

# 5th Multilingual Health Information Stakeholders' Forum 2015

30 September 2015

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## FORUM SUMMARY



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## **Developing new and innovative approaches to engaging and communicating health messages for culturally and linguistically diverse (CALD) communities**

The NSW Health's Policy and Implementation Plan (the Plan) for healthy culturally diverse communities (2012-2016)<sup>1</sup> has identified the need to *"increase effective health promotion, prevention and early intervention for culturally, religiously and linguistically diverse community groups."*

Specifically, the Plan has asked that the NSW Multicultural Health Communication, MHCS (lead) together with the Ministry of Health and Local Health Districts to: *"Develop new and innovative approaches to engaging and communicating health messages for culturally and linguistically diverse communities."*

In order to progress this priority area of the Plan, we need to review the current and varied systems that exist in the NSW Health system to engage and develop health messages for communities in NSW. It also needs to review the current evidence on engagement with CALD communities, innovation as a process and lessons we can learn from successful (and unsuccessful) engagement.

- What does good community engagement look like?
- What are the various opportunities and challenges for collaborating with multicultural health services in facilitating the dissemination of health messages?
- What is innovation and how can we nurture innovation in NSW Health campaigns targeting CALD communities?
- What can we learn from successful CALD campaigns that have shown community engagement and evidence-based results?
- How can we best engage CALD media?
- What, if any, is the role of emerging technologies and social media in CALD campaigns?

**“Leading from the edge brings us into contact with a wider range of relationships, and in turn, this increases our potential for diversity in terms of thought, experience and background. Diversity leads to more disruptive thinking, faster change and better outcomes.”**

Aylet Baron

<sup>1</sup> <http://www.mhcs.health.nsw.gov.au/policiesandguidelines/pdf/policy-and-implementation-plan-for-healthyculturallydiverse2012-2016.pdf>

## Forum Highlights

On the 30th September 2015, the NSW Multicultural Health Communication Service (MHCS) hosted a Forum that was divided into two sections.

The morning session, facilitated by Jesusa Helaratne, Media Manager of MHCS, a panel of experts were presented to discuss community engagement, innovation, CALD media as well as successful use of new and emerging technologies to communicate health messages to CALD communities.

SBS TV News Reports which featured some of the successful innovative multicultural health campaigns led by MHCS were showcased in between speakers to highlight the partnership of the community groups and health services.

The second session, facilitated by Wendy Harris, Communications Director, Health Promotion Service, Central Coast Local Health District, provided 80 stakeholders from health services, non-government organisations, CALD community representatives, communication and media departments to hear about case studies or services that are either looking for feedback on their health initiatives targeting CALD communities or have applied innovation and use of technology in communicating multilingual health messages. This session used the "World Café style method" of small group discussions.

Highlights from the forum included:



### **Anthony Brown, Executive Officer of Health Consumers NSW**



Anthony discussed their research on health consumer engagement and summarised a model that looks at the "ladder of continuum of engagement" with one end where Health services simply provide information (e.g. translated information) and information is one way; a "top down approach" to the other extreme with communities and consumers managing health initiatives as well as collaborations.



### **Jocelyn Hickson, Manager, Innovation and Improvement Innovation (iiHub) from South Eastern Sydney Local Health District**



Jocelyn described innovation and how to foster a culture of innovation in the workplace. She highlighted the benefits of working with individuals from different professional backgrounds and disciplines in coming up with innovative solutions as well as learning from social and collaborative movements. In relation to health care she highlighted the work of the School for Health Care Radicals.



### **Michael Camit, Manager of Marketing and Communication, MHCS**



Michael provided some insights on Creativity and Innovation used in CALD campaigns. He started by acknowledging the importance of translated health information but warned about using it as a stand-alone strategy; how printed information is “one way information provision” and provides least engagement with CALD communities. Michael unpacked what the concept “CALD” is – and how it is a “made-up term” that can be problematic in describing a very diverse group of people. He then provided an overview of MHCS’s current campaign the Pink Sari Project which has demonstrated a “bottom up” approach in health promotion using social media and no paid advertising and has resulted in an 8% increase in breast screening rates for women from Indian and Sri Lankan backgrounds in NSW.



### **Lee Hubber, Principal of Spots and Spaces**



Lee described the ever changing multilingual media landscape to reach multicultural audiences counting 151 radio stations, 185 press titles, 201 local TV channels and locally based websites. Lee highlighted the varied functions that multicultural media provide – for settlement information, music and entertainment and cultural maintenance. An interesting feature he added was that not all language media compete with each other for airtime. For example Samoan community radio stations coordinate schedules so Samoan listeners can have access to all radio programmes across different stations. Lee showed case studies that combined different media and distribution platforms that were cost-efficient, creative and effective.

For a copy of the each speakers slides, please select below:

**Anthony Brown** (Health Consumer and Community Engagement)

**Jocelyn Hickson** (Innovation & Engagement)

**Michael Camit** (5 insights on Innovation and Engagement with CALD communities)

**Lee Hubber** (Media Partnerships)

## Case Studies

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The following individuals and organisations presented snapshots of their work and/or service:

- **SBS : Broadcasting in 74 languages**

Mark Cummins, Content Manager – SBS Radio  
Julie Newton-Werro, National Manager Radio Sales

- **Pharmacist Hour Weekly Facebook Chat**

Vanessa Simpson, Design Lead (Program Design and Development), NPS MedicineWise

- **Promoting Get Healthy Service through the arts at Parramasala 2015**

Dipti Zachariah, Senior Health Education Officer, Centre for Health Promotion,  
Western Sydney Local Health District

- **Make Healthy Normal**

Michelle Maxwell, Manager, Make Healthy Normal, Centre for Population Health,  
NSW Ministry of Health

- **CALD Creative: Cultural adaptation of creative for different audiences and perspectives**

Charlie Tannous, Managing Director, Identity Communications

- **“Blood from Everyone for Everyone: Information for the African community about blood donation in Australia”**

Kate Francis and Jo Telenta, Centre for Health and Social Research,  
The Mary MacKillop Institute for Health Research, Australian Catholic University

## Recommendations

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Inspired by the presenters and plenary discussions, stakeholders at the forum identified three priorities for the next two years:

### 1. Collaboration of diverse groups to produce innovation and engagement

Participants at the forum agreed that opportunities for collaboration need to be established across various stakeholders (e.g. Health, CALD communities, etc.).

- Health Consumers NSW to investigate strategies to work with Multicultural Health services, specific cultural groups e.g. emerging communities to enhance engagement with CALD consumers.
- The need to provide more opportunities for bilingual health workers to network and form coalitions.

### 2. Seeing diversity as an asset

The diversities of languages and cultures have traditionally been seen as “barriers” and not enablers. The forum participants agreed that NSW services need to maximise opportunities that linguistic and cultural diversity of Health and community organisations to contribute to health and social marketing campaigns.

- MHCS to investigate strategies to identify bilingual speakers who are health experts or community champions/leaders with the view of linking them to language-specific media.

### 3. Capacity building

Participants at the forum identified the following groups that needs capacity building:

- Bilingual health workers, health experts and community champions for specific health issues to be trained in providing media interviews.
- Media, Communication, Campaign development officers to be offered cultural competency, multicultural media training and CALD community engagement.
- CALD community leaders and champions who are interested in improving the health of their communities to be offered opportunities to develop health literacy skills to better navigate the health system.

MHCS would like to thank Eva Melham, Translation Services Manager of the Western Sydney Local Health District for facilitating the plenary session of the Forum.

## Capturing the Day

A few images from the 5th Multilingual Health Information Stakeholders' Forum 2015 below.



## The Way Forward

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The Multicultural Health Communication Service (MHCS) will collaborate with the Media and Communications Unit of the NSW Ministry of Health, Local Health Districts, and selected non-government organisations to consider and advance the recommendations from the Forum.

MHCS invites suggestions for future topics for the Multilingual Health Stakeholders Forum.



For further information on this Forum,  
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at: [www.mhcs.health.nsw.gov.au/media-centre/stakeholders-forum](http://www.mhcs.health.nsw.gov.au/media-centre/stakeholders-forum)