



News from Multicultural Health Communication

making health communication easier

January, 2008

Vol. 12, Issue 1



multicultural
communication

Seasons Greetings



Multicultural Health Communication Service
Making health communication easier

www.mhcs.health.nsw.gov.au

Dear Readers,

We're making significant inroads into the areas of effective communication with CALD audiences. In a research project with Macquarie University, we're looking at the effectiveness of using plain English in resources for translation. We are also researching the strategy of back translation to determine its value when checking translated resources.

We continue to run the multilingual Quitlines in seven languages (in partnership with Quitline NSW and the Cancer Institute NSW), with the overall goal of integrating bilingual speakers into the Quitline system. The strategy has proved very successful and so far a Vietnamese advisor has been appointed by Quitline.

We are also running a number of social marketing campaigns as well as projects related to equity, breast screening and hospital access.

Multicultural Health Communication wishes you a healthy and successful 2008 - thank you for your continued support throughout 2007.

Peter Todaro
Director

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AUSIT 2007 National Excellence Awards commend MHCS's contribution to Interpreting and Translating in Australia



The Australian Institute of Translators and Interpreters Inc (AUSIT), the professional association of translators and interpreters, has awarded a Highly Commended prize to the NSW Multicultural Health Communication Service, together with I & G Media, an agency specialising in multilingual radio, for innovative work in the development of guidelines and translations for a series of anti-smoking radio commercials.

The commendation was part of the Outstanding Contribution to the Translating and Interpreting Industry category in the AUSIT National Excellence Awards held at the Shangri-la Hotel in Sydney in November 2007.

Terry Chesher, a former MHCS staff member and an Italian translator and educator, won the NSW State Outstanding Contribution to the Translating and Interpreting Industry Award for the development of a Professional Development Programme for AUSIT NSW.

Multicultural Communication's advertising expertise recognised for the second year running

In 2006 the NSW Multicultural Health Communication Service won the National CALD Advertising Award, and in 2007 our Multilingual Quitline Campaign was a finalist in the Advertising Section of the annual Community Relations Commission's (CRC) National Multicultural Marketing Awards.

The print and radio campaign, developed for the Cancer Institute NSW in Arabic, Italian and Vietnamese, aimed to promote the first smoking cessation service staffed by professionally trained bilingual information officers.

The Award, presented by NSW Premier Morris Iemma, recognises best practice in advertising and marketing to culturally and linguistically diverse communities.

Chinese Quitline starts in February

From February 2008, Chinese smokers will be able to talk to trained Quitline Multilingual Information Officers in either Cantonese or Mandarin. The Chinese Quitline is now the fourth language-specific Quitline (the others are Arabic, Italian and Vietnamese) run by MHCS with the Cancer Institute NSW and Quitline NSW.

The Multilingual Information Officers (MIOs) are trained and accredited by Quitline NSW. Chinese smokers using this service will have an initial consultation and receive advice and, depending on their needs, a series of follow up calls to monitor their progress.

Those wishing to talk to a Cantonese or Mandarin speaking advisor can call 1300 7848 36. If the number is unattended, callers can leave a message and an advisor will return the call as soon as possible. Quit kits and other information will be mailed out on request.

Multilingual Quitline numbers are:

Arabic.....	1300 7848 03	Italian	1300 7848 61
Chinese.....	1300 7848 36	Vietnamese	1300 7848 65

Greek, Korean and Spanish smokers can also leave messages in their language and receive call backs with an interpreter by dialling the following numbers:

Greek.....	1300 7848 59	Korean.....	1300 7848 23	Spanish.....	1300 7848 25
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Working with CALD communities on the Central Coast

Five per cent of the population of the Central Coast is made up of people spread across more than 35 small and emerging communities, according to 2006 figures from the Australian Bureau of Statistics.

MHCS and the NSCCH Multicultural Health Service's team on the Central Coast has now completed the first phase of a CALD community consultation to:

- learn more about these communities' use of, or satisfaction with. the health service and their use of the interpreter service
- learn how to target specific populations with health, health service and health promotion information
- establish strategies to better meet the needs of these communities.

A final report will be completed in February/March.

New research into using plain English for translations – how you can help

Despite some awareness of the need to write public documents in plain English, and the existence of policy/guideline documents on the need for simple language when preparing documents for translation <http://www.mhcs.health.nsw.gov.au/mhcs/subpages/material/cir2001-99.pdf>, there is still a lack of consistency in its use. Moreover, its role in the preparation of translated materials appears to have been underestimated.

To address this, Multicultural Communication has initiated a collaborative research project with the Linguistics Department of Macquarie University and AUSIT's Terry Chesher, whom most of you would know as a former staff member of Multicultural Communication.

The project aims to compare the effects of using plain English strategies in preparing documents for translations with those that have not used plain English – and gather evidence on its effectiveness.

The initial stage of the project is to gather some examples of 'enabling texts' or fact sheets with information that either describes medical procedures to patients or explains concepts to them.

If you have examples of these texts, are working on any health document that fits this category or would like more information on the research project, contact Michael Camit on 02 9816 0305, or email Michael.Camit@sesiahs.health.nsw.gov.au

Award Winning Strategies on breast cancer awareness to help Spanish and Filipino women

For the past two years, MHCS has been a winner and finalist in the Advertising Campaign Category of the Community Relations Commission's National Multicultural Marketing Awards for our work with Breast Cancer Awareness and women from CALD communities.

A successful component of this campaign is organising women's health seminars on breast health for groups of women from CALD communities. This year BreastScreen NSW has funded Multicultural Communication to extend its forums to Spanish and Filipino Women in the Western Sydney region.

Two forums will be held on the following dates:

- Filipino speaking women -10am Saturday 2 February 2008 in Blacktown
- Spanish speaking women - 9am Saturday 23 February 2008 in Fairfield

For more information or to book for the talks contact Germana Morassi or Jess Helaratne on 02 9816 0347.



Did you know that the Translating and Interpreting Service provides a fee-free telephone interpreting service to help doctors communicate with their non-English speaking patients? If the consultation is claimable under Medicare, a doctor in private practice can call the telephone interpreting service on the Doctors priority line 1300 131 450.

New Publications on our website

Title	Summary	Languages
OTH – 8115 Kidney Failure Treatment Options	Helps you to understand how each treatment works and to decide which treatment is most appropriate for you.	Arabic, Chinese, English, Greek, Italian, Vietnamese
SWS – 8110 Love Talk Sing Read Play. Ideas to make the most of your child's early development	Information for parents and carers on making the most of children's early development.	Arabic, Chinese, English, Vietnamese □
DOH – 8105 Questions and Answers about Contamination of Bindeez TM beads	Information for parents and carers about contamination of toy beads (Bindeez TM) with a toxic chemical.	Arabic, Chinese, Croatian, Dari, English, Farsi, Greek, Hindi, Italian, Khmer, Korean, Macedonian, Sinhalese, Spanish, Tamil, Vietnamese
OTH – 8085 Improving the Effectiveness of Your Medications by Learning the Effects of Food and Drinks	Some foods can affect how the ingredients in some medicines work. This fact sheet explains what you should know to ensure medicines work properly and safely.	Arabic, English, Greek, Italian, Vietnamese
AHS - 8090 Adult Asthma Information Pack	Provides information to help you manage your asthma, including information on asthma management plans, correct use of devices, monitoring asthma and asthma action plans.	Chinese, English, Greek, Italian
AHS – 8095 COPD Information Pack	Information to help manage the symptoms of COPD (Chronic Obstructive Pulmonary Disease).	Arabic, Chinese, English, Greek, Italian
OTH – 8100 Facts About Depression	A guide to understanding depression and how to cope with it.	Arabic, Chinese, English, Korean, Vietnamese
DOH - 8080 NSW Carers Action Plan	Information for carers about the NSW Government's action plan for improving the quality of life for carers and the people they care for.	Arabic, Chinese, English, Greek, Italian, Korean, Macedonian, Vietnamese

Audio Visual resources on website

Quitline anti-tobacco video commercial <i>Every cigarette is doing you damage</i> - Spanish subtitles now available	Spanish subtitles for anti- tobacco commercial	Spanish
Quitline video information for parents who smoke, <i>Listen to what your kids have to say</i> – Chinese subtitles now available	Chinese subtitles for <i>Listen to what your kids have to say</i> , (video information for parents who smoke.	Chinese
Arabic audio information on children's health	Arabic audio information on children's health on a number of topics including parenting, healthy diet, sleep, teething and nappy rash.	Arabic

Deadline for next edition: 27th March, 2008	Polyglot is published by NSW Multicultural Health Communication. Articles for inclusion in the next issue can be sent to Cecilia George, NSW MHCS, Locked Mail Bag 5003 , Gladesville, NSW 2111, or email: georgec@sesiahs.health.nsw.gov.au
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