

MHCS Snapshot 2024

Multicultural Health Week

Celebrate culture through food with multicultural family lunchboxes

150+ guests at the launch at NSW Parliament House

Partnership with renowned chef **Adam Liaw**

Lunchbox Competition at St George Hospital

Multicultural Family Lunchbox Challenge – a video competition for young people: **4** prize winners from **24** video submissions

18 print and digital resources in English
3 of these resources translated in **40** community languages

Adam's recipe videos subtitled in English and **4** community languages

7 video resources in English **8** media interviews

28+ media stories in **4** languages across TV, radio, online, and social media

Website **16,571** views (Data period: 1 August – 30 September 2024)

Estimated combined social media reach* nearly **1,000,000**
 (*Data period: 1 August – 31 October 2024)

Refugee Health

The culmination of the Translated health resources for refugee communities project was the launch of audio and video resources:

There is no place for domestic and family violence in Australia in English and **20** community languages

Multicultural Media Online Conference

The Multicultural Media Online Conference continues to be a trusted source for health information for multicultural media and culturally and linguistically diverse communities.

19 conferences **40+** guest speakers

Cancer Prevention

We engaged **10** communities at **15** community events across NSW about cancer prevention programs in partnership with the Cancer Institute NSW.

1,560 resources distributed

Translations

136 translation requests
73 translation projects into **63** languages

Website

Total active users **73,495**
 Total page views **261,803**
595 resources in **90** languages

*Data period: 1 January – 31 October 2024

Strengthened relationship with media and community

The inaugural multicultural media briefing on respiratory illness by Dr Kerry Chant in April 2024.

16 multicultural media representatives
3 bilingual GPs in attendance

Multicultural community engagement

25 community language groups consulted
15 consultation sessions conducted for **10** campaigns/projects

Social Media

9,547 followers	↑2.3%	1,223 followers	↑23.8%
1,183 followers	↑47.7%	14,926 followers	↑2.2%
1,670 followers	↑2.4%	4,449 followers	↑1.5%

Campaigns

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

- Breastfeeding
- Beat the Heat
- Carbon monoxide poisoning
- Isolated Patients Travel and Accommodation assistance scheme
- Mpox
- Mental health
- Menopause
- Organ and tissue donation
- Sepsis
- Urgent care
- Virtual care
- Winter flu