



Multicultural Health Week 2018

Talk, Listen, Ask – for better health

Campaign Toolkit

for Health Workers Who Support
Clients from Diverse Backgrounds

multiculturalhealthweek.com
Health Literacy 3 - 9 September 2018

1.1

What is Multicultural Health Week?

Multicultural Health Week is a state-wide event held every September in NSW.

It started in 2009 to highlight the importance of language and culture in health services as well as providing an opportunity to raise awareness of health issues facing multicultural communities.

The week is funded by the NSW Ministry of Health and is coordinated by the NSW Multicultural Health Communication Service.

Local Health Districts and other health and social organisations around NSW join the celebrations.

“It is through the lens of culture that people define health and illness and perceive and respond to health messages...Culture will affect from whom health care is sought, how symptoms are described, how treatment options are considered, and whether medical treatment will be chosen and adhered to”

(Andrulis, D. P., & Brach, C. (2007). Integrating literacy, culture, and language to improve health care quality for diverse populations. *American journal of health behavior*, 31(1), S122-S133.).

1.2

NSW Multicultural Health Communication Service

NSW Multicultural Health Communication Service is a state-wide service funded by NSW Ministry of Health and hosted by South Eastern Sydney Local Health District to provide health information to culturally and linguistically diverse communities.

The service works with organisations across NSW to ensure that people from culturally and linguistically diverse backgrounds have access to appropriate information about health promotion and health care services.

1.3

2018 Multicultural Health Week Theme: Health Literacy

Each Multicultural Health Week has a theme that helps focus discussion and action for that year.

The theme for this year is Health Literacy with the tag line 'Talk, Listen, Ask – for better health'.

The aim this year is to raise health workers' awareness of the importance of health literacy when working with people from culturally and linguistically diverse backgrounds.

There are also suggested actions and links to information and resources to address the impacts of low health literacy.

1.4

What does “Talk, Listen, Ask – for better health” mean to health care workers?

Talk to consumers and check if they need an interpreter.

Listen and respond actively to your consumers.

Ask consumers and check if they understand.

For better health outcomes through effective communication.

Did you know...?

Only 40 per cent of Australian adults have the skills needed to manage the demands of our health system?^{i, ii}

1.5

What is health literacy? (Fig.1)

Health literacy is about how people understand information in health and health care and how they use that information to make decisions.

Health Literacy Environmentⁱⁱⁱ

The environment can influence someone's health literacy. The environment can include the health promotion and health care system and how people use each system.

Parts of the environment that can influence how well someone can find, understand and use information includes the buildings, signage, resources, people, and practices as well as the interaction and relationship between the parts.

Health Literacy of Family and Friends

Family and friends can impact on how well people can find, understand and use health information and services.

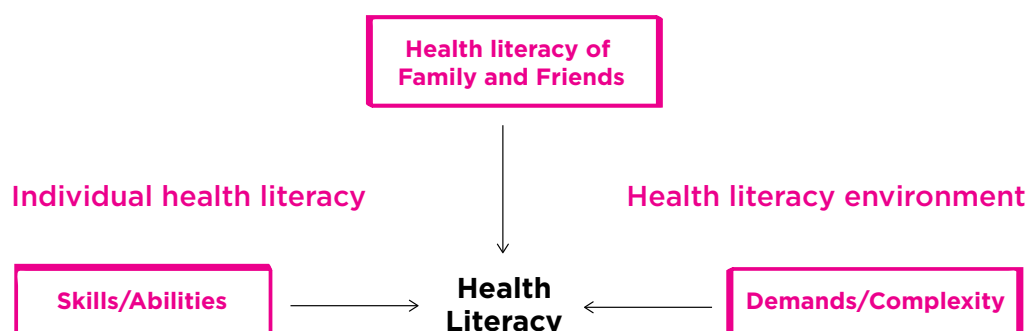
This can include parents or siblings, but also children supporting their parents.

Individual Health Literacy^{iv}

An individual's motivation and capacity can influence how well a person can find, understand and act on health information and use services.

It can include existing knowledge, skills and abilities along with their English and mathematical knowledge.

Fig.1 The three components of health literacy



Adapted from: Parker R., (2009) Measuring health literacy: Why? So what? Now what? In: Hernandez L (ed), *Measures of Health Literacy: Workshop Summary; Round table on Health Literacy*.



1 Background

1.6

Is this Toolkit for you?

1.6.1 About this toolkit

While it is everyone's responsibility to address health literacy, this toolkit was developed for health workers who are involved in quality improvement, and anyone who delivers care or prepares health information for diverse communities.

1.6.2 How to use this toolkit

The toolkit contains information and resources to help raise awareness about the importance of health literacy among health workers. It also provides some ideas to start a quality improvement project. The activity ideas are based on three areas: spoken, written and way-finding communication strategies.

1.6.3 What is in this toolkit?

This toolkit contains information and resources to support you and your organisation get involved in Multicultural Health Week, 3 to 9 September 2018.

- i Northern NSW Health Literacy Project (2017) Northern NSW Health Literacy Project, accessed on 19 July 2018 from: <https://healthliteracy.nnswlhd.health.nsw.gov.au/what-is-health-literacy-for-clinicians/>
- ii Australian Commission on Safety and Quality in Healthcare (2014). Health literacy: Taking action to improve safety and quality. Sydney: ACSQHC, accessed on 17 July 2018 from: <https://www.safetyandquality.gov.au/wp-content/uploads/2014/08/Health-Literacy-Taking-action-to-improve-safety-and-quality.pdf>
- iii Adapted from Australian Commission on Safety and Quality in Health Care (no date). What is health literacy? Two components fact sheet, accessed on 22 July 2018 from: <https://www.safetyandquality.gov.au/wp-content/uploads/2015/07/Infographic-What-is-health-literacy-two-components.jpg>
- iv Adapted from Australian Commission on Safety and Quality in Health Care (no date). What is health literacy? Two components fact sheet, accessed on 22 July 2018 from: <https://www.safetyandquality.gov.au/wp-content/uploads/2015/07/Infographic-What-is-health-literacy-two-components.jpg>

Below are some ways you can get involved with Multicultural Health Week 2018.

- Attend the launch in-person
- Attend the launch online
- Host your own project or event
- Start a conversation on social media.

2.1 Attend the launch of Multicultural Health Week in-person

Join us for the launch of Multicultural Health Week 2018:

Monday 3 September

10:00am – 12:00pm

Auditorium

Liverpool Hospital

Light lunch will be served.

RSVP by Wednesday 29 August 2018 to SESLHD-MHCS@health.nsw.gov.au

2.2 Attend the launch online

Join us online via webinar or Facebook live streaming.

Webinar details	Facebook
Internal Live Stream (All NSW Health Sites) If the link does not work, please go to http://healthview.health.nsw.gov.au and click on “Multicultural Health Week 2018”.	Multicultural Health Communication Service Facebook page

2.3 Host your own event or activity

There are many different types of activities that can raise health workers’ awareness of the importance of health literacy when working with people from culturally and linguistically diverse backgrounds.

If you’d like to inspire others in your workplace to improve health literacy consider hosting your own project or event. Below are a few suggestions.

2.3.1 Spoken Communication

These suggestions link with Action 2.8 and 2.10 of the [National Safety and Quality Health Services Standards \(2nd edition\)](#).

Ideas for your workplace
Host a staff training session on health literacy
Host a workshop on how to use the teach-back method when working with consumers (See example 1 below for more details)
Promote to staff the availability of interpreter services (See example 2 below for more details)
Host a workshop on how to use interpreters effectively (See example 2 below for more details)

Contact your local Health Care Interpreter Service (HCIS) and check the resources available at your district (See example 3 below for more details)

Example 1: Teach-back

- Teach back is a simple technique designed to improve communication and understanding between staff and consumers, and between staff.
- Teach back is used to check that the health worker has clearly explained information to the consumer, and that the consumer has understood the information they have received (and vice-versa)
- The onus is on the health worker to check consumer understanding in a more comprehensive manner.

Useful Resources

Teach-Back Technique (Information Sheet and Video)

https://www.ceh.org.au/wp-content/uploads/2017/03/CEH_Teach-back_WEB.pdf

<https://www.ceh.org.au/new-resource-showing-the-teach-back-technique-in-hepatitis-b-context/>

<http://www.mhcs.health.nsw.gov.au/publicationsandresources/pdf/publication-pdfs/video-resources/ahs-9145-video-demonstration-of-teach-back>

Example 2: Interpreter Service

- **Health Care Interpreter Service (HCIS)**
There are five Health Care Interpreter Services in NSW – three metropolitan and two rural. They provide 24/7 onsite and phone interpreting services in over 120 languages including Auslan for people who are deaf.

Metropolitan Services

[Health Care Interpreter Service - Western Sydney Local Health District.](#)

[Health Language Services - South Western Sydney Local Health District](#)

[Sydney Health Care Interpreter Service - Sydney Local Health District](#)

Rural and Regional Services

[Health Care Interpreter Services - Hunter New England Local Health District](#)

[Health Care Interpreter Services - Illawarra Shoalhaven Local Health District](#)

Translating and Interpreting Service (TIS National)

Hold an information session on working with interpreters. This can include information about how you book an interpreter and what client codes to use. You can ask your local interpreter service for help or share the following video and resources.

[Working with TIS National interpreters website](#)

[Hints and tips for working with interpreter \(video\)](#)

Example 3: Local Resources

There are resources from your LHD on

- Assessing need for an interpreter
- Risks associated with using family members and friends to interpret
- Communicating through interpreters face to face
- Communication through telephone interpreter
- Interpreting in family conferences
- Communicating through interpreters in mental health interviews

- “Working with interpreters in the healthcare setting” DVD is available on the [SESLHD Intranet](#).

2.3.2 Written Communication

These suggestions link with Action 2.8 and 2.10 of the National Safety and Quality Health Services Standards (2nd edition).

Ideas for your workplace
Host a staff training session on health literacy
Promote to staff the availability of multilingual resources for their clients (See example 1 on the next page for more details)
Identify the most common consumer health information in your district, then review and ensure these resources are written in plain English (See example 2 on the next page for more details)
Review your resources and assess if they are available in other formats (e.g. audio and videos)
Identify the most commonly spoken/requested languages in your district and check if the health information is available in those languages
You can ask your Health Care Interpreter Service or your department responsible for information and data management.
Identify resources that may need to be translated or adapted into languages other than English (contact MHCS to help coordinate translations)
Implement a process to review multilingual health information and resources used within your health services
Engage with your community to review resources

Example 1: Multilingual Health Resources

There are guides and directories available to help you develop multilingual resources. These guidelines may also assist you in reviewing your current translated resources.

Useful Resources

[Multilingual Health Resources by AHS, DoH and NGOs Funded by NSW Health \(Guidelines for Production\)](#)

This document describes the steps that health workers should follow to find out about existing multilingual resources, about producing new materials and about sharing them across the NSW health system.

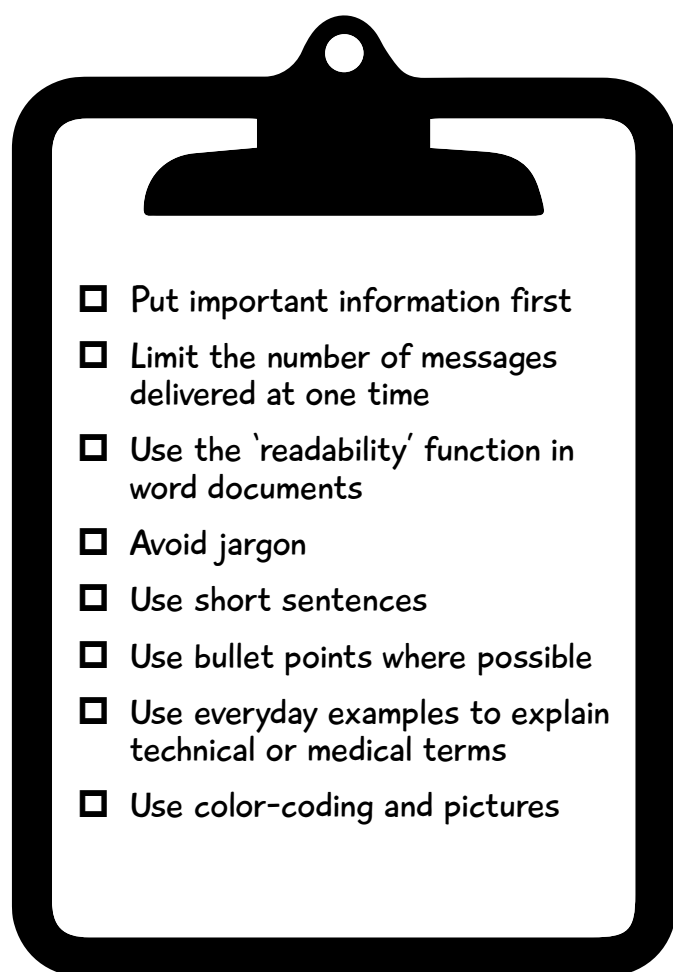
[Guidelines for the Production of Multilingual Resources \(MHCS\)](#)

This document provides practical guidance for the production of multilingual health resources by Local Health Districts (LHD), NSW Ministry of Health and Non-Government Organisations funded by the NSW Ministry of Health.

[Health Translations Directory](#)

This directory provides direct links to reliable translated health resources produced in Australia.

Example 2: Practical suggestions for writing plain English



There is an [automatic readability checker](#) that can help you check the reading level and grade level of your text, to help determine if a text is suitable for your intended audience.

2.3.3 Way-finding Communication

These suggestions link with Standard 1, Actions 1.31 of the National Safety and Quality Health Services Standards (2nd edition).

Ideas for your workplace

Test your workplace's signage and accessibility by hosting a 'Find your way' event (See example 1 below for more details)

Seek user feedback on signs that may need to be translated

Organise hospital tours (See example 2 below for more details)

Review the map of your hospital/health facilities

Example 1: Find your way event

Test your workplace signage and accessibility by hosting a "find your way event". This can involve asking a group of diverse consumers or community members to find certain locations using only current tools and resources such as campus maps, and asking for any improvements they find along the way.

Example 2: Hospital Tours

Arrange for hospital tours with your local services. You can contact the [NSW Refugee Health Service](#) for ideas and assistance on how to arrange hospital visits for refugees.

2.4

Start a conversation on social media

The information below has been created to assist you in starting a conversation through social media. Use the suggested information below for ideas on how to join in **#MulticulturalHealthWeek18 #HealthLiteracy**

Ideas for social media posts

About the week

Support **#MulticulturalHealthWeek18**: Help raise awareness of health issues facing multicultural communities. Go to www.multiculturalhealthweek.com for more details.

Join **#MulticulturalHealthWeek18** - Help raise awareness of health issues facing multicultural communities. Go to www.multiculturalhealthweek.com for more details

Health Literacy

Are you a health worker? Catch up on the importance of **#HealthLiteracy** when working with people from culturally and linguistically diverse backgrounds for **#MulticulturalHealthWeek18**.
Helpful tools: www.multiculturalhealthweek.com

Calling health workers: Catch up on the importance of **#HealthLiteracy** when working with people from culturally and linguistically diverse backgrounds for **#MulticulturalHealthWeek18**.
Helpful tools: www.multiculturalhealthweek.com

#HealthLiteracy 101 for **#MulticulturalHealthWeek18**:

- How people find and understand both written and spoken information about health and health care.
- How people act upon that information to make informed decisions.
Learn more: www.multiculturalhealthweek.com

What is **#HealthLiteracy**?

- How people find and understand both written and spoken information about health and health care.
- How people act upon that information to make informed decisions. Learn more for **#MulticulturalHealthWeek18**: www.multiculturalhealthweek.com

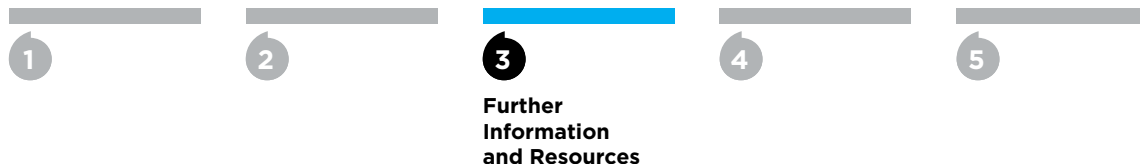
Why is **#HealthLiteracy** important for both kids and adults?

Understanding health promotion and prevention messages such as reading nutritional labels can be a challenge for all. Tips to learn more: www.multiculturalhealthweek.com **#MulticulturalHealthWeek18**

Where to start with **#HealthLiteracy**? Adopt the universal precautions approach:

- Treat everyone equally.
- Make offers of assistance to all.
- Simplify all information and do not make assumptions about who understands or who needs help. **#MulticulturalHealthWeek18**

	<p>Why is #HealthLiteracy important?</p> <p>Only 40% of Australian adults have the skills needed to manage the demands of our health system. Check out www.multiculturalhealthweek.com for more details #MulticulturalHealthWeek18</p> <hr/> <p>How to improve your #HealthLiteracy for everyday:</p> <p>Consider reviewing your information and resources to make sure they use plain English #MulticulturalHealthWeek18</p> <p>Go to www.multiculturalhealthweek.com for more details.</p>
Did you know...?	<p>Did you know, only 40 per cent of Australian adults have the skills needed to manage the demands of our health system? Check out www.multiculturalhealthweek.com for more details #HealthLiteracy #MulticulturalHealthWeek18</p> <hr/> <p>Did you know? Interpreter services are available 24/7 #HealthLiteracy #MulticulturalHealthWeek18</p>
Activities	<p>Consider reviewing your information and resources to make sure they use plain English #HealthLiteracy #MulticulturalHealthWeek18</p> <p>Go to www.multiculturalhealthweek.com for more details.</p>



3.1

Promotional Poster

NSW Multicultural Health Communication Services has developed an A3 size poster to help you promote the week. The downloadable poster can be found www.multiculturalhealthweek.com or you can contact us via seslhd-mhcs@health.nsw.gov.au to order your printed posters.

3.2

Want to learn more about Health Literacy?

For more information on ways to improve health literacy, check out the following websites

[Australian Commission on Safety and Quality in Healthcare](#)

[The Clinical Excellence Commission](#)

3.3

Questions?

Visit [NSW Multicultural Health Communication Service](#)

Email the service seslhd-mhcs@health.nsw.gov.au

Call the service on +61 (02) 8753 5047 to speak to a member of the team.



Evaluation

Your thoughts and comments on Multicultural Health Week are very valuable for us.

Please take a couple of minutes to complete [our online evaluation](#).

Multicultural Health Week Advisory Group

- Bradley Lloyd, Program Coordinator, Patient Centred Care, Clinical Excellence Commission
- Claire Portors, Senior Policy Officer, Health and Social Policy Branch, Ministry of Health
- Danielle Weber, Health Navigation Volunteer Manager, NSW Refugee Health Service
- Eunice Simons, Senior Project Officer, Chronic Care for Aboriginal People, Primary Care and Chronic Services, Agency for Clinical Innovation
- Fiorina Mastroianni, Health Literacy and Diversity Health Manager | Clinical Governance Unit, Illawarra Shoalhaven Local Health District
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- Kara Leonard, Project Officer- Health Literacy Consumer Engagement (Tuesday-Thursday), Northern Sydney Local Health District Multicultural Health Service
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