

# POLYGLOT

News from the NSW Multicultural Health Communication Service

*better health through better communication*

Autumn 2015 Edition

## Director's Message

Welcome to the autumn edition of Polyglot.

It's been an exciting first part of the year for the NSW Multicultural Health Communication Service (MHCS) team.

We are currently undertaking some creative initiatives which include the Hepatitis B Campaign targeting the Vietnamese community, the Pink Sari Project that aims to increase participation in breast screening for the Indian and Sri Lankan communities, the Heart Health campaign targeting the Chinese communities in NSW and Victoria and many more.

In this edition we are highlighting the Multicultural Health Communication Awards which MHCS runs every 2 years. I encourage everyone who has produced multilingual resources to apply to showcase their work.

Please read the newsletter and if you have any questions, concerns or you want to work with or assist us and your community, please call us.

Thank you all for your continued support over the years.

Best wishes,  
**Peter Todaro**  
MHCS Director



## Be quick and submit your application for the Multicultural Health Communication Awards 2015

Be sure to send in your submission for the Multicultural Health Communication Awards 2015. You or your organisation may be one of the winners this year for producing outstanding health resources in languages other than English.

The deadline for submission is Friday 29 May 2015 so be quick and make sure to send in your nominations today.

The Awards program was established by MHCS for health staff and staff of health funded organisations including NGOs that produce multilingual health resources for culturally and linguistically diverse (CALD) communities.

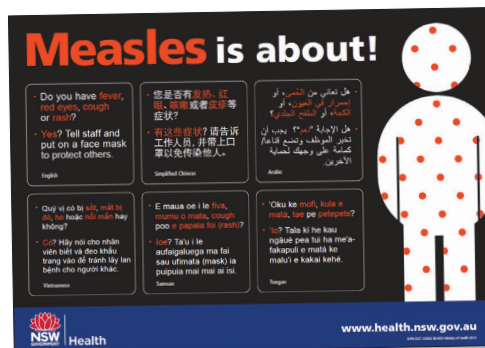
Now in its 8th year, the Awards program encourages good practice in multicultural health communication to ensure that health tools in language are recognised, promoted and distributed. The nominated resources are all uploaded and featured on the MHCS website which already hosts 450 multilingual health resources downloadable for free.

MHCS is proud to continue this great tradition in recognising the incredible work of organisations and workers who continue to dedicate their services to fulfil the needs of multicultural communities.

For 2015, the Multicultural Health Communication Awards are being offered in 3 categories: Print, Audio Visual and Web Based Resources.

The Hon Jillian Skinner, Minister for Health will be hosting the Awards presentation on Monday 7 September 2015 at the NSW Parliament House as part of key activities for Multicultural Health Week 2015.

For more information, visit:  
[www.mhcs.health.nsw.gov.au/services/award/multicultural-health-communication-award](http://www.mhcs.health.nsw.gov.au/services/award/multicultural-health-communication-award)  
or email [mhcs@sesiahs.health.nsw.gov.au](mailto:mhcs@sesiahs.health.nsw.gov.au).



MHCS Awards 2013 Winner / Government / under \$5,000 / Fact Sheet - *Measles is about!*



MHCS Awards 2013 Winner / NGO / Under \$5,000 / Poster - *Hepatitis B Myth Buster Poster Series*

## Communities engaged at Chinese and Vietnamese New Year Festivals

In February, the festivities for the Chinese and Vietnamese New Year celebrations were as colourful as ever. Once again, MHCS took the opportunity to utilise these events as a market place for the delivery of good health messages to these communities.

The team set up a stall at the Hurstville Chinese New Year street fair and delivered a mix of quit smoking, healthy eating, organ and tissue donation messages as well as conducting surveys on awareness and attitudes to various important health issues for the Chinese community.

The quit smoking component of the tent was busy, with a Chinese Quitline advisor present to promote the Chinese Quitline and engage in one-on-one consultations. As always at these events, the "Smokerlyser" Carbon Monoxide monitoring machine received a good workout.

MHCS also attended the Parramatta Chinese Lantern Festival, again to deliver health messages and conduct surveys. The evening festival drew a very multicultural crowd, reflecting the demographic of Parramatta and its surrounding suburbs. The crowd was very large and lively; the food and entertainment was terrific and the success of the evening was very dependent on its location at Centennial Square, the true heart of Sydney's second city.



At the Vietnamese "TET" New Year Festival at the Fairfield showground, MHCS had two information tents; one devoted to smoking and the Vietnamese Quitlines, and the other to raise awareness of Hepatitis B, an important issue for the Vietnamese community. This information tent marked the beginning of a close relationship with the Vietnamese community in promoting Hepatitis B awareness throughout 2015.

## Heart Health messages for Chinese communities in Sydney and Melbourne

Chinese speaking families are encouraged to start taking steps to protect the heart health of their loved ones by having a heart attack plan.

MHCS is running a multimedia campaign in partnership with the Heart Foundation highlighting the valuable print and audio resources available for Mandarin and Cantonese speakers in Sydney and Melbourne to learn about the warning signs of a heart attack and reduce their risk of having one.

The audio presentations in Mandarin and Cantonese are available for people to download and listen to stories of how community members had risk factors for cardiovascular disease (CVD) such as high blood pressure, overweight and elevated cholesterol outlining actions they have taken including lifestyle changes and visiting their GP.

To listen to the audio presentations in Cantonese and Madarin, visit: <https://www.heartfoundation.org.au/hearthealth>

The collage features several educational materials from the Heart Foundation:

- Top Left:** A poster titled "WHEN A PERSON IS HAVING A HEART ATTACK, EVERY MINUTE COUNTS. BE PREPARED. ORDER YOUR ACTION PLAN TODAY." It includes instructions for ordering an Action Plan pack and lists symptoms to recognize.
- Top Right:** A poster titled "Heart disease is the single biggest killer of Australian women." It features a woman's face and lists risk factors and prevention tips.
- Bottom Left:** A poster titled "您认识自己心脏病发作吗? (Action Plan)" with a diagram showing steps: 1. 停下来 (Stop), 2. 说话 (Talk), 3. 拨打100 (Call 100).
- Bottom Right:** A poster titled "降低风险, 从今天开始" (Reduce the risks, start today) with a list of heart health tips.

## International Women's Day event 'Makes It Happen' for the Pink Sari Project



Q&A with A/Prof Nirmala Pathmanathan



Attendees taking in breast screen messages



Monsuun Dance Group Performance

An International Women's Day Chai Party was organised by SAHELI, the Australian Hindi Indian Association, NSW Multicultural Health Communication Service and Hornsby Shire Council to promote the 2015 theme "Make it happen".

The event took place on the 28th February 2015 at Pennant Hills Community Centre, where close to 200 women from mostly South Asian backgrounds showed up in pink or purple in support of the Pink Sari Project (pink) and International Women's Day (purple).

The event program featured a diverse range of activities, including inspirational talks by women who fought against all odds to 'make it happen', expert Q and A on breast screening by A/Prof Nirmala Pathmanathan – Service Director from the Westmead Breast Cancer Institute, speeches by members of Parliament and Pink Sari Project workers on the importance of mammograms, invocation singing, Chinese line dancing and Bollywood dancing – all wrapped up with the women's empowerment song "I am Woman", which everyone sang to.

Everyone who participated in the event embraced the Pink Sari Project by recognising the significance of breast cancer and

the importance of mammograms. This was reflected in many women visiting the BreastScreen registration desk to register for a mammogram appointment. Most of the speakers also signed a Pink Sari Project pledge to demonstrate their support for the cause.

Guests were given 'Pink Barfis' (a popular Indian sweet which is traditionally white but made pink to match the colour scheme of the day), BreastScreen nail files (it was International WOMEN'S Day, after all), and breast screening information to take home and remind them of the day's messaging.

MHCS has since received much positive feedback from the women's experiences of this event and thank all the partnering organisations for their help and devotion in making it happen.

For more information on the Pink Sari Project, please visit:

<http://pinksariproject.org/>

<https://www.facebook.com/thepinksariproject>



Matt Kean MP Member for Hornsby with Pink Sari Project volunteers, event participants and MHCS staff



Chinese Line Dance Performance group

## Happy retirement ahead for MHCS Multilingual Quitlines Project Officer



Bevan (middle, back) with Multicultural Tobacco Control Network



Bevan with the MHCS Team

The MHCS team wishes our dear friend and colleague Project Officer Bevan Wilson the warmest congratulations on his retirement after 10 years of outstanding work with the service.

Bevan has been instrumental in the establishment of the Multilingual Quitlines and coordinating the Multicultural Tobacco Control Network since 2006. Through his efforts, we have seen calls made from smokers of culturally and linguistically diverse backgrounds to Quitline NSW increase from 20 calls a year to over 700 a year.

Some of Bevan's achievements include the management of the Multicultural Tobacco Control Network, a state-wide network of individuals and organisations working with CALD communities and smoking cessation, circulation of the CALD Turkey newsletter and coordinating activities such as multicultural festivals that promote the Multilingual Quitline resources and tobacco prevention.

We wish Bevan the best of luck in his future adventures and endeavours.

### What's new on the MHCS website

#### NEW PUBLICATIONS

Bowel Cancer Awareness

Medication & Alcohol Italian & Macedonian  
45 second Radio Advertisement

The Australian Guide to Healthy Eating  
(includes serve information)

Midwifery Support Program

Contraception after you have had a baby

How to use an outdoor gym

A General Guide to Blood Transfusion:  
Information for Patients and Families

Looking after your scars

The Healthy Arabic &  
Community Kitchen Recipe Book

No smoking in commercial outdoor dining areas

After hours brochure

For more information, contact MHCS Systems Manager, Rajan Manickarajah on **02 9816 0309** or email [rajan.manickarajah@sesiahs.health.nsw.gov.au](mailto:rajan.manickarajah@sesiahs.health.nsw.gov.au).

#### LANGUAGES

[Arabic](#), [Chinese Simplified](#), [Chinese Traditional](#), [English](#), [Greek](#), [Vietnamese](#)

[Italian](#), [Macedonian](#)

[Arabic](#), [Chinese Simplified](#), [Dari](#), [English](#), [Filipino](#), [Hindi](#), [Khmer](#), [Korean](#),  
[Punjabi](#), [Tamil](#), [Turkish](#), [Vietnamese](#)

[Arabic](#), [Bengali](#), [Chinese Simplified](#), [Chinese Traditional](#), [English](#), [Indonesian](#),  
[Japanese](#), [Korean](#), [Nepalese](#), [Vietnamese](#)

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[Korean](#), [Spanish](#), [Vietnamese](#)

[Chinese Simplified](#), [Chinese Traditional](#), [English](#), [Farsi](#), [Italian](#), [Korean](#)

If you have stories, ideas and images promoting health issues to multicultural communities, and would like to share them on Polyglot or on our Facebook page, please contact our Media Manager Jesusa Helaratne on **02 9816 0306** or email [jesusa.helaratne@sesiahs.health.nsw.gov.au](mailto:jesusa.helaratne@sesiahs.health.nsw.gov.au)