



Issue 2

June 2008

Families NSW Communication Strategy for Parents and Carers in the Arabic, Chinese and Vietnamese Communities

Coordinated by NSW Multicultural Health Communication Service

Welcome to the second edition of this e-newsletter distributed every third Friday of the month by the NSW Multicultural Health Communication Service (MHCS).

This contains an update on the Families NSW Communication Strategy targeting the Northern Sydney, South East Sydney and South West Sydney areas promoting the messages in Families NSW early parenting resource 'Love Talk Sing Read Play' for Parents and Carers in the Arabic, Chinese and Vietnamese Communities to give confidence in raising their children through their development stages.

Included in this e-newsletter:

- *New flipcharts in Arabic, Chinese and Vietnamese*
- *Information sessions for service providers*
- *Role of NSW Multicultural Health Communication Service*
- *Media Strategy Update – Stage 1 Baseline Information Surveys*
- *List of Available Resources on Parenting on MHCS website*
- *Spread the messages and be involved*

Role of NSW Multicultural Health Communication Service (MHCS)

Is to assist culturally and linguistically diverse (CALD) communities (people and organisations) have equity of access to health information. Besides extensive information easily accessible and downloadable on its website, MHCS focuses on developing communication strategies, campaigns and resources as well as provide strategic advice to NSW Health, Government agencies and other organisations.

MHCS has sound knowledge of distribution networks which enables it to target the ethnic media with press releases to spread a message within 24 hours if necessary. Furthermore MHCS designs and conducts training programs for bilingual workers to effectively facilitate community health projects.

Families NSW and MHCS' partnership aims to successfully reach the targeted communities and enhance parenting methods.

Media Strategy Update – Stage 1 Baseline Information Surveys

As part of Stage 1 of this project's media strategy, a convenience sample of 50 Arabic, 50 Chinese and 50 Vietnamese speaking parents or carers of children 0-5 years old who were contacted through ante-natal clinics, ethno-specific early childhood workers and CALD community network were requested to participate in a survey on parenting.

The participants were given questionnaires with pre campaign testing key factors influencing social marketing/communication campaigns testing their levels of awareness of the key messages (eg. how children best learn), self-efficacy (confidence in parenting), attitude towards key messages, perceived norm (suggested behaviour versus perceived behaviour of parents/carers from the same culture).

A preliminary analysis is being prepared and will be evaluated for the next stage of the campaign.

List of Available Resources on Parenting on MHCS website

There is an abundance of parenting and child development resources. Through an extensive search, MHCS found a number of websites covering this subject, predominately focusing on children aged 0 – 5 years with other sites including 5 – teenage years.

These websites provide information on understanding behaviour, looking at the different stages of development, learning to connect, discipline, learning to play, health, safety, daily care, nutrition, fitness and sleep to name a few. By the end of June 2008, these websites will be linked to MHCS's website www.mhcs.health.nsw.gov.au and can be accessed under "Campaigns".



New Flipcharts in Arabic, Chinese and Vietnamese available soon

Parents and carers from the Arabic, Chinese and Vietnamese communities will soon access flipcharts in their languages encouraging the key messages 'Love Talk Sing Read Play'.

These resources outline the development stages of the social, emotional and intellectual growth of children from 0 to 5 years old.

For now, Families NSW 'Love Talk Sing Read Play' kit in Arabic, Chinese and Vietnamese are available on the MHCS website.

www.mhcs.health.nsw.gov.au

Karitane holds information sessions for service providers

Information sessions on how to promote the messages and resources are presently being conducted by Karitane to support the project.

If your service is within the South East, South West and Northern Sydney Areas and would like an information session delivered at your office, please contact Monica Hughes at the Karitane Education Dept. on T. 02 9794 2300 or through email:

monica.hughes@sswahs.nsw.gov.au

Spread the messages and be involved

Calling on Arabic, Chinese and Vietnamese Bilingual workers working in the field of early childhood development to become involved in this project and help spread the messages Love Talk Sing Read Play to parents and carers.

If you are able to contribute to the media component of the campaign or want regular updates, please email:

jesusa.helaratne@sesiahs.health.nsw.gov.au
germana.morassi@sesiahs.health.nsw.gov.au

or call MHCS on T. 02 9816 0347

