

POLYGLOT

Spring 1998

Our Pap test campaign for NESB women



Wendy Harris

Multicultural Communication is designing media campaigns to boost awareness of Pap tests among Vietnamese, Arabic, Korean, Spanish, Cantonese and Mandarin speaking women. The project, commissioned by the NSW Cervical Screening Service

at the beginning of this year, involves developing culturally appropriate media messages for each group, running the campaign and arranging telephone hotlines in each language for women who need more information. There'll be a post-test survey to assess recall of the media campaign and its messages.

For more information contact Wendy Harris on (02) 9382 8115.

Better Health Centre now in Gladesville

The new address for the BHC is PO Box 58, Gladesville NSW 2111, or Old Gladesville Hospital Site, Punt Road, Gladesville. Tel: (02) 9816 0452; fax (02) 9816 0492.

Research into improving translation services - your ideas are welcome

In her role to develop policies on translations, translators and translation agencies, the Service's Clarita Norman has been speaking to key personnel in the Areas, as well as government departments and private agencies, to find out how they deal with translations, how they identify the need for translations, how they check for accuracy, who does the translations and what are their qualifications. Clarita is exploring ways to avoid duplication, enhance co-operation, put a 'use by' date on multilingual publications, and implement quality control mechanisms for translations.

She's also collecting information on translations completed by services within all Area Health Services in the last 12 months, translation projects currently in the pipeline, and priority needs for 1999-2000. Ultimately, Multicultural Communication aims to become a clearing house for health-related translations and to keep everyone informed of existing and planned projects - this will avoid duplication and improve co-operation.

If you have any suggestions to help Clarita in her task, call her on (02) 9382 8167.

Changes to the Team at Multicultural Communication

- **Wolf Sverak**, our new Senior Administration Officer, took over from Lucy Mahon in August. Besides administering the Health Columns and managing the Service's finances, Wolf is our resident computer expert.
- **Wendy Harris** has been seconded from the Central Coast Health Promotion Unit to work on the Cervical Screening Campaign.
- **Carrie Tang**, who worked with us on the Smoke Alarm campaign, is now the Chinese project officer for the Cervical Screening Campaign.
- **Lien Tran** of Fairfield Community Health Centre is the Vietnamese project officer for the Cervical Screening Campaign.



Success with Smoke Alarms

This campaign for the Arabic, Chinese and Vietnamese communities, which culminated in sales of about 3,000 smoke alarms, consisted of three stages: Research, Media, and Sales and Installation.

Research

This included research done at Arabic, Chinese and Vietnamese festivals, focus groups on knowledge and attitudes regarding smoke alarms, and baseline data from NSW Health on low levels of smoke alarm use in the three communities. 1997 data reported an average of only three out of ten people in each of these communities had smoke alarms installed.

Media

We developed a communication strategy based on our research, did concept testing and placed ads in the ethnic print and electronic media.

Sales and Installation

Key strategies included community talks and point of sale/festival promotions. We

also sent a letter from NSW Fire Brigades to property owners and real estate agents urging them to encourage tenants to install smoke alarms. We trained bilingual workers to assist in both promoting the smoke alarms and selling them.

We now have the following resources available: radio and TV commercials, including demonstration tapes of smoke alarms, in Arabic, Cantonese, Mandarin and Vietnamese which can be borrowed from Multicultural Communication, fridge magnets and posters are available free. A health column on smoke alarms is also available from the column contact person in your area or from our Website. For more information, contact Michael Camit on (02) 9382 8138.

2nd NSW Multicultural Health Promotion Conference

Held on August 17 at the Masonic Centre in Sydney, with the theme *Building on Experience*, this conference included more than 40 presentations and displays and opened with a keynote address by Professor Sandy Gifford, Professor of Public Health at Deakin University speaking about good practices in multicultural health promotion. She emphasised the importance of "cultural capital" and sustainability, and the importance of partnerships. Professor Don Nutbeam gave an address on health literacy.

Tapes of both plenaries are available and a summary document including speeches from both plenaries will be available soon. For more information contact us on (02) 9382 8111.

Better Health Centre now in Gladesville

Health Public Affairs is making CDROMs of all current multi-lingual material available to Area Multicultural and Health Promotion Coordinators, allowing them to open files and print material in the languages and quantities needed. The Better Health Centre will continue to provide single copies of publications listed in the current (1998) Translations Catalogue.

NSW Health Care Interpreter Service Update

Updated information on the HCIS and how to book interpreters is now available in 30 languages from Area Multicultural Coordinators or the Better Health Centre.

Erratum: In the last issue of *Polyglot*, the Illawarra HCIS phone number was incorrect.

We list below once more the telephone numbers for HCIS:

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

Illawarra

(02) 4274 4211

After hours (02) 4274 4211.

Greater Murray and Southern

1800 247 272

After hours 1800 247 272

Promoting geriatric services to people of NESB

"Opening doors to diverse communities" is the name of a new project to increase understanding of geriatric services to older people from the Italian, Greek, Chinese, Macedonian and Arabic communities. Comprising a video and accompanying pamphlets in these five languages (plus English), it's being developed by Calvary Rehabilitation and Geriatric Service in Kogarah, in partnership with SESAHS Multicultural Health and Health Promotion Services. These resources will be used in a campaign to increase health literacy among older people in the St George area and elsewhere.

The video - expected to be completed by July next year - will also help geriatric rehabilitation staff understand the barriers preventing people of NESB from using their services, and will be available as a stand-alone resource to other services such as GPs, hospital wards, community health centres and Senior Citizens' groups. For more information, call Alberto Castillo, Area Ethnic Aged Health Advisor on (02) 9587 7888.

Your input needed for Central Sydney's Nutrition Strategic Plan

Central Sydney's Division of Population Health is reviewing its nutrition strategic plan and determining priorities for the next three years. Matthew Dick in the Health Promotion Unit is interested in hearing about health promotion programs involving nutrition which target NESB groups. Please contact him on: Tel (02) 9515 3367, fax (02) 9515 3351, or email: mdick@hpu.rpa.cs.nsw.gov.au.

New diabetes book in Greek and Italian

Using simple language and helpful graphics, *Diabetes: Answering Your Questions* explains what diabetes is, its causes and treatment. It also has an eating plan, plus information on medication, complications, contraception and pregnancy. Available from the NSW branch of Diabetes Australia (02) 9552 9965. \$2.50 to Diabetes Australia members, \$3.50 to non-members. 10% discount for orders of ten or more.

What our health columns said ...

April 1998

- Are you getting enough sleep?
- Help for common digestive problems
- Varicose veins: who gets them and why
- How much meat do you really need?
- Looking for nursing home accommodation? How the NSW Transcultural Aged Care Service can help.

May 1998

- Cataract treatment is successful
- Coping with croup
- How safe is your workplace?
- Heart disease - not just a man's problem

June 1998

- Teaching children good sense on the road
- How strong are your bones?
- Solutions for common bladder problems
- Teenage moods - what's common and what's not
- Are you at risk from hepatitis?

July 1998

- What solid foods are best for babies?
- Don't let diabetes steal your sight
- Making your home a safer place
- How to save money on dental bills

- *Don't let diabetes steal your sight*, published in July, 1998 now available in Samoan
- *Heart disease - not just a man's problem*, published in May, 1998 now available in Tongan

August 1998

- When a baby dies
- How much meat do you really need?
- Does someone you know need a speech pathologist?
- Getting older? Be cautious with medication
- Which women need a Pap test

September 1998

- Why you should know about thalassaemia*
- The hidden scars of brain injury
- Going to hospital - what you should know before you go
- Don't be fooled by weight loss gimmicks

* Phone number for the Thalassaemia Centre is (02) 9550 4844

October 1998

- Asthma at work
- Are you feeling good today?
- Healthy breasts: questions women ask
- Driving with children? Child restraints and seatbelts

From our Library ...

The following item has been added to our library since last Polyglot

"Immi - Building a wall of protection" is an immunisation kit produced by Auburn Hospital & Community Health services and is available on loan from Multicultural Communication. The kit includes a manual, flip charts and a video.

