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Promoting good health at Chinese and Vietnamese festivals

If there's a CALD festival happening in Sydney, there's a good chance that MHCS will be there delivering health information and conducting surveys.

The first big event of 2010 – the Year of the Tiger - was the Chinese New Year Festival in Hurstville held early February where Multicultural Communication held a stall. Our staff members were assisted by Cantonese and Mandarin speaking workers who conducted two surveys – one on problem gambling and another for the Chinese Quitline.

Health promotional materials including information on the *Get Healthy* and *Measure Up* campaigns, as well as resources in Chinese and English on problem gambling and healthy eating for children were distributed at the stall.



The City of Sydney's Chinese New Year Festival was next, with stalls, food demonstrations and entertainment at Belmore Park, where MHCS staff and Cantonese and Mandarin speakers again conducted surveys and handed out Chinese and English health information.

The last of the New Year Festivals, the Vietnamese Tet Festival on 19th - 21st February at Fairfield Showground, enabled MHCS to contact many of the estimated 18,000 people at this event, and hand out Vietnamese and English health information to the community. Vietnamese/English bilingual speaking workers were part of the MHCS team who helped with surveys and distribution of the material.

Other upcoming festivals are on our calendar so we can deliver this service to other CALD communities in NSW throughout the year.

.... and at the Sri Lankan Buddhist Food Fair and Indian Women's Forum

Events held by the Sri Lankan and Indian communities provided an opportunity to spread the word about NSW Health's free *Get Healthy* Information and Coaching service aimed at encouraging people to adopt healthier lifestyles.

Bags and brochures promoting this service were handed out by the MHCS team at the Sri Lankan Buddhist Vihara Association Summer Food Fair held at the Roselea Community Centre in February. Presentations on the *Get Healthy* service were given at the Women's Forum organised by the United Indian Association in Parramatta and also at the Sydney Lions Cricket Sports Club Family Night in Blacktown in March.

Introduced in early 2009, the \$3 million telephone and web-based *Get Healthy* service provides information and ongoing one-to-one coaching on healthy eating, physical activity, and ways to achieve and maintain a healthy weight.

NSW Health has commissioned MHCS to promote *Get Healthy* to the Chinese, Filipino, Italian, Indian and Sri Lankan communities because of their high rates of diabetes.

Most of the people at these three community events were happy to receive information on the new program, with many of them eager to call the line and learn more about maintaining a healthy weight and lifestyle.

Anyone can use the service which provides callers with simple information and ongoing support to help them reach their goals. People who register with the telephone service are given up to 10 individually tailored sessions over six months aimed at changing their day to day habits.

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A personal qualified health coach will support service users to develop health goals, create an action plan, maintain motivation, identify problem areas and create solutions for successful lifestyle change. People can receive emails and other reminders. A website is available to help them navigate the journey to getting healthier. *Get Healthy* is staffed by health coaches who are qualified as dietitians, exercise physiologists, psychologists and nurses.

The development of the *Get Healthy* service is based on the successful Quitline model for smokers, which has helped thousands of people quit the habit and start leading healthier lives.

In NSW, 34 per cent of the adult population is overweight. As well as the obvious health problems linked to obesity, including heart disease and Type 2 diabetes, there is a massive financial burden on hospitals - estimated at \$19 million in 2008.

Get Healthy operates during extended hours between Monday and Friday, 8am until 8pm and can be accessed by calling **1300 806 258** (available from any NSW landline for the cost of a local call) or by visiting www.gethealthynsw.com.au.

MHCS welcomes Nepalese work experience student

Earlier this year, Multicultural Communication played host to Nepalese scholar Sarita Panday who is currently working on her Master's degree in Public Health and Health Management. Emerging leaders like Sarita from Asian Pacific countries are awarded scholarships to complete their studies through an AusAID Leadership Practice Module, part of the Australian Leadership Awards Leadership Development Program.



Sarita, who has a Bachelor of Science in Nursing, has worked in Nepal as a co-ordinator of B.Sc. Nursing at the Hope International College, and as a Program Officer at the Britain Nepal Medical Trust in Ilam District.

She has a special interest in community health programs and general hospitals and was keen to learn more about health management and strategic planning.

During her time with us Sarita was introduced to the services and programs operating through MHCS and had access to key policy documents on CALD health information. She was able to observe the different aspects of work at MHCS, including the development of CALD networks for disseminating health resources effectively to different communities.

Her personality and enthusiasm made her a great ambassador for her country.

Problem gambling awareness campaign targets Arabic, Chinese, Greek, Italian and Vietnamese language groups



MHCS, in conjunction with the Responsible Gambling Fund (RFG), has begun work on the CALD Problem Gambling Awareness Campaign 2010, targeting the Arabic, Chinese, Greek, Italian and Vietnamese communities.

Our partners in this project are the Arab Council Australia (ACA), the Auburn Asian Migrant Centre, the Greek Welfare Centre, the Italian Association of Assistance (Co.As.It) and the Vietnamese Community in Australia NSW Chapter Inc.

The campaign will include:

- A media launch for each of the five communities and an extensive media campaign involving media releases, and multicultural posters.
- A web-based program to help members of the different communities to determine for themselves their own level of gambling use, with telephone numbers provided for in language counselling.
- Community talks on problem gambling including an in-language PowerPoint presentation, with handouts and copies of the DVD *How Poker Machines Really Work*, which will also be shown at these events. A presentation template will be available to help bilingual workers give these presentations to their communities. There will also be a Q&A resource with information on problem gambling for those attending the talks to pass on to relatives or friends who may need help.

Surveys to determine attitudes toward problem gambling were conducted during the 2010 Chinese New Year Festivals held at Hurstville and Belmore Park, and the Vietnamese TET Festival held in Fairfield – see article *Promoting good health at Chinese and Vietnamese festivals* in this issue of *Polyglot*.

Media skills training for problem gambling campaign



Participants at the media skills training from multicultural community organisations

MHCS and the Responsible Gambling Fund, with the help of media trainer Lynette Simons, ran a media skills workshop for the problem gambling counsellors and community ambassadors working on the campaign.

The workshop ensured that everyone involved in the project was well prepared to handle media interviews for ethnic and local television and radio, and skilled at writing an effective media release.

Facilitator Lynette Simons, a former journalist with the Sydney Morning Herald and a media trainer at SBS for 10 years, used a combination of humour and hard hitting questions to keep trainees on their toes.

Although many participants began the day with little or no experience of the media interview process, they left the workshop with the confidence and knowledge to handle a range of interview situations and the hard hitting questions that can go with them.

The Ethnic Cook-off - taking the healthy and tasty recipe challenge to the Macedonian community



Representatives from SESIAHS Multicultural Health Service, Macedonian Welfare Assoc. Inc. & MHCS staff.

It's a great way to promote healthy eating among CALD communities with a high incidence of diabetes – a contest for the best recipes incorporating vegetables and fruit. Last year MHCS, commissioned by the Australian Better Health Initiative to support the Measure Up Campaign, ran the Healthy and Tasty Challenge Recipe Competition for the Chinese, Filipino, Italian, Samoan, Sri Lankan and Tongan communities. This year the Macedonian community will be invited to send in culturally relevant recipes that use tips from a healthy foods information pack.

Five recipes will be selected by a dietitian, a chef and a community member and launched at an event in June, when the five finalists, their family members and friends, and the Macedonian media will be invited to test the recipes. The healthiest and tastiest recipe will be awarded the winning prize of a \$500 shopping voucher, with \$100 vouchers going to the four runners-up.

Members of the Macedonian community are invited to contact the Macedonian Welfare Association Inc (MWA) on 02 42 752266 for more information or to receive a free information kit.

All community members, who submit a recipe, will receive a colourful glossy cook book entitled, *Healthy Food Fast*.

Woman of the Year: Julie Nunez



Congratulations to Julie Nunez, President of the Philippine-Australian Community Services Inc. (PACSI) for winning the International Women's Day (IWD) 2010 Blacktown City Woman of the Year Award organised by the Blacktown City Council. Julie was one of 14 nominees – all wonderful, strong and brave women – from different cultures and communities in Blacktown.

As president of PACSI, Julie has worked with MHCS through the years on various campaigns to help address the growing health communication needs of the Filipino Community in NSW. She has been an active member of her community since arriving in Australia in 1986 and her endearing personality, sense of humour and strong sense of social justice have made her an inspiration for so many Filipino migrant women in Australia.

New Resources on our website:

Title	Summary	Languages
AHS – 8645 Rules to follow after back surgery	Instructions to follow after having back surgery	Arabic, Chinese Traditional, English, Greek, Macedonian
AHS – 8640 Rules to follow after a hip replacement	Instructions to follow after having hip surgery	Arabic, Chinese Traditional, English, Greek, Macedonian
AHS – 8650 After Hand Surgery	Information sheet for patients after having hand surgery	Arabic, Chinese Traditional, English, Greek, Italian, Spanish, Vietnamese
AHS – 8635 Rules to follow after a head injury	Instructions to follow after a head injury	Arabic, Chinese Traditional, English, Greek, Macedonian
AHS – 8495 Communication is not just speech	Tips for improving communication	Arabic, Bengali, English, Filipino, Hindi, Indonesian, Tongan, Vietnamese
DOH – 8630 Prevent falls in public places	Tips for preventing falls outside the home	Arabic, Chinese Traditional, English, Farsi, Greek, Italian, Korean
DOH – 8625 Managing chronic conditions	Tips for managing chronic conditions, including reducing the risk of injury and falls	Arabic, Chinese Traditional, Dari, English, Farsi, Greek, Italian, Korean
AHS – 8615 Baby's first foods	A parents' guide to introducing solid foods to babies	Arabic, Chinese Traditional, English, Vietnamese
AHS – 8610 Language development: the early years	Fact sheet about communication and language development in early childhood.	Bengali, English
AHS – 8600 Allergy and allergy tests	Information about allergy and allergy tests	Arabic, Chinese Traditional, English, Vietnamese
AHS – 8620 Meningitis	Fact sheet about meningitis	Arabic, Chinese Traditional, English, Vietnamese
DOH – 6050 Febrile convulsions	How to recognise febrile convulsions (fits) in children, and what to do if they happen	Arabic, Chinese Traditional, Tamil, Vietnamese
Audio		
H1N1 vaccination announcements on radio		English, Arabic, Cantonese, Mandarin, Vietnamese

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