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High standard of entries for Multicultural Communication Awards



Winner: Michelle Azizi (centre) of the Transcultural Mental Health Service and Westmead Children's Hospital for *Healthy Kids. A Parent's Guide* – multimedia resources on family mental health. With Liz Jacobovski NSW Health (left) and Ilona Lee MHCS (right)

With so many excellent resources entered in our first Multicultural Communication Awards, we have awarded seven smaller prizes for highly regarded work, as well as an overall winner.

Why not enter the 2nd Multicultural Communication Awards?

If you're developing a multilingual resource this year, why not submit it for the next year's awards? Contact us for an information kit.

Judging the awards made us realise how difficult it is to compare entries when some have been produced with minimal resources, while others have had considerable funding. We are trying to address this issue for next year's awards.

Highly regarded:

- Jacinta Ankus, Australasian Society for HIV Medicine, for HIV patient fact sheets.
- Linda Clarke, Speech Pathology, Bankstown-Lidcombe Hospital, for *Oral Motor Exercises* – fact sheet and poster on exercises for the tongue.
- Siew-Ling Lo, Blacktown-Mount Drutt Community Health, for *Gentle Exercises* - audio tapes and wall chart.
- Gary Miller, Canterbury Hospital, for *The Patient Information Book*.
- Janet Anderson, NSW Health, for Statewide Infant Screening – Hearing (SWISH) fact sheets.
- Dr Raquiba Jahan, the Medicine Information Project, Combined Pensioners' and Superannuants' Association, for fact sheets on wise use of medicine.
- Dr Deo Narayan, South Coast Medical Service, for dental health resources for Aboriginal communities.

Guidelines for the production of documents to be added to a website

A lesson learned from the Multicultural Communication Awards was the need for guidelines to help people produce documents and resources for a website.

When you produce these resources, remember that they will be downloaded and printed on white paper – the requirements for this are simple but important.

The new guidelines are inserted in this edition of *Polyglot*. We hope they're helpful. Let us know if you have ideas to improve them.

Welcome to social work student Saul Smith

Saul, a University of Sydney third year social work student, is working to raise our profile during his three month placement with us. Besides learning about multicultural health policy and programs, he is visiting agencies to see if they need promotional materials.

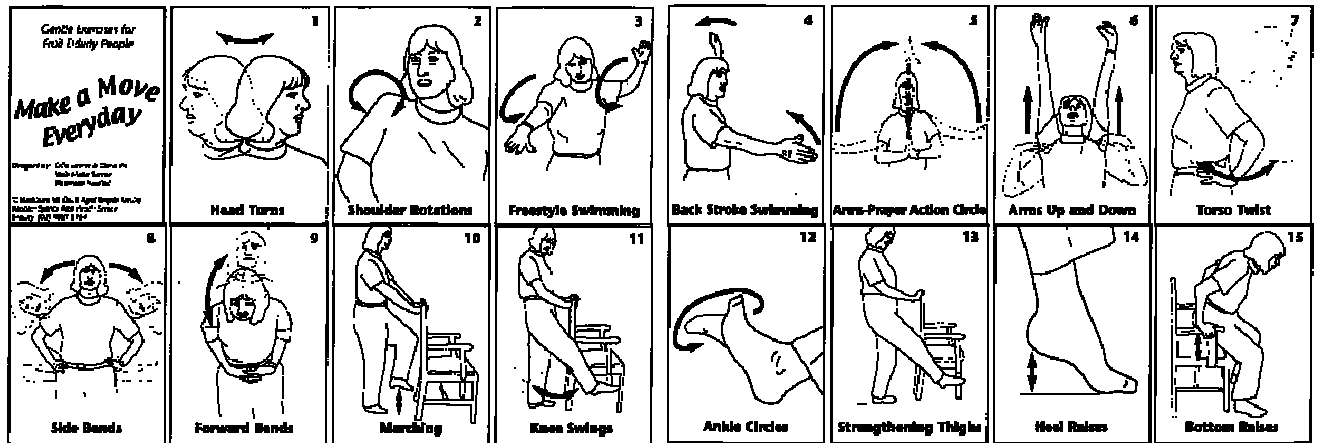
What makes a good multilingual health resource?

Tips for developing quality material

Looking at how the winning entries were developed can teach us a lot about creating good resources in other languages. Starting with the *Gentle Exercises* tape and wall chart (below), *Polyglot* will profile some of these entries and the good practice that made them stand out.

Developing the *Gentle Exercises* audio tape and wall chart

This resource was produced by the Aged Respite Service at Blacktown Mount Druitt Health under the leadership of multicultural access worker, Ms Siew-Ling Lo.



A summary of an interview with Siew-Ling Lo follows

The resource was developed after identifying a need to reduce falls in people over 65. Research shows that increasing regular gentle exercise in this group helps to reduce falls. But frail elderly people are most disadvantaged in accessing resources for exercise, and frail elderly people from CALD communities are even further disadvantaged because of the language barrier. Although three centres in the Aged Respite Service in Blacktown Mt Druitt Health have gentle exercise programs each day, clients need to maintain the level of exercises regularly at home. The audio tape was developed to provide a resource to use at home.

The Service conducted a needs assessment with their clients which showed that frail aged people have less access to video players, and that audio tapes were more commonly used, so they decided to develop the resource as a combination of a chart and an audiotape. Another consideration was the small budget available to produce the resource. To make sure the information was correct and culturally appropriate, bilingual health workers, other health teams, and professional translators across WSAHS were involved. Once the script was ready it was tested with focus groups. These groups gave feedback about wording, the tone of the text and its contents.

It took twelve months to develop the resource and it was finalised in November 2002. The service had received a seeding grant of \$1,000 from the Area Health Promotion Unit to develop the project.

The Transcultural Multicultural Health Centre (TMHC) will produce and distribute the resource, hopefully by the end of the year. Once the cassettes are ready, TMHC will promote them and sell them to the public.

Ms Siew-Ling Lo can be contacted on Tel (02) 9881 8764.

Launch of audio tapes "Let's Talk about Health"

A Cantonese health information audio tape "Let's Talk About Health" jointly produced by Western Sydney Area Health Service and SBS Radio will soon be available. Contents include: Community Health Service; Children Obesity; Healthy Older People; and Physical Activities.

Free audio tapes will be available at the launch which will take place at Parramatta at 10:30 on 9 December 2003. All are welcome. For RSVP and enquiries, please contact Viola Yeung by 2 December 2003 on (02) 9881-8745.

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Please note that the new resources on breastfeeding are available only on the HealthNet and therefore only NSW health workers can access them. The Lactation Resource Centre at the Australian Breastfeeding Association will have the resources available for sale soon and you contact them on: Tel: (03) 9885 0855 Email: lrc@breastfeeding.asn.au, PO Box 4000 Glen Iris VIC 3146

Changes to our 'Useful Links' on the website

You may have noticed that the Useful Link on the top and bottom of the page is now called simply Links. Clicking on this link still takes you to the index page, showing a table with 15 links. What's missing is the drop down menu that used to lead you to our category-related links.

Here's what to expect when you click on Links. If you click on a subject – eg 'Abuse' on the index page, it will take you to a page with '(Link to) Department of Ageing, Disability and Home Care' at the top. The reason for the words 'Link to' being in brackets is to make sure, these 'Link to' listings are always on the top of the page. Click on '(Link to) Department of Ageing, Disability and Home Care' and you are transferred to another page. In the white space below the coloured box sits the actual link – it's in blue and underlined. Click on the Department of Ageing, Disability and Home Care link and a page appears to tell you you're now leaving the Multicultural Communication website. This transfer page changes quickly into the Department of Ageing, Disability and Home Care web site. If this transfer doesn't happen automatically click on the red link inside the transfer page.

Let us know what you think about this new feature. Contact Wolf Sverak on SverakW@sesahs.nsw.gov.au for technical issues and Clarita Norman on NormanC@sesahs.nsw.gov.au for any other issues related to the links.

Family Planning Association

FPA Health Fairfield Multicultural Services Centre approached Ilona Lee at NSW Multicultural Health Communication Service for information and a quote for the translation of two short letters into 14 community languages. One letter informs clients that they need to return to the clinic for follow up and the other letter informs them that their recent pap smear was normal. These short letters are stapled to the front of the appropriate English language letter and include information about using the Telephone Interpreter Service (TIS) to contact the clinic.

As each letter was less than 50 words Ilona suggested we contact the local area Health Care Interpreter Service for the translations. As FPA Health Fairfield is partly funded by SWSAHS we were able to receive translations for 12 of these letters free of charge. This has enabled the funds allocated to translations to be utilised for other community based projects while providing a language appropriate service to the clients who attend FPA Health clinics.

The team at FPA Health Multicultural Services Centre would like to extend our thanks to Ilona for providing the information and contacts that made this possible and also to HCIS SWSAHS for providing the translations. Our contact details are: 356 The Horsley Drive, Fairfield, NSW, 2165. Tel.(02) 9754 1322. Email. donnat@fpahealth.org.au

Helping Child and Family Health nurses access and store multilingual resources

What's the best way for Child and Family Health (CFH) nurses to access our multilingual early childhood material, and do CFH centres need a model to help them organise these resources?

To find out, our Research Officer, Michelle Young, and Multilingual Information Officer, Carlo Jacobson, consulted Child and Family Health nursing teams in areas of Sydney and Illawarra with high numbers of non-English speakers. This is their report.

We found the CFH teams generally receptive to our resources and they acknowledged the importance of providing material to their CALD clients in their own language. We learned that centres use a variety of systems to store and retrieve resources. Some store resources on an ad hoc basis, usually depending on the nurse's interests, but in some centres there was no specific person responsible for keeping resources restocked and up to date. Other centres have sophisticated central filing systems with resources catalogued in English and other languages, and subdivided into topics relevant to the child's age. There was usually a key staff member assigned to keeping the resources current.

While we realise that nurses have very busy schedules, we'd strongly encourage all centres to have a staff member who manages the resources. The staff member can keep informed of any changes to publications by checking either the "Withdrawn Publications" link on our website home page, or the fact sheet updates published in Polyglot.

At this stage we suggest two possible options for helping to distribute our multilingual early childhood resources.

- *Offer our resources in an electronic book format to staff in NSW maternity wards.*
- *Offer our resources in a master file format to Child and Family Health Centres. This master file would be a binder folder containing single copies in both English and in translated versions of our fact sheets. These resources are catalogued according to the topics listed in the Personal Health Record ('Blue Book') for discussion with parents at selected visits to CFH Centres.*

A few centres prefer to access the intranet for our resources, rather than storing hard copies. They suggested we re-index our web site resources in a similar way to the 'Blue Book' - these categories are more familiar to them and relevant to their daily work.

We've now acted on this advice – check the Early Childhood and Maternity Subject links on the website for our revised index.

Chinese Australian Tobacco and Health Network

Between 1996 and 2001, there has been a large increase (from 2.7% to 3.2%) in the NSW population who speak Chinese languages at home (ABS, 2001 census). The smoking rate among Chinese men in NSW is 27% (NSW Health Survey, 1998). There has been little focus on the Chinese community in any major tobacco control project in NSW. This led to the formation of the Chinese Australian Tobacco and Health Network (CATHN) in 2001 with representatives from the Central Sydney, South Eastern Sydney, Western Sydney, and Northern Sydney Area Health Services and The Cancer Council, NSW.

The aim of CATHN is to reduce the smoking rate in Chinese people living in Sydney and to reduce their exposure to Environmental Tobacco Smoke (ETS). CATHN has jointly developed an action plan, which specifies the strategies and supporting activities. Implemented activities include Chinese media campaigns for World No Tobacco Day in 2002 and 2003; a series of media releases on cessation and ETS and children; and a 2003 Chinese calendar with a tobacco control theme. These activities have been well received by health professionals and Chinese community members.

The joint action allows us to collectively use financial resources and best use the Network members' knowledge and skills and provide an effective model for tobacco control projects targeting similar population groups residing across different geographical areas.

Erratum

In the winter edition of *Polyglot*, under 'New resources on our website' there was an error in the languages listed for the breastfeeding resources. These resources are available in Serbian **not** Croatian.

New resources on our website.

Title:	Pelvic Inflammatory Disease	Language: ENG, SPA
Topic area:	Sexual Health	
Title:	Children with head injury – A guide for parents	Language:
Topic area:	Diseases & Conditions	ARA,CHI,ENG,GRE,SPA, VIE
Title:	Maternity Care Options	Language: ARA,CHI,ENG,FAS,IND,
Topic area:	Pregnancy & Postnatal	JPN,KHM,KOR,SCC,SPA,THA, TUR,VIE.
Title:	Anxiety in Children	Language: ARA,CHI,ENG,FAS,TGL,
Topic area:	Mental Health/Illness	HIN,SPA,TUR,VIE
Title:	Anorexia nervosa in children and young people	Language: ARA,CHI,ENG,FAS,TGL,
Topic area:	Mental Health/Illness	HIN,SPA,TUR,VIE
Title:	Depression in children	Language: ARA,CHI,ENG,FAS,TGL,
Topic area:	Mental Health/Illness	HIN,SPA,TUR,VIE
Title:	Disruptive disorders in children	Language: ARA,CHI,ENG,FAS,TGL,
Topic area:	Mental Health/Illness	HIN,SPA,TUR,VIE
Title:	Triage Notice – Canterbury Hospital	Language:
Topic area:	Forms, Letters & Signs	ARA,CHI,ENG,GRE,KOR, VIE
Title:	Cultural Meal Guide for Vietnamese Gestational Diabetic Women,	Language: ENG & VIE
Topic area:	Nutrition	
Title:	Diabetes Training Manual – For Samoan Speaking People	Language: ENG & SMO
Topic area:	Diabetes	
Title:	HIV patient fact sheet	Language: ARA,CHI,ENG,IND,KHM,
Topic area:	HIV/AIDS	MAO,SPA,THA,VIE
Title:	Breastfeeding welcome here	Language: ARA,CHI,ENG,TUR,VIE
Topic area:	Forms, Letters & Signs	
Title:	Winter Care Plan	Language: CHI,ENG,ITA
Topic area:	Injury Prevention	
Title:	Depression during Pregnancy and Early Parenthood	Language: ARA,BSN,CHI,SCR, ENG,
Topic area:	Pregnancy & Postnatal	IND,JPN,KHM,KOR,LAO,MAC,FAS,PAN, SCC,SPA,THA,TUR,VIE

Deadline for next edition: 20th December, 2003	Polyglot is published by NSW Multicultural Health Communication Service. Articles for inclusion can be sent to Cecilia George, NSWMHCS, Sydney Hospital & Sydney Eye Hospital, P.O. Box 1614, Sydney, NSW 2001. fax no. (02) 9382 7517 email: georgec@sesahs.nsw.gov.au .
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Standards for the Production of Documents to be Added to the Multicultural Communication's Website

Note: These guidelines should be read in conjunction with: 'Guidelines for Production of Multilingual Resources' and 'Translation Guidelines' available from:

www.mhcs.health.nsw.gov.au

or

<http://internal.health.nsw.gov.au/health-public-affairs/mhcs/resources/#toweb>

It is now well accepted that a multilingual health resource will have maximum exposure if it is placed on a website.

Multicultural Communication has identified some practices that will minimise difficulties and reduce production costs when adding publications to websites.

Content of the document

- An English language version of the resource must be produced
- If the resource was developed in a language other than English, the resource has to be translated into English
- Official logo of the producing organisation, publication date, language name (in English), English repeat of the title below the translated title, page numbers and for resources of more than 2 pages, there should be a repeat of the English title in the footer in small print.
- Telephone numbers, names of persons and addresses should be avoided, as they are liable to change often
- If Telephone numbers can't be avoided, use Arabic numerals (1, 2, 3...) in all language versions

Use of graphics/photos/backgrounds

- Try to avoid photographs as they lead to large file sizes and are difficult to print and photocopy. It is preferable to use line graphics instead.
- A white background ensures that the document can easily be printed/faxed (even with low resolution printers/fax machines) and deteriorates less through multiple photocopying.

Layout of the document

- The preferred size is A4 portrait or landscape. Booklet style resources (folded, 2-column, 3-column, etc) should be avoided. They are difficult to print/photocopy and require "assembling" of the pages before they can be used.

File format/electronic format of the document

- To facilitate electronic exchange, transfer, web publishing and printing, the resource should be converted into pdf format. This requires special software that varies depending on the computer platform used.
- Electronic conversion to pdf rather than scanning is preferred. The advantages are: better quality, smaller file size, faster loading time on net/web, possible back conversion into e.g. MS-Word format, and extraction of inserted pictures/graphics, etc.

Preferred software in the initial production process

- **MICROSOFT WORD** (MS-Word) is widely used throughout government and non-government organisations as well as in the private sector. It can be used for the majority of languages and it can import many other file/data formats.
- No matter what the end format of the resource is intended to be, an editable version (preferred in MS-Word) should be kept by the initial producer, the translators and other people involved. This makes the process of reviewing, making amendments and corrections, and electronic conversion into pdf an easy process.

Selection of translators in the translation process

- Translators selected should be NAATI accredited.
- Before selecting a translator you should ensure that you can open/view/print the file/document provided by the translator. It is also necessary that the translation can be converted electronically into pdf format (some conversion software require that the font used is registered with them, otherwise no pdf is produced). Ask the translator for a test page in his/her language. Ensure that the translator is willing to provide you with the font used in the translation. Open/view/print/convert the test document into pdf and show it (if possible) to another person who speaks/reads the language in question. The “untrained” eye is often not capable of judging the completeness, accuracy, and also appropriateness of fonts used by foreign languages.

Use of commercial printers

- If the resource is printed commercially, make sure that a final “raw” version is kept and archived. This might be the only version that can be published on the web/net. It is also the version that is needed in the review process, when it results in amendments and/or corrections.
- In case you don't have the hard/software to convert the resource into pdf format, ask the printer for a low resolution pdf (file sizes of more than 1MB should be avoided). The fee charged should be minimal.

Archiving

- Make sure that you document the production process and archive the raw version, the final English version and all translated versions of the resource in hard and soft copy (computer files).

Gentle Exercises for
Frail Elderly People

Make a Move Everyday

Designed by: Celia Tanner & Oanh Vu
Multi Media Service
Westmead Hospital

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Western Sydney Area Health Service
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