

Multicultural Health Week 2022

Media Kit

Multicultural Health Week (MHW)



What is Multicultural Health Week (MHW)?

MHW has been held annually since 2009 to raise awareness of health issues experienced by culturally and linguistically diverse (CALD) communities and ways of addressing these issues. Multicultural Health Week is funded by the NSW Ministry of Health (MoH) and coordinated by the NSW Multicultural Health Communication Service (MHCS).

What is the theme of this year's MHW?

The theme of MHW 2022 is **Cancer Screening**. MHCS has partnered with Cancer Institute NSW in promoting the 3 national screening programs: Breast Screening, Cervical Screening and Bowel Cancer Screening.

What are the aims of MHW 2022?

With the tagline '**Cancer Screening Saves Lives**', Multicultural Health Week 2022 aims to:

- Increase awareness of the three national cancer screening programs
- Increase access to multilingual health resources to support participation in the three cancer screening programs

We work towards this through:

- Media and social media campaigns
- Engaging with health service providers and partners organisations across NSW Health
- Providing community grants

How can I participate?

The print, audio and video resources are available in up to 38 languages at [Multicultural Health Week](#) website, [NSW Multicultural Health Communication Service](#) website and broadcast on SBS radio language programs, community radio broadcasts, SBS On Demand, YouTube and social media platforms.

Key Messages

What is cancer screening?

Screening is an important part of looking after your health. Cancer screening involves simple tests that look for early signs of cancer, or the conditions that cause cancer. Screening tests can find cancer before you can see or feel any changes to your body. When you find cancer early, it is easier to treat successfully. In Australia, there are three national screening programs. These are for breast, bowel and cervical cancers.

Breast screening

- Women aged 50–74 should have a mammogram (also called a breast x-ray) every two years.
- A mammogram is the best way to find breast cancer before it can be seen or felt.
- It's important for all women aged 50–74 to screen, because most women diagnosed with breast cancer do not have a family history.
- Mammograms with BreastScreen NSW are free. A doctor's referral is not needed.

What to do?

- To make an appointment call 13 20 50. Call 13 14 50 to speak with an interpreter.
- You can also book an appointment or access in-language information at www.breastscreen.nsw.gov.au

Key Messages

Cervical screening

- Women aged 25–74 should have cervical screening every five years
- You can book a Cervical Screening Test with your local doctor or nurse
- Some doctors provide this for free. You can ask about the cost when you book an appointment
- Cervical cancer can be prevented by having the Cervical Screening Test. This is because it looks for an infection called human papillomavirus (HPV), which causes cervical cancer.
- There are now two options for Cervical Screening Tests. One option is to have a doctor or nurse collect the sample. The other option is self-collection. This is a vaginal swab usually done in a private space at the doctor's surgery or clinic. Both options are equally effective and safe.

What to do?

- Call 1800 627 701 to check when you are due for a Cervical Screening Test, Call 13 14 50 to speak with an interpreter
- Book an appointment with a doctor or nurse. You can ask for a female doctor or nurse to do the test
- For more information, visit www.cancer.nsw.gov.au/cervical or www.cancerscreening.gov.au/cervical

Key Messages

Bowel screening

- Men and women aged 50–74 who have a Medicare or Department of Veterans Affairs card are sent a free bowel cancer screening kit in the mail every two years
- Bowel cancer screening could save your life, because it's the best way to detect bowel cancer early
- The bowel cancer screening test is quick and simple to do in your own home

What to do?

- Use your bowel screening kit when it arrives in the mail
- Visit www.dothetest.com.au to check when your next kit will be sent to you
- Call 1800 627 701 for all other enquiries. Call 13 14 50 to speak with an interpreter
- For more information in other languages, visit www.health.gov.au/resources/translate

MHW 2022 Poster



The MHW 2022 poster is available in 38 languages.



- English
- Arabic
- Assyrian
- Bengali
- Bosnian
- Burmese
- Chinese Simplified
- Chinese Traditional
- Croatian
- Dari
- Dinka
- Farsi
- Filipino
- Greek
- Hazaragi
- Hindi
- Indonesian
- Italian
- Khmer
- Korean
- Kurdish-Kurmanji
- Lao
- Macedonian
- Nepali
- Pashto
- Portuguese
- Russian
- Spanish
- Serbian
- Swahili
- Tamil
- Thai
- Tibetan
- Tongan
- Turkish
- Ukrainian
- Urdu
- Vietnamese

“What is cancer screening?” Factsheet

What is cancer screening?

Screening is an important part of looking after your health



Cancer screening involves simple tests that look for early signs of cancer, or the conditions that cause cancer. Screening tests can find cancer before you can see or feel any changes to your body. When you find cancer early, it is easier to treat successfully.

In Australia, there are three national screening programs. These are for breast, bowel and cervical cancers.



Breast screening



Breast cancer is the most common cancer in women

- Women aged 50–74 should have a mammogram (also called a breast x-ray) every two years.
- A mammogram is the best way to find breast cancer before it can be seen or felt.
- It's important for all women aged 50–74 to screen, because most women diagnosed with breast cancer do not have a family history.
- Mammograms with BreastScreen NSW are free. A doctor's referral is not needed.

What to do:

- To make an appointment call **13 20 50** or visit book.breastscreen.nsw.gov.au
- Call **13 14 50** to speak with an interpreter.
- For more information in other languages, visit breastscreen.nsw.gov.au



Bowel screening



9 out of 10 bowel cancers can be successfully treated if found early

- Men and women aged 50–74 who have a Medicare or Department of Veterans Affairs card are sent a free bowel cancer screening kit in the mail every two years.
- Bowel cancer screening could save your life, because it's the best way to detect bowel cancer early.
- The bowel cancer screening test is quick and simple to do in your own home.

What to do:

- Use your bowel screening kit when it arrives in the mail.
- Visit dothetest.com.au to check when your next kit will be sent to you.
- Call **1800 627 701** for all other enquiries.
- Call **13 14 50** to speak with an interpreter.
- For more information in other languages, visit health.gov.au/resources/translated



Cervical screening



Cervical screening can prevent cervical cancer

- Women aged 25–74 should have cervical screening every five years.
- You can book a Cervical Screening Test with your local doctor or nurse.
- Some doctors provide this for free. You can ask about the cost when you book an appointment.
- Cervical cancer can be prevented by having the Cervical Screening Test. This is because it looks for an infection called human papillomavirus (HPV), which causes cervical cancer.

What to do:

- Call **1800 627 701** to check when you are due for a Cervical Screening Test.
- Book an appointment with a doctor or nurse. You can ask for a female doctor or nurse to do the test.
- Call **13 14 50** to speak with an interpreter.
- For more information, visit cancer.nsw.gov.au/cervical or cancerscreening.gov.au/cervical

The factsheet is available in 38 languages.

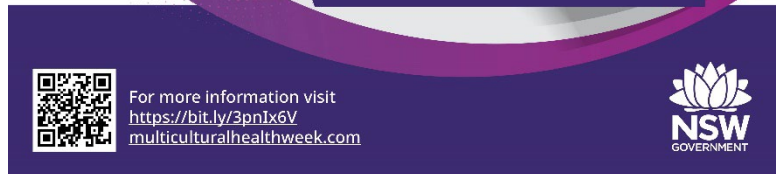
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|------------------------|---------------------|---------------------|
| • <u>English</u> | • <u>Greek</u> | • <u>Russian</u> |
| • <u>Arabic</u> | • <u>Hazaraghi</u> | • <u>Serbian</u> |
| • <u>Assyrian</u> | • <u>Hindi</u> | • <u>Spanish</u> |
| • <u>Bengali</u> | • <u>Indonesian</u> | • <u>Swahili</u> |
| • <u>Bosnian</u> | • <u>Italian</u> | • <u>Tamil</u> |
| • <u>Burmese</u> | • <u>Khmer</u> | • <u>Thai</u> |
| • <u>Chinese</u> | • <u>Korean</u> | • <u>Tibetan</u> |
| • <u>(Traditional)</u> | • <u>Kurdish</u> | • <u>Tongan</u> |
| • <u>Chinese</u> | • <u>Kurmanji</u> | • <u>Turkish</u> |
| • <u>(Simplified)</u> | • <u>Lao</u> | • <u>Ukrainian</u> |
| • <u>Croatian</u> | • <u>Macedonian</u> | • <u>Urdu</u> |
| • <u>Dari</u> | • <u>Mongolian</u> | • <u>Vietnamese</u> |
| • <u>Dinka</u> | • <u>Nepalese</u> | |
| • <u>Farsi</u> | • <u>Pashto</u> | |
| • <u>Filipino</u> | • <u>Portuguese</u> | |

Other Assets

Social Media Tile



Bowel Screening · Breast Screening · Cervical Screening
5-11 SEPTEMBER 2022



Email signature



Web banner (943 x 262)



The in-language social media tiles are available [here](#)

Social Media Content

Media release: visit www.multiculturalhealthweek.com

Tag us on @mhcsnsw

Hashtags #MulticulturalHealthWeek #CancerScreeningSavesLives #CancerScreening

Please use this link at the end of your post: For more information about Multicultural Health Week 2022, visit @mhcsnsw:multiculturalhealthweek.com

General Post:

We are proud to celebrate #MulticulturalHealthWeek. This annual event aims to promote multilingual health information for culturally and linguistically diverse communities. Share this year's theme #CancerScreeningSavesLives:

- Talk to your GP about cancer screening.
- Visit the Cancer Institute NSW website (cancer.nsw.gov.au) for multilingual resources.
- *(Add your Multicultural Health Week event to the post)*

For more information about Multicultural Health Week, visit @mhcsnsw: multiculturalhealthweek.com

Social Media Content

Facebook / Instagram:

We are proud to celebrate #MulticulturalHealthWeek's 2022 theme #CancerScreeningSavesLives:

- Talk to your GP about cancer screening
- Visit Cancer Institute NSW's website (cancer.nsw.gov.au) for multilingual resources
- For more information about Multicultural Health Week, visit @mhcsnsw: multiculturalhealthweek.com

Twitter :

We are proud to celebrate #MulticulturalHealthWeek's 2022 theme #CancerScreeningSavesLives:

- Visit @CancerNSW's website for multilingual resources.
- Find more information @mhcsnsw: multiculturalhealthweek.com



Audio/Video Resources

- Multicultural Health Week Video
 - [English](#), [Arabic](#), [Cantonese](#), [Korean](#), [Mandarin](#) and [Vietnamese](#)
- Community Testimonial Videos
 - [Video testimonial by Ghalib Al Bakri, Arabic Bilingual Community Educator, NSW Refugee Health Service](#)
 - [Video testimonial by Shantha Viswanathan, President, Pink Sari Inc.](#)
 - [Video testimonial by Lida Mangal, Bilingual Educator, Boronia Multicultural Service](#)
- Audio Messages
 1. [English](#)
 2. [Arabic](#)
 3. [Assyrian](#)
 4. [Bengali](#)
 5. [Croatian](#)
 6. [Cantonese](#)
 7. [Dinka](#)
 8. [Filipino](#)
 9. [Hindi](#)
 10. [Indonesian](#)
 11. [Italian](#)
 12. [Khmer](#)
 13. [Korean](#)
 14. [Macedonian](#)
 15. [Mandarin](#)
 16. [Nepali](#)
 17. [Spanish](#)
 18. [Tamil](#)
 19. [Urdu](#)
 20. [Vietnamese](#)

Event Calendar

Would you like to promote your local MHW activities on the MHW website?

Please [register](#) your event that supports the health of multicultural communities in NSW during Multicultural Health Week and let others know about it.

The screenshot shows the website's navigation menu with the following links: HOME, ABOUT MHW, REGISTER YOUR EVENT (highlighted with a red box), EVENT CALENDAR, CONTACT US, and FEEDBACK. Below the navigation is a large banner for 'Multicultural Health Week 2022' with the tagline 'Cancer Screening Saves Lives' and dates '5 to 11 September 2022'. On the left side, there is a sidebar with two menu items: 'Resources' and 'Community Engagement Grants'. On the right side, there is a section titled 'REGISTER YOUR EVENT/ORGANISATION' with the text: 'Register your event or organisation that supports the health of multicultural Australians during Multicultural Health Week and let others know about it.'

Enquiries

Media Enquiries

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For more information about Multicultural Health Week, visit www.multiculturalhealthweek.com