



Summer/Autumn 2004

Vol 8 Issue 1



It's Multicultural Communication's 7th birthday, and in this special summer and autumn edition, we celebrate our Service's achievements since it began in 1997. It's also the time when we farewell manager Ilona Lee, under whose leadership MHCS has grown to become one of the most innovative statewide services in NSW.

Look what we've done! Multicultural Communication's major achievements

- ✓ Establishing two websites, HealthNet(intranet) and HealthWeb(Internet), both located on the NSW Health server.
- ✓ Attracting more than 1,000,000 hits on our website from within the NSW health system annually. In 2003, NSW Health staff downloaded 51,725 translated resources. In the last six months this has increased by 5.86%. However, this underestimates the true circulation of our multilingual information – as these downloads are then photocopied and distributed to other users.
- ✓ Production of over 200 articles for ethnic newspapers.
- ✓ Production of major multilingual health resources, (radio segments, videos, publications and multimedia) in partnership with local and international educational institutions, NGOs and government departments.
- ✓ Collecting and adding to the net 218 multilingual resources from NSW Health, Area Health Services and non-government organisations.
- ✓ Development of a *Families First* training program for bilingual workers.
- ✓ Negotiating with ethnic media outlets to use our multilingual resources. Based on current government advertising costs, this provides exceptional value for the NSW health system. Some estimates are included below:
 - * 10 minutes of health news on Muslim Radio every Wednesday (represents \$30,000 a year of added value/free airtime)
 - * half page of health information every fortnight in the Australian Chinese Newspaper (represents \$72,000 a year of added value or free media space)
 - * 15 minutes of health information weekly on 2AC (represents \$45,000 a year of added value/free air time)
 - * one page of health information bi-monthly for the Australian Chinese Medical Association for 2AC magazine (represents \$24,000 per year).
- ✓ Development and implementation of multilingual campaigns for NSW Health and other State government departments on:

* Cervical Screening	* Home and Community	* Smoke Alarms
* Child Protection	Care (HACC) Services	* Swim Safely
* Falls Prevention Campaign	* Nursing Recruitment	* World No Tobacco day &
* New Year's Eve Safety	* Physical Activity	Smoke-free legislation

Examples of unpaid added value to these campaigns:

- * Northern Sydney HACC Food and Volunteer Service, 2003, An \$8,000 media budget for an eight week promotion yielded \$33,000 worth of free coverage
- * World No Tobacco Day campaign, 2001. A \$47,000 media budget for an eight week promotion yielded \$117,800 worth of free ethnic media coverage

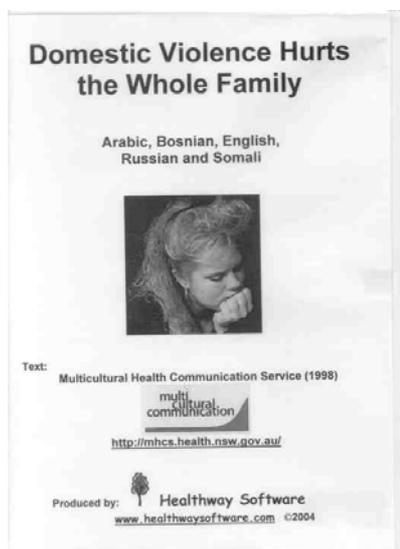
✓ Research for NSW Health, the Cabinet Office of the Premier's Department, other government departments and services, including projects in the following areas:

- | | | |
|-------------------------|----------------------------------|-------------------------------|
| * Breast Screen | * Kidsafe NSW | * Roads and Traffic Authority |
| * <i>Families First</i> | * NSW Cervical Screening Program | * Tobacco Control |
| * Injury Prevention | * Refugee Health | * Women's Health |

Recognition of our expertise

- ☺ In 2003 our website had approximately 16.5 million hits from Australia and overseas. We have regular enquiries - and praise - from health services around the world including the UK, USA, Canada, the Oman, Netherlands, Eastern Europe, and countries of the former Soviet Union.
- ☺ All multilingual resources have an English version and the use of this version by NSW Health on the web has increased by 10.37% in the last six months (8,122 downloads). The reason: these plain English resources are helping the low literacy population to access health information. The catalogue is simple and the website is clear and easy to access.
- ☺ The service has been recognised as a model and partner by Commonwealth Health (Health*Insite*) and VicHealth (Health Translations Site).
- ☺ The National Ethnic & Multicultural Broadcasters' council Inc. wrote to the Director General of NSW Health, Robyn Kruk as follows *"I am writing to congratulate you on the fantastic multilingual website of the NSW Multicultural Health Communication Service which your department supports. As the journalist for the Ethnic News Digest, an online news service for ethnic community broadcasters, I find the website to be one of the best of its kind in Australia."*

Multicultural Communication in the USA - Good news for Domestic Violence workers!



One of Multicultural Communication's publications, "Domestic Violence Hurts the Whole Family" has recently been selected to be the basis for creating a multilingual DVD in the USA.

In past issues of Polyglot, we reported that a health organisation in the USA - Healthy Software, through a grant from the US Library of Congress, experimented with combining audio versions of some of the multilingual health resources found on our website (www.mhcs.health.nsw.gov.au).

Since then, Healthy Software, which is based in Fargo, North Dakota, has received numerous requests for these resources to be made available on video or DVD. To trial the feasibility and usefulness of these formats to provide health information, they selected the Domestic Violence publication and created a DVD that is available in Arabic, Bosnian, English, Russian and Somali.



Ilona Lee retires

In 1997, Ilona Lee became manager of the newly created NSW Multicultural Health Communication Service. Her brief was to find effective and economical ways to ensure that people who are not fluent in English have information about health issues and health services.

Since then Multicultural Communication has built an impressive record of providing quality health information to CALD communities. In its first year, it won the 1997 Telstra Financial Review Website of the year Award, and as testimony to its expertise, the Service has frequent invitations to present at national and international conferences on good practice in providing multilingual health information.

In recognition of Ilona's own commitment to providing services to a multicultural Australia, she was awarded the Centenary Medal in 2003.

Ilona has been an innovator, leader, manager, colleague, mentor and good friend to those who have known her. She's now putting her considerable energy and talent to good use in the community.

As she said at her farewell in January: *"I'm retiring, not because I think I'm getting old, but because I want to devote more time to my community work - there's just so much to do!"*

The second Multicultural Communication Awards



If you have produced a pamphlet, flyer, brochure, patient information, sign or symbol, or educational material in a language other than English (multilingual health resource) between 1 July 2003 and 30 June 2004, **you may be in the running to win \$1,000!**

Multicultural Communication has established an award program for health staff who produce multilingual health resources.

Entries will be judged on the effectiveness of the resources, quality of translations and potential benefits for non-English speakers

in NSW. They don't have to be beautiful (glossy, etc) – just USEFUL!

For more information and an entry kit:

Tel. (02) 9382 7516

Or visit:

<http://internal.health.nsw.gov.au/health-public-affairs/mhcs> or
www.mhcs.health.nsw.gov.au



APPLICATIONS CLOSE ON 1 JULY 2004

**If you have a resource you wish to enter in the competition,
enclosed please find an Application Form**

Producing documents to add to a website? Our guidelines will help

You'll find our newly amended guidelines under 'resources' on our website. They're very useful for anyone planning or producing resources, and we hope everyone entering the next Multicultural Communication Award competition will use it. If you need more advice on the guidelines, please call Wolf Sverak on (02) 9382 7525.

Meeting the needs of CALD communities in Southern AHS and Greater Murray AHS

As part of our commitment to providing services to rural Areas, we were invited to Southern AHS and Greater Murray AHS in December 2003. While meeting Child and Family Health nurses in Queanbeyan to discuss the needs of CALD communities and how we could help, we learned that new arrivals in the Area are creating new demands for multilingual health resources.

We were also invited by the Executive of the Greater Murray Area Health Service to speak on *Adding value to your services for culturally and linguistically diverse communities* at a forum at Mulwala. Many people there were unaware of the services Multicultural Communication offers, and were very receptive to our suggestions. We would be happy to visit other Areas if we can help.

What's the best way to deliver multilingual information to clients?

'Why don't we direct clients to the Multicultural Communication website so they can download the information they need themselves, either at home or from the library? Wouldn't that be a good alternative to nurses accessing resources for them?'

This suggestion has often cropped up in our consultations with early childhood staff, and although it might seem practical, there are good reasons why we don't endorse this as best practice.

The main reason is that information provided by the health worker to the client *at the time of the consultation* has the greatest impact.

Put yourself in the position of someone who has been directed by a health worker to go to a website and find information. By the time you arrive at the site – if you bother to go - you may have become distanced from the information you and the worker were discussing. But when a health worker – someone seen as a trustworthy source of information - hands you a resource directly, and explains how it backs up his or her advice, it has much more impact.

To sum up, giving information to clients during a consultation helps them absorb it better. The fact that the client gets the resource straight away - and doesn't have to look for it – is an additional benefit.

Our Service remains committed to providing high quality resources on priority health topics for NSW health workers to use with clients who need information in a language other than English.

Breastfeeding Fact Sheets

Breastfeeding fact sheets are now available for people outside the NSW health system. Enclosed is an order form for the purchase of these fact sheets from The Australian Breastfeeding Association. Workers in NSW Health can obtain the fact sheets from the Multicultural Communication intranet site.

Multilingual resources on our website

The list of new resources added to our website and resources removed from our website since the last edition of Polyglot is enclosed for your information.

Deadline for next edition: 20th May, 2004	Polyglot is published by NSW Multicultural Health Communication Service. Articles for inclusion can be sent to Cecilia George, NSWMHCS, Sydney Hospital & Sydney Eye Hospital, P.O. Box 1614, Sydney, NSW 2001. fax no. (02) 9382 7517 email: georgec@sesahs.nsw.gov.au .
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Standards for the Production of Documents to be Added to the Multicultural Communication's Website

Note: These guidelines should be read in conjunction with: 'Guidelines for Production of Multilingual Resources' and 'Translation Guidelines' available from:

www.mhcs.health.nsw.gov.au

or

<http://internal.health.nsw.gov.au/health-public-affairs/mhcs/resources/#toweb>

It is now well accepted that a multilingual health resource will have maximum exposure if it is placed on a website.

Multicultural Communication has identified some practices that will minimise difficulties and reduce production costs when adding publications to websites.

Content of the document

- An English language version of the resource must be produced
- If the resource was developed in a language other than English, the resource has to be translated into English
- Official logo of the producing organisation, publication date, language name (in English), English repeat of the title below the translated title, page numbers and for resources of more than 2 pages, there should be a repeat of the English title in the footer in small print.
- Telephone numbers, names of persons and addresses should be avoided, as they are liable to change often
- If Telephone numbers can't be avoided, use Arabic numerals (1, 2, 3...) in all language versions

Use of graphics/photos/backgrounds

- Try to avoid photographs as they lead to large file sizes and are difficult to print and photocopy. It is preferable to use line graphics instead.
- A white background ensures that the document can easily be printed/faxed (even with low resolution printers/fax machines) and deteriorates less through multiple photocopying.

Layout of the document

- The preferred size is A4 portrait or landscape. Booklet style resources (folded, 2-column, 3-column, etc) should be avoided. They are difficult to print/photocopy and require "assembling" of the pages before they can be used.

File format/electronic format of the document

- To facilitate electronic exchange, transfer, web publishing and printing, the resource should be converted into pdf format. This requires special software that varies depending on the computer platform used.
- Electronic conversion to pdf rather than scanning is preferred. The advantages are: better quality, smaller file size, faster loading time on net/web, possible back conversion into e.g. MS-Word format, and extraction of inserted pictures/graphics, etc.

Preferred software in the initial production process

- **MICROSOFT WORD** (MS-Word) is widely used throughout government and non-government organisations as well as in the private sector. It can be used for the majority of languages and it can import many other file/data formats.
- No matter what the end format of the resource is intended to be, an editable version (preferred in MS-Word) should be kept by the initial producer, the translators and other people involved. This makes the process of reviewing, making amendments and corrections, and electronic conversion into pdf an easy process.

Selection of translators in the translation process

- Translators selected should be NAATI accredited.
- Before selecting a translator you should ensure that you can open/view/print the file/document provided by the translator. It is also necessary that the translation can be converted electronically into pdf format (some conversion software require that the font used is registered with them, otherwise no pdf is produced). Ask the translator for a test page in his/her language. Ensure that the translator is willing to provide you with the font used in the translation. Open/view/print/convert the test document into pdf and show it (if possible) to another person who speaks/reads the language in question. The “untrained” eye is often not capable of judging the completeness, accuracy, and also appropriateness of fonts used by foreign languages.

Use of commercial printers

- If the resource is printed commercially, make sure that a final “raw” version is kept and archived. This might be the only version that can be published on the web/net. It is also the version that is needed in the review process, when it results in amendments and/or corrections.
- In case you don't have the hard/software to convert the resource into pdf format, ask the printer for a low resolution pdf (file sizes of more than 1MB should be avoided). The fee charged should be minimal.

Archiving

- Make sure that you document the production process and archive the raw version, the final English version and all translated versions of the resource in hard and soft copy (computer files).



Breastfeeding Fact Sheets

Sets of ten fact sheets are available in English and the following languages:

Arabic	Macedonian
Chinese	Serbian
Farsi	Spanish
Khmer	Turkish
Korean	Vietnamese

Topics are:

- How Breastfeeding works
- First Feeds- Putting Your Baby to the Breast
- Engorgement and Coping With an Oversupply
- Blocked Ducts and Mastitis
- Sore and Cracked Nipples
- Increasing Your Milk Supply
- The Complementary Feed
- Working and Breastfeeding
- How to Express Breastmilk
- How to Store Breastmilk

Sets of fact sheets cost \$15.00 (GST incl.) per language, and are supplied on CD from which you may print as many copies as required. Please note, copyright of this material resides with Australian Breastfeeding Association and NSW Multicultural Health Communication Service. It is unlawful to make copies of this CD or to reprint these fact sheets in any way other than in the form that they are presented on your CD.

The complete set of 11 languages is available for \$120.00 (incl.GST)

Australian Breastfeeding Association

ABN 64 005 081 523

Phone: 03 9885 0855 Fax: 03 9885 0866

Email info@breastfeeding.asn.au

www.breastfeeding.asn.au

Translations funded by the NSW Multicultural Health Communication Service

**Breastfeeding Fact Sheets
ORDER FORM**

Title _____ Given Name _____ Surname _____

Organisation _____

Address _____

_____ State _____ Postcode _____

Telephone _____ Facsimile _____

Email _____

- All languages requested will be supplied on one CD. One CD per order form.
- English version must be sold with translations.
- Each language, including English, costs \$15.00 each (including GST)

I wish to purchase complete set of 11 languages

Set of 11 languages	\$120.00
Plus postage, packaging and handling	\$ 5.00
TOTAL (incl. GST)	\$125.00

OR

I wish to select the languages. Please indicate the languages required:

English	<input checked="" type="checkbox"/>	Macedonian	<input type="checkbox"/>
Arabic	<input type="checkbox"/>	Serbian	<input type="checkbox"/>
Chinese	<input type="checkbox"/>	Spanish	<input type="checkbox"/>
Farsi	<input type="checkbox"/>	Turkish	<input type="checkbox"/>
Khmer	<input type="checkbox"/>	Vietnamese	<input type="checkbox"/>
Korean	<input type="checkbox"/>		

Total no. of languages		X \$15.00 =	\$
Plus postage, packaging and handling			\$ 5.00
TOTAL (incl. GST)			\$

Payment details:

- Enclosed is a cheque/money order for the total payable (made to payable to Australian Breastfeeding Association)
- Please charge my credit the above amount

Bankcard MasterCard Visa Amex Diners

Credit Card No.

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Expiry Date: ____/____ Cardholder's Name _____

Cardholder's Signature _____

Australian Breastfeeding Association ABN 64 005 081 523
 PO Box 4000, Glen Iris, Vic 3146 Phone: 03 9885 0855 Fax: 03 9885 0866
 Email info@breastfeeding.asn.au
www.breastfeeding.asn.au