



Multicultural Communication

A Service of the NSW Department of Health

newsletter

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MHCS Awards for 2005 – get your entries in!

Multicultural Communication is gearing up for the Multicultural Communication Awards for 2005.



These awards were established to encourage good practice in multicultural health communication and to ensure that bilingual resources are recognised, promoted and placed on the Multicultural Communication website.

If you have produced a pamphlet, flyer, brochure, patient information, sign or symbol, or educational material in English and in a language other than English between 1st July 2004 and 30th June 2005, you're invited to enter your resource in the 2005 Awards.

For more information and an entry kit please phone us on (02) 9382 7516 or visit our website: www.mhcs.health.nsw.gov.au or <http://internal.health.nsw.gov.au/health-public-affairs/mhcs>

Grandmothering Across Cultures – support for older women from culturally and linguistically diverse (CALD) backgrounds

Research by *Women's Health in the North (WHIN)*, the women's health service for Melbourne's northern metropolitan area, has found that older women from CALD backgrounds contribute enormously to family structure and cohesion through their role as grandmothers, particularly in providing care to their grandchildren.

But as one grandmother has put it, providing childcare can also be 'a long day on your own', and feelings of isolation and lack of support can have a serious impact on the health and wellbeing of CALD grandmothers.

WHIN's innovative *Grandmothering Across Cultures* project has been responding to the health and wellbeing needs of older women in Melbourne's north for over seven years. This project offers culturally and linguistically appropriate health services to older women from Chinese, Somali, Assyrian and Arabic speaking communities, including Iraqi and Lebanese. The services offered include providing information, education, resources and activities in areas such as diabetes management, stroke, Pap tests, breast health, menopause, emotional and mental wellbeing, fire safety at home, and calling an ambulance.

WHIN has now developed a model that captures the essence of this project, and acts as a guide for anyone who would like to establish similar projects in their area. Presented in a user-friendly CD-ROM format, the *Grandmothering Across Cultures Statewide Model* includes all the steps needed to plan, implement and evaluate a *Grandmothering Across Cultures* program. It is designed so that users can dip in at any stage of the process, depending on their current level of expertise and experience.

WHIN has a limited number of copies of the model available at no cost. Please contact WHIN on (03) 9484 1666 or email info@whin.org.au, or download a print-friendly version from their website, www.whin.org.au

Persuasive quit message to reach Chinese and Vietnamese smokers

The Cancer Institute of NSW recently commissioned Multicultural Communication to ensure that the key messages of its new anti-smoking campaign reaches Chinese and Vietnamese smokers.

Called the ECHO Campaign, it 'echoes' the kind of typical excuses smokers use not to quit, such as "*I'll put on weight*" with compelling reasons why these excuses aren't good enough.

When a man in the street says, "*I can't go more than a few hours without a cigarette,*" for example, a second man, hooked up to an oxygen tent in hospital, responds, "*I can't go more than a few feet without the oxygen tank.*"

The campaign, which began in April on television and radio, and in the print media, focuses on the consequences of smokers continuing to use excuses to avoid quitting, and aims to get smokers to quit now rather than later. Multicultural Communication has developed new resources to ensure the campaign messages reach Chinese and Vietnamese smokers. These resources will be available by early May on the Multicultural Communication website, as well as on Chinese and Vietnamese radio and in newspaper advertisements and editorials.

For more information about the campaign and to receive copies of campaign materials please contact Michael Camit on (02) 9382 7528 or email camitm@sesahs.nsw.gov.au

Tobacco control campaign targets high levels of smoking in Arabic community



Research has shown consistently that rates of smoking in Arabic speaking men are higher than those of the general male NSW population (Jukic *et al* 1996, Rissel *et al* 1999, NSW Health 2001). Arabic speaking households are also less likely to have indoor smoking bans (NSW Health 2001). There appears to be a different smoking norm in the Arabic community (Rissel *et al* 1999) and a lack of knowledge concerning the risks related to tobacco smoke exposure (Jukic *et al* 1996).

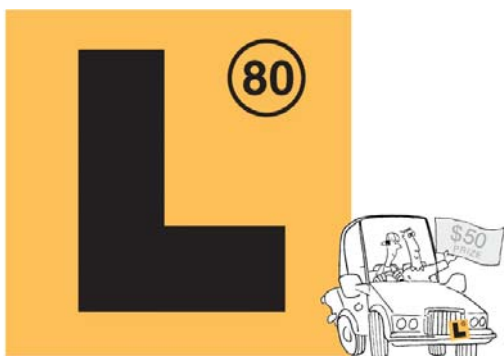
The ***Ma'feesh cigara men gheir khosara*** (*there is no cigarette without loss*) campaign is funded by Sydney South West Area Health Service (Western Zone) and was developed by Arabic health and community workers, and health promotion personnel. It aims to reduce the ill-health, premature death and family loss caused by tobacco smoking in the Arabic community. Arabic brochures, billboards, newspaper advertisements, radio ads and a radio competition will carry health messages to the Arabic community.

The first phase of the media component of the campaign was launched in Bankstown on 7 April 2005 and a second phase will be launched early next year. A broader range of strategies (e.g. small funding grants for Arabic organisations, community seminars and promotions at Arabic community events) will supplement the media campaign.

A large baseline tobacco telephone survey, conducted in southwest Sydney from August to November last year, has helped inform the development of the campaign. Broader consultation with Arabic workers through forums and focus groups with community members has also guided campaign development.

For more information contact Mr. Andrew Perusco, project team leader on (02) 9828 6029 or email: andrew.perusco@swsahs.nsw.gov.au

Helping teenagers become safer drivers – resources for Arabic and Chinese speaking parents



Multicultural Communication recently completed a communication campaign aimed at increasing Arabic and Chinese speakers' awareness and understanding of ways to help their teenagers become safer drivers.

The campaign was based on *Helping teenagers become safer drivers*, a fact sheet developed by YouthSafe, a not-for-profit organisation working to prevent serious injury in young people. The campaign consisted of a phone-in survey for Arabic and Chinese parents, the development of Arabic and Chinese fact

sheets and a media launch.

As a result of the campaign, a series of workshops for Chinese parents are being trialed by YouthSafe in partnership with the Australian Chinese Community Association.

For more information and copies of the Arabic and Chinese fact sheets, contact Cecilie Dell of YouthSafe on (02) 9809 4615 or email coord@youthsafe.org

Social Marketing Downunder Conference, New Zealand

Michael Camit, Marketing Communication Coordinator of Multicultural Communication recently presented three papers at the second Social Marketing Downunder conference in Wellington, New Zealand.

The three papers presented were:

- *Communicating in a Multicultural Society: Lessons from Theory and Practice* (joint paper with Dr Gary Noble of the Centre for Social Marketing Research, University of Wollongong).
- *Market Structure 101: What does your service/not-for-profit message REALLY do for your consumer and its application to your campaign?*
- *Smoke alarms wake you up if there is a fire : A smoke alarm campaign targeting Arabic, Chinese and Vietnamese communities in New South Wales, Australia.*

For more information about the presentations and other social marketing presentations visit <http://www.socialmarketing.co.nz> or contact Michael Camit on camitm@sesahs.nsw.gov.au

Updated directory of alcohol and other drug services for non-English speakers available now

The Drug and Alcohol Multicultural Education Centre (DAMEC) has updated the *NSW Directory of Alcohol and other Drug Services, Programs and Resources for People of Non-English Speaking Background*.

This is the 8th edition of the Directory. It is available from DAMEC for \$30.00 per copy plus postage (for new users), or \$15.00 plus postage (for current users who own a directory folder and section dividers).

For more information or for an order form, contact Alia Choucair, Information Officer, DAMEC, PO Box 2315, Strawberry Hills NSW 2012
Ph: (02) 9699 3552, Mobile: 0421 631 761, Fax: (02) 9699 3131
email: information@damec.org.au

Learning more about Western Sydney's emerging communities

Pathways to Communities is a training program from Blacktown Migrant Resource Centre designed to enhance the capacity of employees and volunteers from non-government organisations working with Western Sydney's diverse communities. The program offers training on the issues faced by families from emerging communities and practical ways of working with these families.

A series of workshops will be held in Western Sydney between April and June this year. These will include information about the Arabic and African communities generally, as well as the Afghani, Eritrean, Ethiopian, Liberian, Sierra Leonean, Somali and Sudanese communities. The workshops are tailored specifically to the needs of organizations at a local level.

For more information on cost and dates of workshops, please contact Sheetal Challam or Linda Zaki on (02) 9621 6633 or schallam@blacktownmrc.org.au

Publications withdrawn from website

The publications listed below have been withdrawn from the Multicultural Communication website because they were either inaccurate or superseded by a more recent edition.

Subject	Title	ID No	Withdrawn
Exercise	What's the best exercise for you?	BHC-5150	03/05
Infant Health	Breastfeeding or bottle feeding - which is best for babies?	BHC-3730	03/05
Injury Prevention	Preventable accidents often a cause of spinal injury	BHC-5060	03/05
Diseases and Conditions	Ross River Fever - a good reason to prevent mosquito bites	BHC-4430	02/05
Eye	Cataract treatment is successful	BHC-5165	02/05
Diseases and Conditions	Meningococcal disease	DOH-6105	02/05

New on the website

The publications listed below have been recently added to the Multicultural Communication website.

Publication No.	Category & Title	Language
OTH-7350	Health Services <i>You and your Ambulance Service</i>	Arabic, Chinese, English, Greek, Italian, Vietnamese
OTH-7355	Health Services <i>Patient Transport Service</i>	Arabic, Chinese, English, Greek, Italian, Vietnamese
OTH-7360	Health Services <i>Calling an Ambulance</i>	Arabic, Chinese, English, Greek, Italian, Vietnamese
OTH-7365	Health Services <i>When should I call for an Ambulance?</i>	Arabic, Chinese, English, Greek, Italian, Vietnamese
DOH-7370	Eyes <i>Cataracts</i>	Arabic, Chinese, English, Greek, Italian, Polish, Russian, Spanish, Vietnamese
DOH-7375	Diabetes <i>Diabetes and your Eyes</i>	Arabic, Chinese, English, Greek, Italian, Polish, Russian, Spanish, Vietnamese
DOH-7380	Mental Health/Illness <i>Coping personally after the tsunamis</i>	Chinese, English, Hindi, Indonesian, Sinhalese, Somali, Tamil, Thai

Deadline for next edition: 28th June, 2005	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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