



News from Multicultural Health Communication

making health communication easier

Summer 2006

Vol 10 Issue 1

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Welcome to another edition of *Polyglot* – a regular bulletin to keep you up to date with Multicultural Health Communication projects, and with what's happening in the area of health and Culturally and Linguistically Diverse Communities.

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Graphic Quit Smoking ad targets Arabic, Chinese and Vietnamese smokers

Translated versions of an effective mainstream radio commercial are helping to tackle smoking in the Arabic, Chinese, and Vietnamese communities.

Towards the end of 2005, MHCS coordinated the CALD component of the Lung Disease Quit Smoking Campaign launched by The Cancer Institute NSW.

The centrepiece of this campaign was a 60 second radio advertisement, which asks listeners to participate in a 'breathing exercise' that graphically

demonstrates breathing difficulties in the final stages of emphysema.

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As well as the usual checking of translations for accuracy and content, Multicultural Health Communication also helped select the voice-over 'talent' in each of the four languages. Finding the right voices was essential to maintain the mood and style of the original English language commercial in which the reader managed to convey authority, while sounding natural and unpretentious. Multicultural Health Communication worked with the producers to ensure the voice-overs achieved a similar feel to the English version.

As well as scheduling the advertisements with selected NSW ethnic radio stations, the commercials were made available to community and health organisations as audio files or hard copy.

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Feedback was extremely positive and demand for audio files and hard copies at the community level was high. Community and health workers immediately saw the potential of the commercials as a training tool and resource for social groups or for specific 'quit smoking' sessions.

You can hear this commercial in Arabic, Cantonese, Mandarin, Vietnamese and English at the Cancer Institute NSW web site <http://www.cancerinstitute.org.au/> Just navigate through 'New Lung Disease Quit Smoking Campaign' at the top right of the home page.

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Time to survey our newsletter

Polyglot, our quarterly newsletter, has been in circulation since 1998. Multicultural Communication would like to survey its readers and hear what they think of this newsletter as well as any suggestions they may have for its improvement. We would appreciate your taking a couple of minutes to fill out the brief survey and fax it to 02 9816 0302; or email to: Cecilia.george@sesiahs.health.nsw.gov.au

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Objectives:

1. To assess reader satisfaction with Polyglot
2. To identify areas for improvement
3. To reduce waste of printed copies of polyglot

The survey form is enclosed with this newsletter

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NSW MHCS is located at Gladesville. Contact details:

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New faces at Multicultural Health Communication

In addition to our core team, we seconded Germana Morassi for 12 months to work on a breast cancer campaign for women from CALD communities.

Helen McHugh is working part-time to develop the new resource on men's reproductive health, a joint project between MHCS and FPA Health, funded by Andrology Australia. Helen previously worked with Northern Sydney Central Coast Area Health Service. **Bevan Wilson and Jess Helaratne** have been contracted to work on a number of projects and campaigns primarily dealing with smoking-related cancer. Bevan and Jess were recruited for their expertise in working in advertising and with people of a non-English speaking background.

Carlo Jacobson, our former Multilingual Information Officer, recently left MHCS for a position in another Area Health Service.

A position of Research Officer will be advertised in the near future.

What's in a brand name?

Germana Morassi looks at global advertising and concludes that the 'one size fits all' approach to marketing to different cultures can result in some blunders ...

People's minds are shaped by their different ethnic backgrounds and culture – factors that influence their needs, their way of thinking and how they respond to marketing.

During the last 20 years there has been a steady rise in global advertising by multinational companies aiming to influence the buying habits of largely middle-class consumers of many cultures.

These companies hope to save on marketing resources by creating brand names that appeal to many different cultures.

But while international companies are finding it increasingly important to develop 'one size fits all' brand names, there is always the danger of using words that, while appropriate in one language, may be irrelevant or even taboo in another (David Crystal 1997: 115, 348).

The most notorious example of this is the name of a battery produced in Shanghai. It enjoyed a good reputation in international markets, especially in the UK because of its high quality and low price. In 1976 the company decided to use the English translation of the brand name, which translates literally into 'White Elephant'. While in most eastern nations a white elephant is a sacred animal, and the word has a favorable meaning, in English the term means 'useless object'. In the UK sales dropped dramatically and the company could not understand why (Hechaunshang 1997:182).

Some words are untranslatable. Every language has its own lexicon unique to its particular culture. People often use words that convey a sense of national pride and trust to consumers. In the US, for example, many car brands, such as Dodge, Mustang, Pathfinder, Pontiac and Frontiersman are named after the frontier movement. These words cannot be translated in other languages.

Other brand names have become so familiar in all languages that they no longer need translation - Siemens, Nestle, Fiat, and Nokia are some examples.

There are also words which have become so common that their origin is not generally known such as: barbecue (*barbacoa*) hammock (*hamaca*) tobacco (*tabaco*), all originally South American words.

Although spoken by the largest population in the world, the Chinese language has not become an international language and the name of many products designed and manufactured in China have unfavorable connotations when literally translated into English. Some examples include:

- Junk – brand name of farming equipment
- Golden Cock (clocks)
- Pansy (shirts for men)

Of course this goes for products with English names that in other languages can have totally different meanings, such as:

- Nova - brand name of a car. In Spanish it means 'doesn't go'
- Pajero – brand name of a car brand. In Spanish it's a derogative term for men but implying strength and power.
- Lactogen - brand of baby formula. In Chinese means 'forcing to vomit the essence'.

There are also more fortunate examples such as the name Coca-Cola which in Chinese means 'tasty and happy'.

Some English terminology is particularly confusing to people who speak languages deriving from Latin. This includes the word *matinee*, a derivative of *mattino* (Italian) or *matin* (French - meaning morning, but which means an afternoon movie/show in English, and the word *cold* – the words *caldo* (Italian) and *chaud* (French) mean 'hot'.

This all goes to show how poor cultural awareness can have many consequences - some serious, others comical – and that in the global economy improved cultural literacy should be seen as an important investment to avoid marketing blunders.

Multilingual fact sheets on menopause available on the Jean Hailes Foundation Website

The Jean Hailes Foundation for Women's Health in Victoria is a respected not-for-profit organisation that provides clinical services and health education to women, and conducts research into women's health.

Its website, a good source of women's health information, now includes a fact sheet - *Understanding menopause and midlife*, available in Arabic, Bosnian, Chinese, Filipino, Greek, Italian, Polish and Vietnamese, as well as English. Go to www.jeanhailes.org.au and click on Resources and Fact Sheets.

Bird flu continues to spread

Avian influenza, more commonly known as bird flu, is an infectious disease of birds caused by type A strains of the influenza virus that is fast spreading all over the world.

The World Health Organisation (WHO) reports that the H5N1 strain of the virus has devastated stocks of poultry, and since 2003 has killed at least 92 people, mostly from countries in Asia.

According to WHO, human cases have been found in six Asian countries including Cambodia, China, Indonesia, Thailand, Turkey and Vietnam. The first patients in the present outbreak, who were from Vietnam, developed symptoms in December 2003, although the H5N1 strain was only confirmed in January 11, 2004. Twelve days later, Thailand reported its first cases on January 23. Soon after, Cambodia had its first case on February 2. On July 21, Indonesia was the next country to report several cases. The first two cases in China were confirmed on November 16, 2005.

Early this year, on January 5, Turkey confirmed its first cases of bird flu, soon followed by Iraq on January 30. Vietnam has been the most affected by the bird flu outbreak, with close to 100 human cases to date.

The WHO report stresses that all human cases have been linked with outbreaks of the highly pathogenic H5N1 infection in poultry, and to contact with infected birds. But scientists fear the virus could mutate into a form that is easily transmitted between humans. This could lead to a human flu pandemic.

Recently, India, Hungary, Austria, Germany, Greece, Italy, France, Slovenia, The Netherlands, Slovakia and Croatia confirmed that the H5N1 strain tested positively in some wild birds found dead in some areas of their countries.

Many nations are now acting to find solutions to prevent the outbreak from causing further harm in their regions. In Australia, the Federal Government has recently committed an extra \$6.5 million to research projects that aim to prevent, detect or control an outbreak of the bird flu in the country.

No cases of the bird flu have been found in Australia. As a precaution, the NSW Health Department advises that Australians traveling to areas affected by avian influenza can reduce their risk of infection by avoiding poultry farms and live bird markets. People should also ensure that uncooked poultry and eggs are handled hygienically. They should wash their hands after handling these foods, and make sure poultry is cooked thoroughly before eating.

For more information on avian influenza and how to avoid the disease, click on the Multicultural Health Communication Service link <http://www.health.nsw.gov.au/health-public-affairs/mhcs/publications/6970.html>

What's new on our website:

Multicultural Communication, in cooperation with the Immunisation Section, Aids and Infectious Diseases Branch of NSW Health, has reviewed all the publications related to immunization that appear on the Multicultural Communication website. Seven publications have been amended and are now back on the web. It was a difficult and costly, but much needed exercise as it is our intention to have only accurate information on the web.

The publications are:

Publication No.	Title	Subject
BHC-5445	Planning a Pregnancy	Pregnancy & Post Natal
BHC-5870	Why do Children Need Immunisation	Immunisation
BHC-6115	Injection for Newborn Babies	Immunisation
DOH-5980	Children's Infectious Diseases	Diseases & Conditions
DOH-7150	Meningococcal Disease	Diseases & Conditions
DOH-7170	Pertussis (whooping cough)	Diseases & conditions
HTS-857	Rubella Immunisation Card	Forms, Letters & Signs

Communication difficulties

You may be already aware that Multicultural Communication has moved within the Gladesville Hospital campus.

Calls from employees, as well as from members of the public have been received by multicultural communication staff concerning difficulties encountered in reaching us via email. The reasons for this problem have been the difficulties experienced with the current IT connection. MHCS has a VPN connection that operates at the very slow rate of 10Mbps. These problems have caused a delay in setting up the new website.

In addition to this, the PABX system provided at Gladesville Hospital campus is an old telecommunication system and does not offer voice mail, so that when staff members are unable to answer incoming calls for various reasons, callers cannot leave a message.

Although the problems are very complex, it is our endeavour to remedy them in the shortest time possible.

Deadline for next edition: 25th April, 2006	Polyglot is published by NSW Multicultural Health Communication. Articles can be sent to Cecilia George, Multicultural Health Communication P.O. Box 58, Gladesville, NSW. 2111, or email: Cecilia.george@sesiahs.health.nsw.gov.au .
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