



# Multicultural Communication

A Service of the NSW Department of Health

## newsletter

### Polyglot

Vol 10 Issue 3

#### Television newsman John Mangos launches multilingual men's health resource

It's been another busy three months for Multicultural Health Communication with events that included the inaugural Local Government Multicultural Health Communication Awards (see below) and the launch of the new men's health resource, *A User's Guide - what every man needs to know*. The guide, available in 12 languages, and produced with the help of Andrology Australia, was launched by television newsman John Mangos at Australian Technology Park in September. Find out more and see photos from the event at [www.mhcs.health.nsw.gov.au/mhcs/subpages/news.html](http://www.mhcs.health.nsw.gov.au/mhcs/subpages/news.html)

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#### Child restraint promotion for Arabic speakers takes the prize



Bankstown and Canterbury City Councils were joint winners of the Local Government Multicultural Health Communication Awards held at the Local Government Week Awards in August.

The winning entry is a 10 page full colour brochure for the Arabic community, providing a simple guide for parents on using and installing child restraints, as well as information about parents' legal responsibilities. The judges were impressed by the planning process that went into developing this resource, its professional appearance, cultural appropriateness, and the strategies used to promote, distribute and evaluate.

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#### Highly Commended entrants:

- **Rockdale City Council for their playground improvement project - 'Have Your Say'**. Consulting with Culturally and Linguistically Diverse (CALD) communities was a major component of council's communication strategy which invited input from the community into how playgrounds could be improved. It included translating a poster about playground upgrades into community languages and using the ethnic media to invite community participation. We believe this initiative will play an important role in promoting the health of children and building community cohesion.
- **Canterbury City Council for their 'Stormsafe' brochure** This resource, translated into six community languages, informs communities how to prepare for storms and reduce the risk of injury. The judges considered this to be a clear, well-written and visually appealing resource, demonstrating council's commitment to communicating with CALD communities.

The awards, established by the Local Government and Shires Associations of NSW, Multicultural Health Communication and NSW Health, recognise Local Government's contribution to multilingual health resources, and encourage good practice in multicultural health communication in Local Government.

Next year's award is likely to be extended to include not only multilingual health resources, but health related programs and communication strategies aimed at CALD communities. They will be held in July 2007 and an information package and application form will be made available next year.

For more information see <http://www.lgsa.org.au/www/html/1119-ig-week-awards-evening.asp>

### **MHCS and Diabetes Australia to hold a forum on diabetes in CALD communities**

NSW Health has allocated \$60,000 for research into the prevalence of type 2 diabetes in CALD communities to demonstrate the need for intervention to help prevent this disease.

The specialist group formed to advise the project includes Peter Todaro from MHCS, Nidia Marneros from Health Promotion, NSW Health, Kristen Hazelwood of Diabetes Australia-NSW, Maria De Domenico, senior research officer with SWAHS, Dr Roger Chan an endocrinologist with the Ryde and Concord Hospitals and Danielle Campbell from the SAX Institute.

Heading the project, due for completion by December, is Associate professor Ruth Colagiuri, Director of the Diabetes Unit at the University of Sydney.

Multicultural Health Communication and Diabetes Australia-NSW have formed a partnership and held a forum on International Diabetes day on November 14 to address the issues of marginalised communities and diabetes. Key diabetes specialists attended the forum, along with CALD community representatives who spoke about the impact of diabetes on their respective communities.

The forum will be followed by a CALD and Diabetes Summit to be held next March 2007 to plan strategies for dealing with the issue.

### **Tobacco update**

#### **Multilingual Quitlines up and running.**

With funding from the Cancer Institute NSW, MHCS has set up multilingual telephone counselling services to reduce smoking in CALD communities.

Over 30 bilingual workers have been trained to take calls from Arabic, Chinese, Greek, Italian, Korean, Spanish, and Vietnamese speakers and provide information to help them quit smoking. So far the phone lines have received 262 calls in seven languages.

The multilingual Quitline numbers are:

Arabic 1300 7848 03; Chinese 1300 7848 36; Italian 1300 7848 61; Vietnamese 1300 7848 65; Greek 1300 7848 59; Korean 1300 7848 23; Spanish 1300 7848 25.

#### **Health warnings on cigarettes.**

Our campaign to support health warnings on cigarettes is complete and all indicators suggest it has succeeded in raising awareness of the risks of smoking.

#### **DVD on Nicotine Replacement Therapy available in eight languages soon.**

Because of the demand for language-specific visual resources to help people from CALD communities to stop smoking, Multicultural Health Communication, together with NSW Health, has produced subtitles in eight languages for a DVD on nicotine replacement therapy. This resource will be launched later this year.

#### **New campaign to boost breast screening rates in NSW**

To improve breast screening participation rates among CALD communities, BreastScreen NSW has allocated funding for MHCS to help with a Statewide breast screening campaign in Arabic, Chinese (Cantonese, Mandarin), Greek, Italian, Korean, Spanish and Vietnamese which will run in November.

## Getting together with the ethnic media

Support from the ethnic media is essential for good health communication with CALD communities. Earlier this year we invited representatives from the ethnic media to a meeting to thank them for their coverage of health issues over the past 12 months, and to brief them on upcoming campaigns.

## Resources on Multicultural Health Communication's role available on line

We recently developed two resources to explain our role in communicating health information to CALD communities in NSW. They have been widely distributed across the State through conferences and meetings and have been mailed out to all multicultural and mainstream agencies as well as key Departments such as Health and Disability. They are also available at [www.mhcs.health.nsw.gov.au](http://www.mhcs.health.nsw.gov.au) Our new website is up and running and we're looking forward to its official launch later this year.

## Farewell to Wolf Sverak

Wolf Sverak, our Systems Manager and webmaster has moved to another position in Canberra. We wish him the best in his new role and thank him for all his hard work and technical expertise.

## New Publications on our Website

Publication No. & Title	Summary	Languages
<b>Health Services</b>		
AHS – 7920 Information for Carers - People who look after others - Support and Services to assist you	Information on services and support for people who care for adults or children with a disability, chronic illness, mental illness or the frail aged.	Arabic, Chinese, Croatian, English, Greek, Indonesian, Italian, Korean, Macedonian, Portuguese, Russian, Serbian, Turkish, Vietnamese
OTH – 7870 10 tips for safer healthcare - booklet	How to work with your doctor and other health care professionals to get the best health care for yourself.	Croatian, English, Filipino, German, Greek, Italian, Macedonian, Polish, Serbian, Spanish, Turkish, Vietnamese
OTH – 7865 10 tips for safer healthcare - pamphlet	How to work with your doctor and other health care professionals to get the best healthcare for yourself.	Bosnian, Creole, Dutch, English, Hmong, Koori, Samoan
DOH – 7855 Fit for the future Have your say about future directions for health in NSW	Planning for health. What do we as a society want in relation to our future health and wellbeing? What will we expect from our health system over the next 20 years? What sort of choices might be needed? How can we ensure that the system stays on track as we head towards 2025?	Arabic, Chinese, English, Greek, Italian, Spanish, Vietnamese
<b>Diseases &amp; Conditions</b>		
Stroke and Transient Ischaemic Attack - What You Need to Know	Explains the difference between stroke and Transient Ischaemic Attack	Arabic, Chinese, English, Greek, Italian, Macedonian, Russian
<b>Parenting</b>		
AHS – 7875 Talking to your child in your language	Tips for parents on helping children develop language skills by talking to them in your own language.	Arabic, Chinese, English, Filipino, Khmer, Korean, Spanish, Vietnamese
<b>Alcohol &amp; Other Drugs</b>		
OTH – 7860 Family matters - how to approach drug issues with your family	A guide to talking about drug issues with children and young people, including information about legal and illicit drugs and alcohol, and tips for communicating with children and young people	Arabic, Bosnian, Chinese, Croatian, English, Khmer, Korean, Lao, Macedonian, Punjabi, Russian, Serbian, Spanish, Thai, Turkish, Vietnamese
<b>Nutrition</b>		
OTH – 7850 The Australian Guide to Health Eating	Pie chart, replacing the Healthy Food Pyramid.	English, Tamil

## Returned to the Web

After an extensive review process the following amended resources have been returned to our site

Publication No. & Title	Summary	Languages
<b>Pregnancy &amp; Postnatal</b>		
BHC – 5445 Planning a pregnancy? Things to do before you conceive	A guide to the things women can do before they conceive to protect their baby's health. Includes information about immunity to rubella, eating a healthy diet, and avoiding alcohol, tobacco and other drugs.	Arabic, Chinese, Croatian, English, Greek, Italian, Khmer, Korean, Lao, Macedonian, Portuguese, Russian, Serbian, Spanish, Thai, Turkish, Vietnamese
<b>Immunisation</b>		
BHC – 5870 Why do children need immunisation?	A guide to immunisation for children in NSW, including which vaccines are needed and at what ages. Explains that immunisation helps protect babies and children from potentially serious diseases. Includes information about side effects of immunisation, immunisation records and school enrolment, and vaccines for adults.	Arabic, Chinese, Croatian, English, Italian, Khmer, Korean, Lao, Macedonian, Portuguese, Russian, Serbian, Spanish, Tamil, Thai, Turkish, Vietnamese
BHC – 6115 Injections for newborn babies - why they're important	A parent's guide to two injections given to newborn babies in hospital. These are an injection of vitamin K to help prevent a serious disorder called Vitamin K Deficiency Bleeding, and an injection to immunise the baby against hepatitis B	Arabic, Chinese, English, Farsi, Indonesian, Khmer, Korean, Lao, Serbian, Spanish, Tamil, Thai, Turkish, Vietnamese
<b>Diseases &amp; Conditions</b>		
DOH – 7170 Pertussis (whooping cough)	Information about pertussis (whooping cough), a disease that can be very serious in small children, but is preventable by immunisation.	Arabic, Chinese, English, Farsi, Indonesian, Khmer, Korean, Lao, Thai, Turkish, Vietnamese
<b>Forms letters &amp; signs</b>		
HTS – 857 Rubella immunisation card	Rubella immunisation card saying, 'Dear Madam, You have been given an injection which will immunise you against rubella (German measles). A pregnancy should be avoided for at least three months after this injection.'	Arabic, Chinese, Croatian, English, Greek, Italian, Japanese, Khmer, Korean, Lao, Macedonian, Polish, Portuguese, Russian, Serbian, Spanish, Turkish, Vietnamese
<b>Infant Health</b>		
DOH – 5980 Children's infectious diseases	A guide to infectious diseases in children, and how to prevent spreading them.	Arabic, Chinese, English, Farsi, Indonesian, Japanese, Korean, Serbian, Spanish, Turkish, Vietnamese
DOH – 7150 Meningococcal Disease	Information about meningococcal disease, an uncommon but serious disease, which is more likely to affect small children, adolescents and young adults. Includes symptoms, prevention and treatment.	Arabic, Chinese, English, Farsi, Indonesian, Khmer, Korean, Lao, Macedonian, Punjabi, Serbian, Spanish, Thai, Turkish, Vietnamese

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