



News from Multicultural Health Communication

making health communication easier

Polyglot 2006

Vol 10 Issue 2

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From the Director's desk

In a fruitful three months, Multicultural Health Communication has established partnerships with a number of key organisations and acquired additional funding. Requests for consultancy work and translations are increasing and, as you'll see from this newsletter, we're working on some exciting projects.

By July 2006, MHCS will have a new, more efficient website, new resources to promote our services to existing and potential clients, and a full complement of staff.

Peter Todaro

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Spreading the word about Multicultural Health Communication

We have developed two promotional resources that showcase our work in communicating health information to Culturally and Linguistically Diverse communities in NSW. These resources, illustrated with vivid images of multicultural Australia from artist and photographer Annah T Dellosa, are:

- A promotional booklet that summarises MHCS's many roles, and includes information about our website. The booklet is available online.
- *Year in review* presentation folder. In A4 size, this details some of our major 2005 projects, including smoking cessation campaigns, the breast cancer awareness campaign and research for the NSW Department of Ageing, Disability and Home Care (DADHC) into how people of CALD background respond to and use information about Health and Community Care Services (HACC) in NSW. The folder also includes information on some of our 2006 projects.

Polyglot survey – March 2006

Thank you to those who responded to our recent survey about Polyglot. We will make every attempt to shape future editions of our newsletter according to your feedback. 88% of respondents said they use Polyglot for news updates, 84% to find available resources, 28% for networking and 32% for professional development.

The comments we received were mostly positive, with all respondents saying their organisation found Polyglot "very useful" or "useful". In particular, information on new translations and other resources available were mentioned as extremely helpful. "We find some gems in there that save us \$\$\$," one respondent said.

Suggested improvements included addition of interstate resources and projects, topics such as health alerts and cultural awareness, and repeating previous useful information – "Don't be afraid to repeat information" was the advice.

There were several requests for future topics to include mental health, rehabilitation and palliative care, dementia and aged care, training for multicultural health workers, issues relating to young people and ways to access small and emerging communities.

We welcome your comments at any time, and hope that you continue to find Polyglot useful in your work with our multicultural community.

Update on our latest projects

- **Research into young CALD drivers**

The Centre for Social Marketing at the University of Wollongong and the injury prevention organisation Youthsafe, with Multicultural Health Communication as consultant, are putting a joint submission to the Commonwealth Falls and Injury Prevention Community Grants Program to conduct formative research with young CALD drivers.

- **Tackling diabetes in CALD communities**

Because of the prevalence of diabetes among CALD communities, especially in the Arabic, Asian and Pacific Islander populations, Peter Todaro was invited to the NSW Diabetes Summit convened by Diabetes Australia - NSW in April.

According to Diabetes Australia - NSW, diabetes occurs more in areas where incomes are lower, people are older and where there are large numbers of people from high-risk ethnic backgrounds.

To help tackle this problem, Multicultural Health Communication, in partnership with NSW Health, is putting together a tender to collate the evidence and will apply to the Council of Australian Governments (COAG) for funding. MHCS has also formed a partnership with Diabetes Australia - NSW to help improve the health of CALD communities.

Type 2 diabetes increases the risk of cardiovascular and kidney disease, as well as lower limb amputation and blindness.

Nationally, more than 1.4 million people now have diabetes, and if the trend continues, the figure will reach two million by 2010. This is 200,000 more than Diabetes Australia – NSW predicted five years ago.

Recent statistics from the Australian Institute of Health and Welfare show that obesity levels in Australia are soaring in both adults and children. While this trend continues, the number of people with diabetes will continue to spiral. The World Health Organisation, which ranks diabetes as the fifth leading cause of death globally, estimates that 2.9 million people died of diabetes in the year 2000 – a figure that is three times higher than previous figures.

- **Kicking the habit – three new projects to help non-English speakers quit**

Health warnings on cigarettes. With the new health warnings now appearing on cigarettes, MHCS is supporting their introduction nationally with translation of press releases, advertising in the ethnic media and mailing out information to CALD services and organisations.

Multilingual Quitlines. With funding from the Cancer Institute NSW, MHCS is also setting up telephone counselling services to reduce smoking in CALD communities.



Seven permanent multilingual Quitlines have been established where callers can leave messages in their own language and have a Quitline counsellor return the call using an interpreter. So far over 80 calls have been received on these lines.

The multilingual Quitline numbers are: Arabic 1300 7848 03; Chinese 1300 7848 36; Greek 1300 7848 59; Italian 1300 7848 61; Korean 1300 7848 23; Spanish 1300 7848 25; and Vietnamese 1300 7848 65.

A pilot project is also underway to redirect calls to the multilingual Quitlines to a CALD language-specific agency where a trained smoking cessation counsellor can speak to the caller in their own language straight away. We are currently tendering in order to recruit and train agency staff. To help with this campaign, a state co-ordination forum made up of key multicultural players is being established. So far there are around 12 members including the Arabic Welfare Council, the Greek Welfare Centre and Co As It.

Smoking cessation training for Chinese GPs. Multicultural Health Communication is also working with the Cancer Institute NSW and NSW Health on a project to train 75 Chinese GPs on brief interventions to help patients quit.

Farewell to Clarita Norman

On 28th April we said farewell to Clarita Norman who had been with Multicultural Health Communication as our Senior Policy Officer for seven years. A strong and passionate supporter of multicultural issues, and advocate of quality multilingual information, Clarita has been instrumental in promoting our service to NSW Health, Area Health Services as well as non-government organisations.

We thank Clarita for her dedication and hard work.

Free workshop on *PhotoVoice and Action Conversations*

During Multicultural Health Week (July 25-31) MHCS and the Centre for Popular Education (University of Technology, Sydney) will host this workshop on July 27 in the Board Room, Building 11, Gladesville Hospital, Gladesville. Places in the workshop were limited to 20.

Due to the overwhelming response, Multicultural Health Communication will be organising to run the workshop again later this year. For more information contact Michael Camit 02 9816 0347 or by Email: Michael.Camit@sesiahs.health.nsw.gov.au



From Tolerance to Respect: Cultural Competence in Practice

Thursday 7 – Friday 8 September 2006
Novotel Hotel, Sydney Olympic Park
Cnr Olympic Boulevard & Herb Elliott Ave
Homebush Bay, Sydney



The Multicultural Disability Advocacy Association of NSW (MDAA) and the National Ethnic Disability Alliance (NEDA) are pleased to announce a two-day conference for researchers, policy makers and anyone who manages, receives or provides services in diverse communities. The focus is on practical approaches to working with people from diverse backgrounds. The conference will provide local, national and international

perspectives on best practice in responding to community diversity and competing needs.

For more information please contact Ms Theresa Clark at MDAA by email: Theresa.clark@mdaa.org.au or visit their website: www.mdaa.org.au

Hand hygiene saves lives

The Clinical Excellence Commission, together with NSW Health, is running the Clean Hands Save Lives campaign to reduce infection from Multi Resistant Organisms (MROs) with better hand hygiene among hospital staff, patients and visitors.

Key elements of the campaign include:

- alcohol hand rub at easy-to-access locations such as near patient beds, treatment trolleys and nursing stations
- posters for staff, patients and visitors.
- brochures for patients and visitors in 22 languages.



Hand hygiene is everyone's business. Let's work together to reduce infections.

For more information go to <http://www.cec.health.nsw.gov.au/campaigns/cleanhandssavelives/index.html>, or contact Kimberley Fitzpatrick, CEC Project Officer at Kimberley.Fitzpatrick@cec.health.nsw.gov.au or 02 9382 7822.

Inaugural Local Government Multicultural Health Communication Awards 2006 – winner to be announced in August

To recognise Local Government's contribution to multilingual health resources, and for local councils to showcase their work, the Local Government Multicultural Health Communication Awards has been established by the Local Government and Shires Association of NSW, MHCS and NSW Health.

The award encourages good practice in multicultural health communication in Local Government and aims to ensure that multilingual resources are promoted and accessible. Applications have been invited from local councils who have produced a pamphlet, flyer, brochure, video, DVD, web resource or educational material in a language other than English between 1 March 2005 and 30 March 2006.

The winner will be announced at the Local Government Week Awards Ceremony on August 2 at the Waterview Convention Centre, Bicentennial Park, Sydney Olympic Park. A trophy will be presented to the winner, and two highly commended certificates will be awarded.

New men's health resource – positive feedback from focus groups

As part of this project to develop a new multilingual men's health resource, funded by Andrology Australia, 12 focus groups were conducted earlier this year with men from the Arabic, Bosnian, Chinese, Dari, Farsi, Greek, Italian, Khmer, Korean, Serbian, Turkish, and Vietnamese language groups. They were well attended (five to ten participants in each group, with a total of 86), and the discussions were very lively and thoughtful. The facilitators were well organised and kept the process running smoothly. Some comments from the focus groups include:-

- The resource should include more detail about symptoms
- Advice to see a doctor if there is a problem should be emphasised more
- More information should be included about which age group is affected by each ailment
- The cover of the resource should be appropriate for all readers, including women.

Thirty-four questionnaires were returned with very little variation in the comments, most of which were positive. As expected, some people have concerns about the use of photos that reflects the general opinion at some of the focus groups.

Working together with ethnic radio



Earlier this year 2MFM (Muslim FM), the only Muslim radio station in NSW, invited Multicultural Health Communication to the station's 50th Anniversary celebrations in recognition of the partnership between the radio station and MHCS in delivering health information to the Muslim community.

The station's breakfast programme receives requests from listeners on a number of topical issues such as meningococcal disease, bird flu, and advice for Muslim travellers going to Haj, the annual pilgrimage to Mecca.

Resources added to the MHCS website

Title of Resource	Category	PubIn No.	Languages
Prenatal Testing - Special tests for your baby during pregnancy	Pregnancy and Postnatal	OTH-7750	ARA, CHI, FAS, JPN, KOR, THA, VIE, ENG
Patients and Visitors: What you need to know about hand hygiene	General Health	DOH-7680	ARA, CHI, DIN, FAS, GRE, HIN, IND, ITA, JPN, KHM, KOR, KUR, MAC, POR, RUS, SCC, SCR, SPA, TAM, TGL, TUR, VIE, ENG
Talking to your child during daily activities	Parenting	AHS-7730	ARA, CHI, VIE, ENG
Swallowing Problems	Diseases and Conditions	AHS-7735	ARA, CHI, SCR, ITA, SPA, VIE, ENG
NSW Pap Test Register	Forms, Letters and Signs	NGO-7740	ARA, CHI, SCR, ITA, KOR, MAC, SCC, SPA, VIE, ENG
The Lidcombe Program - Information for parents of young children who stutter	Diseases and Conditions	OTH-7745	ARA, KOR, TUR, VIE, ENG
Influenza - are you at risk?	Diseases and Conditions	OTH-7755	ARA, CHI, GRE, HIN, IND, ITA, JPN, KHM, KOR, MAC, POR, RUS, SCC, SPA, TUR, VIE, ENG
Women and HIV - Fact Sheet No 4 - HIV Treatment and Women	HIV/AIDS	NGO-7840	ARA CHI ENG KHM

Resources removed from website

Title of Resource	Category	Publication No.	Date withdrawn
Successful breastfeeding	Infant Health	HTS-867	04/06
Organ donation give and let live	Medical Procedures, Instructions and Tests	BHC-5195	11/05

Deadline for next edition: 14th August, 2006	Polyglot is published by NSW Multicultural Health Communication. Articles can be sent to Cecilia George, Multicultural Health Communication P.O. Box 58, Gladesville, NSW. 2111, or email: Cecilia.George@sesiahs.health.nsw.gov.au.
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