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## Love Talk Sing Read Play - getting the message to the ethnic media

Media forums held in August and September to launch multilingual versions of the Families NSW resource, Love Talk Sing Read Play flipchart for parents and carers, drew a positive response from the ethnic press. The charts outline the development stages of the social, emotional and intellectual growth of children from 0 to 5 years old, and are available in Arabic, Chinese and Vietnamese.

Speakers at the forums included Professor John Eastwood from Sydney South West Area Health Service (SSWAHS) for Families NSW, child psychologist Beulah Warren, the board directors of the partner community organisations involved in the project, and parents from each language group.



**Arabic Media Forum**  
**Partner Community Organisation: Arab Council Australia (ACA)**  
 From left to right:  
 ACA Exec. Director Randa Kattan, Arabic-speaking Child Psychologist Hend Saab, Arabic-speaking Parent Hani Elhelu, ARA Chairperson Salam Haddad, Professor John Eastwood for Families NSW and Child Psychologist Beulah Warren



**Chinese Media Forum**  
**Partner Community Organisation: Chinese Australian Society Services (CASS)**  
 Included in photo:  
 Forum speakers including Eva Liu Chinese-speaking Parent, Helen Sham-Ho Former MP Hon., Andrew Lau CASS Chair, CASS Board Directors & staff, Penny Church for Families NSW, Lynn Garlick Resource kit Author, Peter Todaro Director MHCS and MHCS staff.



**Vietnamese Media Forum**  
**Partner Community Organisation: Vietnamese Women's Association of NSW (VWA)**  
 From left to right:  
 Professor John Eastwood for Families NSW, Kim Anh Dang VWA Vice President & Brighter Futures Caseworker, Tran Thao Nguyen Vietnamese-speaking Parent and Health Education Officer, and Beulah Warren Child Psychologist.

## Communicating health at the Carnival of Cultures

Community events attracting large numbers of people are a good opportunity to spread the health message, so MHCS joined other stallholders at the Carnival of Cultures Living Languages Festival held in Ashfield in October.

The annual festival, celebrating the cultural diversity of the Ashfield community, regularly draws a crowd of 20,000 people. The MHCS stall distributed health information, including resources from a number of past and current campaigns. The new Families NSW *Love, Talk, Sing, Read, Play* flip chart proved extremely popular, particularly among members of the Chinese community

MHCS also ran a survey on the effects of environmental tobacco smoke and provided information for people from the CALD community, especially Arabic and Chinese speakers, to help them access the language specific Quitline numbers for advice to quit smoking.

Two bilingual workers from the Arabic speaking community and two bilingual workers from the Chinese community helped with the language specific surveys, while Bevan Wilson and Chris Gollan from MHCS conducted the information stall.

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## Love Talk Sing Read Play resources now available to parents and professionals

Free copies of the flipcharts are now available for parents and carers of children aged 0-5 years from the Arabic, Chinese and Vietnamese communities by calling the community organisations below:



Arab Council Australia  
02 9709 4333



Chinese Australian Society Services  
02 9879 4587 Extension 101



Vietnamese Women's Association  
02 8786 2601

All professionals working with children from 0 – 5 years old and working within the South East, South West and Northern Sydney areas can order their free copy of the Families NSW Love Talk Sing Read Play resource kit (including a DVD and English flipcharts) by contacting Frances Cascio by email [frances.cascio@sswhs.nsw.gov.au](mailto:frances.cascio@sswhs.nsw.gov.au) or Teresa Kelly [teresa.kelly@sswhs.nsw.gov.au](mailto:teresa.kelly@sswhs.nsw.gov.au) of the Karitane Education Department, or by calling them on 02 9794 2300.



The flipcharts can also be downloaded by visiting [www.families.nsw.gov.au](http://www.families.nsw.gov.au) and <http://www.mhcs.health.nsw.gov.au/mhcs/subpages/FamiliesNSW.html> (scroll down to Flipchart)

## Moving ahead with the dementia awareness survey

The bilingual telephone interviewers recruited to conduct national telephone surveys on dementia awareness among the Arabic, Italian and Greek communities attended a training day at the University of NSW in October.

Letters are also being sent randomly to members of the three communities, asking them to participate – but also providing an 1800 number to call if they should choose not to take part in the survey. The survey will continue through February next year, after a break over the Christmas and New Year holidays.

Dr Lee-Fay Low, Research Fellow at the Dementia Collaborative Research Centre at the University of NSW, and a chief investigator for the research, presented background information on dementia, and an overview of the focus groups and key informant discussion groups held in preparation for the surveys. The bilingual telephone interviewers were given an introduction to the survey instrument and data base they will use. Chris Gollan from MHCS discussed telephone interview techniques, while Steven Lackersteen, the survey co-ordinator, assisted in the introduction to the database.

## Equity Tools and Action - inaugural workshop for South Australia

This two day workshop was held in Adelaide in September to address the often puzzling questions of “how does equity fit into my work?”, and “what is good equity practice?” It's the first workshop focusing on equity tools and practice to be run in South Australia, and was developed by the South Australian Community Health Research Unit (SACHRU) at Flinders University, together with SA Health's Health Promotion Branch, and the Australian Health Promotion Association (SA Branch).

Fiorina Mastroianni and Peter Todaro from MHCS were two of the three NSW health delegates attending the workshop. Highlights of the event included the following presentations:

1. Sarah Tennant from the Public Health Information Development Unit, at the University of Adelaide who presented an interactive web based mapping tool for accessing data on social determinants of health. View the tool at <http://www.publichealth.gov.au/>

2. Anuradha Mundkur, Associate Director of the Gender Consortium at the Centre for Development Studies, Flinders University, gave a fantastic overview of the Gender Integration Framework and Gender Analysis Tool developed by InterAction USA, a coalition of over 165 U.S.-based international development and humanitarian nongovernmental organizations.

The audit tool is an organisational self- assessment and action planning tool to help organisations evaluate and plan around gender mainstreaming.

At the heart of InterAction's gender audit tool is their Gender Integration Framework. According to research by Interaction there are four components to promoting gender mainstreaming – political will, technical capacity, accountability and organisational culture. For more information please visit the website for Inter Action: [www.interaction.org/caw/services.html](http://www.interaction.org/caw/services.html)

### **Raising Kids Together DVD and Information Kit**

A free DVD and information kit, for families from Afghanistan, Iraq or Sudan who have a child or a young person with a disability, will soon be available for families and service providers.

Called *Raising Kids Together*, the resource is in the final stages of post production, editing, translating, checking and focus testing and will be available in Arabic, Assyrian, Dari, Dinka, English and Juba Arabic.



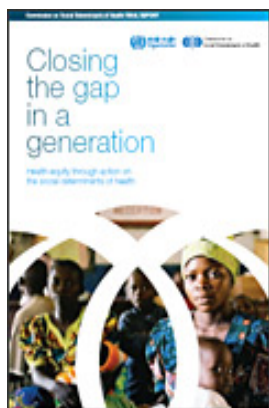
*Raising Kids Together* will help families find out:

- What to look for if you think your child may have a disability
- More about disability
- Available services and how to get them;
- Your rights and responsibilities in accessing disability services
- Some important phone numbers; and
- How to use interpreters

The resource was funded by the NSW Department of Ageing, Disability and Home Care (DADHC) and produced in collaboration with the NSW Multicultural Health Communication Service, Information and Cultural Exchange (ICE) and the NSW Multicultural Disability Advocacy (MDAA).

This resource is an initiative of the NSW Government's 10 year disability plan: *Stronger Together: A new direction for disability services in NSW 2006-2016*.

To register for a FREE copy of *Raising Kids Together* or for more information about this project, please contact Theresa Clark at MDAA on (02) 9891 6400 or email [theresa.clark@mdaa.org.au](mailto:theresa.clark@mdaa.org.au)



### **The Final Report of the World Health Organisation's Commission on Social Determinants of Health is now available:**

*Closing the gap in a generation: Health equity through action on the social determinants of health*

“Social justice is a matter of life and death. It affects the way people live, their consequent chance of illness, and their risk of premature death. We watch in wonder as life expectancy and good health continue to increase in parts of the world and in alarm as they fail to improve in others“, reads the report's introduction. You can read the full report at

[http://www.who.int/social\\_determinants/final\\_report/en/index.html](http://www.who.int/social_determinants/final_report/en/index.html)

## NSW Multicultural Health Communication Awards



Every two years the NSW Multicultural Health Communication Service takes the opportunity to reward good practice in multicultural communication by running an award program for health staff and NGOs who have been funded by NSW Health and have developed and produced multilingual health resources.

The winners of the Awards for 2007 were presented at a function held at the NSW State Parliament House in Macquarie Street, Sydney during Multicultural Health Week, hosted by the President of the Legislative Assembly.

In the next couple of months details of the Award program together with eligibility criteria and application form will be placed on the NSW MHCS website.

If you have produced a poster, pamphlet, flyer, brochure, patient information, sign, symbol, audio/visual or educational material in a language other than English between January 1<sup>st</sup> 2006 and December 31<sup>st</sup> 2008 you will want to commence preparing your submission for the Multicultural Health Communication Awards 2009.

### New Publications on our website

Title	Summary	Languages
DOH – 8165 Blood transfusion	Answers to common questions about treatment with blood transfusion.	Arabic, Chinese, Croatian, English, Farsi, Greek, Indonesian, Italian, Korean, Sinhalese, Vietnamese
AHS – 8230 Delirium	This brochure provides information about the symptoms and causes of delirium and explains how patients and friends can help when visiting a patient who has delirium.	Arabic, Chinese, English, Greek, Italian, Macedonian, Russian
AHS – 8225 Useful words	Useful words and phrases to help communicate with a patient with delirium.	Arabic, Chinese, English, Greek, Italian, Macedonian, Russian
AHS– 8220 Bladder Care	Information on bladder care for women who have had a baby.	Arabic, Bengali, Chinese, English, Indonesian, Japanese, Spanish
AHS – 8215 Flip Chart Phrases for Eye Emergencies	Flip chart phrases for communication in eye emergencies.	Arabic, Chinese, English, Greek, Korean, Macedonian, Russian, Spanish, Turkish, Vietnamese
AHS – 8210 Be Prepared	A guide for getting ready for discharge from hospital	Arabic, Chinese, English, Greek, Italian, Macedonian
OTH – 8205 Prevent falls by learning about your medicines	Information about medicines which may contribute to falls.	Arabic, Chinese, English, Greek, Italian, Macedonian, Spanish, Turkish, Vietnamese
OTH – 8200 Managing Your Medicines	What older people should know about taking medication, including questions to ask their doctor or pharmacist.	Arabic, Chinese, English, Greek, Italian, Macedonian, Spanish, Turkish, Vietnamese
OTH – 8195 Getting a good night sleep	Tips for older people for getting a good night's sleep.	Arabic, Chinese, English, Greek, Italian, Macedonian, Spanish, Turkish, Vietnamese
OTH – 8190 Enquiry about medicines and medical devices and emergency helpline	Contact details for enquiries about prescription medicines, non-prescription medicines, complementary medicines and medical devices.	Arabic, Chinese, English, Greek, Italian, Macedonian, Spanish, Turkish, Vietnamese
OTH – 8185 Cheaper Brand Medicines Provide The Same Quality	Information explaining which cheaper brands of medication provide the same quality as more expensive brands.	Arabic, Chinese, English, Greek, Italian, Macedonian, Spanish, Turkish, Vietnamese
OTH – 8180 Prevent Incontinence And Constipation By Learning About Your Medicines	This fact sheet explains which medicines may contribute to constipation and incontinence, and general tips for preventing or curing incontinence.	Arabic, Chinese, English, Greek, Italian, Macedonian, Spanish, Turkish, Vietnamese
OTH – 8175 10 Medicine Management Musts	10 tips for using medicines wisely	Arabic, Chinese, English, Greek, Italian, Macedonian, Spanish, Turkish, Vietnamese



*We would like to wish our readers complements of the season*

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