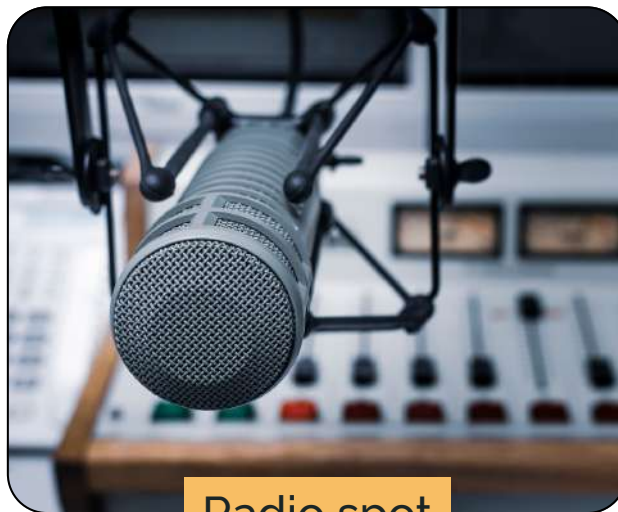
 [naati.au/interpreter](http://naati.au/interpreter)

# Broadcast assets



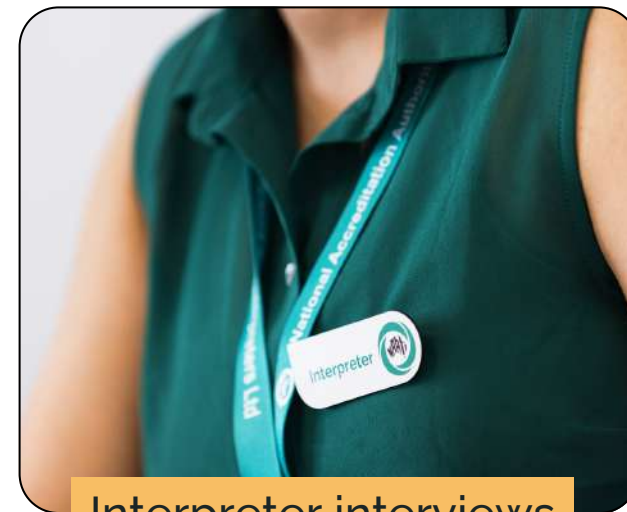
TV commercial

TV commercial with subtitles in 6 languages with more to come



Radio spot

Radio advertisement spots in 12 languages with more to come



Interpreter interviews

12 in-language community interviews

These conversations explore each interpreter's professional journey, their role in supporting multilingual communities, and why certification and high-quality language services matter. The episodes have aired on SBS's in-language podcasts and are now available to listen to online.



[View all broadcast assets >](#)



We all deserve to be understood | Ask for a NAATI-certified interpreter

[naati.au/campaign](https://naati.au/campaign) 6

# Social media tiles - multilingual



Multilingual social media tiles and suggested copy for consumer audiences are available in multiple languages to help support broader community engagement.

[View all social media tiles >](#)



# Health poster - multilingual

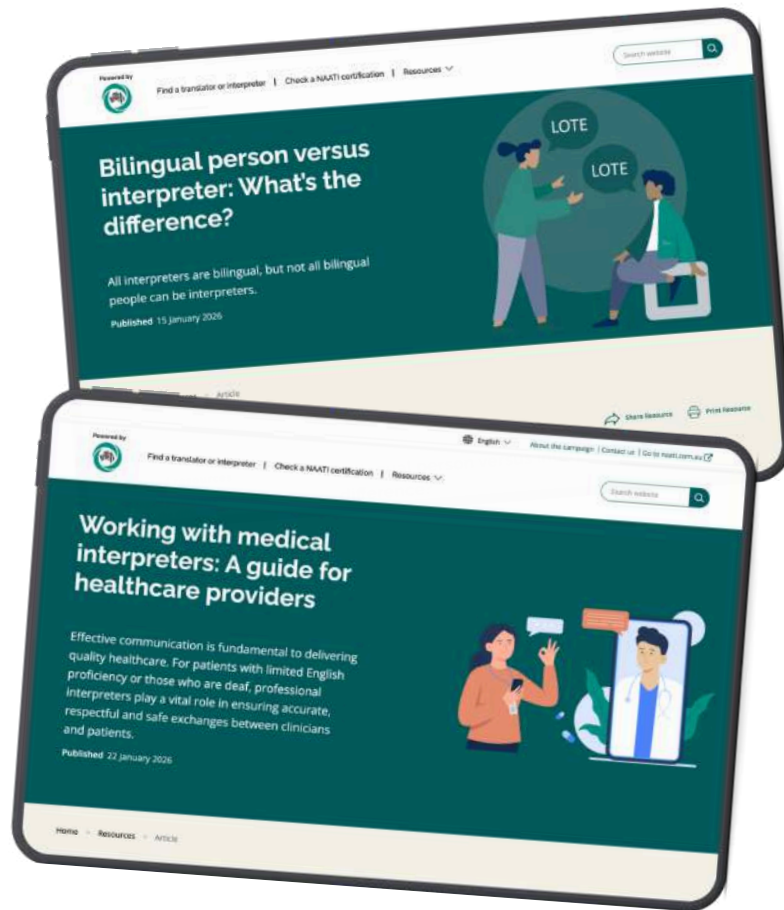


NAATI, in collaboration with LanguageLoop and AUSIT, has developed a new poster to help raise awareness of the importance of working with certified interpreters who are qualified practitioners bound by a code of ethics and conduct. This can be displayed in healthcare settings, such as GP clinics or hospitals, which are eligible to provide free interpreting services for their patients. The poster encourages patients to request an interpreter if they prefer to communicate in another language and reassures them that interpreting services are confidential and professional.

[View health poster >](#)



# Multilingual resources & consumer website



Access simple, easy-to-understand resources designed to help consumers navigate interpreting and translation services with confidence.

These resources are written in plain English and available in multiple languages, supporting people from diverse backgrounds to find trusted information and make informed decisions about language services.

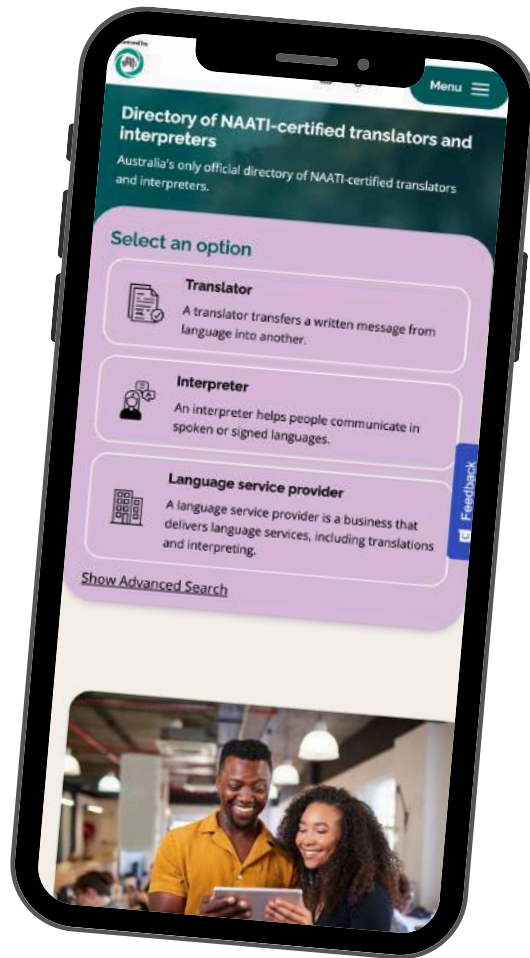
- Bilingual person versus interpreter: What's the difference?
- Translator vs interpreter: Which do I need?
- Choosing an individual or language service provider
- Choosing the right professional for the job: An overview of NAATI credentials
- NAATI's credentials for Auslan and other signed languages
- Code of ethics explainer
- Understanding translation and interpreting costs
- How to work with an interpreter

and many more.

[View resources >](#)



# Directory and verify tool



## NAATI online directory

NAATI's online directory is a free online tool that helps consumers find certified translators and interpreters across Australia.

Users can search by language, location or service type to connect with practitioners who meet national certification standards. The directory makes it easier for individuals, organisations and service providers to access trusted language support when they need it.

Visit the NAATI directory to find a certified translator or interpreter.

[Explore the NAATI online directory >](#)

## 'Check a NAATI certification' tool

Consumers can use NAATI's Check a Certification tool to verify whether a translator or interpreter holds a current NAATI credential.

This tool helps users confirm a practitioner's certification status, supporting confidence and transparency when booking language services.

Check a certification to ensure you are engaging a certified professional.

[Learn more >](#)

