

# POLYGLOT

Autumn, 1998.

## Active Australia in languages other than English



It was Multicultural Communication's job to make sure Active Australia – the physical activity campaign mounted by NSW Health,

the NSW Department of Sport and Recreation and the National Heart Foundation – reached people of non-English speaking background.

Our strategies included:

- Producing *Exercise – you only have to take it regularly, not seriously*, a health column outlining easy ways for readers to build more activity into their day. This was translated into 30 languages and sent to the ethnic press in the week beginning February 16 to support paid advertising. Publications targetted included the usual 18 newspapers which publish the health column regularly, and many more.

- Making the health column information available in handout form in 30 languages to Health Promotion Units, local councils and Department of Sport and Recreation offices.
- Sending press kits to NES radio stations; providing them with physical activity quizzes and prizes (t-shirts and water bottles) to give away to listeners.
- Arranging bi-lingual resource people for 23 language groups to do radio interviews and talk back.
- Producing radio ads of 60 seconds each in seven languages. These provided tips for increasing physical activity.

Outcomes of the multilingual campaign will be evaluated - watch this space for feedback.

### Welcome to new staff

**Barbara Tink**, our new part-time librarian is organising our library system.

**Jenny Fisher**, former senior project officer with Health Promotion at NSW Health, is working with us part time to organise the Multicultural Health Promotion Conference in November. She will also be promoting Multicultural Communication's services to other government departments.

**Milica Stanojev**, social sciences student at UNSW has worked on the physical activity campaign and has also generated tables from 1996 Ethnicity Consortium Census data.

NSW Multicultural Health Communication Service

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Michael Camit demonstrating smoke alarms  
at Vietnamese New Year Festival

## Where there's smoke ... there's Multicultural Communication

To collect information about use of smoke alarms from Arabic, Chinese and Vietnamese speakers, Multicultural Communication set up stalls at three community festivals - the Lebanese Cultural Festival and the Chinese and Vietnamese New Year festivals (we managed to sell 900 smoke alarms). We're now collating the feedback for a new smoke alarm campaign.

## New Bosnian radio project – can you help?

We're planning a series of six radio information segments in Bosnian on how to access the health system. These five minute segments, which we hope to air in late May and June, are based on the NSW Health Care Information Booklet for New Arrivals (SWSAHS). Interpreting and translating services, emergency services, GPs and specialists, Medicare, dental health, refugee services, community health, services for women and children, and sexual health services are some of the topics being considered.

If you work with Bosnian speakers or are a health worker who speaks Bosnian and would like to be involved or provide input – or if you'd just like to know more – contact Michael Camit on (02) 9382 8138 or fax (02) 9382 8120.

### Who else needs Polyglot?

Call us if you'd like to be added to the mailing list for Polyglot (published four times a year).

## What our health columns said

Topics published in the ethnic press from January to March included caring for carers, domestic violence, the role of midwives, health for overseas visitors, physical activity, good reasons for eating fish, lead and health, growing older, coping with menopause, and foot care. This information will be added to our Website by April, 1998.

*Stop press* – the Columns Catalogue listing health columns published since July 1995 is now available from Multicultural Communication (This information is also available on our Website).

## MULTICULTURAL HEALTH PROMOTION

*A bulletin of new events and initiatives in Area Health Services.*

## Making Illawarra's Beaches safer

The fact that people of non-English speaking background feature prominently in statistics on drownings and water rescue has prompted "Beachsafe" a safety project by the Illawarra Area Health Service, the Department of Sport and Recreation and Healthy Cities, Illawarra.

Trained by Surf Life Saving NSW, three bi-lingual educators are conducting information sessions for the Arabic, Serbian and Bosnian communities. Combining informal talks, video material and guided walks of Wollongong beaches, these popular courses cover topics like rips and currents, the dangers of waves and provide information about sun protection.

For more information about Beachsafe please phone:  
Linda Brazier, Healthy Cities Illawarra, Tel. (02) 4226 5000 or  
Nieves Oliver, Multicultural Health Unit, Tel. (02) 4274 6233

## First aid focus for new scalds campaign

Phase two of Central Sydney Health Promotion Unit's First Aid for Scalds Campaign is now underway, targeting Chinese, Vietnamese and Korean parents of 0 – four year-olds. The campaign's message is prompt first aid: remove wet clothing, hold the scalded area under cold running water for 30 minutes and see a doctor if the scald is on a child's hands or face, or is larger than the child's hand.

The unit co-ordinated the successful 1996 campaign which raised awareness of first aid for scalds in the Vietnamese community from 23% to 68%.

The new campaign involves extensive advertising on SBS and community radio and in magazines and newspapers, supported by A3

posters and A5 leaflets in all three languages. Central is distributing resources via a wide range of organisations such as early childhood centres, local councils, doctors, churches, shops and restaurants. For more information call Myna Hua on (02) 9515 3252.

### Translation service for all Areas

SWSAHS in February has initiated a pilot project employing a full-time Translation Coordinator for 6 months to arrange translations on a fee-for-service basis. Any Area can ask for a quote for their translations. Contact Suzan Gencerler on (02) 9616 8115 (moving in April/May to Liverpool Hospital).

## Multilingual information available from the Better Health Centre.

NSW Health and Multicultural Communication are developing an *Interim Catalogue of Translations* listing by language, category and title all multilingual information currently available from the BHC on hard copy or electronically. The Catalogue and a revised order form should be available from the BHC soon. For your copy, contact David Egger at the BHC on (02) 9954 1193 ext.23, fax (02) 9955 5196 or email [de1@health.nsw.gov.au](mailto:de1@health.nsw.gov.au).

The Department is currently scanning all translated publications into electronic form so that translated material will always be available.

The second stage will involve the addition of all multilingual materials to the Multicultural Communication Web page. Publications will be listed under broad health topic areas and all material will be available for downloading.

## Multicultural Health Conferences - call for papers

- **Multicultural Health Promotion: Building On Experience** Monday August 17th, 1998, Masonic Centre, Goulburn St, Sydney. Letters calling for presentations have gone to all Area Health Services. Abstracts due by April 15; registration forms due out in May. For information, call Jenny Fisher at Multicultural Communication on (02) 9382 8123.
- **Diversity and Mental Health in Challenging Times** November 5-7, 1998 at Westmead Hospital. The theme of the fourth Transcultural Mental Health Centre's conference reflects the challenge of providing accessible and appropriate mental health services within the current economic, social and political climate. Abstracts due by March 31 (maximum 150 words). Workshops may include adolescent mental health; issues for people in remote/rural areas; women's issues, consumer/carer issues; services to older people; child protection, early intervention; prevention and mental health promotion; clinical and treatment issues. The TMHC welcomes ideas for forums and seminars. For information contact Karen Bevan, on (02) 9840 3759 or e-mail [tmhc@magna.com.au](mailto:tmhc@magna.com.au).

## New women's health videos

**Positions for childbirth** – (Vietnamese: approx cost \$70.00) from Foundation Studios at 72 King William Road, North Adelaide SA 5006. Tel. (08) 8204 7339, fax (08) 8204 6699.

**Down there** – (Khmer and Bosnian: approx cost \$79.00) from Ethnic Obstetric Liaison Service, Fairfield Hospital, PO Box 5, Fairfield NSW 2165. Tel. (02) 9616 8390, fax (02) 9616 8240.

**Labour and delivery** – (Arabic, Cantonese, Khmer, Lao, Mandarin, Vietnamese: approx cost \$79.00) available from Womens Health Service, Royal South Sydney Community Health Centre, Joynton Avenue, Zetland NSW 2017. Tel. (02) 9382 8156, fax (02) 382 8158, or from Ethnic Obstetric Liaison Service, Fairfield Hospital, (see above)

## Library news

### **New videos:**

*Let's stop the rot!* in Arabic and Cantonese

Presented by: Dental Clinic, Child & Family Centre, Adelaide Children's Hospital.

*Menopause: A woman's experience* produced in Italian for Griffith Base Hospital in 1989.

A series of SBS videos (Vol. 25-48) English at Work on the following topics -

*Wearing protective clothing; Getting a job (People with intellectual disabilities); Building a home; Improving communication at work; Improving health and safety at work; Keeping healthy in Australia; Buying a car; TAFE: Working for you; Deciding where to live; Working with AIDS; Getting your skills recognised; Sharing responsibilities (The Child Support Scheme); Training for work (sole parents & jobs), Eating for health (Greek, Italian, Spanish & Vietnamese); Driving safely, Getting the right information (you and your money); Making job decisions, Building a house (knowing your rights); Helping with problems (counselling for workers); Smoking: Quit for life; Saving energy; Preventing sexual harassment; Managing a multicultural workforce; Getting help from your MP.*

*Communication at work "Cover your Kids"* in Arabic/Mandarin/Spanish/ Vietnamese (Hoyts Television)

### **New Cassette Tapes:**

NSW Health Dept. *Vegetable Recipe Competition*, June/July 1992.

*Let's Talk Mental Health* in Arabic, Bosnian, Cantonese, Croatian, English, Filipino, Greek, Italian, Khmer, Korean, Maltese, Serbian, Spanish, Turkish and Vietnamese,

*Adesso parliamo di droghe* a set of 3 tapes in Italian, from the series "Heard anything about drugs lately?" produced by CEIDA.

*Stop violence against women*, a set of 2 tapes in Italian, produced by Co As It.

If you wish to borrow any of these items, please phone (02) 9382 8111 or fax (02) 9382 8120

### **New written resources:**

Fact Sheets "*Lead, your health and the environment*" available in 7 languages (Arabic, Chinese, Korean, Macedonian, Spanish, Turkish, Vietnamese) from the Lead Reference Centre Tel. (02) 9879 4988.

Fact cards on "*Protection from the sun*" produced by the Cancer Council for the NESB component of their Sun Protection Campaign are available in Arabic, Chinese, Greek, Italian, Spanish and Vietnamese.

Brochure from the Quit National Tobacco Campaign "*Every cigarette is doing you damage*" multilingual posters and "*Want to quit? Here's how*" ... <[www.quitnow.info.au](http://www.quitnow.info.au)> are available in Arabic, Chinese, Greek, Italian, Korean, Spanish, Turkish and Vietnamese.