

# Reaching multilingual audiences

*Honouring the consumer voice across the spectrum*

Spiri Tsintziras

Writer and Consultant, Writing Spirit



Anna Higgs

Cultural Diversity Officer, Breast Cancer Network Australia



## Overview

- BCNA's experience of engaging with CALD consumers
- Hear from BCNA Community Liaison and consumer – Rita Papagiannis
- Group discussion – what challenges and successes have you had when engaging with CALD consumers?

## Breast Cancer Network Australia

- Support, inform, connect and represent women affected by breast cancer
- 100,000+ members nationally
- Represented by the Pink Lady



## Involving consumers across the spectrum

### Consumer driven organisation

- Resource and program development
- Advocacy work
- Review and survey group

## BCNA's Cultural Diversity Program

### Research phase

- BCNA not reaching 16% of newly diagnosed women
- Gap in breast cancer information for CALD communities
- Data – Breast cancer and language spoken at home

### Consultation phase

- Cancer, breast cancer and multicultural sector
- Focus groups with women

## Key Projects

### Multilingual

- Resource development
- Community Liaison Program
- Breast cancer information days
- Online written and audio information
- Collaboration with other organisations



## Involving CALD Consumers

### Translated resources project

- Initial focus groups
- Content development
- Translation checking
- Launch
- Distribution



## Writing Spirit



### Services

- Cross-cultural consultancy
- Specialises in creating accessible resources for a broad range of groups

### BCNA project

- Provided strategic advice on resource development
- Ran focus groups with interpreters
- Developed plain English resources

## **Don't assume. Ask!**

### **Focus groups – What we asked women**

- What is your experience?
- What information is most important to you?
- How do you like to receive information?

### **Important to observe the group**

- Stated/unstated

## **Recruitment is challenging!**

- Very time consuming
- Taboo topic
- Getting to the right demographic
- Focus group burnout
- Build relationships

## Our recruitment plan

- Message out to BCNA members
- Build relationships with each language group
  - Organisations
  - Community champions
- Media
  - Community notice
  - Radio
  - Newspapers



## Consultation prior to focus groups



Transportation



Location



Facilitation



Incentives

## Our experience

- Some focus groups larger than others
- Similar themes across all language groups
- Opportunity to hear women's voices
  - Guided resource content
  - Provided quotes to include in resources
- Built lasting relationships
  - Consumers
  - Key organisations

## Start with Plain English

- Develop text specifically for translation
  - Free from jargon
  - Aim for grade 6 reading level
- Receive consumer feedback at this point



## **Consumer involvement in resource checking**

- Be clear about what you are asking consumers
- Consumers are not language specialists
- Balance between professional translation and commonly understood language
- Providing consumer perspective
  - Cultural aspect
  - Personal experience
  - Accessibility

## **Feedback and acknowledgement**

- Keep consumers in the loop as the project progresses
- Share the final product
- Create something for consumers to be proud of
- Invite to launch event



# Rita's experience

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## Key messages

- It takes time, but it's worth it!
- Collaboration with other organisations and community champions is key
- Be clear about what you asking of consumers
- Keep consumers engaged throughout the project
- Make it easy

## Exercise

### Service providers

- How have you involved CALD consumers to improve your service?
- What were the challenges and successes?
- If you haven't engaged with CALD consumers, what are the barriers?

### Consumers

- What is your experience as a consumer in service development/improvement?
  - What have been your personal successes or challenges?
- Bring back to the bigger group for discussion and to brainstorm helpful strategies.

## Stay in touch

**Anna Higgs**

**Cultural Diversity Officer, BCNA**

**E:** [ahiggs@bcna.org.au](mailto:ahiggs@bcna.org.au)

**T:** 1800 500 258

**W:** [www.bcna.org.au](http://www.bcna.org.au)

**Spiri Tsintziras**

**Writer and consultant, Writing Spirit**

**E:** [writingspirit@bigpond.com](mailto:writingspirit@bigpond.com)

**T:** 0403 776 116

**W:** [www.writingspirit.com.au](http://www.writingspirit.com.au)

