

5th Multilingual Health Information Stakeholders' Forum 2015

Developing new and innovative approaches to engaging and communicating health messages for culturally and linguistically diverse (CALD) communities

A forum for NSW health funded government, non-government organisations and CALD community representatives who have an interest in health

30 September 2015
9.00am for a 9.30am start to 4pm
Novotel Parramatta

PRE-FORUM INFORMATION

AUDIENCE

The primary audience for this forum are health workers and organisations in NSW who engage with and provide health information and campaigns to CALD communities.

Specifically this forum is for those who work in the **NSW Health system (government or non government)** who promote health initiatives such as:

- Media units
- Social Marketing and Communication officers
- Public relations
- Health promotion
- Public affairs
- Community development
- Community engagement

CALD community representatives are also invited.

PURPOSE

The forum hopes to provide an opportunity for stakeholders to collaborate on innovative approaches to engage CALD communities on health initiatives and information.

The NSW Health's Policy and Implementation Plan for healthy culturally diverse communities (2012-2016)¹ has identified the need to *"increase effective health promotion, prevention and early intervention for culturally, religiously and linguistically diverse community groups."*

Specifically, the Plan has identified the NSW Multicultural Health Communication Service (MHCS) (lead) together with the Ministry of Health and Local Health Districts to :

"Develop new and innovative approaches to engaging and communicating health messages for culturally and linguistically diverse communities."(p19).

MHCS acknowledges that to progress this priority area of the Plan, we need to review the current and varied systems that exist in the NSW Health system to engage and develop health messages for communities in NSW.

It also needs to review the current evidence on engagement with CALD communities, innovation as a process and lessons we can learn from successful (and unsuccessful) engagement initiatives.

Specific questions that will be addressed include:

- What does good community engagement look like?
- Who does what in engagement and development of health communication messages in the NSW Ministry of Health? (Media Units, Public Affairs, Health Promotion Communication Officers, Social marketing, etc?)
- What are the various opportunities and challenges for collaborating with multicultural health services in facilitating the dissemination of health messages?
- What systems do we have in place to communicate emergency information in languages other than English?
- What does effective engagement look like? How can we possibly engage with communities that speak more than 200 languages?
- What is innovation and how can we nurture innovation in NSW Health campaigns?
- What can we learn from successful CALD campaigns that have shown community engagement and evidence-based results?
- How can we best engage CALD media?
- What, if any, is the role of emerging technologies and social media in CALD campaigns?

¹ <http://www.mhcs.health.nsw.gov.au/policiesandguidelines/pdf/policy-and-implementation-plan-for-healthy-culturally-diverse-2012-2016.pdf>