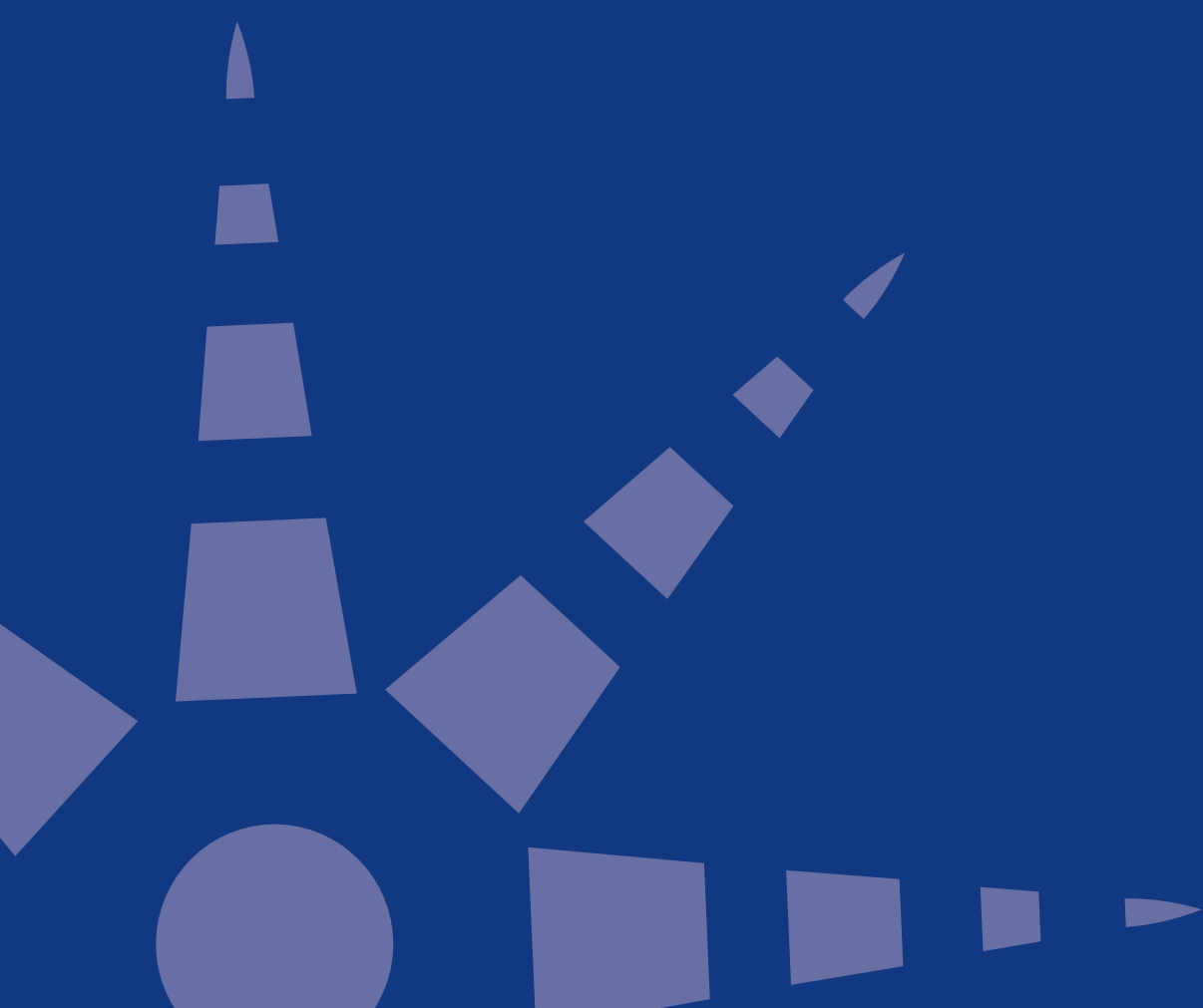


# Multilingual Health Information Stakeholders Forum

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## Multilingual Health Campaigns

14 August 2014



Health

multicultural health communication

# Forum 3: Communicating with Multicultural Communities

What does it take to develop, implement and evaluate multilingual health campaigns that have an impact? How can various agencies better coordinate, develop and disseminate health campaigns to multicultural communities?

These were the big questions that were discussed at the 3rd Multilingual Health Information Stakeholders coordinated by the NSW Multicultural Health Communication Service on 14 August 2014.

## Key themes

Four key themes emerged from the forum's discussions. These included the profile, perception and philosophy of "CALD campaigns", availability of information to guide the development of campaigns, building the capacity of individuals and organisations developing and implementing CALD campaigns and collaboration of stakeholders to maximise resources in implementing and disseminating campaign information.



# Profile, perception and philosophy of “CALD campaigns”

One of the key challenges for the multilingual health campaigns is the how CALD campaigns often fulfil two roles: an Equity perspective; ensuring that health campaigns are inclusive and represent the diversity of Australia and at the same time to produce measurable results.

At times, CALD campaigns, with the number of languages and cultures being targeted do not have enough resources for implementation and evaluation. This has resulted in a lack of evidence-based campaigns.

## Data and availability of information

The 3rd forum highlighted the gaps of readily available and accessible information on CALD communities: audited CALD media consumption reports and social media use. In addition, the forum participants also highlighted a need to combine census data with health indicators matched with Local Government Areas and Local Health Districts for campaign planning.



# Capacity building

The forum participants acknowledged that while there is very little published evidence on what works in CALD campaigns, there is a wealth of experience and knowledge on what works with CALD campaigns. A big gap identified at the forum was how do we build the evidence and publish on work with CALD communities and share this knowledge and skills with government and non-government sectors.

## Collaboration

Examples of health campaigns both in English and languages other than English, that could have benefited with the combined knowledge and resources that various stakeholders have were identified. Some of these resources included knowledge of existing in-language service, bilingual workers and dissemination networks.

Major recommendations of the forum included:

- Updating the current multicultural health services directory to include the list of languages spoken by bilingual health and community workers at government and non-government organisations
- Investigating the establishment of opportunities for skill building and networking e.g. reviving the Multicultural Health Conference to include “mainstream” campaign planners
- MHCS to investigate the cost and feasibility of pulling all census data, health information on CALD data in a format that would enable government and non government organisations to plan CALD campaigns with more specific evidence



# The way forward

The Multicultural Health Communication Service will collaborate with the NSW Ministry of Health, Local Health District Multicultural Health Directors and selected non-government organisations to consider and advance the recommendations from the Forum.

For further information on this Forum, please contact

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## Multilingual Health Information Stakeholders Forum

An initiative by  **multicultural health  
communication**

The purpose of the NSW Multilingual Health Information Stakeholders' Forum is to advise and support the Multicultural Health Communication Service to identify, develop and distribute high quality and priority multilingual health information in appropriate languages.

