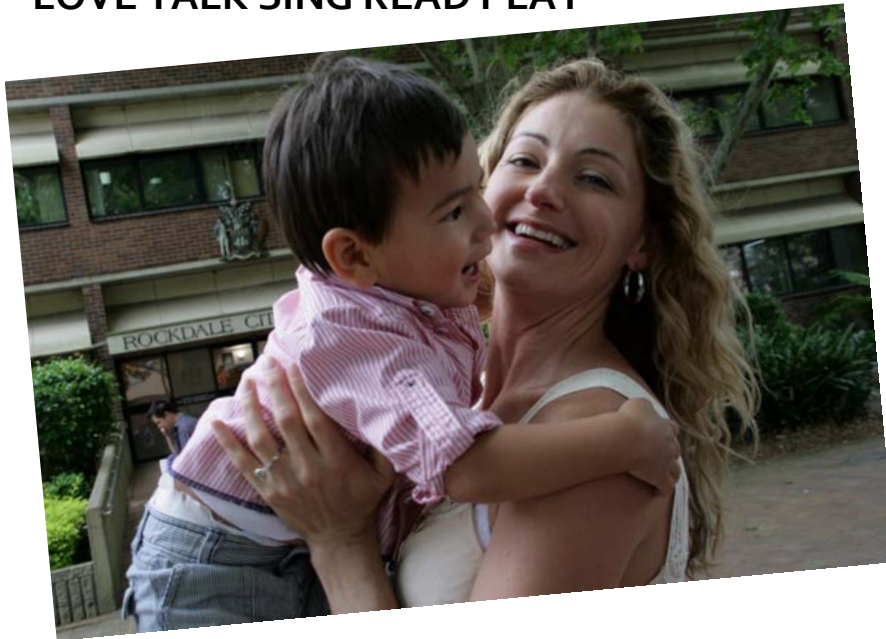


## Create Magic in Your Child's Life

LOVE TALK SING READ PLAY



If you're a parent you may think, 'This isn't news – loving my kids and talking, singing, reading and playing with them are what I already do'. And you'd be right - these *are* things that most parents have always done. But what is new is that research has found that the love parents show their children, along with talking, singing, reading and play, have a positive effect on an infant's healthy brain development and growth.

Nurturing each stage of a child's development is important, particularly between the ages of 0 and 8 years. Research now shows that the care children have as babies has significant long-term effects on how they develop and learn, how they cope with stress, and how they react to the world around them. It can also affect how they continue to learn later in life.



This message was recently given by child experts, Families NSW's Professor John Eastwood, Area Director Community Paediatrics (SSWAHS) and Monica Hughes, Manager of Education and Research at Karitane, to a mainly Korean audience at the launch of a Korean language resource for parents and carers at the Korean Society of Sydney in Croydon Park.

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The English version of the resource in a flipchart format was first produced in 2006 by Families NSW to help parents give their children a good start in life. Titled 'Love Talk Sing Read Play', the flipchart is already available in three other community languages, Arabic, Chinese and Vietnamese, a project undertaken by the NSW Multicultural Health Communication Service.



Mother and daughter thank Linda Burney for the new Korean flipchart

The flipchart was launched by the Hon. Linda Burney, the former Minister for Community Services. "This resource provides parents with practical tips and ideas for games to play with their babies as they grow," Linda Burney said. "Talking, singing, playing and reading with your kids are some of the best ways for them to learn about their world".



From left: Robert Mills, Karitane CEO, Monica Hughes, Manager of Education and Research at Karitane, Jessica Choi of Jessica Education Centre, Families NSW's Prof. John Eastwood, Area Director Community Paediatrics (SSWAHS), the Hon Virginia Judge, the former Minister for Fair Trading, the Hon Linda Burney, the former Minister for Community Services, Byung Il Kim, President of the Korean Society in Sydney, Peter Todaro, Director of Multicultural Communication, Lynn Garlick, author of the flipchart, and Penny Church, Manager Regional Strategy, Dept of Community Services.

The Hon. Virginia Judge, the former Minister for Fair Trading, also attended the event and endorsed the importance of the flipchart's messages to parents and carers of young children.

A large number of journalists representing the Korean media, including the Korean television channel TVK News, attended the launch.

For free copies of the 'Love talk read sing play' flipchart in Korean, call the Korean Society of Sydney on 9798 8800.

**Families NSW Love Talk Sing Read Play Development charts in Korean now available.**

For a free copy of the Korean flipchart, parents and carers of children aged 0-5 years from the Korean community can call the Korean Society of Sydney on 02 9798 8800.

If you want multiple copies of the Arabic, Chinese, Korean and Vietnamese flipcharts, call MHCS on 02 9816 0347.



The flipcharts can also be downloaded by visiting [www.families.nsw.gov.au](http://www.families.nsw.gov.au) and <http://www.mhcs.health.nsw.gov.au/mhcs/subpages/FamiliesNSW.html> (scroll down to Flipchart)

For more information email: [germana.morassi@sesiahs.health.nsw.gov.au](mailto:germana.morassi@sesiahs.health.nsw.gov.au) [jesusa.helaratne@sesiahs.health.nsw.gov.au](mailto:jesusa.helaratne@sesiahs.health.nsw.gov.au)

# Kung Hei Fat Choi

MHCS marks its sixth year of successful participation in the Chinese and Vietnamese New Year Festivals in Sydney.

The colourful and well attended Chinese New Year celebrations held at Belmore Park in the city and at Hurstville ran for three days in late January.

The team, led by Multicultural Communication's Michael Camit, Chris Gollan, Bevan Wilson and Sam Shen, enthusiastically handed out health information on problem gambling and the multilingual Quitline, as well as men's health resources in Chinese and Vietnamese.

The main focus for the festivals were two research surveys conducted for major campaigns - the Problem Gambling CALD Awareness Project and the Multilingual Quitline Project.

An outstanding total of 800 surveys was completed at the Chinese festivals by five experienced Chinese-speaking Surveyors trained by Multicultural Communication.

While the weather during the Chinese festivals was cool, and pleasant, it was a different story for those attending the two day Tet Festival at Fairfield Showground in February. It coincided with Sydney's record-breaking heatwave, with temperatures reaching 43 degrees on Saturday February 5.

Despite the heat, the event was a resounding success.

After taking part in training with MHCS at noon on the hottest day in 35 years, the six Vietnamese-speaking surveyors braved scorching heat, helped by wet towels around their necks and bottles of cold water - and completed over 450 surveys in the two days.



*MHCS Project Officers Chris Gollan & Sam Shen with Chinese Bilingual Surveyors at Belmore Park*



*Hundreds enjoy the Chinese Festival at Hurstville Park*



## Final call for submissions for the Multicultural Health Communication Awards 2011

Entries must reach Multicultural Health Communication by April 29th, 2011. Judging will take place in June 2011 and the winner will be announced during the presentation of the awards as part of NSW Multicultural Health Week 2011.

Your application **MUST BE ACCOMPANIED** by the English text as an MS-Word document and the translations as pdf documents. If you need help converting your documents into pdf format please call us or your own ISD/IT Department. All entries that meet the criteria set out in the entry guidelines will be nominated for judging.

Please email your application to: [chris.gollan@sesiahs.health.nsw.gov.au](mailto:chris.gollan@sesiahs.health.nsw.gov.au) . Hard copies will be accepted only if accompanied by CD ROM containing documents of the resources addressed to:

**MHC Award 2011**  
**NSW Multicultural Health Communication**  
**Building 41, Gladesville Hospital**  
**Locked Mail Bag 5003, Gladesville NSW 2111**

Additional application forms and Award information pack can be downloaded from the MHCS website <http://www.mhcs.health.nsw.gov.au/award/MHCSaward.asp>

# Errata

(From an article on the Polyglot August 2010 Volume 14, Issue 2 entitled 'Macedonian Healthy and Tasty Master Chefs 2010 winners announced in Wollongong')

MHCS would like to acknowledge the great contribution made by the Multicultural Health Service (MHS), specifically the following people during the Macedonian Healthy and Tasty Recipe Competition 2010:

Dr Astrid Perry, Area Manager Multicultural Health SESIH, Leissa Pitts, Program Manager, Community Access, Multicultural Health Service  
Anica Petkovski, Multicultural Health Worker, Community Access, Multicultural Health Service  
Hristina Treneska, Multicultural Health Worker, Community Access, Multicultural Health Service

This information was mistakenly edited from the article in the August 2010 issue of Polyglot.

MHS played a major role during the project's planning and execution. MHS's staff constantly liaised with members of the Macedonian community and were of assistance during all stages of the competition. MHS's staff gave out large numbers of information packs and advised community members of the importance of a healthy diet.



Contest Winners Vesla Mitrevski and Fila Tasevska

MHCS wishes to apologise to MHS for this error.



From left: MC Biljana Stanoevska, MHS Program Mgr Leissa Pitts, Finalist Blaguna Nikolovska, Winners Vesla Mitrevski & Fila Tasevska, Finalists Zorka Tomovska & Milica Ivanovska, Anica Petkovski & Hristina Treneska, MHS Multicultural Health Workers, MHS Admin Officer Jagoda Veljanovska and Dr Astrid Perry, Area Manager, Multicultural Health SESIH



## New Publications on our Website

Title	Languages
DOH - 8780 Health Risks from Exposure to Naphthalene in Moth Balls and Toilet Deodorant Cakes	Arabic, Assyrian, Chinese Traditional, Chinese Simplified, Dari, Dinka, English, Farsi, Greek, Indonesian, Italian, Karen, Khmer, Korean, Macedonian, Tamil, Thai, Turkish, Vietnamese
DOH - 8775 Beat the Heat, Health Tips for a Safe Season	Arabic, Chinese Traditional, Chinese Simplified, Croatian, Dari, English, Farsi, Greek, Hindi, Italian, Korean, Somali, Spanish, Tamil, Turkish, Vietnamese
OTH - 8765 NSW Housing Tenant Connect	Arabic, Chinese Traditional, English, Russian, Spanish, Vietnamese
DOH-8760 Children's Safety Campaign 2009/10 - radio advertisements	Arabic, Chinese Mandarin, Chinese Cantonese, Dari, English, Farsi, Khmer, Korean, Macedonian, Spanish, Vietnamese
The Healthy and Tasty Recipe Competition Cookbook is available for free for non-profit organisations and multicultural community groups. Download a PDF version of the book, or contact the NSW Multicultural Health Communication Service on 02 9816 0347 or email mhcs@sesiahs.health.nsw.gov.au.	

## New Look for Polyglot

Polyglot is getting a makeover with a new look for 2011.



In the Spring of 1997, Polyglot was launched to provide news from MHCS on campaigns and new in language and health resources on the website.

Expect more updates and features on health communication activities within the dynamic multicultural groups in NSW.

You are all invited to share and contribute your relevant stories within your communities. Email your articles to [mhcs@sesiahs.health.nsw.gov.au](mailto:mhcs@sesiahs.health.nsw.gov.au).

The new Polyglot will be officially launched at the Multicultural Health Communication Awards Presentation Event in July.