



# News from Multicultural Health Communication

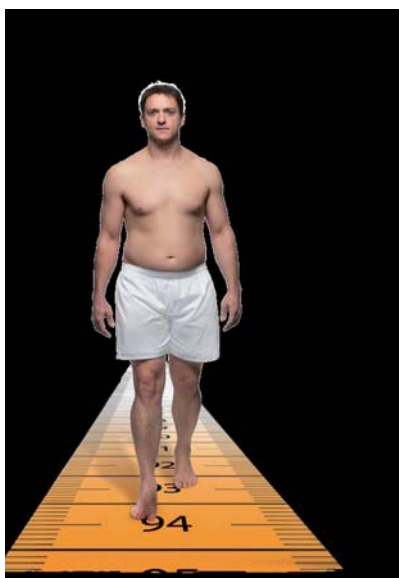
making health communication easier

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## Get Healthy – new personal coaching service helps prevent chronic disease



The NSW Multicultural Health Communication Service (MHCS) is promoting the *Get Healthy* campaign - NSW Health's innovative personal coaching service - among the Chinese, Italian, Filipino, Sri Lankan and Indian communities.

A free telephone service in English, staffed by health professionals, *Get Healthy* aims to help adults at risk of chronic diseases to improve their eating habits and levels of physical activity, and to reach and maintain a healthy weight

These five communities have been chosen because of their high levels of English language proficiency.

The new service provides information and ongoing coaching support, individually tailored to each person's needs. Along with 10 telephone coaching calls over a six month period, participants will receive information and support through

printed information and emails. They also have access to a secure website where they can keep track of their goals and monitor their progress. The service aims to help people maintain motivation, identify problems and help them find solutions for successful lifestyle change.

The project includes a free telephone coaching service on **1300 806 258** that will provide advice on personal fitness and nutrition and referral to other health services such as the Quitline. The health coaches for *Get Healthy* include psychologists, nurses, dieticians, exercise physiologists, sports scientists, social workers; and physiotherapists.

The staff at MHCS are currently distributing information about the *Get Healthy* telephone service to the targeted communities through festivals and presentations to groups.

To be eligible for the coaching service, people must be over the age of 18 years and be a resident of NSW.

NSW Health's ultimate goal is to help people avoid preventable illnesses such as heart disease and some cancers. This program has the potential to extend lives and reduce illness in the community.



Festival of cultures, Ashfield

Calling the **Get Healthy Information and Coaching Service** on **1300 806 258** is the first step to a better and healthier lifestyle.

## Raising awareness of the Quitline among CALD health professionals

MHCS is targeting doctors, dentists and other medical professions via a direct marketing campaign to remind them about Quitline's fax referral service. This is the service that enables health professionals to put patients who want help with smoking cessation in direct contact with the Quitline.

Anecdotally, it seems many CALD doctors are not referring their patients' details to Quitline via this service in the same numbers, per capita, as other doctors - and this may be because they're unaware that the service exists.

Starting with the Chinese and Vietnamese Medical Associations, MHCS has emailed their members an illustration of a sample fax form, and instructions on how to use the service. MHCS has also placed an ad in the newsletters of these associations.



ARABIC عربي	1300 7848 03
CHINESE 中文	1300 7848 36
ENGLISH English	13 7848
GREEK Ελληνικά	1300 7848 59
ITALIAN Italiano	1300 7848 61
KOREAN 한국어	1300 7848 23
SPANISH Español	1300 7848 25
VIETNAMESE TIẾNG VIỆT	1300 7848 65

The second phase of this project is a mail out of sample fax referral forms to as many CALD doctors and associated medical services as possible. The mail out also includes full-colour flyers and business cards displaying all the multilingual phone numbers.

The flyers and business cards list the multilingual Quitline numbers, plus contact details for further information. Anyone working with CALD communities or in areas with high CALD populations or clientele can order these free resources by contacting; **Bevan Wilson on 02 9816 0300** or emailing [Bevan.Wilson@sesiahs.health.nsw.gov.au](mailto:Bevan.Wilson@sesiahs.health.nsw.gov.au)

## 2009 National Multicultural Marketing Awards recognises two MHCS projects

Multicultural Communication has been recognised in the Community Relations Commission's National Multicultural Marketing Award for two multicultural parenting projects - a campaign on early child development targeting parents from Arabic, Chinese and Vietnamese backgrounds, and a resource kit for families from Afghanistan, Iraq and Sudan with a child or young person with a disability.

### Raising kids together - the winner in the Government Category



(left to right) Luciana Ozcan, Head of Asia Desk Australasia, CMC Markets, Chris Gollan, Project Officer, Multicultural Health Communication Service, Anne Marie Dwyer, A/Executive Director and Warren Fairfax, Principal Policy Officer, Community Access DADHC, Diana Qian, Executive Director Multicultural Advocacy Association of NSW, Barry Gamba, Producer, Information and Cultural Exchange, Michael Camit, Marketing Manager, Multicultural Health Communication Service

This information kit for families with a child with a disability won the Government Category. Comprising a DVD and booklet in Arabic, Juba Arabic, Assyrian, Dari, Dinka and English, this resource was developed by MHCS, the Multicultural Disability Advocacy Association (MDAA) and Information and Cultural Exchange (ICE). It covers key areas such as: what to look for if you think your child may have a disability, available services and how to access them, your rights and responsibilities in accessing disability services and key contacts and in using interpreters.

The project was funded by the Department of Ageing, Disability and Home Care (DADHC).

For a free copy of the *Raising kids together* information kit ring: 1800 629 072 or 02 9891 6400

## Love, Talk, Read, Sing and Play Campaign – a finalist in the Advertising Category



This media campaign, one of three finalists in this category, promoted the Families NSW *Love, Talk, Read, Sing and Play* early childhood resource kit for parents of 0-5 year olds. It was developed to improve awareness of child development among parents from the Arabic, Chinese and Vietnamese communities in the Northern Sydney, South East Sydney and South West Sydney. The project involved:

- Developing resources for the kit, as well as print and radio advertising.
- Conducting a forum for bilingual workers working with parents of children from 0-5 years old
- Arranging publicity through interviews and media coverage by Arabic, Chinese and Vietnamese media.

For more information on these campaigns, or for copies of these resources, call the NSW Multicultural Health Communication Service on 02 9816 0347.

## Children's Safety Campaign targets mainstream and CALD communities



Following recent accidents where children have fallen from windows, the Minister for Community Services Linda Burney launched the NSW Government's Children's Safety Campaign in November.

According to, Ms Burney, the major cause of children's admission to hospital with injuries is from falls. Between 1999 and 2008, more than 470 children under the age of 15 fell from windows or balconies. Tragically, some of these accidents resulted in death.

The community awareness campaign targeted mainstream and CALD communities via advertisements in newspapers, as well as ads on Sydney radio and on 28 regional radio stations.

Multicultural Communication coordinated the print and radio ads published in ethnic newspapers and on non-English speaking radio stations targeting Arabic, Cantonese, Dari, Farsi, Khmer, Korean, Macedonian, Mandarin, Spanish and Vietnamese speakers.

NSW Health has also produced a poster and brochure that offers practical advice to parents and carers on how to prevent falls from windows and balconies.

"Sometimes a reminder is all we need to minimise potential risks about our homes. Supervision of children is important, but we know we can't always be watching our children, which is why simple preventative measures are important," Ms Burney said.

The brochure and fact sheet can also be downloaded from the NSW Health website [www.health.nsw.gov.au/childsafety](http://www.health.nsw.gov.au/childsafety) and on the MHCS website [www.mhcs.health.nsw.gov.au/topics/Children\\_Safety.html#8575](http://www.mhcs.health.nsw.gov.au/topics/Children_Safety.html#8575). They are also available in Arabic, Cantonese, Dari, Farsi, Khmer, Korean, Macedonian, Mandarin, Spanish and Vietnamese.

## New Publications on our website:

DOH – 8580 Passive smoking (Smoke-free NSW)	The Smoke-free Environment Act 2000 requires enclosed public places in NSW to be smoke-free. This fact sheet provides general information on issues related to passive smoking.	Arabic, Chinese Traditional, English, Korean, Turkish, Vietnamese
DOH – 8575 Children's Safety Campaign 2009/10 - Fact Sheets	Facts sheets containing a checklist of steps that can help to prevent children falling from windows and balconies.	Arabic, Chinese Traditional, English, Farsi, Khmer, Korean, Macedonian, Spanish, Turkish, Vietnamese
AHS – 8565 Bedside clinical handover information for patients	A fact sheet for patients in hospital and their carers. Explains what to expect when nurses or midwives caring for a patient change shifts.	Arabic, Chinese Traditional, English, Greek, Italian, Macedonian
AHS – 8560 Health Fact Sheets for Refugees	Information on health checks on arrival in Australia, sickle cell disease, hepatitis B & C, vitamin D deficiency; schistosomiasis and strongyloidiasis. Recognises the complex health needs of many newly arrived refugees who have little understanding of health systems, and low levels of general health literacy.	Arabic, Burmese, English, French, Kirundi
AHS – 8550 Frequently Asked Questions - BreastScreen NSW	Resource on the importance of early detection of breast cancer, including the 'cherry and pea' campaign highlighting the size difference between a breast cancer that can be detected by a physical examination - a cherry - and a pea size cancer detectable by a screening mammogram.	Croatian, English
OTH – 8555 What is Arthritis?	Provides information on the most common forms of arthritis, their symptoms, diagnosis and treatment options to control arthritis, as well as learning to live with the condition.	Chinese Traditional, English, Greek



**Deadline for next edition: 26<sup>th</sup> February, 2010**

Polyglot is published by NSW Multicultural Health Communication. Articles for inclusion in the next issue can be sent to Cecilia George, NSWMHCS, Locked Mail Bag 5003, Gladesville, NSW 2111, or email: [cecilia.george@sesiahs.health.nsw.gov.au](mailto:cecilia.george@sesiahs.health.nsw.gov.au).