

Multicultural Health Communication Service

The NSW Multicultural Health Communication Service (MHCS) is an award-winning multicultural communication service that sits within the NSW Health system.

OUR STRENGTHS

We are a state-wide health service with reach across NSW local health districts

We specialise in health communication, with 20 years' experience in the field

We have long-standing relationships with health services, community organisations and ethnic/multicultural media; they are our key partners

OUR SERVICES

Value added translations

- Coordinating community focus group testing of key messages prior to translation
- Preparing English language materials for translation
- Coordinating translation and checking by NAATI¹ accredited translators
- Coordinating community testing of translated materials

In language multimedia resource development

- Copywriting in English and languages other than English
- Adapting creative materials in English to other languages
- Subtitling and Voiceover work
- Developing multilingual sections of Apps

Consultation and advice

- Multicultural organisational strategy
- Social Marketing
- Media and social media planning

Multicultural Health campaigns and projects

- Strategy development
- Brokering partnerships with multicultural organisations
- Project management

Consumer and stakeholder engagement

- Event management
- Facilitation of co-design and collaboration workshops

Research and Evaluation

- Facilitation of focus groups in English and languages other than English
- Translation and testing of surveys and research instruments

Training and workforce development

- Media training
- Writing for translations

¹ National Accreditation Authority for Translators and Interpreters. The NAATI certification is an acknowledgment that an individual has demonstrated the ability to meet the professional standards required by the translation and interpreting industry in Australia.

NSW Multicultural Health Communication Service

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2016 Australian Multicultural Marketing Awards Arts & Culture Winner



2016 Australian Multicultural Marketing Awards Public Sector Winner



2016 Australian Centre for Arts and Health Awards for Excellence *Pink Sari Project*



2016 International Gold Award for Best Campaign Public and Not-for-profit Sector



2016 International Grand Prix Platinum Award Evaluation Research



2015 South Eastern Sydney Local Health District Awards Winner for Excellence in Innovation

The NSW Multicultural Health Communication Service (MHCS) is a state-wide health service hosted by South Eastern Sydney Local Health District (SESLHD). MHCS was established in 1997 by NSW Health to strengthen the capacity of health services and programs to effectively and appropriately communicate with people from culturally and linguistically diverse (CALD) backgrounds and coordinate the provision of multilingual health information.



Multicultural Health
Communication Service
Strategic Priorities
2019-2023



For a full copy of
the plan visit
www.mhcs.health.nsw.gov.au

MHCS Strategic Priorities 2019-2023

Strategic Priorities	Link to NSW Health Plan for Healthy Culturally and Linguistically Diverse Communities 2019 - 2023	Key areas of action
Priority 1 Strengthen the capacity of health services and programs to effectively and appropriately communicate with people from culturally and linguistically diverse backgrounds	Outcome 1: NSW Health has strategies in place to improve access and quality of care for all people from culturally and linguistically diverse backgrounds, particularly people with vulnerabilities Outcome 3: The NSW Health workforce is responsive to people's individual needs, language and culture	<ol style="list-style-type: none"> 1. Develop and promote multilingual health information that supports quality and safety of clinical care; improves access to care; and promotes the use of professional interpreters 2. Redesign Multicultural Health Week (MHW) and Multicultural Health Communications (MHC) Awards to focus on patient safety and quality and to recognise contribution of individuals to development of evidence based, high quality multilingual health information 3. Enhance consultancy services to health services including the provision of data, evidence and resources to inform development and dissemination of multilingual health information and targeted health campaigns 4. Enhance website, e-newsletter and social media platforms to <ol style="list-style-type: none"> (1) promote capacity building initiatives; and (2) enhance promotion of new and existing multilingual health information 5. Conduct stakeholder forums, community engagement forums and skills development workshops to enhance capacity of health services, programs and partners
Priority 2 Improve individual health literacy of people from culturally and linguistically diverse backgrounds and organisational health literacy capability; through co-design and collaboration	Outcome 2: NSW Health supports people from culturally and linguistically diverse backgrounds to build their health literacy, to be actively involved in decisions about their health	<ol style="list-style-type: none"> 6. Improve functionality of the multilingual health information database to increase access to multilingual health information 7. Develop and promote multilingual health information in multiple formats that increases community knowledge of relevant health conditions and health services 8. Build co-design and collaboration into development of multilingual health information and targeted health campaigns
Priority 3 Contribute to the evidence base to inform multicultural health communication policy and practice	Outcome 4: NSW Health understands the needs, experiences and identities of culturally and linguistically diverse communities in NSW	<ol style="list-style-type: none"> 9. Partner in research, research translation and evaluation initiatives to enhance effectiveness of multicultural health communication and inform multicultural health communication policy and practice
Priority 4 Provide a responsive, effective and efficient service		<ol style="list-style-type: none"> 10. Review internal structures, procedures and processes to enhance effective and efficient service delivery 11. Embed evidence, best practice and innovation in multicultural health communication into service delivery