



Multicultural Communication is holding a working seminar on July 29 at Westmead Hospital, Parramatta. Health workers are invited to register by June 30.

The seminar will consist of both presentations and interactive workshops around the topics of distribution of multilingual materials, running focus groups, writing radio advertisements and reaching/consulting with smaller rural communities. There will be an ongoing demonstration of Multicultural Communication's website and the day will open with the launch of the new combined catalogue. See flyer for details.

### Breast self-examination project

Multicultural Communication has completed a project on behalf of Breastscreen NSW to focus-test the text of their brochure on breast self-examination for women over 40. We conducted 19 focus groups, consulting women of the following backgrounds: Arabic, Chinese (Cantonese & Mandarin), Croatian, Greek, Hindi, Italian, Khmer, Korean, Macedonian, Polish, Russian, Serbian, Spanish, Tagalog,

Turkish and Vietnamese. The new brochures will be available soon from Breastscreen N.S.W.

### Child protection workshop

What information do ethnic communities need about child protection, what's the best way to deliver it and how do we decide which communities need the information most?

These were the issues discussed by more than 70 participants at the Child Protection and Ethnic Communities Workshop held on April 19<sup>th</sup>. Vanessa Gonzales, a child protection worker seconded from Wentworth Area Health Service to plan the day for Multicultural Communication, organised the presentations and small group discussions with experienced facilitators. The purpose was to consult with workers in the field before making decisions about spending \$65,000 allocated by NSW Health for the production of multilingual resources on the topic.

A report on the workshop's discussion, including recommendations for moving the project forward, has been sent out to all participants. If you didn't attend, but would like a copy of the report, please call us.

### Changes to our team at Multicultural Communication

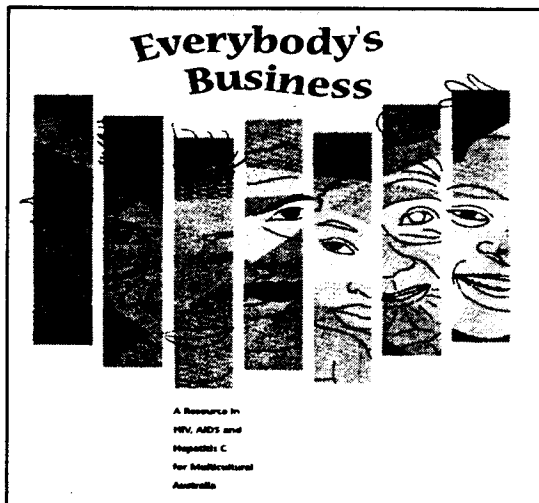
**Milica Mihajlovic** has returned from overseas and rejoined us temporarily to work with Wendy Harris on the Breastscreen NSW and Breastfeeding Programs.

**Michael Henry**, formerly with the Department of Immigration, joined us temporarily to assist Michael Camit with the Physical Activity Campaign and preparations for the Child Protection Workshop

**Maude Francis** has joined us from the AIDS Council of NSW as our part-time librarian.



## New HIV/AIDS and Hepatitis C resources available in seven languages



The Multicultural HIV/AIDS Service has produced *Everybody's Business*, a resource on HIV/AIDS and Hepatitis C, designed specifically for newly arrived communities, and funded by the Commonwealth Department of Health and Aged Care.

Consisting of a 30 minute video and accompanying handbook in seven languages, it helps group facilitators explore, in a thorough, accurate, and culturally sensitive way, issues such as transmission, testing and living with these infections. Rather than being translated from an English/Anglo format, the resources were developed in each language with extensive community input.

*Everybody's Business* is available in Arabic, Bosnian, English, Mandarin, Spanish, Tetum (East Timorese) and Vietnamese. To arrange for a **free**, two week, no obligation preview of the video, call the distributors, Training Health and Educational Media on 1800 817 025. A single copy of the resource costs about \$30, while a full set of seven videos and seven handbooks costs less than \$100, including postage and handling.

## The Arabic media - finding the best outlets for reaching Arabic speakers

Starting with the Arabic community, Multicultural Communication has begun a series of telephone surveys to assess which media channels are most effective for reaching communities which have a range of media outlets.

These surveys use common ethnic family names to draw up a list of households from Telstra's electronic white pages, and then choose a random sample of households to contact. In the Arabic survey, carried out in June 99, we contacted 400 households, of which 328 took part.

Our results showed that

- Radio is the most popular Arabic language medium, with 78 per cent of respondents listening weekly and 66 per cent listening either daily or three to five times a week. 2ME is clearly the most popular station, with 58 per cent of re-

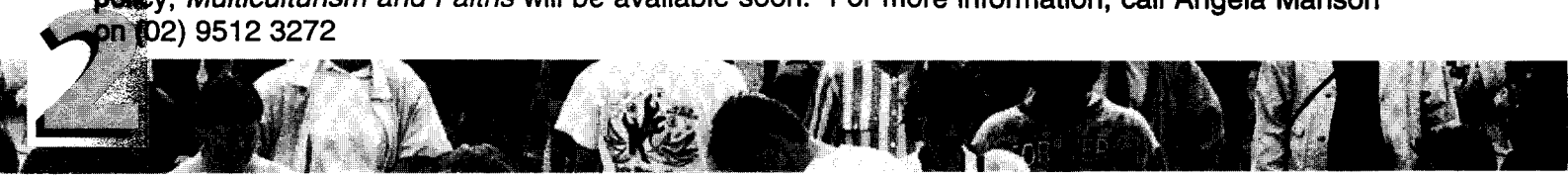
spondents (n=175) listening each month. Other stations with significant numbers of listeners include SBS and 2000 FM. SBS attracted 34 per cent of the sample listening each month, while 2000 FM drew 21 per cent. Listeners generally preferred morning programs.

- El Telegraph is the preferred Arabic language newspaper, with 23 per cent of respondents saying they read the paper weekly. But readership of English language papers was higher at 40 per cent.
- SBS television has a strong following with Arabic speakers.

The next survey will be conducted among Khmer speakers in June. If you would like more details or are interested in media profiles of other communities, please call Michelle Young on (02) 9382 8115.

## New policy promotes religious tolerance

Central Sydney Area Health Service's new policy to promote religious tolerance was launched recently by Chris Puplick, chairman of the Service's Board. This policy, which promotes community harmony and cultural diversity, aims to meet the individual spiritual needs of not only patients and their families, but of health service staff as well. This means that religious and cultural practices dealing with illness, death and dying, for example, will be accommodated where possible. One of the policy's initiatives is to make all quiet rooms within CSAHS non-denominational. A guide to the policy, *Multiculturalism and Faiths* will be available soon. For more information, call Angela Manson on (02) 9512 3272



## Preparing print materials for health promotion

Last year whilst Dr Vera Ranki was working with us, she researched the topic of "using print materials in promoting health messages" and wrote a paper summarising her findings, entitled "Print materials and health promotion". Following is a precis of the paper, which is available from Multicultural Communication.

There has been a large amount of research on health promotion using print materials (primarily pamphlets and posters) to inform and educate populations. To date it has not proved possible to generalise the evaluations of individual campaigns to principles that can guarantee success across a variety of social contexts. However, evaluations of previous programs may be useful when there are likely to be similarities in intentions, methods and social context.

Principles are listed which can guide health promotion policy in areas where more specific advice is not available.

- Print material (whether produced in English or in languages other than English) should not be used indiscriminately in health promotion projects, but as one component of projects.
- Print materials are more likely to deliver changes in awareness, knowledge and attitudes than changes in behaviour. If the latter is required, extra care will have to be taken in design and delivery of materials.
- Evaluation can be difficult and costly.
- It is worthwhile contacting producers of print materials from earlier campaigns, if they involve general reinforcement of a message or behaviour, for permission to obtain copies.
- Opportunities for non English speakers to acquire information about matters relevant to living and being healthy in Australia are far fewer, and therefore print materials in languages other than English are often particularly useful.
- Distribution is often the key to the successful use of printed materials, in order to ensure the target communities are reached effectively.

The paper includes sections on planning, issues of content, design and style, information in languages other than English, as well as a checklist of content and design characteristics.

If you would like a copy please contact us.

## New multilingual publications

***You and your health services.*** This explains to consumers what they need to know about the NSW public health system: In Arabic, Chinese, English, Greek, Italian, Korean, Spanish, Turkish and Vietnamese. Copies available from the Better Health Centre, tel: (02) 9816 0452, fax (02) 9816 0492, or accessed via the intranet or Internet. Links to electronic versions of *You and your health services* and *Health Care Interpreter Service* are available from the *What's New* section of the HealthWeb: <http://www.health.nsw.gov.au>

***Dementia. Answers to common questions about memory loss and confusion.*** This black and white brochure explains what dementia is, how to recognise its symptoms and how to access services and support for both people with the condition and their carers, in Arabic, Chinese, Croatian, Greek, Italian, Korean, Macedonian, Maltese, Polish, Portuguese, Russian, Serbian, Spanish, Turkish and Vietnamese. Copies available from service providers, as well as the Alzheimer's Association of NSW on 1800 639 331, or the Better Health Centre on (02) 9816 0452.

***Newborn screening: test to protect your baby*** (HPA 980140). Available in Arabic, Chinese, Indonesian, Japanese, Khmer, Korean, Serbian, Turkish and Vietnamese. Copies are available from Multicultural Coordinators, or from the Multicultural Communication website.



## Guide to working with Interpreters in Health Care

The Multicultural Health Unit in Central Sydney Area Health Service has published "Working with Interpreters for Quality Patient Care" which provides essential information on why and how working with professional interpreters in health is of such importance. This document also includes details on booking and conducting the interview. Copies available from the Health Care Interpreter Service on Telephone 9515 3222.

### What our health columns said ...

Listed below are the health topics published in the ethnic press in March, April and May. We include titles and topic headings under which these items will appear within the next two months on our Website <http://mhcs.health.nsw.gov.au>. (Internet) or <http://internal.health.nsw.gov.au/health-public-affairs/mhcs/> (intranet).

<u>Date</u>	<u>Title</u>	<u>Topic heading</u>
March 1 <sup>st</sup>	How harmful is cannabis?	Alcohol, tobacco and other drugs
March 8 <sup>th</sup>	Losing a finger: it can happen to anyone	Accidents and emergencies
March 15 <sup>th</sup>	The right food can add life to your years	Nutrition
March 22 <sup>nd</sup>	What's the best exercise for you	Exercise
March 29 <sup>th</sup>	The facts about Legionnaire's Disease	Diseases and conditions
April 5 <sup>th</sup>	The teenage years: making them easier for parents and young people	Parenting
April 12 <sup>th</sup>	Talking to teenagers and establishing rules	Parenting
April 19 <sup>th</sup>	Good news about bad backs	Diseases and conditions
April 26 <sup>th</sup>	Chest pain: is it just indigestion - or a heart attack?	Heart
May 3 <sup>rd</sup>	Everything you need to know about the influenza vaccine	Diseases and conditions
May 10 <sup>th</sup>	Alcohol and drug problem happen in all kind of families	Alcohol, tobacco and other drugs
May 17 <sup>th</sup>	Why people with schizophrenia need your support	Mental health-illness
May 24 <sup>th</sup>	Organ donation: give and let live	Medical procedures
May 31 <sup>st</sup>	Good products to help smokers quit	Alcohol, tobacco and other drugs

### From our library ...

***Marrying and Migrating. You have to work at it.*** Developed by the Women's Unit, Department of Immigration and Multicultural Affairs. Produced by TNT Logistics P/L, in Vietnamese and Thai.

***Let's Talk Mental Health.*** An audio tape produced by the Transcultural Mental Health Centre for Mental Health Week 1997. This tape is available in Arabic, Bosnian, Cantonese, Croatian, English, Filipino, Greek, Italian, Korean, Khmer, Maltese, Serbian, Turkish and Vietnamese.

