

Multicultural Health Week 2025

Healthy ageing: Older people are the heart of the family and community

Multicultural Health Week, held each September and led by NSW Multicultural Health Communication Service, highlights health issues for culturally and linguistically diverse communities and ways of addressing these.



Reach and Impact

- Joint Ministerial media release in **7** languages including English
- **19** media stories in **5** languages
- Social media reach: **1.5 million+** audience, **760,000+** views, and **500,000+** video plays
- Landing page in **7** languages recorded **1,311** visits
- Secretary's message reached **190,000** health staff
- Resources shared widely by stakeholders

Steering Committee Members

- NSW Refugee Health Service
- NSW Ministry of Health
 - Health and Social Policy Branch
 - Strategic Communications and Engagement team
 - Centre for Population Health
- Cancer Institute NSW
- Statewide Health Literacy Hub
- Healthy Ageing Health Promotion Network representative
- District Multicultural Health Service Manager representative
- **3** community representatives

Key Partners and Consultations

- Ministry of Health's Centre for Population Health, Health and Social Policy Branch, and Strategic Communications and Engagement
- Cancer Institute NSW
- Prevention Education and Research Unit (WSLHD)
- **5** consultations with **180** health professionals



Key Events and Engagement

- **200+** guests at the launch event
- **150+** guests at NSW Ministry of Health staff event
- **120+** attendees at healthy ageing webinar for NSW Health staff
- **7** Youth Ambassadors from Rooty Hill High School
- **4** Community Ambassadors recruited
- Multicultural Media Online Conference

Resources

- **18** healthy ageing factsheets translated into **5** languages
- **9** personal stories featured in 'Share a story' campaign
- **7** social media posts co-created with Youth Ambassadors
- Promotional video series that features Community Ambassadors with subtitles in **7** languages including English
- **1** healthy ageing video with tips from a geriatrician
- Posters and social tiles in **41** languages including English

