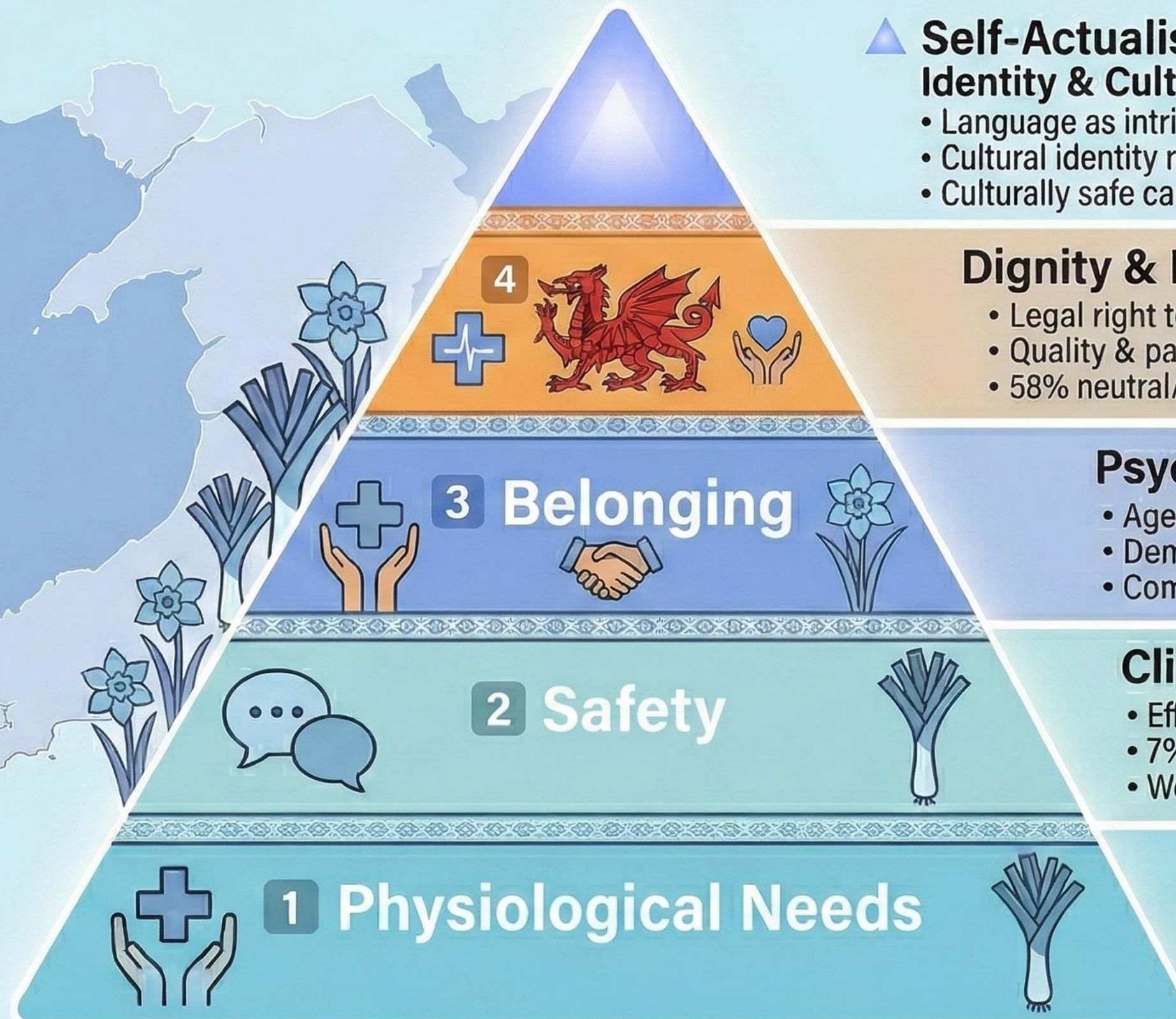




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Maslow's Hierarchy Applied to Welsh Culture, Language and Healthcare



Self-Actualisation Identity & Cultural Affirmation

- Language as intrinsic to healthcare quality (Welsh Language Commissioner, 2014)
- Cultural identity rooted in community (Williams, 2021)
- Culturally safe care

Dignity & Recognition

- Legal right to bilingual care (Welsh Government, 2011)
- Quality & patient safety framing (Powys Teaching Health Board, 2024)
- 58% neutral/negative practitioner attitudes (Roberts et al., 2004 cited in Welsh Language Commissioner, 2014)

Psychological Safety & Community

- Ageing population (Public Health Wales, 2020)
- Dementia patients reverting to first language
- Community networks support wellbeing (Green, 2009)

Clinical Safety & Structural Barriers

- Effective communication central to safe practice (NMC, 2018)
- 7%–48% regional language variation (Powys Teaching Health Board, 2024)
- Workforce, organisational and recording barriers (Powys Teaching Health Board, 2024)

Basic Access & Health Outcomes

- Higher CVD & mental health rates (Public Health Wales, 2020)
- Income inequality and poorer outcomes (Wilkinson and Pickett, 2009)
- Rural barriers: transport, digital exclusion, workforce shortages