



# Sample Project Model

---

## **A model of delivering health messages to newly arrived communities: An example, increasing dementia awareness through ethnic radio for newly arrived communities.**

This model is based on the findings of the Australian Multicultural Foundation (AMF) Project *Memory loss: Disrupting daily life: A national dementia campaign* which was a Dementia Community Support Grant Program funded through the Australian Government's Dementia Initiative, 2009. The project undertook a dementia awareness campaign for newly arrived communities through SBS national radio language programs including Somali, Sudanese (Arabic), Persian Farsi, Dari, African (English), Amharic, and Burmese.

There is no one size fits all strategy for "communicating health messages" with newly arrived communities. The communication strategy requires a variety of media and strategies such as ethnic radio, press, presentations, information sessions by peer educators, brochures etc. Communication strategies that work for English speaking communities with high literacy levels are culturally specific and determined and may not be appropriate for newly arrived communities.

## The Model

### **Introduction: Health Issue**

#### *Culturally and linguistically diverse communities and dementia*

Currently one in eight Australians with dementia do not speak English at home (Access Economics 2006). A study conducted by Alzheimer's Australia, 2008, looked at the perceptions of understanding of dementia in 12 culturally and linguistically diverse communities. They found that whilst there are variations in understandings of dementia in these 12 communities, there was a significant lack of overall understanding of dementia. Few people have a clear understanding of what dementia is, or its symptoms and causes. The research found that "literacy has significant implications for the way in which dementia information is provided and for dementia awareness models". Further information in the person's native language is preferred, but that the information needs to be clear and simple. The research also found people said that "even if they spoke English well, the information about dementia was too complex". It is even more complex when translated. The research concluded that there should be greater utilization of ethnic media as most communities indicated that they listen to ethnic radio and watch ethnic television and the information presented in their media tends to get further.

## **Dementia Awareness and Newly Arrived Communities**

The Australian Multicultural Foundation has conducted two projects funded through the Australian Government's Dementia Initiative. Both projects aimed to deliver dementia awareness information to newly arrived communities. The initial project (2009) trained Horn of Africa community leaders as peer educators to deliver dementia awareness information to their communities. This was a trusted, culturally sensitive method of delivering information about dementia where there was limited understanding of the existence of dementia. In 2010 the AMF aimed to increase the reach of dementia awareness messages through SBS national radio language programs.

## **Stage 1 Planning**

### **Communication Method: Ethnic Radio Campaigns**

It is important that health promotion strategies for culturally and linguistically diverse communities are not simply 'add ons' to mainstream campaigns, as evidence shows this creates issues in the translation of messages and incompatibilities between campaign messages and values of specific CALD groups (Donovan, R., & Henley, N. 2003. *Social marketing: Principles and practice*. Melbourne: IP Communications).

### **Knowing your target Group**

In considering whether ethnic radio is the best method of communication it is important to know the target group.

The Department of Immigration and Citizenship has developed Community Profiles to assist service providers to better understand the background and needs of those from newly arrived backgrounds. They are available at:

[www.immi.gov.au/living-in-australia/delivering-assistance/government-programs/settlement-planning/community-profiles.htm](http://www.immi.gov.au/living-in-australia/delivering-assistance/government-programs/settlement-planning/community-profiles.htm)

Community profiles can also be found at the Victorian Multicultural Commission:

<http://www.multicultural.vic.gov.au/population-and-migration/victorias-diversity/community-profiles-2006-census>

Additional resources include "A Profile of Victorian Seniors from Refugee backgrounds; Health and wellbeing needs and access to aged care health and support services. "A study conducted by the Refugee Health Research Centre Victoria". It has profiles of 20 refugee communities.

### **Develop the message / Consulting with the Community**

When developing the script for newly arrived communities, it is important to consult with the community to ascertain that the message that you wish to impart is clear and culturally sensitive.

When testing a script with newly arrived communities, it was found that the best format to use a story line that the communities could relate to. After consulting with the communities the Australian Multicultural Foundation found;

- It was important to deliver the message that dementia is not part of normal ageing
- The national help line phone number was important to promote so that communities understand where they can go for help.

### **Translate the script**

Once the script is developed and approved by communities it is then translated into the target language and recorded using bi lingual actors. The translation and recording by bi lingual actors is important so that the message is credible within the community.

## **Stage 2 Implementation**

Prior to broadcasting the radio campaign on the language programs, relevant service providers, need to be informed about the campaign.

The Australian Multicultural Foundation promoted and informed service providers about the campaign prior to it going to air. As the national dementia helpline was announced in the message it was important to inform all of the state and territory Alzheimer's Associations so that processes could be put in place if they needed to respond to those communities targeted. The AMF also promoted the campaign in the Alzheimer's Cross Cultural Network and newsletter.

### **Campaign schedule**

To ensure that the message is given the best opportunity to be heard and taken notice of by the communities, the community announcement needs to be repeated over several weeks. The AMF scheduled the community announcements over two, three month periods. The broadcast delivered a 30-45 second message each week over that period.

### **Stage 3 Evaluation**

Evaluating the effectiveness of ethnic radio can involve expensive and extensive research including surveying community understanding prior and post broadcast. It is difficult to evaluate the campaign with quantitative methodology so qualitative is a better method.

When evaluating the dementia awareness campaign, several questions need to be considered:

1. was the script content accurate and useful?
2. was the resource produced according to best practice guidelines and;
3. has the campaign generated interest in dementia within the language groups.
- 4.

The project can be monitored and evaluated at various key stages of development to ensure that performance criteria and project outcomes are met. The first stage of the process evaluation can involve the development and testing of the content of the dementia awareness raising script. While the general content of the scripts will be similar for all of the language groups the scripts will be adapted to respond to the particular needs of each group. To ensure that the scripts are appropriate, accurate and useful, the content will be developed in consultation with community members and experts in the field. The scripts will then be user tested to ensure that language, information and content meet the needs of the individual language groups. The second stage of evaluation assesses the degree of interest generated by the campaign. This information will be accessed through a survey directed at radio program producers to provide feedback on response rates or comments by community members. In addition, feedback from Alzheimer's Australia Helpline in each state can be sought to access data regarding phone ins from the targeted communities following the campaign.

### **Stage 4 Sustainability**

There are several resources that can be made available to service providers, other radio language programs and other appropriate groups for use. The resources can be made available through appropriate websites such as: health translations ([www.healthtranslations.vic.gov.au/](http://www.healthtranslations.vic.gov.au/)), diversity health institute clearing house (<http://203.32.142.106/clearinghouse/>). These resources can include:

- Written translation
- Recording of the campaign message in the targeted languages

Sample Model of Health Promotion Model for Dementia Awareness Campaign through Ethnic Radio for Newly Arrived Communities

