Engaging Multicultural Communities

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NSW Multicultural Health Communication Service

18 June 2018
Multicultural Cancer Forum,
Parkroyal, Parramatta
Engagement

• Is one approach better than another?

• Does community engagement always lead to good outcomes for the community? Consumer?
Engagement depends on your world view

1. Relationships
2. Decisions – process, implementation and “buy in”
3. Compliance – reporting
4. Capacity Building

But for multicultural communities/consumers what does “being engaged” mean?
HEP B. COULD IT BE ME?
ASK. TEST. MONITOR. TREAT

HEP B
COULD IT BE ME?

1800 803 990
HEPB.ORG.AU
Continuum of Engagement

Degree of involvement of community

<table>
<thead>
<tr>
<th>Co-option</th>
<th>Compliance</th>
<th>Consultations</th>
<th>Co-operation</th>
<th>Co-design Co-learning</th>
<th>Collective Action</th>
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<td>Direct translation</td>
<td>Incentives for funding</td>
<td>Focus groups Surveys</td>
<td>Working together but external decisions</td>
<td>Share knowledge And power</td>
<td>Communities setting own agenda</td>
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Photovoice as participatory research, education and communication

Through the eyes of teens with cancer
Haathi (Elephant) in the room
Outcomes: Gold & Platinum Awards in AMEC (International Association for Measurement & Evaluation of Communications)

2016 Gold Award for Best Campaign in the Public and Not-for-profit Sector

2016 Grand Prix Platinum Award for Evaluation Research

PINK SARI
Talking sensitively about mammograms for the Tamil and Sri Lankan communities in New South Wales

mhcs.health.nsw.gov.au
facebook.com/mhcsnsw
youtube.com/user/mhcsnsw

Multicultural Health Communication Service
Engagement to patient experience

- “Minority ethnic cancer patients have poorer experiences of cancer services than those who identify as white, on nearly all dimensions of care.”
- -2017
Mind the Gap Report (UK) 2017

Patients felt groups of doctors and nurses talked in front of them as if they weren’t there:

- White patients: 19.2%
- Mixed ethnic background: 42.4%

Patients felt they were seen as soon as necessary by their GP before going to the hospital:

- White patients: 77%
- Black patients: 61.2%
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Mention only forms of migrant involvement that are explicitly encouraged by policy measures (at any level)

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# MIPLEX index: European union

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As a result of engagement..

• To what extent do cancer patient engagement activities / participants feel they are treated fairly?
• To what extent do they feel they are able to say what is on their mind?
• How do we provide patients with an opportunity to discuss and challenge poor policy decisions where they exist?
Anton Enus 🧐 @Anto... · 30/3/18

Definition of happiness? Scan showing there’s no discernible cancer left in my body. It’s been a long 16 months of radiation, chemo and surgery, but all concerned have emerged smiling. Please ask your GP about your risk profile. Or check out @BowelCancerAust.
I know the pain and suffering the family goes through when the big C makes entry into a family. The loss of my sister to breast cancer is urging me to support the cause of Pink Sari Project to spread the awareness and to urge women from the subcontinent to undertake timely breast screen.

Many women, like my sister, postpone having scans, placing other family matters in priority. She passed away in October 2015.”
Consider

• Continuum of engagement
• Changing socio-political and communication environment
• Engagement as end in itself or part of a bigger picture?
Questions and collaborations

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