



Multicultural Communication

A Service of the NSW Department of Health

newsletter

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Multicultural Health Communication Awards for 2007

If you have produced a pamphlet, flyer, brochure, patient information, sign or symbol, educational or promotional material in a language other than English (multilingual health information) between 1 July 2005 and 31 December 2006, **you're invited to enter the Multicultural Health Communication Awards for 2007.**

The Multicultural Health Communication Awards were established to recognise contributions to multilingual health resources, by the staff of NSW Health and of NGOs who produce multilingual health resources.



Entries will be judged on the effectiveness of the resources, quality of translations and potential benefits for non-English speakers in NSW.

Applications need to reach us by 30th April, 2007.

For more information and an entry kit call (02) 9816 0347,

or visit www.mhcs.health.nsw.gov.au

New Systems Manager for MHCS

Prithivarajah Manicakarajah, better known as 'Rajan', is our new Systems Manager – and brings a wealth of IT expertise to MHCS.

Rajan, who began working with SEH as a Help Desk Support Officer, has been with SESIAHS as IT Manager for Sydney Hospital for the last six years. A Microsoft certified system engineer, he holds certification in website design, has a Diploma in Computer Technology and an Advanced Diploma of Information Technology (E-Security).

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MHCS wins top prize at the 2006 National Multicultural Marketing Awards.

Multicultural Communication's national advertising campaign to raise awareness of breast cancer was one of two winning campaigns targeting CALD communities at the Multicultural Marketing Awards announced in November last year.

- **Multicultural Health Communication** won the Advertising Award for their campaign using images and testimonials from five women from Arabic, Chinese, Greek, Italian and Vietnamese backgrounds who had had breast cancer detected in the early stages. The breast cancer awareness campaign, funded and initiated by the National Breast Cancer Centre (NBCC), used the headline, 'I acted early; I survived'.
- **Sydney South West Area Health Service** won the Government Award with their campaign *Ma'feesh cigara men gheir khosara* ("there is no cigarette without loss"). The campaign targeted Arabic-speakers, reminding male smokers that their families don't want to watch them die young, or become disabled as a result of smoking.

The National Multicultural Marketing Awards are presented by the Community Relations Commission to highlight examples of the most effective and creative use of multicultural marketing strategies. For full stories on the awards visit:

http://www.crc.nsw.gov.au/press/2006/mma06_govt.htm

http://www.crc.nsw.gov.au/press/2006/mma06_advertising.htm

Information on the award winning projects:

South-West Area Health Service - Angela Balafas on 9515 9083 or 0412 135 423

NSW Multicultural Health Communication Service - Michael Camit on 9816 0305

Teaching best practice in multicultural communication to Japanese delegation

In February we played host to a Japanese delegation keen to know more about promoting good health to CALD communities. With the help of an interpreter, they learned how and why our service was established and the value of our multilingual resources to health workers and their clients.

Japan now needs to implement policies and measures to meet the demands of settlers from other countries with limited knowledge of Japanese. As a result, a study tour was organised by the Council of Recognised Local International Exchange Associations to help Japanese organisations learn more about programs and policies targeting immigrant populations in Australia.

While the situations in Japan and Australia are different, there are many similarities. Japanese authorities believe they can benefit by learning more about Australian programs, including how they're funded and implemented and, where relevant, apply the knowledge to their own programs.

Through this study tour, the delegation will learn new ways of improving existing programs to support foreign residents in Japan. These programs include multilingual consultation, information services, Japanese language classes, medical interpreting and housing support.

Family Matters - Drug education booklet for families available in 15 languages

The NSW Government recently released a new version of the booklet *Family Matters: how to approach drug issues with your children* in English and 15 languages - [Arabic](#), [Bosnian](#), [Chinese](#), [Croatian](#), [Khmer](#), [Korean](#), [Lao](#), [Macedonian](#), [Punjabi](#), [Russian](#), [Serbian](#), [Spanish](#), [Thai](#), [Turkish](#) and [Vietnamese](#).

People who speak languages other than English can contact their own community organisations to order booklets in the relevant language – see the table below.

Family Matters is designed to help parents answer questions when talking to their children about drugs. The booklet, originally produced in 2002, has been updated following consultations with parents and with services working with families. It includes information about the risks of drug and alcohol abuse, specific drugs (cannabis, ecstasy and amphetamines), tips for talking with your family about drugs, and contact details for services offering further information and help.

Family Matters is available online at www.druginfo.nsw.gov.au and www.mhcs.health.nsw.gov.au, from community and health services, Community Drug Action Teams, local libraries and from community organisations. To order copies, e-mail contact and delivery details and the quantity and languages required to drugaction@doh.health.nsw.gov.au or telephone 9424 5893.

LANGUAGE	ORGANISATION	TELEPHONE NUMBER
ARABIC	Arab Council Australia	02 9709 4333
BOSNIAN	Bosnian Information Welfare Centre	02 9749 9177
CHINESE	Australian Chinese Community Association of NSW Inc. (ACCA)	02 9412 3488
CROATIAN	Croatian Australian Community Council NSW	02 9850 7040
KHMER	Cambodian-Australian Welfare Council of NSW	02 8786 2581
KOREAN	Korean Society of Sydney	02 9798 8800
LAO	Lao Community Advancement (NSW) Co-operative Limited	02 9724 1951
MACEDONIAN	Macedonian Australian Welfare Association of Sydney Inc.	02 9597 5455
PUNJABI	Punjabi Welfare & Cultural Association	0417 271 147
RUSSIAN	Russian Ethnic Community Council of NSW	02 9745 4244
SERBIAN	Serbian Orthodox Welfare Association	02 9727 9817
SPANISH	NSW Spanish and Latin-American Association for Social Assistance (SLASA)	02 9724 2220
THAI	Thai Welfare Association Inc.	02 9264 3166
TURKISH	Turkish Welfare Association Inc.	02 9649 7502
VIETNAMESE	Vietnamese Women's Association of NSW	02 8786 2601 02 9723 2022

The power of radio to reach ethnic communities

Because it's accessible and language-friendly, radio is popular among non-English speaking communities – communities which have been involved in community broadcasting since the early 70s in Australia, according to Bruce Frances, Executive Officer of the National Ethnic and Multicultural Broadcasters Council, writing on the Community Broadcasting Association of Australia website in March 2000.

They recognise community radio as an accessible, inexpensive way of communicating and building supportive communities. Ethnic broadcasting provides a way of recognising and understanding the diversity of cultural, ethnic and linguistic backgrounds in Australia.

Multicultural Health Communication knows the power of radio and regularly uses ethnic broadcasting to disseminate important health information to non-English speakers. We provide helpful tips on health issues on the SBS Radio Filipino Language Program with Michael Camit, our Communication Officer, and Jess Helaratne, MHCS Project Officer and SBS Radio Broadcaster, both discussing health topics from the MHCS website in the Filipino language.

To listen to some of the topics discussed by Michael and Jess on the SBS Filipino Program, please click on: <http://www9.sbs.com.au/radio/language.php?news=lifestyle&language=Filipino>

Ethnic broadcasting is an important reflection of the cultural diversity of this nation – that's why MHCS continues to work with community radio broadcasters to share essential information about health issues and health services to people who speak languages other than English.

Need free images to promote health issues? Check out Photoshare

Those of us working in health communication, whether in English or languages other than English, are always looking for creative ways to save money. The Health Communication Network (<http://www.m-mc.org/hcmn>) has alerted us to a great way to economise on images – visit Photoshare at <http://www.photoshare.org>.

Photoshare is a service of the INFO Project (The Information and Knowledge for Optimal Health Project) based at Johns Hopkins Bloomberg School of Public Health in the US. It helps international non-profit organisations communicate health and development issues through photography. Photoshare welcomes you to browse their collection, request images for non-profit educational use, and learn more about development photography. The online photo database currently contains more than 10,000 catalogued images shared by colleagues around the world for documentary use.

PHOTOVOICE AND ACTION CONVERSATIONS

Two innovative tools for working with culturally and linguistically diverse (CALD) communities

During Multicultural Health Week last year, Multicultural Health Communication and the Centre for Popular Education piloted three workshops for health and community workers to introduce two new communication and community development tools: Photovoice and Action Conversations. Dr. Tony Webb, formerly a Visiting Research Fellow of the Centre for Popular Education at UTS, ran the workshops.

Action Conversations – asks strategic questions as a ‘tool’ for developing community and social action projects and facilitating the evaluation of these projects

The workshops explore difficulties that most concerned community volunteers and paid workers face in their efforts to engage a broader section of the community in action on many social issues.

Photo Voice is a community tool that provides (disposable) cameras to members of a particular community and invites them to capture images that represent how they see their world.

Photo-Voice is a tool with a significant history in assisting marginalised groups and minority communities to allow the wider community to see and hear the issues that concern them - through the eyes and in the voices of those affected by these issues.

Around 60 people from a variety of workplaces took part, and the participants agreed the tools were very useful, particularly with CALD groups. As a result of the workshops, a network has been formed to sustain interest in Photo Voice and Action Conversations and raise awareness to other health and community workers through a website and possibly a conference this year.

To find out more, contact Michaela Zappia from Youthsafe email: michaelaz@youthsafe.org or phone 02 9809 4615 or Dr. Tony Webb on email: webb@pnc.com.au, phone 0418 212 632.



Critical Link 5

Fifth International Conference of Critical Link
11-15 April 2007 • Crowne Plaza Hotel, Parramatta

Quality Interpreting: Who’s Responsible?

Highly competent interpreters are indispensable for those who speak limited English, or are deaf, and those needing to communicate with them. But responsibility for the quality of the interpreted encounter is shared between the interpreter and all parties who work with them, whether educators, researchers, policy-makers, lawyers, professionals in the medical, allied health or other fields.

Experts from Australia and from overseas will be examining this crucial question at Critical Link 5, the international conference on interpreting in the community.

Early Bird Registrations are now open. Please go to www.criticallink2007.com to register or contact ICMS Australasia, telephone +61 2 9254 5000 or email info@criticallink2007.com

New articles on our website since last issue

Publication No. & Title	Summary	Languages
SWS - 7930 School canteen parent information	Information on healthy diets for school kids	Arabic , Chinese , English , Farsi , Filipino , Samoan , Tongan , Turkish
AHS - 7925 Quitting is hard, but you can do it: tips to help you stop smoking	Quitting is hard, but you can do it: tips to help you stop smoking	Chinese , English

Deadline for next edition: 27th April, 2007	Polyglot is published by NSW Multicultural Health Communication. Articles for inclusion in the next issue can be sent to Cecilia George, NSWMHCS, PO Box 58, Gladesville, NSW 2111, or email: georgec@sesiahs.health.nsw.gov.au .
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