

Multicultural Health Week 2023

Celebrate Culture
Through Movement:
Every Move Counts



MEDIA KIT

About

Multicultural Health Week is celebrated across NSW in the first week of September each year to raise awareness of health issues experienced by culturally and linguistically diverse (CALD) communities and ways of addressing these issues. Multicultural Health Week (MHW) is funded by the Health and Social Policy Branch NSW Ministry of Health and coordinated by the NSW Multicultural Health Communication Service (MHCS).

MHW 2023 (4–10 September) is officially launched on the first Monday in September at NSW Parliament House by the Minister for Health and Secretary, NSW Health. The event will include keynote speakers, consumer testimonials, the launch of in language resources, and the announcement of community grants. For more information, visit: <https://www.mhcs.health.nsw.gov.au/about-us/multicultural-health-week/2023>

Theme

Celebrate Culture Through Movement: Every Move Counts

#MulticulturalHealthWeek #EveryMoveCounts #CelebrateCultureThroughMovement #PhysicalActivity

The aims of MHW 2023

- To increase awareness of health issues experienced by culturally and linguistically diverse (CALD) communities.
- To increase CALD community access to multilingual health resources.
- To achieve health equity among CALD communities.

We work towards this through:

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

Key Messages

- Moving together with family and friends benefits your overall wellbeing and can strengthen your connection to your culture.
- Moving your body makes you feel more energetic and improves your mental wellbeing.
- It helps lower your chances of getting chronic illnesses and certain types of cancer. It can also help you manage illnesses such as diabetes, heart disease and depression.
- Even doing small activities during the day, like taking the stairs instead of the elevator, walking or biking to work or school, or stretching during breaks can improve your overall health and wellbeing.

The NSW Population Health Survey data from 2021 reports that rates of insufficient physical activity for adults are higher in those born in non-English speaking countries (42%) than those born in Australia (36.3%).

Physical activity can help people live a healthier life and prevent illness.

Remind our community about the importance of being healthy and well and preventing illness by prioritising physical activity.

Call to Action for Community Members

- It's never too late to start moving more.
- Check your council's website for parks, playgrounds, activities in your area and get involved.
- Talk to your doctor or a health professional for advice.



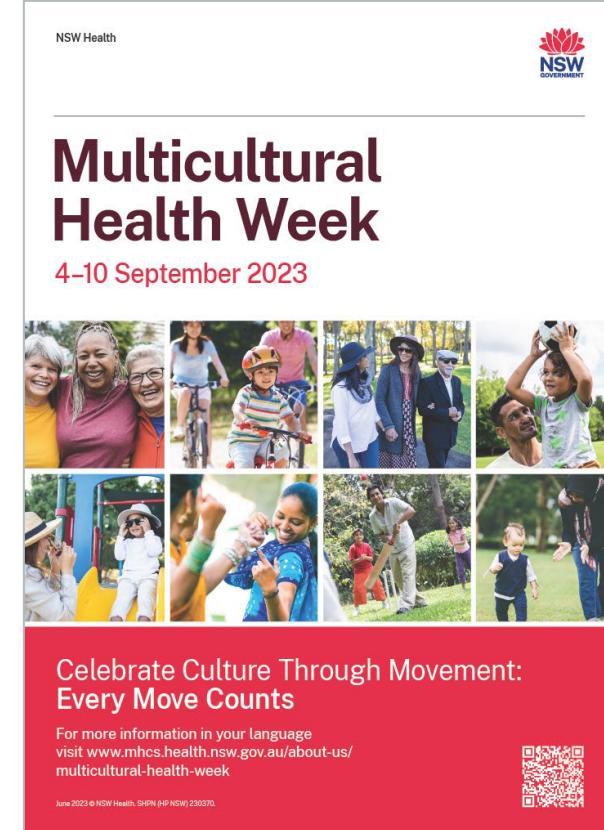
Help Us Celebrate Multicultural Health Week 2023

- Help us distribute in-language health resources to culturally and linguistically diverse community members.
- Share in-language MHW 2023 factsheets, social media tiles, and videos onto your networks and channels.
- Follow us on social media for more health information in language.

Poster

Available in English and 19 languages for download:

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Factsheet

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Celebrate Culture Through Movement: Every Move Counts

Any activity that gets your body moving can keep your mind and body healthy

Moving together with family and friends benefits your overall wellbeing and can strengthen your connection to your culture. Moving your body makes you feel more energetic and improves your mental wellbeing. It helps lower your chances of getting chronic illnesses and certain types of cancer. It can also help you manage illnesses such as diabetes, heart disease and depression. Even doing small activities during the day, like taking the stairs instead of the elevator, walking or biking to work or school, or stretching during breaks can improve your overall health and wellbeing.

Try these activities to celebrate culture through movement

- Learn traditional dances, martial arts, tai chi, practice yoga or join a Zumba class.
- Play community sports like soccer, football, cricket, baseball, tennis, badminton, table tennis, basketball and volleyball.
- Get active with your family and friends by swimming, walking, dancing, cycling, or playing at the park together.
- Explore traditional games from your culture and invite your friends and family to play. It's a fun way to stay active, get moving and celebrate your culture.

What next?

- It's never too late to start moving more.
- Take small steps and gradually increase your activity level and remember to inspire others to join you.
- Check your council's website for parks, playgrounds, activities in your area and get involved.
- Talk to your doctor or a health professional for advice.

Multicultural Health Week 2023

For more information on Multicultural Health Week 2023 in your language www.mhcs.health.nsw.gov.au/about-us/multicultural-health-week

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NSW Health

**活动身体，弘扬文化：
每个动作都有作用**

Celebrate Culture Through Movement: Every Move Counts Chinese Simplified

身体活动的任何动作，都有利于保持健康。

一起活动，既有益于您的整体健康，又能加强您跟自己的感觉。感觉更有活力，还能改善您的精神状态。

控制慢性病和某些癌症的可能性。

一些小的动作，比如不乘电梯而是走楼梯，走路或骑自行车上班或上学，伸展运动，也能改善您的整体健康和幸福。

下面这些活动弘扬文化：

1. 武术、太极拳、练习瑜伽或参加Zumba课程。
2. 桌球、板球、网球、羽毛球、乒乓球、篮球和排球等社区体育。
3. 起游泳、散步、跳舞、骑自行车或在公园玩耍，积极参加体育锻炼。
4. 在传统的游戏中，邀请朋友家人一起来玩。这是保持身体活跃、在活动中有趣方式。

活动，这永远不会太晚。

增加活动量，并且记得激励别人跟您一起活动。

政府的网站，看看有哪些公园、游乐场和活动，并积极参与。

其他医务人员咨询。

多元文化保健周

信息请见：s.health.nsw.gov.au

更多信息请见：www.mhcs.health.nsw.gov.au

Media Release

Please view here: <https://www.health.nsw.gov.au/news/pages/2023-minister-for-health.aspx>

E-signature



Video – Celebrate Culture Through Movement: Every Move Counts



Testimonial Videos

Video 1: Enjoying Family Cricket (1 min 16 sec)



Video 2: Social Women's Intercultural Friendship Tricycling (1 min 11 sec)



Video 3: Playing Soccer (1 min 11 sec)



Video 4: Multicultural Cycling Group (1 min 29 sec)



Social Media Copy

Facebook/LinkedIn

Copy 1

We are proud to celebrate Multicultural Health Week. Every year across NSW, this event aims to promote multilingual health information for culturally and linguistically diverse communities.

Share this year's theme – Celebrate Culture Through Movement: Every Move Counts. To learn more, visit: <https://www.mhcs.health.nsw.gov.au/about-us/multicultural-health-week/2023>

#MulticulturalHealthWeek #EveryMoveCounts
#CelebrateCultureThroughMovement #PhysicalActivity

Copy 2

The theme of this year's Multicultural Health Week is Celebrate Culture Through Movement: Every Move Counts. Share resources in multiple languages to help you live a healthy, more active life!

Download these resources in your language: <https://www.mhcs.health.nsw.gov.au/about-us/multicultural-health-week/2023/mh-week-resources>

#MulticulturalHealthWeek #EveryMoveCounts
#CelebrateCultureThroughMovement #PhysicalActivity

Tag us @mhcsnsw

Hashtags #MulticulturalHealthWeek #EveryMoveCounts
#CelebrateCultureThroughMovement #PhysicalActivity

Twitter/Instagram

Copy 1

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#CelebrateCultureThroughMovement: #EveryMoveCounts
@mhcsnsw: <https://www.mhcs.health.nsw.gov.au/about-us/multicultural-health-week/2023>

#PhysicalActivity

Copy 2

The theme of this year's #MulticulturalHealthWeek is #CelebrateCultureThroughMovement: #EveryMoveCounts. Share resources in multiple languages to help you live a healthy, more active life!

Download these resources from @mhcsnsw:
<https://www.mhcs.health.nsw.gov.au/about-us/multicultural-health-week/2023/mh-week-resources>

#PhysicalActivity

Social Media Tiles

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Image 1 (3334X3334) – English



Image 2

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Image 2 (1667X1667) – English



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Media Enquiries

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