

POLYGLOTT

Summer, February 2000

Vol 4 Issue No. 1

New Year's Eve 1999/2000 ... and we planned it right for the big night

While everyone was worrying about the Y2K bug, Multicultural Communication spent the end of 1999 reaching people of non-English speaking background with tips on how to celebrate New Year safely.



It was all part of a campaign mounted by NSW Health which focused on driving and going out, and had the following messages :

- **Driving** If you are going to drive don't drink. If you are driving it's always a good idea to carry a first aid kit, blanket and torch and tell someone where you are going. For any emergencies call 000.
- **Going Out** Drink plenty of water and remember to eat. Note the closest place for medical assistance. Take a jacket and wear some flat closed shoes. Take some ID and tell someone where you're going. For any emergencies call 000.

The campaign's three strategies were:

- Paid radio ads in ten languages
- Distribution of language tapes to other radio stations with a request for community service announcements
- English press releases to the ethnic press of all languages

The 30 second radio announcements were made in Arabic, Cantonese, Greek, Italian, Korean, Macedonian, Mandarin, Spanish, Turkish and Vietnamese.

Although there was no formal evaluation for this campaign, the fact that very few incidents were reported during the New Year celebrations is a good indicator of its success in both English and other languages.

Copies of the tapes are available from Multicultural Communication.

New staff member

Welcome to Edilia Porcu, who has been seconded to Multicultural Communication for five months to work on the *Families First* Project. Edilia has come from Multicultural Health at South Eastern Sydney Area Health Service where she is a multicultural health worker.

Use of our multilingual resources widens

We've recently been approached by a number of organisations asking permission to use our multilingual resources.

The first request came from Commonwealth Health which now has links from their website to ours. We have also reached agreement with a GP Division in Eastern Sydney, which is planning to incorporate all the health columns in all languages into an information CD which they are producing for their members. Meanwhile the Better Health Channel, the official website of the Victorian Department of Human Services wants to add our information to their site. Medibank Private has also asked permission to promote our website in their magazine which reaches two million households across Australia.

We are also receiving an increasing number of messages via email from people in Australia and overseas complimenting us on our website and commenting on how useful the content is.

It's great to know our information is being so widely used.

Gremlins in our website

NSW Health has been working on its search engine and this has created some problems for people trying to search for multilingual material on our website. Please let us know if you're having any difficulties and we can talk you through the new process. Call Wolf Sverak on (02) 9382 8149.

Domestic violence update

Following the article on domestic violence in the last edition of Polyglot, we've learned from the Department for Women that their publication "*Domestic Violence We Can Do Something About It*" is no longer available in multiple copies due to budget restrictions. However they can provide single photocopies which can be reproduced as needed.

The Ethnic Affairs Commission also has a publication called *Use of Interpreters In Domestic Violence and Sexual Assault Cases: A Guide for Service Providers*. This can be downloaded from the EAC's website <http://www.eacnsw.com.au/publications/domesticviolence/index.htm>. Copies of the booklet, together with an accompanying poster, are available by calling the EAC on (02) 9716 2222. However, because the publication is so popular, the EAC would be grateful if it could be downloaded where possible.

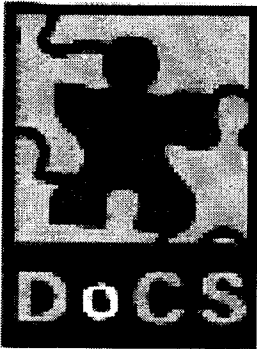
Our business plan

While we realise that much of the financial year has already passed and that we've been operating without a formal Business Plan, our Plan is now finalised and being implemented. If you would like a copy, call us on (02) 9382 8111.

This is the first year of our three year strategic plan and we are quite clear about our direction for the following two years. It's just a matter of how quickly we can complete the goals we have set for ourselves.



Our role in *Families First*



Multicultural Communication was very pleased to be awarded the South West Sydney *Families First* Multicultural Project earlier this year.

Families First is a coordinated strategy sponsored by the NSW Government to help families raise healthy well adjusted children by increasing the effectiveness of early intervention and prevention services. Now being implemented in three areas of NSW including South West Sydney, the initiative aims to support parents and help them to solve problems early before they become entrenched.

The South West Sydney *Families First* Multicultural Project was established to ensure that service strategies are tailored to the needs of specific communities from the range of cultural and language groups in the area.

The project is being conducted during the first six months of 2000 and includes the following key stages:

- Collecting existing information on the needs of families from the range of cultural or language backgrounds in relation to the care of infants and small children
- Consulting community leaders and workers in the Arabic, Filipino, Khmer, Samoan, Somali, Tongan and Vietnamese communities and obtaining feedback from families in these groups
- Consulting with relevant service providers on the implications for service strategies in the light of the information collected.

For more information please contact Michelle Young, Research Officer, Multicultural Communication (02) 9382 8111.

Innovations in health communication

A range of international speakers gathered in Sydney's South West in December last year for a thought-provoking forum on new approaches to communicating health. Called *Innovations in Health Communication*, it was a satellite event organised around the University of Sydney's 4th Health Promotion Symposium, *Mass Media, New Technology and Health Promotion Conference, Sydney* held on 8th December, 1999.

Shereen Usdin, the Project Manager from Soul City in South Africa, described an "edutainment" project designed to get people talking about health issues. The project went on to become one of the country's highest rating TV series. Warren Feek, director of the Canadian-based Communication Initiative (see our *Initiative on the web* item) engaged the audience in strategic thinking about didactic health messages, while community workers from South West Sydney showcased projects using different media to communicate health, such as games, theatre, billboards and lullaby. Margo Moore (Women's Health Co-ordinator SWSAHS), Ilona Lee (Manager, Multicultural Communication), Juliana Nkrumah (Community Education and Development Officer, Female Genital Mutilation Project, WSAHS) and Tadgh McMahon (Acting Manager, Multicultural HIV/AIDS Service) debated the best practice procedure for reaching disadvantaged groups.

Those attending the forum found it a useful way to reflect on current research practice and engage in some strategic change theory. A major theme to emerge from the day was the need for agencies to work with communities to enable them to make their own informed health decisions, rather than going in as the "experts" with predetermined health messages and trying to control change.



The forum was organised by Cathy O'Callaghan, Health Literacy Project Officer from the Immigrant Women's Health Service, together with Multicultural Communication, Fairfield Health Forum, the Centre for Health Equity, Training, Research and Evaluation based at Liverpool Hospital, and the Australian Centre for Health Promotion at the University of Sydney.

Initiative on the web

An interesting presentation at the recent Health Promotion Symposium at Sydney University was by Warren Feek, Director of Communication Initiative. This is a Canadian-based partnership of 11 major international agencies which support advances in thinking and practice in the use of communication for positive development. Among the Initiative's activities are two *magazines* "The Drum Beat" and "The Media Beat", involvement with the Rockefeller Foundation in the area of communication and social change, and a knowledge-based website.

The views of readers are canvassed via the site at <http://www.comminit.com> or you can contact Warren Feek at wfeek@coastnet.com and ask to be put on his mailing list.

What our health columns said ...

Date	Title	Topic heading
December 1999	Medicare - the questions people ask	Health Services
January 2000	Planning a pregnancy? Things to do before you conceive	Pregnancy & Post Natal
February 2000	When menopause affects relationships	Women's health

Recommended reading

The latest edition of the Australian and New Zealand Journal of Public Health journal has two articles discussing the issues involved in designing sound cross cultural public health studies. They are:

Cross-cultural research: trying to do it better – 1 Issues in study design by Rhonda Small, Jane Yelland, Judith Lumley and Pranee Liamputtong Rice.

Cross-cultural research: trying to do it better – 2. Enhancing data quality by Rhonda Small, Jane Yelland, Judith Lumley, Pranee Liamputtong Rice, Valerie Cotronei and Rosemary Warren.

From our library

Opening Doors to Health: Healthcare for older people in a diverse community. A video produced by Calvary Rehabilitation and Geriatric Service (CRAGS), Calvary Hospital, Kogarah. Available in Arabic, Chinese, English, Greek, Italian and Macedonian

Deadline for next edition: 31st March 2000	Polyglot is published by the New South Wales Multicultural Health Communication Service. Articles for inclusion can be sent to Cecilia George, NSWMHCS, RSSCHC, Locked Bag 1156, Waterloo Delivery Centre NSW 2017, fax no. (02) 9382 8120, email: georgec@sesahs.nsw.gov.au
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