

Cultural Planning Tips

These tips are from the Eastern Metropolitan Region Home and Community Care Cultural Planning Tool Analysis Report 2008 – 2010.

1. Six principals for a culturally competent organisation:

1. Include community representation and consultation
2. Integrate it into existing systems of the organisation
3. Make it manageable, measurable and sustainable
4. Frame it within an economic model
5. Show commitment from leadership
6. Provide ongoing staff training and support

Source: Centre for Culture, Ethnicity and Health, accessed 17/05/10: www.ceh.org.au/culturalcompetence/principles.aspx

2. How can your organisation share cultural information amongst staff members?

- Attend EMR CALD Aged Care Network meetings (contact MIC to join)
- Invite ethno-specific services to speak at your staff meetings
- Invite staff from CALD backgrounds to present on their culture
- Develop a resource folder in a shared area

3. Where can I access demographic data?

- *Victorian Multicultural Commission (VMC)*: under the link 'Population & Migration' provides Census 2006 information including data on birthplace, language, ancestry and religion by LGA. www.multicultural.vic.gov.au
- *Municipal Association of Victoria (MAV)*: a publication titled "Seniors from Culturally and Linguistically Diverse Backgrounds" presents demographic details including county of birth, language, English proficiency, living arrangements and need for assistance by language spoken. www.mav.asn.au/hs/ageing/cegs#Resources
- *Migrant Information Centre (MIC)*: provides demographic profiles for each of the LGA as well as for the Eastern Region as a whole. www.miceastmelb.com.au/demographics.htm

4. How can I obtain my PIN to use DHS funded credit line service from ONCALL?

1. Visit the Funded Agency Channel (FAC) website: www.fac.dhs.vic.gov.au
2. If you don't have a Username and Password, you will need to register your agency
3. Once you login, you will be able to locate your pin
4. To book an interpreter or translator call: **ONCALL on 9867 378**

5. Bilingual Staff and Volunteers

- Bilingual staff/volunteers are very helpful in terms of communicating with clients. It is not recommended to use bilingual staff/volunteers as interpreters or translators, see DHS Language services Policy guidelines regarding use of multilingual staff www.dhs.vic.gov.au/multicultural
- It is important **not to use** English language students to translate materials for the CSO as they may not have sufficient English skills to correctly translate or interpret information

Cultural Planning Tips

- Centre for Culture Ethnicity and Health, “Bilingual Staff Roles and Organisational Supports,” provides useful tips on supporting Bilingual staff
http://www.ceh.org.au/downloads/bilingual_staff_roles_supports.pdf

6. Checklist: Preparing Translations

- Develop a community profile
- Choose your languages
- Don't include too much information
- Use simple terms
- Use short, easily understood sentences
- Avoid double negatives
- Avoid official, legal and professional jargon
- Avoid lengthy titles – try to break them up
- If something is difficult to explain consider whether you really need to include it

The Health Translations Directory has translated resource that can be downloaded:
www.healthtranslations.vic.gov.au

7. Checklist: Checking & Finalising Translations

- Arrange a language-specific focus group with clients
- Ask bilingual worker to check the translation against the original
- Ask bilingual worker to restate it in English, to check that they received the intended message
- Ensure the name of organisation is provided in English
- Write the topic in English and indicate language on the front page of the publication

8. *Where can I access the National Interpreter Symbol?*

- You can access the symbol or order any free-of-charge resources by visiting:
<http://www.multicultural.vic.gov.au/projects-and-initiatives/improving-language-services/interpreter-card-and-symbol>
- The symbol provides an easy way of indicating where people with limited English proficiency can go for language assistance

9. *Translated HACC information available online:*

'Your Rights and Responsibilities as a HACC Services User: Brochure'

This brochure is available in 20 different community languages and can be downloaded from:
www.healthtranslations.vic.gov.au

'Consumer Privacy Information Brochure and Consumer Consent Forms'

This information is available in over 50 different community languages and can be downloaded from: www.health.vic.gov.au/pcps/publications/languages_privacy.htm

EMR CALD Aged Care Network

Cultural Planning Tips

To keep up to date you can join this Network and receive information and updates about equity and access issues in the EMR to community aged care services for CALD communities.

10. Engaging CALD Consumers

The more that CALD consumers are able to participate in diverse ways, the more likely an organisation is to be responsive to their needs. Different strategies could include:

- CALD Consumers on Boards of Management
- Consumer Planning Days
- Consumers on Project Reference and Steering Groups
- Consumer Advisory Groups
- Focus Groups
- Information Sessions and Printed Materials

For more information on engaging CALD consumers in planning, implementation and evaluation visit: www.ceh.org.au/resources/publications.aspx

Source: 'A Practical Guide to CALD Consumer Participation', Centre for Culture, Ethnicity and Health, accessed 21/05/10:
<http://www.ceh.org.au/resources/publications.aspx>

11. Points to consider when recruiting staff and/or volunteers

- Include valuing cultural diversity in job descriptions and job advertisements
- Ensure that your staff/volunteer profile reflects the demographics of your catchment area
- Consider advertising in ethnic media
- Consider translating volunteer brochures in community languages
- Identify and develop strategies to meet special needs arising as a result of the recruitment of CALD volunteers

Useful Information Sheets available online include:

1. *Recruiting Bilingual Staff* → www.ceh.org.au/downloads/recruiting_bilingual_staff.pdf Centre for Culture, Ethnicity and Health
2. *Inviting Cultural Diversity in Volunteering: Information Sheet 1* → www.miceastmelb.com.au/documents/volunteer/MICVol_InfoSheet1_Policy.pdf Migrant Information Centre (Eastern Melbourne)
3. *Inviting Cultural Diversity in Volunteering: Information Sheet 2* → www.miceastmelb.com.au/documents/volunteer/Info_Sheet_2_Communication.pdf Migrant Information Centre (Eastern Melbourne)

12. Understanding the Needs of CALD Clients

- The Migrant Information Centre has developed Cultural and Religious Profiles to assist home and personal care workers in providing culturally sensitive care. These can be downloaded from the MIC Website
www.miceastmelb.com.au/documents/mep/H&PCarekit.pdf
- The MRC Canberra & region Inc produced "The Cultural Dictionary" which contains basic information on topics such as population, ethnic composition, language, religion, general attitudes, personal appearance, greetings, gestures, visiting and eating habits, lifestyle,

Cultural Planning Tips

family and marriage practices of people from a variety of ethnic and linguistic backgrounds

http://www.dhcs.act.gov.au/_data/assets/pdf_file/0017/5282/Cultural_Dictionary.pdf

13. Points to consider when marketing and promoting to CALD communities (Part 1):

- It is critical to seek advice from the community in developing a promotional strategy for CALD communities
- Literacy level in own language and English comprehension
- Length of settlement in Australia
- What community networks are in the catchment area (churches, mosques, temples, seniors citizen clubs and individuals within the targeted community e.g. doctors)
- Is there ethno-specific media for the targeted community?
- What are the media preferences of the target community (e.g. radio, newspaper, TV)
- Use of local resources for dissemination (e.g. libraries, community centres and local papers)

14. Ethnic Media: Radio 3ZZZ (92.3FM)

Radio 3ZZZ is the largest ethnic community station in Australia. It is estimated that more than 400,000 people listen to 3ZZZ every week. Go to: www.3zzz.com.au/about-us/ for a list of 70 different shows that 3ZZZ broadcast. Click on the link 'Get Involved' to explore different ways you can become a member and promote your service through 3ZZZ.

15. Points to consider when marketing and promoting to CALD communities (Part 2):

Department for Victorian Communities by Vicnet, a division of the State Library of Victoria produced a report detailing findings and recommendations from research into how multilingual web-based government information can be created and used in the best way for culturally and linguistically diverse (CALD) communities. The report can be downloaded from eGovernment resource centre website www.egov.vic.gov.au