



News from Multicultural Health Communication

making health communication easier

October, 2007

Vol. 11, Issue 3

NSW Multicultural Health Communication Awards - and the winners are ...



NSW Multicultural Health Communication Awards for 2007 were presented by Peter Todaro, Director of MHCS, at Parliament House on July 25 as part of Multicultural Health Week. The biennial event was hosted by The Hon. Peter Primrose, President of the Legislative Council.

These awards recognise Government and Non-Government Organisations funded by NSW Health who produce multilingual health resources using good practice principles in developing multilingual health information

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Trophies were awarded to the following entries:

Fact Sheet (Government Section): Lyn Stewart from Bankstown Community Nutrition for *Teach Your Baby to Drink from a Cup*, available in Arabic, Vietnamese and Chinese.

Brochure (Government Section): The Chinese Australian Tobacco and Health Network for their brochure *Quitting is Hard, but . . . You Can Do It* available in Chinese and English.

Audio Visual (Government Section): The Refugee Health Improvement Network (NSW), the Refugee Health Service; Sydney South West Area Public Health Unit, Fairfield Migrant Resource Centre and Anglicare for their entry: *Health Check: Health Information for Recently Arrived African Communities in Australia*.

Poster (Government Section): Community Health - Sydney South West Area Health Services (Macarthur), the Multicultural Health Service, the Child and Family Health Nursing Team and Macarthur Diversity Services, Inc. for their poster *"Six Tips to Good Ear Care"* directed to the Samoan, Tongan and Fijian communities

Fact Sheet (NGO): The Australasian Society for HIV Medicine for *Hepatitis C in Brief – A Patient Fact Sheet* available in Arabic, Chinese, Greek, Indonesian, Italian, Khmer, Spanish and Vietnamese.

Brochure (NGO): The Health and Education Division, Diabetes Australia-NSW for their colourful and informative brochure; *What You need to Know about Community Sharps Disposal*, in Arabic, Chinese, Greek, Italian and Vietnamese.

A number of other high quality entries that rated a special mention were awarded a Certificate of Commendation for their excellence in good practice in multicultural health communication.

To access the winning and commended resources, go to the MHCS website. You can download some of them directly, or find details for ordering those that are available as DVDs.

*****New postal address for NSW MHCS*****

Readers please note that the postal address for the NSW MHCS is now **Locked Mail Bag 5003**, Gladesville NSW 2111

NSW MHC Bldg 11 Gladesville Hospital, Victoria Rd, Gladesville. Tel (02) 9816 0347 Fax (02) 9816 0302
Postal address: NSW MHCS, Bldg 11, Gladesville Hospital, **LMB 5003**, Gladesville NSW 2111

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Four Steps Towards Equity – a new project at Multicultural Health Communication

Hello. My name is Fiorina Mastroianni and I started with Multicultural Health Communication in August this year, working on a new project looking at equity in health. This is a two year project funded by NSW Health to increase the dissemination and application of the Four Steps to Equity: A Tool for Health Promotion Practice.

The Four Steps Tool, developed in 2003 by the then South East Sydney Area Health Service, aims to help practitioners and managers integrate equity into core work practice.

What is equity in health?

Health inequities exist in all societies. One of the biggest challenges for health is how to address the widening gap between the *most* and *least* disadvantaged members of our community. Equity in health is not about everyone having the same level of health and wellbeing, but rather about reducing or eliminating differences that are unfair or avoidable - such as not being able to access a service, as opposed to say, ageing, which is a normal life process.

Reduced to its basic elements, an equity focus asks these questions: *Who needs your service the most, and how do you determine this? How will you make sure the service reaches your target group / community? How will you know you have been successful?*

Closing the gap between the most and least disadvantaged in our community cannot be the sole responsibility of health because the social determinants of health - the social, cultural and economic factors that influence health - need to be addressed in partnership with other policy areas.

There has been a strong and sustained focus on equity within the public health sector in recent years, resulting in key policy and practice resources such as the *Four Steps to Equity Tool* (SESAHS, 2003), *In All Fairness*, the NSW Health and Equity Statement (DoH, 2004), and the *Review of Health Inequity Literature* (NRAHS, 2004). These documents provide evidence based and practical knowledge to assist systems, services and individual practitioners to incorporate an equity focus in the planning, delivery and evaluation of services.

The trial of Four Steps to Equity Tool project

This project, to be rolled out over two years, will comprise a number of stages, including:

- conducting an initial audit among health promotion practitioners across the State to gauge current equity practice, and in particular use of the Four Steps Tool;
- conducting trials of the tool;
- developing and conducting training sessions to increase the capacity of staff to use the tool.

Contact Information for the project:

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Peter Todaro, Director NSW Multicultural Health Communication

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Lesley Painter, Project Officer, Multicultural Health Communication (October – December 07)

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Women's forums continue to tackle cancer misconceptions

Three more women's health forums were held in July to convey important messages about breast and ovarian cancer. A forum for Greek women was held in Melbourne, an Italian forum in Brisbane and a Vietnamese forum in Adelaide. Hosted by the National Breast Cancer Centre (NBCC) and coordinated by MHCS, the events followed forums for Arabic and Chinese women held in Sydney and Perth earlier in the year.

These multilingual forums have been instigated by the NBCC in response to statistics showing that women born in non-English speaking countries tend to present to their doctor when breast and ovarian cancer are in the later stages.

"Know your body and check with your doctor if you notice any changes," was the main message from the NBCC National Director, Dr Helen Zorbas, for both breast and ovarian cancer.

Bilingual GPs supported this message with statistical evidence that if a cancer is found in the early stages it has a much greater chance of successful treatment. Breast and ovarian cancer survivors also gave presentations on their journey through their early cancer diagnosis and treatment.

Posters with images of five women from the targeted language groups were displayed at each of the forums and reinforced the theme of *I acted early – I survived*.

The same theme was used in the print and radio advertising in all five languages. Key speakers were also interviewed on SBS and on other radio programs in the major languages.

Attendance was high at the forums – which included a culturally appropriate lunch and entertainment – and averaged more than 150 women at each event. The feedback from these women made it clear there was a real need for this type of information – there were also many requests for similar information on other illnesses.

Minister launches new Arabic and Italian Quitlines

Arabic and Italian speaking smokers who want quit smoking advice in their own language can now speak directly with a Quitline bilingual information officer.

Both new Quitlines were launched by the NSW Minister Assisting the Minister for Health (Cancer), The Hon. Verity Firth – the Arabic Quitline at the Arab Council Australia's Community Centre in Bankstown in July and the Italian version at Co.As.It, The Italian Association of Assistance, in Leichhardt in August.

MHCS, in partnership with Quitline NSW, is moving forward in providing language specific Quitline services for CALD communities across NSW.

In mid 2006, we set up seven dedicated 1300 phone lines for the Arabic, Chinese (Cantonese and Mandarin), Greek, Italian, Korean, Spanish and Vietnamese Communities. Originally, all calls to these numbers were diverted to in-language voice mail, and callers were called back by a Quitline advisor and a TIS interpreter.

Arabic and Italian callers can now speak to an advisor in their own language, as can Vietnamese smokers. A similar service will soon be available in Cantonese and Mandarin.

The project is funded by the Cancer Institute NSW. The phone numbers are:

Arabic	1300 7848 03	Korean	1300 7848 23
Chinese (Cantonese and Mandarin)	1300 7848 36	Spanish	1300 7848 25
Greek	1300 7848 59	Vietnamese	1300 7848 65
Italian.....	1300 7848 61		

Indian delegates from WHO study tour learn from MHCS

Information, Education and Communication (IEC) in Health Study Tours is a World Health Organisation program providing health professionals with opportunities for training and study not available in their own country. These tours also strengthen the exchange of scientific knowledge and health promotion strategies between countries.

MHCS participates in the IEC Study Tour each year with a presentation to tour participants on issues and health promotion strategies relating to CALD communities.

This year's event was attended by 11 medical specialists from India who visited MHCS in August - feedback about the effectiveness of the presentation was very positive.

By the end of the study tour participants should have increased their knowledge and improved their skills in the following areas:

- Understanding the contribution of health promotion and education to improving health;
- Planning and evaluating health promotion and health education programs using IEC strategies;
- Developing IEC messages and materials;
- Use of IEC in different health settings; and
- Application of models and methods in IEC to promote health and prevent disease in the context of India.

New Audio/Visual resources on Website

Multicultural Communication continues to working towards making health communication easier within CALD communities. Our website now has a new resource page: "**Audio/Video Resources in your language**" and can be found using the following link: <http://www.mhcs.health.nsw.gov.au/mhcs/subpages/audiovideo.html>

This page helps people from CALD communities to access the useful audio / video resources online for FREE. In time we will be introducing more audio / video resources online to help CALD communities to access valuable health information.

New articles on our Web

Publication no & Title	Summary	Languages
DOH – 8075 Having A Baby	This book, published by the NSW Department of Health, is for all NSW women who are pregnant or planning to have a baby, and for their families.	Arabic, Chinese, English, Khmer, Korean, Vietnamese
OTH – 8045 Gambling Problems?	Help for people with gambling problems and their families	English, Greek
AHS – 8040 The Six Tips for Good Ear Care	Tips on good ear care for adults and children.	English, Fijian, Samoan, Tongan
NGO – 8050 Hepatitis C in Brief a Patient Fact Sheet	Fact sheet for people who have received a positive hepatitis C antibody test result and for those who want to know more about hepatitis C.	Arabic, Chinese, English, Greek, Indonesian, Italian, Khmer, Spanish, Vietnamese
NGO – 8055 Community Sharps Leaflet	What you need to know about community disposal of sharps	Arabic, Chinese, English, Greek, Italian, Vietnamese
AHS – 8060 Caesarean Section Information Booking Brochure	Information for pregnant women on caesarean section	Chinese, English
DOH – 7970 Lift the Lip resource	Check your own and your children's teeth for early signs of tooth decay.	Arabic, Chinese, Dinka, English, Farsi, Hindi, Japanese, Khmer, Korean, Lao, Pushto, Samoan, Somali, Thai, Turkish, Vietnamese
DOH – 7975 Information for Parents (from My First Health Record <i>Blue Book</i>)	Information for parents about child health	Arabic, Chinese, English, Indonesian, Japanese, Khmer, Korean, Lao, Thai, Turkish, Vietnamese
DOH – 7980 Early Childhood Health Services (from My First Health Record <i>Blue Book</i>)	A guide to early childhood health services for babies and small children.	Arabic, Chinese, English, Indonesian, Japanese, Khmer, Korean, Lao, Thai, Turkish, Vietnamese
DOH – 7985 Monitoring your child's growth and development (from My First Health Record <i>Blue Book</i>)	Information on how to monitor your child's growth and development	Arabic, Chinese, English, Indonesian, Japanese, Khmer, Korean, Lao, Thai, Turkish, Vietnamese
DOH - 7990 Before your child's 1-4 week check (from My First Health Record <i>Blue Book</i>)	Before your child's 1-4 week health check – important information for parents.	Arabic, Chinese, English, Indonesian, Japanese, Khmer, Korean, Lao, Thai, Turkish, Vietnamese
DOH - 7995 Before your child's 6 to 8 weeks health check (from My First Health Record <i>Blue Book</i>)	Before your child's 6 to 8 week health check – important information for parents	Arabic, Chinese, English, Indonesian, Japanese, Khmer, Korean, Lao, Thai, Turkish, Vietnamese
DOH - 8000 Before your child's 6 month health check (from My First Health Record <i>Blue Book</i>)	Before your child's 6 months old health check – important information for parents	Arabic, Chinese, English, Indonesian, Japanese, Khmer, Korean, Lao, Thai, Turkish, Vietnamese
DOH - 8005 Before your child's 12 months health check (from My First Health Record <i>Blue Book</i>)	Before your child's 12 months old health check – important information for parents	Arabic, Chinese, English, Indonesian, Japanese, Khmer, Korean, Lao, Thai, Turkish, Vietnamese
DOH - 8010 Before your child's 18 months health check (from My First Health Record <i>Blue Book</i>)	Before your child's 18 months old health check – important information for parents	Arabic, Chinese, English, Indonesian, Japanese, Khmer, Korean, Lao, Thai, Turkish, Vietnamese
Before your child's 2 year health check (from My First Health Record <i>Blue Book</i>)	Before your child's 2 year old health check – important information for parents	Arabic, Chinese, English, Indonesian, Japanese, Khmer, Korean, Lao, Thai, Turkish, Vietnamese
DOH - 8020 Before your child's 3 year health check (from My First Health Record <i>Blue Book</i>)	Before your child's 3 year old health check – important information for parents	Arabic, Chinese, English, Indonesian, Japanese, Khmer, Korean, Lao, Thai, Turkish, Vietnamese
DOH - 8025 Before your child's 4 year health check (from My First Health Record <i>Blue Book</i>)	Before your child's 4 year old health check – important information for parents	Arabic, Chinese, English, Indonesian, Japanese, Khmer, Korean, Lao, Thai, Turkish, Vietnamese
DOH – 8030 Primary and secondary school (from My First Health Record <i>Blue Book</i>)	Health checks for children in primary and secondary school	Arabic, Chinese, English, Indonesian, Japanese, Khmer, Korean, Lao, Thai, Turkish, Vietnamese
DOH - 8035 Immunisation information (from My First Health Record <i>Blue Book</i>)	Immunisation protects children against many serious diseases	Arabic, Chinese, English, Indonesian, Japanese, Khmer, Korean, Lao, Thai, Turkish, Vietnamese

Deadline for next edition: 27th November, 2007	Polyglot is published by NSW Multicultural Health Communication. Articles for inclusion in the next issue can be sent to Cecilia George, NSWMHCS, Locked Mail Bag 5003 , Gladesville, NSW 2111, or email: georgec@sesiahs.health.nsw.gov.au .
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