

YEAR IN
REVIEW 05-06

multi
cultural
communication



Multicultural Health Communication Service (MHCS)

- What we do

Information and communication, together with professionalism and quality are the words that sum up the work of our service.

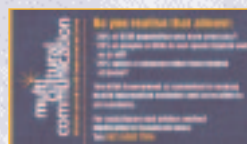
Besides producing translated health resources, we are continuously developing our capability to communicate effectively with culturally and linguistically diverse (CALD) communities.

Our advantage? Our broad knowledge of CALD communities, including their media and demographics. We are skilled at judging how these communities respond to communication strategies and products. We use niche marketing and work closely with ethnic broadcasters, community workers, interpreters and translators.

- ➔ We have specialist expertise in developing communication strategies, campaigns, resources and products that specifically target CALD communities in NSW.
- ➔ We organise health promotion, education and information services, audio and video production and development of print resources.
- ➔ Our sound knowledge of distribution networks means we can blitz the ethnic media with press releases to spread a message within 24 hours, if necessary.

I am proud to present a snapshot of our work on the following pages and look forward to a new set of challenging activities this year.

Director | Peter Todaro



Print resources developed
in 2005-2006

Smoking Prevention Campaigns

Echo Campaign

The Cancer Institute of NSW assigned MHCS to provide a multicultural component of its 'Echo' anti smoking campaign launched in April 2005.

The Campaign targeted the Chinese and Vietnamese communities, using media (press and radio) and public relations strategies in these languages.

MHCS used the marketing tools developed for the English version of the Echo Campaign translated into Chinese and Vietnamese. They included media releases, a 30 second radio commercial and print advertisements. The translated message was "Quitting is hard, not quitting is harder". The original Echo campaign TV commercial with Chinese subtitles was also shown on the SBS Chinese Program.

Bilingual health professionals with tobacco cessation expertise were recruited to act as speakers for the campaign, taking part in interviews and talk back sessions, as well as a 15 minute appearance on a Chinese TV program.

An interesting component of the campaign was inviting major Chinese and Vietnamese radio stations to submit expressions of interest on creative ways to provide additional publicity to the campaign in the form of listeners' discussions and competitions. Radio stations were given

incentives to coordinate prizes and giveaways. Following the campaign MHCS recommended that people from these and other communities who wanted to quit smoking must have access to information in their own language.

Bubble Wrap Campaign

The Cancer Institute of NSW commissioned MHCS to develop and implement a communication campaign using the ethnic media and public relations strategies. Arabic, Chinese (Mandarin and Cantonese) and Vietnamese speakers were chosen as the target language groups because of the high rates of smoking and low rates of English language proficiency among these communities.

The message of the campaigns was based on the premise that people place their health at risk by dismissing the first signs of lung disease such as shortness of breath, wheezing and coughs, as unimportant.

The advertisements were made realistic by asking the listeners/readers to "Take a deep breath and try this simple test". The test graphically demonstrated the experience of breathing during the advanced stages of emphysema by asking listeners to become involved in a 'breathing exercise'.

There was also a poster adaptation of the radio print media commercial and both the commercial and the poster received positive feedback and interest from the community, health workers and relevant ethnic media.

George Habib, Arabic Community Worker with Professor Jim Bishop, CEO, Cancer Institute NSW, at the Bubblewrap Campaign Launch.





NBCC Director
Dr Helen Zorbas
with breast cancer
survivors.

National Breast Cancer Awareness Campaign

This campaign was developed to help women from CALD backgrounds overcome cultural influences and beliefs that could act as barriers to early detection and treatment of breast cancer, a disease which affects one woman in eleven in Australia. The aim was to provide women with accurate and culturally appropriate information in their own language to help them make informed decisions about their breast health and, if necessary, breast cancer treatment.

For this, MHCS was commissioned by the National Breast Cancer Centre (NBCC) to reach five communities nationwide, using media and social marketing strategies. Telephone lines manned by bilingual breast cancer information consultants were also set up to cater for inquiries and advice about breast cancer. The Campaign was launched in October 05, arousing considerable ethnic and mainstream media interest, as well as willing participation from various communities throughout Australia upon instigation from MHCS's staff.

In order to identify any barriers to non-compliance with the campaign's breast awareness messages and recommendations, focus groups were held in Queensland, Tasmania and Western Australia, as well as in NSW.

Local Government Multicultural Health Communication Awards - 2006

In recognition of Local Governments' contribution to multilingual health resources, the Local Government and Shires Associations of NSW, Multicultural Health Communication and NSW Department of Health, have established an award program for councils to showcase their work.

These awards are designed to showcase and encourage good practice in multicultural health communication in Local Government and to ensure that bilingual resources are recognised, promoted and accessible to the people who need them.

Local councils in NSW which have produced any resource, including a pamphlet, flyer, brochure, video, DVD, web resource, or educational material in a language other than English between 1 March 2005 and 30 March 2006, were invited to enter the Local Government Multicultural Health Communication Awards 2006.



In the pipeline for 2006

In 2006 MHCS is further committed to maintain its role as channel for the delivery of vital health information by seeking to employ new and innovative strategies in order to encourage the people of the communities it serves to make use of the information provided.

This year's projects include:

Men's health resource in 12 languages

Together with FPA Health, MHCS is developing a resource on men's reproductive health in Arabic, Bosnian, Chinese, Dari, Farsi, Greek, Italian, Khmer, Korean, Serbian, Turkish and Vietnamese. The resource is funded by Andrology Australia, the Australian Centre for Excellence in Male Reproductive Health based at Monash University in Melbourne, and will be based on Andrology Australia's English language brochure, A User's Guide - what every man needs to know.

Before translating this brochure, the information and graphics will be tested for cultural appropriateness by bilingual health workers and other members of the targeted communities in both metropolitan and rural areas.

Andrology Australia and FPA Health will promote the resource to key users. It will then be available on the websites of MHCS, Andrology Australia and FPA Health.

Recruiting bilingual workers to help smokers quit

This year, MHCS, in partnership with Quitline, is trialling language-specific quit lines while promoting Quitline Services. Initially, the target languages will be Arabic, Chinese (Cantonese and Mandarin), Italian and Vietnamese, with Greek, Korean and Spanish to follow in the second phase of the promotion later this year.

Past projects have demonstrated that there is a need for such a service within CALD communities. However, phone numbers, redirected to community organisations, have only been temporarily available. This time we intend to make these numbers permanent and ultimately provide a full Quitline language-specific counselling service.

Numbers have already been allocated and will be promoted as part of a new Quitline Awareness Campaign as well as in conjunction with the new National Cigarette Packet Warnings Campaign.

As part of these projects, MHCS will work with the NSW Quitline to recruit suitable people from CALD backgrounds to be trained to work on multilingual Quitlines to help non-English speakers who want to give up smoking.



Department of Aging, Disability and Home Care Project (DADHC)

MHCS was appointed by the NSW Department of Ageing, Disability and Home Care (DADHC) to find out how people of CALD background respond to and use information about Home and Community Care (HACC) services across NSW.

The research targeted Arabic, Chinese, Korean, Turkish and Vietnamese speakers and included surveys and focus groups of people from these communities.

Questionnaires sent to HACC services across NSW aimed to find out what communication strategies had been successful in delivering information to CALD communities about HACC services. Key findings from focus groups and survey responses from people in the target languages included:

- ➔ Clients had difficulty accessing follow-up information not covered in a pamphlet.
- ➔ CALD consumers often experienced frustration when they wanted to make an inquiry in their own language.

In addition, HACC services, particularly those in areas with low numbers of CALD communities, are reluctant to raise awareness of their services to specific CALD communities. This is because of waiting lists in these services and the anticipated difficulties of communicating with potential CALD clients.

Recommendations from the research included:

- ➔ Better data collection to ensure it includes CALD communities.
- ➔ Exploring the use of a central point, e.g. 1800 phone number that either records enquiries or directs callers to an ethno-specific organisation to handle enquiries.

Did you know that...

MHCS Website

The website continues to serve health workers, multicultural communities, organisations and the general public around the world. An analysis of hits received in 2005 shows that the site has received over 35 million hits worldwide. More than 40,000 publications have been downloaded by workers in the NSW Health system alone.



MHCS website address:

www.mhcs.health.nsw.gov.au

The last word

Do you need assistance in communicating vital health messages to culturally and linguistically diverse communities?

We can help you with multilingual information, translations, advice, communication campaigns, marketing and public relations.

Phone 02 9816 0347 or 02 9816 0301
or email mhcs@sesiahs.health.nsw.gov.au
or see our website at:
www.mhcs.health.nsw.gov.au