

Families NSW Communication Strategy for Parents and Carers in the Arabic, Chinese and Vietnamese Communities

Coordinated by NSW Multicultural Health Communication Service

Welcome to the first edition of this e-newsletter distributed by the NSW Multicultural Health Communication Service (MHCS).

Included in this e-newsletter:

- Free resources in Arabic, Chinese and Vietnamese
- Information sessions for service providers
- Flipcharts for Arabic, Chinese and Vietnamese communities
- 3 Stages of the Media Strategy
- How you can help

This introduces you to the Families NSW Communication Strategy for Parents and Carers in the Arabic, Chinese and Vietnamese Communities Project in the Northern Sydney, South East Sydney and South West Sydney areas.

Families NSW has teamed up with MHCS to develop a media campaign targeting parents of 0 to 5 years old from the Arabic, Chinese and Vietnamese communities in the targeted areas to promote the key messages of the early parenting resource kit 'Love Talk Sing Read Play'.

The project aims to raise awareness of how children can best learn, grow and develop through different stages from 0 – 5 years old, and to increase parents' confidence in parenting.

A major component of this endeavour is to urge service providers, including early childhood centres to encourage the same key messages 'Love Talk Sing Read Play' in their dealings with Arabic, Chinese and Vietnamese parents and their babies.

Flipcharts for Arabic, Chinese and Vietnamese communities for future distribution

A flip chart outlining the developmental stages and ideas for parents to enhance children's social, emotional and intellectual development, under the headings of love, talk, sing, read and play are presently being translated into Arabic, Chinese and Vietnamese. Local support services and information about using the Translation Interpreting Service (TIS) are also included in the resource. The flipcharts will be available soon for distribution to Arabic, Chinese and Vietnamese parents and carers.

3 Stages of the Media Strategy

The media strategy of the project aims to get the key messages available to the Arabic, Chinese and Vietnamese communities through print, radio and television.

Stage 1 - Formative Research and Situation Analysis (SWOT) including identification of baseline measures for communication strategy

Stage 2 - Development and Implementation of Arabic, Chinese and Vietnamese Communication Campaign

Stage 3 – Evaluation



Free resources in Arabic, Chinese and Vietnamese

Available for free is the Resource Kit – Love Talk Sing Read Play in Arabic, Chinese and Vietnamese. The kit provides simple messages for services to communicate with the families they assist in the targeted communities. These messages aim to help with children's development, early brain development, positive parenting, early literacy and play.

The resources are made available to all service providers working with Arabic, Chinese and Vietnamese families in the three Families NSW regions to encourage them to incorporate these key messages into their work.



To download the free kit in Arabic, Chinese and Vietnamese visit the MHCS website:

www.mhcs.health.nsw.gov.au

Information sessions for service providers

Karitane is assisting with this project by running information sessions for service providers to promote the messages and the resources.

If your service would like an information session especially delivered at your office, please contact Monica Hughes at the Karitane Education Department on T. 02 9794 2300 or through email monica.hughes@sswahs.nsw.gov.au

How can you help

If you are an Arabic, Chinese or Vietnamese Bilingual worker who are working in the field of early childhood development and are interested in being part of this project to help in the media component of the campaign or want regular updates, please email: jesusa.helaratne@sesiahs.nsw.gov.au germana.morassi@sesiahs.nsw.gov.au or call MHCS on T. 02 9816 0347