Beta 'Beta' means that we think this guidance is good enough to share but we're still testing it.

Content style guide

British Sign Language (BSL) quality assurance standard

This standard outlines the clinical assurance process for creating BSL versions of pre-recorded videos for the NHS. It also sets out BSL video production standards.rquality health content.

Before you create a BSL version, make sure your original video follows the Standard for creating health content. This includes getting clinicians or other relevant subject matter experts to review and approve your content.

Quality assuring the translation

Get independent assurance

You must get BSL videos independently assured by a Deaf-led BSL supplier.

Choose a supplier with appropriately qualified translators

Your supplier must have 2 sign language translators who are registered with the National Registers of Communications Professionals Working with Deaf and Deafblind People (the NRCPD).

If this is not possible, they must use 2 NRCPD registered sign language interpreters, or 1 registered translator and 1 registered interpreter.

The translators or interpreters should be trained in medical translation and have experience in the healthcare field.

Get the video peer reviewed

The 2 translators (or interpreters) must peer review the video. One translates the video and the other assures its quality.

Document what you have done

Record the details of both NRCPD registered sign language translators or interpreters including their:

- names
- registration numbers
- evidence of current registration

Note which translator or interpreter translated the content and which peer reviewed it.

Video production standards

- Use a diverse and representative selection of translators.
- There are regional variations of BSL but try to cater for a nationwide Deaf audience.
- Talk with the translator to understand if there is anything in the script that would benefit from a graphic ("transliteration") on screen to help users understand it.
- Synchronise the BSL video with the main video content.
- Think about the timing of the video content. It can take longer to

communicate in sign language.

- Place the translator or interpreter in the bottom right-hand corner of the video. The BSL presenter size should be at least 1/6th of the screen.
- Do not hide any key content. Make sure BSL users can see the presenter at the same time as any graphics, text or other visual elements.
- Make sure the video is culturally sensitive by working with the BSL community, testing it, or getting feedback.

[Follow NHS accessibility guidance on making videos and other multimedia content accessible.](#)

Developing this standard

This standard was created by the NHS website team in collaboration with:

- the British Deaf Association
- NHS Inform (Scotland)
- the RNID (Royal National Institute for Deaf People)
- SignHealth

It follows the process used for approving videos for the NHS website and NHS YouTube channel. It also aligns with the [Accessible Information Standard implementation guidance (NHS England)](#).

The standard is new and we're still testing it. Please feed back.

Would you like to contribute to this guidance?

Please let us know how this has worked for you and, in particular, if you have research findings to share. This will help us improve it for everyone.

Before you start, you will need a [GitHub account](#). It's an open forum where we collect feedback.

➡ Share your findings on GitHub

If you have any questions, you can [message us on Slack](#). You will need a Slack account if you do not have one. Or you can [contact us by email](#).

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