



# News from Multicultural Health Communication

making health communication easier

January, 2009

Vol 13, Issue 1

## Multicultural Communication Awards 2009



### Multicultural Communication Awards in its 5<sup>th</sup> year

The Multicultural Communication Awards, now in their fifth year, aim to reward committed Area Health and NGO staff who are passionate about producing quality multilingual health resources. The awards will be presented in July 2009.

Since the NSW Multicultural Health Communication Service established the Awards in 2003, the number of entries has grown, and the quality of the resources has been outstanding. These awards recognise both Government and Non-Government Organisations funded by NSW Health which produce multilingual health resources, using good practice principles.

Applications are judged on the effectiveness of the resources, quality of translations and potential benefits for non-English speakers in NSW. The award winning resources are also placed on our website.

### Rationale

To encourage good practice in multicultural health communication and to ensure that bilingual resources are recognised, promoted and distributed.

### Who is eligible?

All staff who work in NSW Area Health Services or at the NSW Department of Health, and NGOs funded by NSW Health

### Entry Guidelines

Resources submitted need to be:

- resources produced between January 1, 2007 and December 31, 2008
- of State wide relevance
- available in English and at least one language other than English
- developed incorporating elements of good practice, including a needs assessment
- translated by NAATI accredited translators
- culturally appropriate
- able to be added to the Multicultural Health Communication website (Audio/visual exempt)

The resource could be a poster, brochure, patient information, sign symbol, or audio visual resource or educational material. We are not necessarily looking for the most attractive resource - we are looking for *useful* resources!

Please read the guidelines on our website – use the following links:

[http://www.mhcs.health.nsw.gov.au/mhcs/subpages/material/documents\\_to\\_website\\_guidelines.pdf](http://www.mhcs.health.nsw.gov.au/mhcs/subpages/material/documents_to_website_guidelines.pdf)

<http://www.mhcs.health.nsw.gov.au/mhcs/subpages/material/guidelines.pdf>

<http://www.mhcs.health.nsw.gov.au/mhcs/subpages/material/steps.pdf>



**APPLICATIONS CLOSE ON April 30, 2009**

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## Awards and categories

Awards for each category will be presented for the **Best Resource** produced on a **low cost budget**, (below \$5,000) and the **Best Resource** produced from a **budget of \$5,000** or more. A certificate will be issued to all participants who comply with the entry guidelines. Categories for the 2009 awards are:

1. Posters
2. Fact sheets/brochures
3. Audio Visual

## Entry details and application deadline

Entries must reach Multicultural Health Communication by April 30, 2009. Judging will take place in June 2009 and the winners will be announced in July 2009.

To be eligible for these awards, your application **MUST BE ACCOMPANIED** by the English text as an "MS-Word" document and the translations as **PDF documents**. If you need help converting your documents into PDF format please call us or your own ISD/IT Department. For audio/visual resource entries please mail CD. Recommended size for each audio/video file is 6Mb or 10min using Quicktime (MOV) or Windows Media Player (WMV). All entries that meet the criteria set out in the entry guidelines will be nominated for judging.

Please email your application to: Chris.Gollan@sesiahs.health.nsw.gov.au If this is not possible, hard copies will be acceptable only if accompanied by floppy disc or CD ROM containing documents of the resources addressed to:

MHC 2009 Award  
NSW Multicultural Health Communication  
Building 11, Gladesville Hospital  
Locked Mail Bag 5003  
Gladesville NSW 2111

## Past Multicultural Communication Awards Top Prize Winners:

Year	Agency / Organisation	Resource	Languages
2003	Transcultural Mental Health Service and Westmead Children's Hospital	'Healthy Kids: A Parent's Guide' Multimedia resource on family mental health	Arabic, Chinese (Cantonese and Mandarin audio), Farsi/Persian, Filipino, Hindi, Spanish, Turkish, Vietnamese and English
2004	Multicultural HIV/AIDS & Hepatitis C Service, Central Sydney AHS	'We know our HIV status, do you?' A4 Poster	Arabic, Chinese, Spanish, Thai, Vietnamese and English
2005	Chinese Australian Tobacco & Health Network <b>Category: Government Organisation</b>	Flipchart to help health and childcare workers raise the Chinese community's awareness of tobacco-related health risks	Chinese and English
	National Prescribing Service <b>Category: Non-Government Organisation</b>	'Medimate' Practical Consumer Guide to Using Medicine	Chinese, Greek, Italian, Vietnamese and English
2007	Bankstown Community Nutrition <b>Category: Government Organisation</b>	'Teach Your Baby to Drink from a Cup' Fact Sheet	Arabic, Chinese, Vietnamese and English
	Chinese Australian Tobacco & Health Network <b>Category: Government Organisation</b>	'Quitting is Hard, But You Can Do It' Brochure	Chinese and English
	Refugee Health Improvement Network, Refugee Health Service, Sydney South West Area Public Health Unit, Fairfield Migrant Resource Centre and Anglicare <b>Category: Government Organisation</b>	'Health Check: Health Information for Recently Arrived African Communities in Australia' Audio Visual	Dinka, Kirundi, Swahili, Krio, Juba Arabic, Liberian Pidgin and English
	Community Health – Sydney South West Area Health Services (Macarthur), Multicultural Health Service, Child & Family Health Nursing Tram and Macarthur Diversity Services Inc. <b>Category: Government Organisation</b>	'Six Tips to Good Ear Care' Poster	Samoan, Tongan, Fijian and English
	Australasian Society for HIV Medicine <b>Category: Non-Government Organisation</b>	'Hepatitis C in Brief – A Patient Fact Sheet' Fact Sheet	Arabic, Chinese, Greek, Indonesian, Italian, Khmer, Spanish, Vietnamese and English
	Health and Education Division, Diabetes Australia NSW <b>Category: Non-Government Organisation</b>	'What You Need to Know about Community Sharps Disposal' Brochure	Arabic, Chinese, Greek, Italian, Vietnamese and English

Entries are now open for all health agencies and NGOs who have produced a pamphlet, flyer, brochure, patient information, sign or symbol, education or promotional material in a language other than English from January 2007 until December 2008.

For an entry kit and more information on the awards contact Project Officer Chris Gollan on 02 9816 0545 or visit <http://www.mhcs.health.nsw.gov.au/mhcs/subpages/mhcsaward.html>

# Multicultural Health Communication Awards

## APPLICATION FORM

Application forms must be accompanied by a MS Word document containing the English text and PDF documents of the translations to be accepted in the Award program for 2009.

**Use a separate form for each resource. If you need more space, attach a separate sheet**

Government Organisation

Non-Government Organisation

1. Unit/Centre/Department/Organisation

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2. Contact name

Position

3. Area Health Service

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4. Address

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5. Phone

Fax

6. Email

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7. Name of person/Dept/Service to appear on Certificate of Recognition (if awarded)

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8. Name of Multilingual Health Resource

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9. Date of production

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10. Language/s the resource was translated into

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11. Was the resource translated by a NAATI accredited Translator?

Yes

No

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12. How was the need for the resource identified?

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13. How was/were the language/s selected?

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14. How will the resource be distributed/to whom?

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15. Steps taken in producing the resource

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16. Approximate cost of production \$

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17. Does the resource exist in PDF format?

Yes

No

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18. Is a Word doc (PC version) of the resource available?

Yes

No

**Include MS Word document of resource in English and PDF document(s) for all translated languages**

## Calling all food lovers – be a part of our nutrition campaign

MHCS has been contracted by the Australian Better Health Initiative (ABHI) to support its national campaign to increase awareness of physical activity and healthy eating guidelines amongst CALD communities. **The target groups are the Chinese, Filipino, Spanish, Sri Lankan, Pacific Island and Italian communities** – groups with some of the highest rates of diabetes, according to recent research.

As part of the multicultural nutrition campaign, MHCS will host a contest collecting the most delicious and healthy traditional recipes from the targeted communities in NSW. This project aims to educate these groups about cooking traditional tasty meals, using healthier ingredients and healthier methods of food preparation.

MHCS wants to hear from all food lovers from these communities who are interested in being part of the campaign. For more information, contact Jess Helaratne, email: [jesusa.helaratne@sesiahs.health.nsw.gov.au](mailto:jesusa.helaratne@sesiahs.health.nsw.gov.au) or Germana Morassi, email: [germana.morassi@sesiahs.health.nsw.gov.au](mailto:germana.morassi@sesiahs.health.nsw.gov.au) or phone 02 9816 0347

## Health surveys target Chinese New Year and Tet festivals

Despite heatwave conditions, 17 bilingual Cantonese and Mandarin speakers worked through the three days of Sydney's Chinese New Year Festival to gather information to help improve health resources and services for the Chinese speaking community. Despite temperatures soaring to over 40 degrees on January 24 at Belmore Park, over 300 surveys were completed.



The information was gathered using a survey asking Chinese speaking smokers specific questions about their smoking habits. They were asked what reasons might prevent them from successfully giving up smoking, and the effects that various Chinese print media campaigns have had on their smoking.

The interviewers, recruited from within the Chinese community and helped by Chinese Welfare organisations, worked primarily at Belmore Park, near Central Station. They also conducted surveys on Dixon Street Mall with Michael Camit and Chris Gollan from MHCS supervising the surveys and manning the MHCS information stand in Belmore Park.

The survey instrument was produced by NSW Multicultural Health Communication and the Department of Market Research at the

University of Wollongong. The surveys took about ten minutes for each person to complete.

Additional surveys targeting the Vietnamese community were also conducted during the Vietnamese Tet Festival to be held from Friday 6<sup>th</sup> to Sunday 8<sup>th</sup> of February, 2009 at Fairfield Showground.

## Faten El Dana wins Ethnic/Multicultural Women's Program of the Year Award

Multicultural Health Communication congratulates radio broadcaster Mrs Faten El Dana for winning the Ethnic/Multicultural Women's Program of the Year Award. The award, for the best live-to-air program presented by women, was for her morning program on the Muslim Community Radio station 2MFM in Sydney. It was announced at the 2008 National Ethnic and Multicultural Broadcasters' Council's annual national conference in December.

Mrs El Dana, who's also President of Muslim Women's Welfare of Australia (MWWA), has worked with MHCS on a number of campaigns to help address the growing health communication needs of the Arabic Community in NSW.

## Improving refugee health in SESIH

South Eastern Sydney Illawarra Health Multicultural Health Service showcased its *General Practice-Hospital Model for Refugee Care* at the *Refugee Primary Health Care Conference* in Brisbane last November. A new series of health fact sheets for refugees in Arabic, Burmese, French and Kirundi was also launched.

SESIH refugee health team members Lisa Woodland and Jenny Lane were joined at the conference by Dr Vicki Wighton, a GP working with refugees in Wollongong. Dr Wighton's involvement in the presentation highlights the MHS' success in engaging GPs in refugee health.

The collaborative healthcare model provides refugees and asylum seekers with access to the same health pathways used by other people in the community. Rather than using dedicated clinics, SESIH supports refugee families and primary care providers (such as GPs and other service providers) to meet the complex health needs of this population.

Jenny's poster presentation *Development of Health Fact Sheets for Refugees* promoted the Area's translated refugee health fact sheets on schistosomiasis, vitamin D deficiency and sickle cell disease, which are available at [www.mhcs.health.nsw.gov.au](http://www.mhcs.health.nsw.gov.au) For more information contact Jenny Lane, refugee health nurse, on 4221 6771.

**Deadline for next edition: 27<sup>th</sup> March, 2009**

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: [cecilia.george@sesiahs.health.nsw.gov.au](mailto:cecilia.george@sesiahs.health.nsw.gov.au).