

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

Coordinated by NSW Multicultural Health Communication Service

Welcome to another edition of this e-newsletter distributed every third week of every month by the NSW Multicultural Health Communication Service (MHCS).

Below is an update on the Families NSW Communication Strategy in partnership with MHCS, targeting the Northern Sydney, South East Sydney and South West Sydney areas promoting the messages in Families NSW early parenting resource *Love Talk Sing Read Play* for Parents and Carers in the Arabic, Chinese and Vietnamese communities.

### Included in this e-newsletter:

- Families NSW
- Media Strategy Update – Stage 2
- Arabic, Chinese and Vietnamese Love Talk Sing Read Play Development Charts to be launched in August
- Resources on Parenting accessible now on MHCS website
- Book your information session with Karitane
- Sign up and spread the word

### Families NSW

Families NSW is the NSW Government's prevention and early intervention strategy for parents expecting a baby or with children aged up to 8 years that helps parents give their children a good start in life.

The strategy is jointly implemented by five government agencies – Community Services; NSW Health; Education and Training; Housing NSW and Ageing, Disability and Home Care; together with local communities, non-government organisations and local government.

Visit [www.families.nsw.gov.au](http://www.families.nsw.gov.au) for more information and parenting resources.

### Media Strategy Update – Stage 2 Development and Implementation of Arabic, Chinese and Vietnamese Communication Campaign

Based on the key findings of Stage One – a communication strategy is being developed by MHCS to be implemented in August. The communication strategy will comprise of :

1. Development and testing of resources, set of Question and Answers, print and radio advertisements, media releases and editorials etc.
2. Production and distribution of resources, PR and media campaign implementation
3. Conduct Media forums - Arabic, Chinese & Vietnamese
4. Conduct Information session for Arabic, Chinese & Vietnamese service providers



### Arabic, Chinese and Vietnamese Love Talk Sing Read Play Development Charts for Parents to be launched in August

The new *Love Talk Sing Read Play* Development Charts or flipcharts in Arabic, Chinese and Vietnamese will be launched in 3 separate media events in August for distribution to the targeted communities.

MHCS has partnered up with the Arab Council Australia (ACA), Chinese Australian Services Society (CASS) and Vietnamese Women's Association (VWA) to conduct the *Love Talk Sing Read Play* Development Charts in language media forums and distribute to Arabic, Chinese and Vietnamese parents and carers in the three targeted areas.



### Resources on Parenting now available on the MHCS website

For more parenting resources in languages other than English, log on to [www.mhcs.health.nsw.gov.au](http://www.mhcs.health.nsw.gov.au) and click on **Campaigns** and open the **Families NSW** page to access a variety of topics on child development.

### Book your information with Karitane

For Early Childhood service providers within the South East, South West and Northern Sydney Areas, contact Karitane and book your information session on promoting the messages *Love Talk Sing Read Play*.

Call Monica Hughes at the Karitane Education Dept. on T. 02 9794 2300 or through email:

[monica.hughes@sswahs.nsw.gov.au](mailto:monica.hughes@sswahs.nsw.gov.au)

### Sign up now and spread the word

If you're a Bilingual worker dealing with Arabic, Chinese or Vietnamese parents and children, we are calling on you to sign up and be involved in this campaign's media strategy and spread these key messages.



Contact Jess or Germana on 02 9816 0347  
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