



# Multicultural Communication

A Service of the NSW Department of Health

## newsletter

Spring 2005

Vol 9 Issue 4

### From The Manager's desk

#### Multicultural Health Communication broadens its reach

During a year of growth and success, we have created new and exciting partnerships with GPs, ethnic medical associations, local councils, research organisations, community organisations and consumer groups. We have also secured additional funding for new projects, and made changes to the way we work.

After reviewing how we communicate with our partners and consumers, we have developed a more streamlined and comprehensive website that will be ready in the New Year. We will also be trialling new communication models specifically designed to target people from culturally and linguistically diverse backgrounds.

Our projects have included:

- Partnering the Cancer Institute NSW on four tobacco campaigns after completing research to identify an appropriate social marketing model to reach CALD communities. We now have funding from the Institute to develop and trial culturally and language specific Quit phone lines in conjunction with Quitline NSW.
- Developing a research project funded by the Department of Disability and Ageing and Home Care with the aim of making recommendations to that department about communication and access issues for CALD communities.
- Working on a national breast cancer campaign undertaken with the National Breast Cancer Centre, targeting women from five language groups – see article below **Breast cancer campaign – breaking down barriers**.
- Securing funding from Andrology Australia to develop culturally and linguistically appropriate resources on reproductive health for men from CALD communities. MHCS has employed a new project officer, Helen McHugh, to work on this.

Coming up in 2006, our new projects include:

- Working with the Local Government Association of NSW and Shires Association of NSW to help local councils improve communication with CALD communities and develop best practice multilingual resources.
- A two year campaign for the Guardianship Board due to start in January. This project, which includes a media campaign, will promote the Board's services to CALD communities.
- Improving the way medical imaging services communicate with clients from CALD communities. This project will help medical imaging services develop consumer information in other languages to give to clients prior to testing.

We will also continue to sit on a number of strategic committees to facilitate access to the health system for CALD communities, by offering advice and assistance on communication.

Thank you for your help and support throughout the year, and all the best for 2006.

*Peter Todaro*

#### News flash – MHCS moves to Gladesville

Please make a note of our new address and contact details: Building 11 in the grounds of Gladesville Hospital, Victoria Road, Gladesville. Our postal address is P.O. Box 58, Gladesville 2111. The main telephone number is (02) 9816 0347; the fax number is (02) 9816 0302.

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## **NSW Health Breastfeeding Policy to be released soon**

A draft NSW Health Breastfeeding Policy has been developed following extensive consultation – subject to final approval, the policy is expected to be released in early 2006.

Promotion of breastfeeding was one of the priorities identified in NSW Health's *Eat Well NSW: Strategic Directions for Public Health Nutrition 2003-7* and in the NSW Government Action Plan 2003-7: *Prevention of Obesity in Children and Young People 2003-7*.

The draft policy nominates complementary responsibilities and actions for the Department and Area Health Services in the following five areas: (i) organisational support for an enhanced coordinated NSW Health effort; (ii) workforce development and provision of baby friendly workplaces; (iii) provision of evidence-based health services such as the *Baby Friendly Initiative* and services for groups at risk of low breastfeeding rates; (iv) collaboration with groups outside the NSW Health system, such as GPs and the Australian Breastfeeding Association; (v) monitoring and reporting of breastfeeding rates.

One of the needs identified in the process of developing this policy was an up to date multilingual publication on breastfeeding. ***Breastfeeding: Best for Babies and Mothers*** has since been produced as part of the NSW Health Breastfeeding Project, and is available in a number of languages on the Multicultural Health Communication Service web site.

For more information on the policy, contact Edwina Macoun on (02) 9391 9570.

## **Safe sex information now available in Punjabi**

A section of the *KISS Guide to Safe Sex* has been translated into Punjabi. This new resource was a result of consultations between the North Coast Area Health Service, Punjabi community leaders and health service providers. The Punjabi community identified a need to know more about the symptoms of sexually transmitted infections, and their treatment. To obtain a copy please contact the Population Health & Planning Division, North Coast Area Health Service on (02) 6656 7847. The resource will eventually be available from the Links page on our website under Sexual Health.

## **Breast cancer campaign – breaking down barriers**

Five women overcame cultural barriers to take part in a media campaign by the National Breast Cancer Centre (NBCC) and the NSW Multicultural Health Communication Service in October to raise awareness of breast cancer among women from the Arabic, Chinese, Greek, Italian and Vietnamese communities.

Three of these women spoke courageously of their breast cancer diagnosis to encourage other women, from similar backgrounds, to be more aware of changes in their breasts, and to convey the message that early detection and treatment can save lives and reduce the impact of the disease.

The moving, and sometimes witty, stories of these three women captured mainstream and multicultural media attention alike as they spoke of how they overcame cultural misconceptions and taboos when faced with a diagnosis of breast cancer.

'I acted early; I survived' was their message, which was repeated in the evening news of October 4 on mainstream television, as well as on Arabic and Chinese television channels throughout Australia.

During October, recognised world wide as Breast Cancer Month, a national media campaign ensued targeting Arabic, Chinese, Greek, Italian and Vietnamese women around Australia who are over the age of 30.

Advertisements ran on 22 multicultural radio stations and in 43 ethnic newspapers, as well as on Arabic and Chinese television. Many radio stations included interviews with medical professionals specialising in breast cancer, as well as breast cancer support groups and breast cancer survivors.

Special phone lines were set up in each of the five languages, enabling women to ask for further information, or order resources specifically translated to coincide with the campaign. These phone lines are still operational.

MHCS also contacted GP Divisions and major organisations dealing with the targeted communities nationwide, informing them of the new resources and phone lines and encouraging them to spread the word.

To identify beliefs, attitudes and barriers among women from these target groups, we also conducted focus groups in NSW, QLD, TAS and WA, and the results helped develop suitable messages to encourage women from these communities to seek more information.

Some of the beliefs and barriers included:

- If diagnosed with breast cancer (in many cases at an advanced stage), a woman should keep quiet – the diagnosis may be stigmatising and adversely affect other family members, especially young women who may then be considered unsuitable for marriage.
- Taboos attached to women touching their own breasts mean that advice to check their breasts for changes (the main recommendation from the NBCC) would not be followed.
- Speaking about breast cancer (or cancer in general), or seeking medical investigation is not encouraged as the very mention of the word 'cancer' may bring the 'bad sickness' on.

The hope is that culturally appropriate messages from the NBCC will help prevent unnecessary loss of life by helping change attitudes in these communities, not only among women themselves, but also among other family members who may encourage women to ignore taboos and break down barriers to early breast cancer detection. After all, the loss of a woman's life affects not just her family, but the whole community.

The new translated resources, listed below, are available on both the NBCC and the MHCS websites. Hard copies, with the slogan *Bridging the cultural divide*, can be ordered, free of charge, on the NBCC website for postage anywhere in Australia.

- Breast Cancer: finding it early could save your life
- Do you have a breast change?
- Information for women with early breast cancer

The telephone lines are:

Arabic	1300 301 625
Chinese	1300 300 935 (Cantonese and Mandarin)
Greek	1300 301 449
Italian	1300 301 431
Vietnamese	1800 501 953

The 1300 telephone line services were made available through the Cancer Council of NSW, and the 1800 service through the Vietnamese Community in Australia.

### **Diabetes in pregnancy – new videos/DVDs in Arabic and Vietnamese**

Diabetes Australia, assisted by the Australasian Diabetes in Pregnancy Society, has produced a video/DVD entitled *Healthy Pregnancy, Healthy Baby: Understanding Gestational Diabetes*. The video and DVD are available in English and Arabic and also in English and Vietnamese.

To order a copy of either the video or DVD please email [admin@diabetesaustralia.com.au](mailto:admin@diabetesaustralia.com.au).

### **Our website – thirty five million hits worldwide**

The website continues to serve health workers, multicultural communities, organisations and the general public around the world. An analysis of hits received in the past year shows that the site has received over 35 million hits worldwide. More than 40,000 publications have been downloaded by workers in the NSW Health system alone.

The site receives congratulations from people all over the world that link to it, and is recognised as a source of reliable multilingual health information listed by a multitude of search engines. The introduction of the new website next year will build on this achievement.

### **Multicultural Families First Project in South West Sydney**

The NSW *Families First* Strategy aims to increase the effectiveness of prevention and early intervention services designed to help families raise healthy, well-adjusted children.

The strategy is relevant to many CALD families - it recognises the needs of vulnerable families in the provision of 'extra support to families with specific health and social problems', particularly those experiencing mental health, social isolation, financial stress and other problems that may affect parenting practices.

The Multicultural *Families First* Project – ‘Our Children, Our Culture’ has been funded for two years and brings together a range of services to support families and children from culturally and linguistically diverse communities in South West Sydney - one of the fastest growing regions in NSW. Almost 40% of families in this region come from CALD backgrounds, and more than 12,000 babies are born there each year.

The goal is to support parents and carers, help build strong healthy families and improve outcomes for children and young people.

### What do we do?

As part of an integrated program to support families and children from NESB, the Multicultural *Families First* Project:

- works with communities to develop resources that **communicate key messages** about positive parenting
- provides a **sustained home visiting service** for families with extra support needs from Arabic, Chinese, Khmer, Lao, Samoan, Serbian and Vietnamese communities across Fairfield, Liverpool Bankstown and Campbelltown Local Government Areas
- provides antenatal and postnatal education and support for families from new and emerging communities through the **Bilingual Early Parenting Program**

### Resources

Language and culture specific parenting resources include:

- an Arabic video/DVD
- a Somali video/DVD
- a Vietnamese booklet supported by a CD of radio programs

The Bilingual Early Parenting Package include:

Train the Trainer package and Bilingual Worker package

For more information contact Leila Chung on (02) 9828 6926 or [Leila.Chung@swsahs.nsw.gov.au](mailto:Leila.Chung@swsahs.nsw.gov.au)

### New articles on website

Publication No.	Title	Language
OTH-7630	Breast Cancer	Arabic, Chinese, English, Greek, Italian Vietnamese
OTH-7635	Do You Have A Breast Change?	Arabic, Chinese, English, Greek, Italian Vietnamese
OTH-7645	Information for women with early breast cancer	Arabic, Chinese, English, Greek, Italian Vietnamese
DOH-7595	Breastfeeding: Best for Babies and Mothers	Arabic, Chinese, English, Farsi/Persian, Indonesian, Khmer/Cambodian, Korean, Serbian, Spanish, Turkish, Vietnamese

### Articles removed from website

Subject	Title	ID No	Withdrawn
Immunisation	Pre Vaccination Checklist	AHS-6120	11/05
Cancer	Good health for your breasts	BHC-3195	09/05
Cancer	Beating bowel cancer	BHC-3265	09/05
Cancer	How food can help prevent cancer	BHC-3430	09/05
Cancer	The best care for women with breast cancer	BHC-4295	09/05
Cancer	Healthy breasts: the questions women ask	BHC-5045	09/05
Cancer	Information about breast cancer - it's only a phone call away	BHC-5400	09/05
Abuse	Child Protection	DOH-5810	09/05
Health Services	How the Patient Support Office can help	BHC-4420	08/05
Immunisation	Why do children need immunisation?	BHC-5870	07/05

<b>Deadline for next edition: 25<sup>th</sup> Jan, 2006</b>	Polyglot is published by NSW Multicultural Health Communication. Articles for inclusion can be sent to Cecilia George, Multicultural Health Communication P.O. Box 58 Gladesville, NSW 2111, or by email: <a href="mailto:Cecilia.george@sesiahs.health.nsw.gov.au">Cecilia.george@sesiahs.health.nsw.gov.au</a> .
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# The best way to find us



... And in more detail

