

# POLYGLOT

Winter 1998

## Surveying Health Column readership among Arabic speakers

Where do Arabic speakers get their information on health? Which types of media do they read, watch or listen to? How aware are they of hospital and community health services? Multicultural Communication's evaluation of the Health Column project includes a telephone survey among Arabic speakers across NSW, and we hope to find the answers to some of these questions.

The Health Column, written by a journalist but carrying the byline of the NSW Chief Health Officer, appears regularly in selected newspapers in Arabic, Bosnian, Chinese, Croatian, Italian, Khmer, Korean, Lao, Macedonian, Portuguese, Russian, Serbian, Spanish, Thai, Turkish, as well as Vietnamese. Columns also appear in Filipino publications printed in English.

Results of the survey will be available from Multicultural Communication in October, in a brief report outlining the reach of specific Arabic newspapers, radio and TV stations. Research Officer Michelle Young would be interested to hear if this information is helpful for health workers targeting Arabic speakers. She is also preparing a more detailed report which will be available in 1999.

## Smoke Alarms: Targetting Arabic, Chinese and Vietnamese communities

Concerns that some ethnic communities have lower installation rates of smoke alarms prompted the Injury Prevention Unit, NSW Health to fund us to join forces with the NSW Fire Brigade, Area Health Services, local government and ethnic organisations to increase smoke alarm use among Arabic, Chinese and Vietnamese communities. To address some of the barriers, a communication campaign will emphasise messages like: smoke inhalation can kill you in a fire, smoke alarms save lives, are cheap and are easy to install. Research also showed that renting is a barrier - many people perceive landlords won't allow them to drill holes in ceilings to instal alarms.

A media plan and language-specific materials are being prepared for the campaign and a letter is being sent out to Real Estate Agents in specific suburbs. Want to be involved or find out more? Contact Carrie Tang (Chinese Project Officer), Samia Labib, (Arabic Project Officer) or Yen Vo (Vietnamese Project Officer) on (02) 9382 8111 or (02) 9382 8120 (fax), or call Michael Camit, the Project Co-Ordinator on (02) 9382 8138.

### Welcome to new staff

- **Clarita Norman** will work with Area Health Services and NSW Health to find practical ways for producing and sharing multi-lingual material. She will also develop guidelines for assessing translation agencies.
- **Rose Ingham**, Health Promotion Officer, formerly with SESAHS, is helping with the RTA project (see our item on seatbelt research) and the smoke alarm campaign
- **Carrie Tang**, our Chinese Project Officer for the smoke alarm campaign, is a Chinese First Aid Instructor with St John's Ambulance (NSW), she's also worked as a facilitator with the Healthy Lifestyle Unit, educating the Chinese community on health issues.
- **Samia Labib**, our Arabic Project Officer for smoke alarms, has been seconded from the Health Care Interpreter Service because of her knowledge of the Arabic community, language and culture.
- **Yen Vo**, our Vietnamese Project Officer for smoke alarms, formerly worked with Vietnamese women on a domestic violence campaign.

## **From the Manager's desk...**

- Our recommendations to Health Public Affairs, NSW Health for new multilingual material for 1998-99 include diabetes, asthma, continence, ante and postnatal exercise, post-operative coronary care, child protection and information on the NSW health system. More research will help us decide the exact nature of the information. Some of these topics are sensitive and information needs to be developed specifically for each community, rather than a blanket translation of English.
- After starting with 5,000 hits per month in the first month, the use of our website is booming - we recorded 29,500 hits in June.
- We're attracting more new work - future projects include involvement with the Department of Health's Health Survey for 1998 and NESB campaigns for the NSW Cervical Screening Program over the next 12 months.
- We answer many queries from health workers, students and others. The most requested information? Advice on planning translation projects; what multilingual information is available through the Health Columns, where to locate resources, and general advice on multicultural communication issues.

*Ilona Lee*

## **Researching use of seat belts and child restraints with Croatian, Macedonian and Turkish speakers**



Following their implementation of safety strategies for use of seat belts and child restraints in the Arabic, Chinese, Filipino, Spanish and Vietnamese communities, the Roads and Traffic Authority contracted Multicultural Communication to conduct focus groups on the same issue with parents, grandparents and opinion leaders in the Croatian, Macedonian and Turkish communities.

For more information, contact Julie Edwards, A/Road Safety Officer, RTA Sydney Operations Directorate (02) 9831 0964.

## **Multicultural Communication goes to Canada**

Terry Chesher, our Liaison Officer, was one of 25 Australian delegates at Critical Link 2, the Second International Conference on Interpreters in the Community held at the University of British Columbia in Vancouver. The conference attracted over 300 delegates from 22 countries. Major themes were interpreting in health and court settings, training and standards. Terry's contribution was a paper on the translation of the 1997 NSW Health Survey which she co-authored with Ilona Lee, and project coordinators Sarah Thackway and Margaret Williamson from the Epidemiology and Surveillance Branch. Terry collected useful resources relevant to health interpreting, including a video on interpreters (see Polyglot p.4). She has been invited to brief Health Care Interpreter Service Coordinators in August, and is writing a report with a summary of sessions, major speakers etc which will be posted on MHCS Website in September 1998.

## **Building on Experience - the NSW Multicultural Health Promotion Conference.**

The aim of this conference in Sydney on August 17 is a consensus of principles of good practice. Plenary speakers are : Professor Sandy Gifford of Deakin University, who has worked with a range of public health issues and is now researching models of transferability and sustainability of public health programs in culturally diverse communities; Professor Don Nutbeam of Sydney University who will present a model of health literacy which has been adopted by the World Health Organisation.

Forty papers will be presented in 20 concurrent sessions and will include these themes: research, determining priorities, communication, partnerships, recruitment for screening, planning for small communities, organisational support, cultural tailoring, community development, engaging the

community, women's health, alcohol and other drugs, sexual health, immunisation, injury and health literacy.

The venue is the Masonic Centre, cnr Castlereagh and Goulburn Streets. The cost is \$80 (if registered before 24th July and \$100 after). For information, or to receive a brochure and registration form, contact Jennifer Fisher. Tel (02) 9382 8123, fax (02) 9382 8120, Email fisherj@sesahs.nsw.gov.au.

## Talking health on Bosnian Radio

Together with the Bosnian Services Inter-agency of NSW, Multicultural Communication has developed a series of five programs to help newly arrived Bosnian speaking refugees access the health system. Based on the Newly Arrived Refugee Programme (NARP) Booklet, it's composed of five 10 minute segments using formats such as interviews, drama, personal testimonials and discussions. Each segment will also be supplemented with five to ten minutes of extra information or support activities. Topics covered by the programs include the Ambulance Service, interpreters, GPs, dental care and dental services, services to help refugees deal with problems, and the role of community workers.

### Broadcast schedule:

SBS Radio 97.7 FM	July 6- August 3.	Mondays 2-3pm;
FM2000 98.5FM	July 11 to August 8.	Saturdays 4-5.15pm;
2VOX FM 106.9		
Wollongong NSW	July 10 - August 7.	Fridays 9-10pm.

Once completed, cassette tapes will be available. For more information call Michael Camit, Communications Officer on (02) 9382 8138.

### Look out for ...

- **The New Translations Catalogue**



Copies of the catalogue of multilingual material available from the Better Health Centre have gone to Area Multicultural Co-ordinators. The Catalogue includes order forms which can be photocopied and sent to the Better Health Centre.

- **New Health Care Interpreter Service fact sheet**

Updated information on the HCIS and how to book interpreters will be available in 30 languages in July. (Note that some HCIS numbers have changed - here's a complete list for your reference).

**Central and South Eastern Sydney**  
(02) 9515 3222  
After hours (02) 9515 3222

**Northern Sydney**  
(02) 9926 7560  
After hours (02) 9962 5772

**South Western Sydney**  
(02) 9828 6088  
After hours (02) 9616 8111

**Western Sydney and Wentworth**  
(02) 9840 3456  
After hours (02) 9840 3456

**Hunter**  
(02) 4924 6285  
After hours (02) 4921 3000

**All country areas of NSW,  
except Greater Murray and Southern**  
1800 674 994  
After hours 1800 674 994

**Illawarra**  
(02) 4214 4211  
After hours (02) 4274 4211

**Greater Murray and Southern**  
1800 247 272  
After hours 1800 247 272

## The Health Translation Unit at SWAHS is moving

The HTU will be moving from Fairfield to Liverpool – probably at the end of July or early August 1998. The new number for Susan Gencerler will be 9828 6804. You will be notified as soon as this is operational. Until then Susan can be reached on 9616 8115.

As already reported in the last Polyglot, SWSAHS Translation Unit is prepared to respond to requests for translations from all other Area Health Services. Translation involves three stages which include translating, checking and basic typed layout. *We do not provide desktop publishing.*

## Thumbs up for Cultures in the Workplace



Wentworth Area Health Service's *Cultures in the Workplace* Program helps health teams become more accessible to communities from non-English backgrounds.

"Lots of useful information to support sustainable change," is how health workers have described the new *Cultures in the Workplace* program developed by Wentworth AHS.

According to John Dent, the Multicultural Health Advisor for Wentworth, *Cultures in the Workplace* helps health teams become more culturally sensitive and accessible to communities from non-English speaking backgrounds and deliver a better health service as a result.

Since its launch by the Minister for Health Dr Andrew Refshauge last year, the program has been a huge success in Wentworth and throughout the State. The program was funded by NSW Health as part of the Multicultural Enhancement Program.

For more information about *Cultures in the Workplace - Step by Step 'How to' Guide*, contact the Wentworth Multicultural Health Team on (02) 4724 3486 or fax (02) 7424 3857.

### New videos in our library

The following videos are available from:

Foundation Studios. Tel 08 8204 7339 Fax 08 8204 6699

*Let's stop the rot* - Caring for babies teeth in Vietnamese and English

*A Good Start* - Breast milk for your premature baby in English, Mandarin, Vietnamese

*Bathing your baby* in English and Vietnamese

*Cleaning and Sterilisation Procedures*. English, Khmer and Vietnamese

The following 2 videos are available from:

The Physiotherapy Department of the Queen Elizabeth Hospital Lyall, McEwin Health Service and Flinders Medical Centre, South Australia. Tel. 08 204 7339 Fax 08 204 6699

*Back to normal* - Exercising after childbirth. In English and Vietnamese

*Back in focus* - Caring for your back in the childbearing years in English and Vietnamese

*Positions for Childbirth*. English and Vietnamese

Presented by the Physiotherapy Department Women's and Children's Hospital, Adelaide.

*New country, new way of living* in Lao, Vietnamese and Khmer

Funded by Health Promotion Unit, SWSAHS (Fairfield Community Health Centre)

The Professional interpreter user's guide (book and video)

Presented by Vancouver Community College and Surrey Delta Immigrant Services Society.

Tel. 0011 1 604 871 7070 Fax 0011 1 604 871 7300