



NSW Multicultural Health Communication Service Strategic Priorities 2019-2023

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Foreword



It is with great pleasure that we present the NSW Multicultural Health Communication Service Strategic Priorities 2019-2023. The NSW Multicultural Health Communication Service (MHCS) is a state-wide health service hosted by South Eastern Sydney Local Health District (SESLHD).

This document outlines the contribution of the MHCS over the next four years to achieving the vision articulated in the NSW Plan for Healthy Culturally and Linguistically Diverse Communities 2019-2023:

An equitable, accessible and safe health system that ensures cultural and linguistic diversity is recognised and addressed in policy development, service planning and delivery.

Central to achieving this vision is addressing the health information and health literacy needs of consumers from culturally and linguistically diverse backgrounds. MHCS has a unique role within NSW Health to strengthen the capacity of health services and programs to effectively and appropriately communicate with consumers from culturally and linguistically diverse backgrounds and to coordinate the provision of multilingual health information.

The service has a long and proud history of providing advice on multilingual health communication initiatives, undertaking social research, conducting in-language community consultations and co-designing innovative communication models with culturally and linguistically diverse communities.

MHCS also provides a translation service and runs a website with health information in 50 languages. The strategic priorities outlined in this document contribute to the desired outcomes of the NSW Plan for Healthy Culturally and Linguistically Diverse Communities 2019-2023, to ensure a health system that is culturally responsive; provides accessible and high quality care for all consumers; builds the health literacy of consumers and health staff; and uses its understanding of consumer health needs to inform the work that it does.

Through this work, we contribute to New South Wales being a diverse, cohesive and successful multicultural society.

Elizabeth Koff
Secretary,
NSW Health

Tobi Wilson
Chief Executive,
South Eastern Sydney Local Health District



Acknowledgements

MHCS would like to acknowledge the contributions of the Strategic Plan Advisory Committee members:

Amanda Culver, Health Senior Program Manager - Nursing and Midwifery, Health Education and Training Institute

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We would also like to thank Lisa Ryan and Dr Ann Deslandes, Hecate Consulting; Sandra Degrassi, Degrassi Consultants; participants in the key informant interviews/focus groups; and respondents to the survey that informed the development of the plan.

MHCS would also like to acknowledge the invaluable contribution of Peter Todaro, former Director, MHCS (2004-2018) to the service and to the health and wellbeing of multicultural communities.

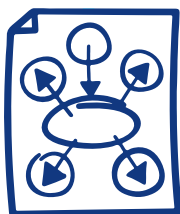


About us

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.

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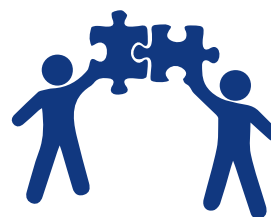
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Our core functions are to:

- Provide a “value added” translation service for health information
- Manage a state-wide website; including a multilingual health information database
- Provide consultancy services to health services and programs; including the provision of data, evidence and resources to inform development and dissemination of multilingual health information and targeted health campaigns
- Coordinate the biennial Multicultural Health Communications Awards, which recognise excellence in health communication for culturally and linguistically diverse communities.
- Develop and deliver, in partnership with health services and community organisations, health information and campaigns for culturally and linguistically diverse communities
- Support partner services/organisations to develop and deliver health campaigns for culturally and linguistically diverse communities
- Use social and digital media platforms and engage with media outlets to promote engagement in targeted health campaigns

(See Appendix 1 for more information)



Our key partners include:

- Ministry of Health; including the Health and Social Policy Branch
- Local Health Districts (LHDs) and Specialty Networks; including Multicultural Health Services, clinical services and health promotion programs
- State-wide multicultural health services; including NSW Refugee Health Service, Education Centre Against Violence ; Multicultural HIV and Hepatitis Service; Transcultural Mental Health Centre; Multicultural Problem Gambling Service for NSW; NSW Education Program on Female Genital Mutilation; Health Care Interpreter Translation Services
- State-wide health agencies; including Cancer Institute NSW, Clinical Excellence Commission, Agency for Clinical Innovation, Bureau of Health Information and Health Education and Training Institute.

We also work closely with universities, Primary Health Networks; mainstream and ethnic media; the arts sector; Multicultural NSW; ethno-specific Medical Associations; and multicultural community and non-government organisations.

MHCS Value Added Translation Services





Demographic Context

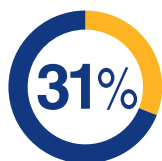


NSW is increasingly becoming culturally and linguistically diverse. Between 2011 and 2016, there was a 21% increase in the number of people in NSW who speak a language other than English at home.¹

According to the Australian Bureau of Statistics 2016 Census:²



residents were born in a mainly non-English speaking country



residents had one or both parents born in a non-English speaking country

4.5%

residents reported speaking English not well or not at all⁴

English language proficiency varied by migration stream

5% Skilled

23% Family and

33% Humanitarian visa holders

reported speaking English not well or not at all⁵



residents spoke a language other than English at home, including a sign language



Top ten languages other than English spoken at home were:

Mandarin, Arabic, Cantonese, Vietnamese, Greek, Italian, Tagalog, Hindi, Spanish, and Korean

Communities with the lowest level of self-assessed English language proficiency were:

Vietnamese, Korean, Thai, Lao, and Burmese

Top ten mainly non-English speaking countries of birth in NSW were:

China³

India

Philippines

Iraq

Korea (South)

Vietnam

Nepal

Bangladesh

Pakistan

Indonesia

New and emerging communities/language groups in NSW include:

Assyrian; Chaldean; Khmer; Kirundi; Kurdish Kurmanji; Mongolian; Nepali; Pashto; Samoan; Somali; Tamil; Tibetan; Tigrinya; and Tongan communities/language groups

¹ NSW Ministry of Health, 2016, NSW Health MPSP Report 2015/16, NSW Health, Sydney

² Australian Bureau of Statistics, 2016, 2016 Census, Australian Government, Canberra

³ excluding SARs & Taiwan

⁴ Multicultural NSW, Community Profiles <http://multiculturalnsw.id.com.au/multiculturalnsw/lga-proficiency-in-english?WebID=40>

⁵ Understanding Migrant Outcomes – Insights from the Australian Census and Migrants Integrated Dataset, New South Wales, 2016. Australian Bureau of Statistics

About the development of the Strategic Priorities

Our Strategic Priorities are informed by a broad policy, planning and service provision context, most notably the *NSW Plan for Healthy Culturally and Linguistically Diverse Communities 2019-2023*⁶ which identifies four key outcomes linked to the National Safety and Quality Health Service Standards⁷ and the NSW Multicultural Policies and Services Program (MPSP) Framework Outcomes (See Table 1).

Table 1:
Outcomes identified in the NSW Health Plan for Healthy Culturally and Linguistically Diverse Communities 2019-2023

Outcomes	Links to National Safety and Quality Health Service Standards	Links to Multicultural NSW Multicultural Policies and Services Program (MPSP) Framework Outcomes
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	Standard 1 Clinical Governance	Outcome 1 Mainstream services deliver for everyone; Outcome 2 Targeted programs fill the gaps; Outcome 4 Strong plans to deliver services
2 NSW Health supports people from culturally and linguistically diverse backgrounds to build their health literacy so they can be actively involved in decisions about their health	Standard 2 Partnering with Consumers Standard 6 Communicating for Safety	Outcome 3 People from culturally diverse backgrounds are aware of NSW Government services, programs and functions; Outcome 8 Collaboration with diverse communities
3 The NSW Health workforce is responsive to people's individual needs, language and culture	Standard 1 Clinical Governance Standard 2 Partnering with Consumers	Outcome 6 Demonstrated leadership in culturally inclusive practices; Outcome 7 Increased recognition of the value of cultural diversity
4 NSW Health understands the needs, experiences and identities of culturally and linguistically diverse communities in NSW	Standard 1 Clinical Governance Standard 2 Partnering with Consumers Standard 6 Communicating for Safety	Outcome 5 Evidence Driven Planning; Outcome 9 Understanding the needs of people from diverse backgrounds

The development of the MHCS Strategic Priorities builds on the achievements of the previous Strategic Plan and was overseen by the MHCS Strategic Plan Advisory Committee.

⁶ NSW Health, *NSW Health Plan for Healthy Culturally and Linguistically Diverse Communities 2019-2023*, available at https://www1.health.nsw.gov.au/pds/ActivePDSDocuments/PD2019_018.pdf

⁷ Australian Commission on Safety and Quality in Health Care, *National Safety and Quality Health Service Standards*, Second edition, 2017, available at <https://www.safetyandquality.gov.au/wp-content/uploads/2017/11/National-Safety-and-Quality-Health-Service-Standards-second-edition.pdf>

Key concepts informing our Strategic Priorities

Health literacy

*Health Literacy National Statement, 2014*⁸ proposes a coordinated approach to health literacy based on:

- (1) embedding health literacy into systems;
- (2) ensuring effective communication; and
- (3) integrating health literacy into education.

*NSW Health Literacy Framework 2019-2024*⁹ identifies four priorities:

- (1) patients, families and carers are active partners in their health care
- (2) staff communicate with patients, families and carers in ways they understand
- (3) health facilities and centres are easy to access and navigate
- (4) our health systems are built to be sustainable and reliable for every patient, every time.

Co-design and collaboration

*NSW Health Plan for Healthy Culturally and Linguistically Diverse Communities 2019-2023*⁵ recognises the importance of the provision of language services to people from culturally and linguistically diverse backgrounds; co-design and collaboration are central to building consumer's health literacy and active involvement in decisions about their health.

Safety and quality

*Australian Commission on Safety and Quality in Health Care, National Safety and Quality Health Service Standards, Second edition, 2017*⁶ provides a quality assurance framework to protect the public from harm and to improve the quality of health service provision. Of particular relevance to MHCS strategic priorities is Standard 2: Partnering with Consumers.

Health promotion and prevention

*NSW State Health Plan: Towards 2021*¹⁰ provides a strategic framework for NSW Health's existing plans, programs and policies and sets priorities across the system. A key direction in the plan is: *Keeping People Healthy*.

Vulnerable culturally and linguistically diverse communities and sub-populations

*NSW Plan for Healthy Culturally and Linguistically Diverse Communities 2019-2023*⁵ recognises that some consumers within culturally and linguistically diverse communities and certain settings can be particularly vulnerable to poor health outcomes or poor access to health services; including but not limited to carers; people living with complex chronic conditions including mental health conditions; people with disability; older people; people from refugee and refugee-like backgrounds; lesbian, gay, bisexual, trans and intersex or queer people; people in and on release from custody.

Cultural responsiveness

*NSW Plan for Healthy Culturally and Linguistically Diverse Communities 2019-2023*⁵ identifies responsiveness of the NSW Health workforce to people's individual needs, language and culture as a key outcome.

Addressing health inequities

*SESLHD Journey to Excellence 2018-2021*¹¹ identifies working together with our partners to achieve health, wellbeing and equity for our shared communities as a key strategic theme.

Using an arts in health framework

*NSW Health and The Arts Framework*¹² identifies that exposure to the arts has a profoundly beneficial impact, improving health literacy for individuals and the wider community.

⁸ Australian Commission on Safety and Quality in Health Care, *Health Literacy National Statement, 2014*, available at: <https://www.safetyandquality.gov.au/our-work/patient-and-consumer-centred-care/health-literacy/>

⁹ Clinical Excellence Commission, 2019, *NSW Health Literacy Framework 2019-2024*

¹⁰ NSW Health, *NSW State Health Plan: Towards 2021*, available at: <https://www.health.nsw.gov.au/statehealthplan/Documents/brochure-NSW-SHPT-2021.pdf>

¹¹ *SESLHD Journey to Excellence 2018-2021*, available at: <https://www.seslhd.health.nsw.gov.au/about-us/health-plans>

¹² NSW Ministry of Health, 2016, *NSW Health and The Arts Framework: improving the health of the community through integrating the Arts into the design and delivery of health services and public health messaging*, NSW Ministry of Health, North Sydney, available at: <https://www.health.nsw.gov.au/arts/Documents/nsw-health-and-the-arts-framework-report.pdf>



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 (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

The Key Action Areas will inform detailed annual Action Plans.

Appendix 1 Key Activities and recent examples

Key activities	
Core Business	<p>Provide a “value added” translation service for health information that offers to:</p> <ul style="list-style-type: none"> • Coordinate community focus group testing of key messages prior to translation • Prepare English language materials for translation • Coordinate translation and checking by NAATI accredited translators • Coordinate community testing of translated materials
	<p>Manage a state-wide website which:</p> <ul style="list-style-type: none"> • Hosts multilingual health information • Provides expert advice and resources for health professionals re best practice in multicultural health communication • Showcases best practice in multicultural health communication
	<p>Provide consultancy services to health services and programs; including the provision of data, evidence and resources to inform development and dissemination of multilingual health information and targeted health campaigns</p>
	<p>Use social and digital media platforms (Facebook, Twitter, e-newsletter) and engage with media outlets (SBS, ethno-specific media and mainstream media) to:</p> <ul style="list-style-type: none"> • Promote multicultural health campaigns • Promote newly translated health information • Showcase best practice in multicultural health communication
	<p>Coordinate the biennial Multicultural Health Communications Awards, which recognise excellence in health information and health campaigns for culturally and linguistically diverse communities</p>
	<p>Use social and digital media platforms and engage with media outlets to promote engagement in targeted health campaigns</p>
Funded/ commissioned work	<p>Develop and deliver, in partnership with health services and community organisations, health information and campaigns for culturally and linguistically diverse communities, current examples:</p> <ul style="list-style-type: none"> • Multicultural Health Week; funded by Ministry of Health • Organ and Tissue Donation related projects; funded by OTDS • 10,000 Roses Project; funded by Cancer Institute NSW - completed • Tamil Women’s heart health project; funded by Heart Foundation - completed • Promoting mental health within Indian community; funded by Mental Health Commission – completed • Pink Sari; funded by Cancer Institute NSW - completed
	<p>Support partner services/organisations to develop and deliver health campaigns for culturally and linguistically diverse communities; current examples:</p> <ul style="list-style-type: none"> • Chinese Tobacco Project; led by CASS and funded by Cancer Institute NSW - completed • Raising the awareness of the harms of waterpipe smoking project; led by SESLHD and funded by Cancer Institute NSW • Translation Apps Research Project; led by SESLHD and funded by SESLHD and Ministry of Health • Refugee Community Engagement Project; led by NSW Refugee Health Service and funded by Ministry of Health - completed



