



NSW Health



# Multicultural Health Week 2024

2 - 8 September 2024

Celebrate culture through food with **multicultural family lunchboxes**

**Communications toolkit**

## About this toolkit

This toolkit contains key information and sharable resources about Multicultural Health Week 2024 (2-8 September) to support communication through your channels.

NSW Multicultural Health Communication Service has developed this toolkit which includes:

- Adam Liaw's multicultural family lunchboxes video content and written recipes
- Factsheet in English and 39 community languages
- Poster in English and 39 community languages
- Social media tiles in English and 39 community languages
- Newsletter copy and imagery
- Social media copy and imagery
- E-mail signature & Teams background
- Event toolkit

# About Multicultural Health Week 2024

From 2 to 8 September, [Multicultural Health Week 2024](#) is celebrated across NSW with the theme: **Celebrate culture through food with multicultural family lunchboxes**

A healthy lunch can help you and your family have plenty of energy to work, learn and play during the day. Packing your family's lunchbox with healthy foods including vegetables and fruits can lower your risk of cancer and chronic illnesses like heart disease. Spend time with your family to create delicious lunchboxes.

## Key messages:

- Add a variety of vegetables and fruits to make lunchboxes tasty and healthy. Frozen and canned options are healthy and can save money.
- Choose water as your main drink.
- Keep lunch safe by keeping it cool. Add a cold pack or cold water bottle when packing your family's multicultural lunchbox.

## About Multicultural Health Week

Multicultural Health Week (MHW) is an annual event that aims to raise awareness of the health needs of culturally and linguistically diverse (CALD) communities and promote access to healthcare.

# Adam Liaw's multicultural family lunchboxes

Video content and written recipes



# Video content: Adam Liaw's multicultural family lunchboxes

**Teaser:** Adam's multicultural family lunchboxes (15 second in English in landscape and vertical format): **available for distribution now**

## Landscape



## Vertical



The following video content will be **available for distribution from 2 September 2024:**

**Hero video: Adam's multicultural family lunchboxes**

(2 mins hero video in English, Arabic, Chinese Simplified, and Chinese Traditional)



**Healthy eating tip:** healthy lunchbox swaps

(15 second in English in landscape and vertical format)



**Healthy eating tip:** lunchbox from leftovers

(15 second in English in landscape and vertical format)



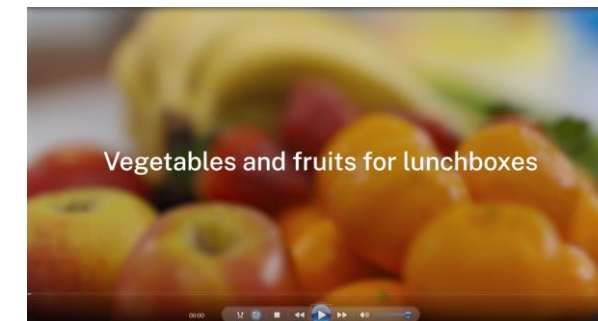
**Healthy eating tip:** lunchbox basics

(15 second in English in landscape and vertical format)



**Healthy eating tip:** vegetables and fruits for lunchboxes

(15 second in English in landscape and vertical format)



# Written recipes: Adam Liaw's multicultural family lunchbox recipes

## Written recipes: Adam Liaw's multicultural family lunchbox recipes

Mediterranean vegetable frittatas



Sushi sandwiches



Potato, pea and paneer wraps



Pita chips with vegetable sticks and hummus





# Translated resources

Factsheets and posters



## Celebrate culture through food with multicultural family lunchboxes

A healthy lunch can help you and your family have plenty of energy to work, learn and play during the day.

Packing your family's lunchbox with healthy foods including vegetables and fruits can lower your risk of cancer and chronic illnesses like heart disease.



### Try these tips to celebrate culture through food and create healthy family lunchboxes:

- Be inspired by your culture and traditional foods for lunchbox ideas.
- Add a variety of vegetables and fruits to make lunchboxes tasty and healthy.
- Pack lunches the night before to save time. Leftovers can make delicious and easy lunches.
- Choose water as your main drink. Pack a water bottle or enjoy a glass of water at lunchtime.
- Keep your lunch safe by keeping it cool. Pack your lunch in an insulated bag or use a frozen water bottle or a freezer pack.
- If you need to reheat your lunch, make sure it is steaming hot. Reheating food kills harmful bacteria.

### What next?

- Try adding an extra vegetable or fruit to your family's next lunchbox.
- Spend time with your family to create delicious lunchboxes.
- Talk to your health professional for advice on healthy eating.

## Multicultural Health Week

For more information in your language:  
[www.mhcs.health.nsw.gov.au](http://www.mhcs.health.nsw.gov.au)



# Factsheet in English and 39 languages

- Arabic / عربي
- Armenian / հայերեն
- Assyrian / ܐܘܪܝܝܢܐ
- Bangla / বাংলা
- Chinese - Simplified / 简体中文
- Chinese - Traditional / 繁體中文
- Croatian / Hrvatski
- Dari / دری
- Dinka / Thuɔŋjäŋ
- Farsi / فارسی
- Filipino
- Greek / Ελληνικά
- Hazaragi / آزرگی
- Hindi / हिन्दी
- Bahasa Indonesia
- Italian / Italiano
- Karen / Karen
- Korean / 한국어
- Kurdish Kurmanji
- Macedonian / Македонски
- Bahasa Melayu
- Mongolian / Монгол Хэл
- Nepali / नेपाली
- Pashto / پښتو
- Punjabi / ਪੰਜਾਬੀ
- Rohingya / Ruháingga
- Russian
- Samoan / Gagana Sāmoa
- Somali / Somali
- Spanish / Español
- Swahili
- Tamil / தமிழ்
- Thai / ภาษาไทย
- Tibetan / བོད་སྐད་
- Tongan / Lea faka-Tonga
- Turkish / Türkçe
- Ukrainian
- Urdu / اُردُو
- Vietnamese / Tiếng Việt Nam

# Multicultural Health Week

2-8 September 2024



Celebrate culture through food with multicultural family lunchboxes

For more information in your language:

[www.mhcs.health.nsw.gov.au/about-us/multicultural-health-week/mhw-2024](http://www.mhcs.health.nsw.gov.au/about-us/multicultural-health-week/mhw-2024)



## Poster in English and 39 languages

- Arabic / عربي
- Armenian / հայերեն
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- Bangla / বাংলা
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- Pashto / پښتو
- Punjabi / ਪੰਜਾਬੀ
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# Social media assets

Copy and imagery



# Social media tile in English and 39 languages



- Arabic / عربي
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- Vietnamese / Tiếng Việt Nam

# Social media copy

## Facebook/LinkedIn

### Copy 1

We are proud to celebrate Multicultural Health Week. Every year across NSW, this event aims to promote multilingual health information for culturally and linguistically diverse communities.

Share this year's theme – Celebrate culture through food with multicultural family lunchboxes. To learn more, visit: <https://www.mhcs.health.nsw.gov.au/about-us/multicultural-health-week/mhw-2024>

#MulticulturalHealthWeek

### Copy 2

Get your family together to try Adam Liaw's multicultural family lunchbox recipes! Whatever your cultural background, the way you eat at home can be easily adapted to a delicious, healthy lunchbox for school, work, or a day out.

Download these resources in your language:

<https://www.mhcs.health.nsw.gov.au/about-us/multicultural-health-week/mhw-2024/adam-liaw>

#MulticulturalHealthWeek

## Twitter/Instagram

### Copy 1

We are proud to celebrate #MulticulturalHealthWeek. Every year across NSW, this event aims to promote multilingual health information.

Share this year's theme – #CelebrateCultureThroughFood with multicultural family lunchboxes @mhcsnsw <https://www.mhcs.health.nsw.gov.au/about-us/multicultural-health-week/mhw-2024>

### Copy 2

The theme of this year's #MulticulturalHealthWeek is #CelebrateCultureThroughFood with multicultural family lunchboxes. Share resources in multiple languages to help you and your community eat healthy!

Download these resources

from <https://www.mhcs.health.nsw.gov.au/about-us/multicultural-health-week/mhw-2024/mh-week-resources>  
@mhcsnsw



News from NSW Multicultural Health  
Communication Service

Multicultural Health Week 2024 (2-8 September)

# Newsletter

Copy and imagery



# Newsletter copy

We are proud to celebrate Multicultural Health Week which aims to address the healthy needs of culturally and linguistically diverse communities.

The theme of Multicultural Health Week 2024 is promoting healthy eating: **Celebrate culture through food with multicultural family lunchboxes.**

A healthy lunch can help you and your family have plenty of energy to work, learn and play during the day. Follow these healthy eating tips, take inspiration from foods from your culture, and spend time with your family to create delicious lunchboxes.

- Add a variety of vegetables and fruits to make lunchboxes tasty and healthy. Frozen and canned options are healthy and can save money.
- Choose water as your main drink.
- Keep lunch safe by keeping it cool. Add a cold pack or cold water bottle when packing your family's multicultural lunchbox.

For more information about Multicultural Health Week 2024, please visit:

<https://www.mhcs.health.nsw.gov.au/about-us/multicultural-health-week/mhw-2024>

For more health information in your language, please visit: <https://www.mhcs.health.nsw.gov.au/>



# Digital display

Digital screen display

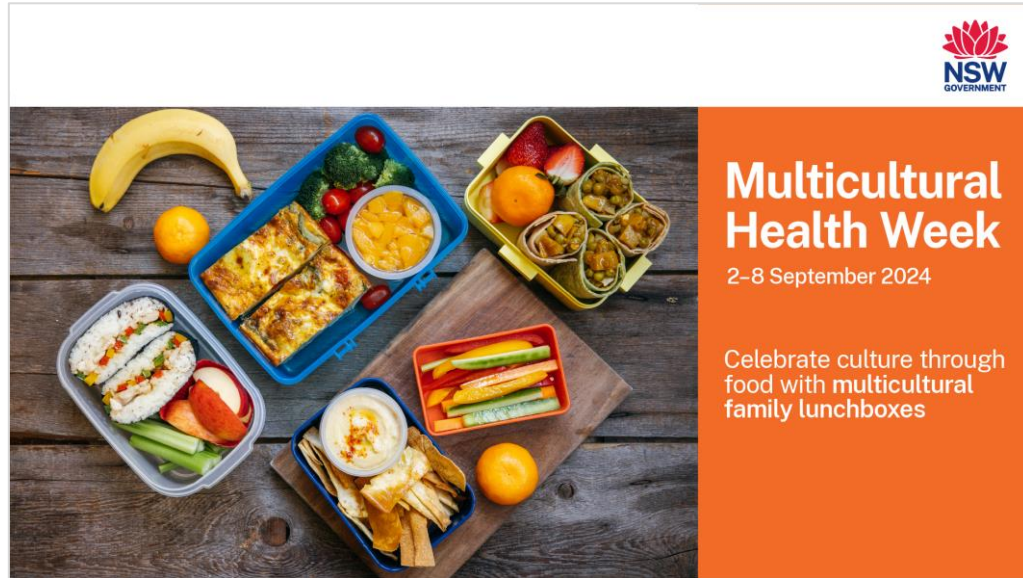
Teams background

E-mail signature

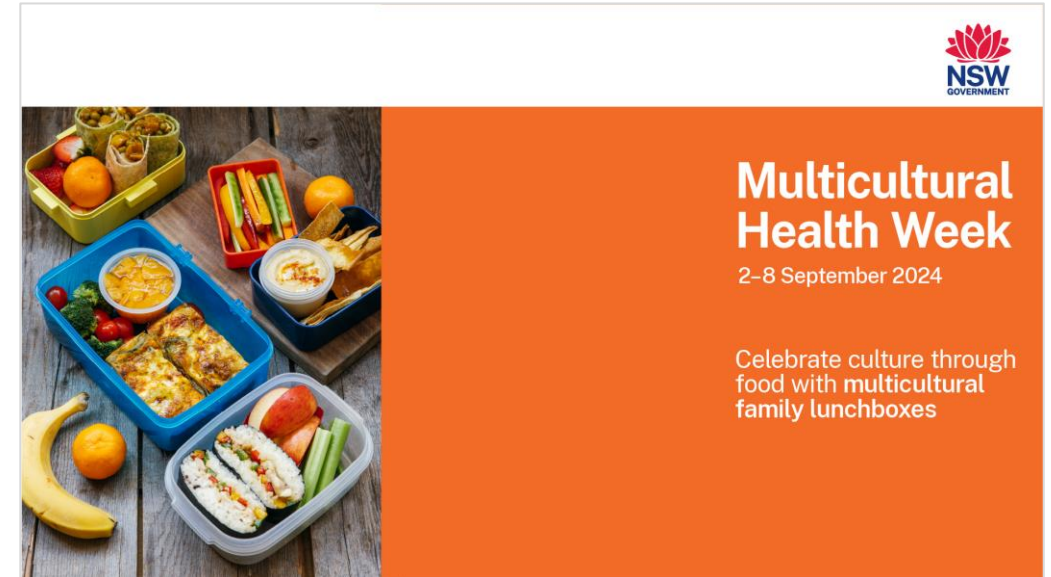
Social media cover pages



Digital display (1920x1080, .jpg)



Teams background (.jpg)



E-mail signature (.jpg)



# Social media cover pages

For [Facebook](#), [LinkedIn](#), and [X](#) (.png)



# Event toolkit

Invitation (editable)

Recipe template (editable)

Bunting

Place cards



It's a great opportunity to get together to show your support for multicultural communities, celebrate cultural diversity, and connect with your community through sharing stories and food.

This event toolkit will help you organise an event at your workplace, school or community setting such as an information session, a workshop, or a lunchbox showcase or competition.

**Event invitation (editable)**



NSW Health 

**Multicultural Health Week**  
2-8 September 2024

You are invited to   
to celebrate Multicultural Health Week.



Let's get together to celebrate our cultural diversity and promote healthy eating.

Date:  Time:

Where:

Details:

RSVP by:

Contact:

**Recipe template**



NSW Health 

**Multicultural Family Lunchbox Recipe**

Lunchbox recipe name:

Name:

Preparation time:

Cooking time:

Level of difficulty:

Ingredients

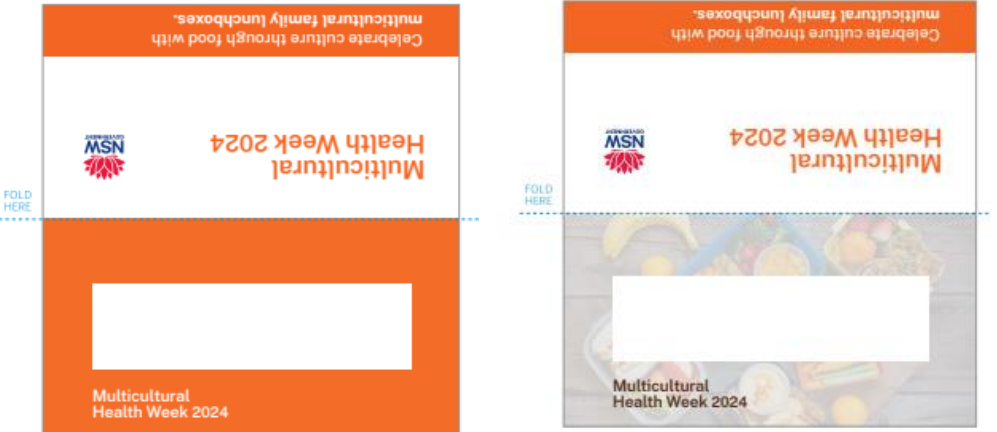
Method

**Multicultural Health Week**  
For more information in your language:  
[www.mhcs.health.nsw.gov.au/about-us/multicultural-health-week/mhw-2024](http://www.mhcs.health.nsw.gov.au/about-us/multicultural-health-week/mhw-2024)

**Bunting**



**Place cards**



Two place card templates. The first is a simple orange and white card with the text "Celebrate culture through food with multicultural family lunchboxes.", "MSN", "Multicultural Health Week 2024", and "Multicultural Health Week 2024". The second is a similar card but with a background image of lunchboxes. Both cards have a dashed line indicating a "FOLD HERE" line.



**NSW**  
**GOVERNMENT**