

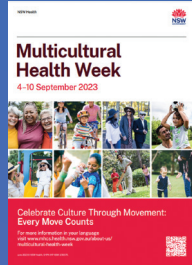
# Multicultural Health Communication Service Snapshot 2023



## Multicultural Health Week 2023

Celebrate culture through movement:  
Every move counts

Launch event at NSW  
Parliament House



15 community grants

4 resources in 20 languages

17 pieces of media coverage across TV, radio, online, and social media.

7 media stories in 5 languages across radio, online, and social media

Website 2,540 views  
Combined social media reach 72,246

## Multicultural Health Communication Awards

In its 20th year, the Awards continue to recognise excellence in multicultural health communication across NSW Health.

6 awards have been given to recognise the outstanding work this year:

- Keeping People Healthy
- Excellence in Communicating with Refugee Communities (NEW)
- Transforming Patient Experience
- Consumer/Community Representative of the Year
- Staff Member of the Year
- Judges' Choice



## Multicultural Media Online Conference

The Multicultural Media Online Conference is a trusted source for public health information among multicultural media and communities.



19 online conferences

22+ guest speakers

## Refugee Health

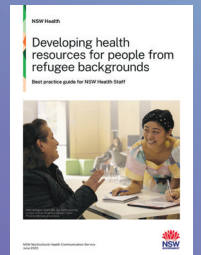
• Developing health resources for people from refugee backgrounds: Best Practice Guide for NSW Health Staff was launched in June.

• NSW Health Care System Information Booklet in

20 languages

• Domestic and family violence poster in

20 languages



## THOUGHT LEADERSHIP

NSW Multicultural Health Communication Service (MHCS) continues to be a leader in multicultural health communication and engagement.

In 2023, MHCS presented at 17 conferences and forums on a range of topics including social determinants of health and multicultural communities, communication strategies in engaging multicultural media and communities during COVID, and engaging effectively with refugee communities.



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## Campaigns

MHCS supported key health campaigns to effectively reach CALD communities in NSW.

- Breastfeeding Your Baby
- Beat the Heat
- Heat and Bushfire Preparedness
- Isolated Patients Travel and Accommodation Assistance Scheme
- Japanese encephalitis virus
- Urgent Care
- Voluntary Assisted Dying
- Virtual Care
- Menopause
- Winter Flu

## MHCS Website

Unique visitors	Total page views
<b>21,000</b>	<b>308,456</b>
<b>669</b> publications	<b>90</b> languages

\*Data period: 1 January - 31 October 2023

## Translations

<b>295</b> translation requests	<b>189</b> print resources
<b>112</b> audio resources	<b>265</b> visual resources
<b>61</b> languages	

## Social Media



**9,328** Facebook followers

@mhcsnsw



**801** LinkedIn followers

@mhcsnsw



**988** Instagram followers

@mhcsnsw



**1,630** Twitter followers

@mhcsnsw



**14,600** YouTube followers

@mhcsnsw



**4,382** WeChat followers

新州多元文化健康信息服务



Total Facebook reach  
(1 Jan - 31 Oct 2023)

**455,872**



Total Instagram reach  
(1 Jan - 31 Oct 2023)

**3,274**



Total Twitter impressions  
(Jan - Sept 2023)

**159,167**

\*As of 1 November 2023

## Accolades

MHCS were joint winners with NSW Department of Customer Services and NSW Ministry of Health at the 2023 Gold Quill Awards:

- Multicultural Communication - Best of the best
- COVID-19 Response & Recovery Management and Communication - Award of Excellence

