

NSW Multicultural Health Communication Service

better health through better communication



Health

mult
cultural health
communication



“targeting over 65 languages”

CREATING BETTER HEALTH THROUGH BETTER COMMUNICATION

The NSW Multicultural Health Communication Service (MHCS) was established by the NSW Health Department to ensure that people from culturally and linguistically diverse (CALD) backgrounds have quality multilingual information to help increase their access to health services.





“engaging with communities”

WE OFFER A UNIQUE MIX OF AWARD WINNING SERVICES

Research: Understanding a health problem or issue, and the attitudes and behaviours associated with it, is at the core of our work. We do this through community consultations, collaboration with universities, formative research, focus groups, surveys, evaluations and audits. Our strength is our long established partnerships with major CALD organisations providing a deeper engagement with communities.

Strategy: Without a clear articulated strategy, health campaigns and activities can lose direction and not meet their objectives. We design, implement and evaluate communication and social marketing campaigns. We can also work with "mainstream organisations" to increase reach of service to CALD communities.

Execution: Making sure a strategy comes to life requires creativity and an ability to speak to people's minds and hearts. We are great storytellers who use engaging audiovisual, print and online media to ensure your message is heard in the busy health space.

Translation: Getting health information right is important in every language. We work with our clients to ensure that original documents are culturally and linguistically appropriate before being sent for translation. All our translations are checked for accuracy and undertaken by members of the National Accreditation Authority for Translators and Interpreters Ltd (NAATI).





Problem Gambling

Arabic, Chinese, Greek,
Italian and Vietnamese

What's Gambling Really Costing You?

Don't gamble away what you have worked so hard for.

Your savings, your family, your home, your life.
We have trained professionals to help with your problem.

Talk to our counsellors at The Vietnamese Community in Australia NSW for free and confidential help over the phone or in person.
485 Park Road, Cabramatta, NSW 2166

T: 02 9727 5555
T: 02 9790 3834
23 Greenfield Avenue, Bankstown, NSW 2200

Trade & Investment
Centre of Greater Sydney & Pacific

multicultural
commission

gambling help
line 1800 1234 567

1800 1234 567
02 9727 5555
02 9790 3834

Get The Vietnamese
Community in Australia
1800 1234 567 for your
free 'What's Gambling
Really Costing You?'
DVD



Call 1800 692 072 for your free DVD and booklet.

Raising kids together is a free information kit for families who have a child or young person with a disability.

The kit is in Arabic, Assyrian, Dari, Dinka, Juba Arabic and English

anyway with together
raising kids together
anyway with together

stronger together

Children with a Disability

Arabic, Assyrian,
Dari, Dinka and
Juba Arabic

«Ενήργησα χωρίς Επέζησα»

«Μόλις, αρθρίτιδα να γαλίνα σε εγώ
επέζησα χωρίς... Δεν ήξερα πως να
αλλάξω το στήθος μου για αλλαγή...
οργανισμό... αλλά αντιστάθη με τις
επιλογές... τον έγραψα (δηλώνει στα
αυτοβιογραφικά βιβλία...)

-Αλήθ
(Ελάτε να μιλήσετε μαζί μας)

**Βοηθήστε και σεις τον εαυτό
σας ενεργώντας έγκαιρα.**

Αν αντιληφθείτε μια αλλαγή στο
στήθος που σας φαίνεται απειλητική,
να δείτε την οικογενειακό σας γιατρό
χωρίς καθυστέρηση.

Κρατικός οργανισμός
H Ελληνική Εταιρεία Ογκολογίας προσφέρει στο πλαίσιο της Γαλι 2012

NATIONAL BREAST CANCER CENTER
www.nbcc.org.au

National Breast Cancer Awareness

Arabic, Chinese, Greek,
Italian and Vietnamese


“award winning campaigns”

FREE
NSW Health Service

get healthy®


Information & Coaching Service

"I want to be healthy!"



- Learn healthier eating habits
- Learn to be more active
- Make healthier choices
- Receive expert personal coaching
- Maintain a healthy weight

Simply phone:
1300 806 258
Monday - Friday 8am - 8pm
Free interpreter services available
www.gethealthynsw.com.au



Get Healthy

Filipino, Indian (Hindi) and
Sri Lankan (Tamil and Sinhalese)

成功的機會翻一番！



最近的研究*證明，那些結合使用諸如口香糖、貼片以及專業人員勸導等尼古丁替代療法 (NRT) 的吸煙者，維持戒煙 (持久地停止吸煙) 的機會增加了一倍。

使用NRT (尼古丁替代療法) 產品能夠使吸煙的欲望減弱。另外，只要您打電話給中文戒煙熱線 (Quitline)，我們就能幫您找到最有效的戒煙方法。這既是為了您，也是為了您的家人！

中文戒煙熱線 (Quitline) 的顧問經過專業訓練，為您提供保密的免費服務。您還可以免費要求我們回電，在您戒煙的過程中提供幫助。

中文戒煙熱線 (Quitline, 粵語和國語)

1300 7848 36

免費 - 尼古丁替代療法 (NRT)

在限定的期間內，打電話給中文戒煙熱線 (Quitline) 的前50名，將收到免費提供的一周用量NRT (貼片) 和一套戒煙材料。

當然，還有專業人員的建議。

所以，如果您希望使您成功戒煙的機會翻一番，請您打電話給中文戒煙熱線 (Quitline)，號碼是：1300 7848 36

*Research by: Sillay and Stead (2001) Physician advice for smoking cessation (Cochrane Review) The Cochrane Library, Issue 4

multi-cultural health communication

Healthy Eating and Lifestyle

Chinese, Filipino, Italian,
Samoan and Sri Lankan
(Tamil and Sinhalese)



Multilingual Quitlines

Arabic, Chinese, Korean
and Vietnamese



“5 million hits a year”

NEW AND INNOVATIVE APPROACHES

Our multilingual website <http://www.mhcs.health.nsw.gov.au> is a hub of information and resources for health professionals in Australia and internationally. We are proud to boast more than 450 health resources in over 65 languages, alongside links to other resources we think you may like. Little wonder the site receives 5 million hits per year.

The website allows a channel for us to distribute documentaries and other audiovisual materials we create with CALD communities. Working with ethnic media, community and professional bodies, we are able to produce stories and programs that capture the relevant conversations communities are having today.

With the growth of social media, have you thought about how to use this with CALD communities? Talk to us about your ideas and how we can work together.





“promoting best practice”

SETTING THE STANDARD

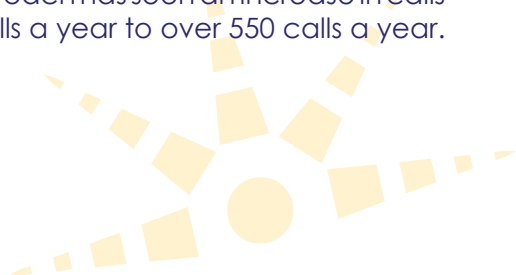
At MHCS we like (no, we love) to recognise great work.

To promote best practice we have established an award program, the NSW Multicultural Health Communication Awards. This program is to ensure that quality multilingual health resources are recognised, promoted and distributed.

We also like to bring to the forefront issues affecting the health of CALD communities. Each year we do this by organising the NSW Multicultural Health Week. Whether we are talking about *Healthy Kids*, or *Working Together for Safe, Quality Care* we are doing this through the extensive network of partnerships we have fostered.

LEADING BY EXAMPLE

One of our key projects is the Multilingual Quitline campaign funded by the Cancer Institute NSW and in partnership with Quitline NSW. MHCS established a model for a multilingual smoking cessation quitline where Arabic, Chinese and Vietnamese speaking smokers can speak directly to a bilingual advisor. This approach has seen an increase in calls received by Quitline NSW from 20 calls a year to over 550 calls a year.



NSW Multicultural Health Communication Service

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