

Moving Pictures: Using film and digital media to increase dementia awareness in multicultural communities

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Moving Pictures is a collaboration between

Moving Pictures

Dementia awareness
for CALD communities



The project has been funded through the Federal Government's
Department of Health's Dementia and Aged Care Services
Research and Innovation grants

Team

Principal investigator: A/Prof Bianca Brijnath

Project manager: Dr Josefine Antoniades

Project investigator team

- Professor Jon Adams, University of Technology Sydney.
- Dr Dianne Goeman, Adjunct Senior Research Fellow, University of Newcastle.
- Professor Colette Browning, Honorary Professor Peking University.
- Professor Katie Ellis, Curtin University.
- Professor Mike Kent, Curtin University.
- Dr Andrew Simon Gilbert
- Dr Samantha Croy

Bilingual staff

- Dr Nick Lee (Mandarin/Cantonese)
- Mariam Yousif (Arabic)
- Anu Krishnan (Hindi/Tamil)
- Dr Carolina Navarro Medel (Spanish)
- Julieta Sabates (Spanish)
- Phuong Lan Do (Vietnamese)
- Thu Ha Dang (Vietnamese)
- Carlo Guaia (Italian)
- Silvia Teani (Italian)
- Dr Antonia Thodis (Greek)

Services:

- Dementia Australia
- Assisi Aged Care
- Australian Multicultural Community Services (AMCS)
- Carers VIC
- Chinese Community Social Services Centre Inc.
- Circle Health
- Ethnic Communities Council of Victoria
- Federation of the Indian Association of Victoria
- Fronditha Care
- Hellenic Medical Society of Australia
- Monash University, Department of General Practice
- Myhealth Box Hill Medical Centre
- Pronia
- Ross Court Medical Complex
- United, Spanish Latin American Welfare Centre
- Victorian Arabic Social Services
- Victorian Multicultural Commission
- Migrant Resource Centre
- Wicking Dementia Research and Education Centre
- Alzheimer's WA
- Australian Arab Association
- Carers WA
- Chung Wah Association
- City of Melville
- Fortis consulting
- Hall & Prior Aged Care
- Italian Village Fremantle
- Multicultural Services Centre of Western Australia
- MYVISTA
- Rainbow Aged Care
- Australian Nursing Home Foundation
- Bridgeview Medical Practice
- Co.As.It. Sydney
- Co.As.It.
- Dementia Support Group for Indian Australian Inc.
- Itsowel
- Maronite Villages
- Multicultural Communities Council of Illawara (MCCI)
- Shellharbour Medical Centre
- Dr Ernest Tam
- SEWA Australia
- Centre for Cultural Diversity in Ageing
- And many, many more ...

Rationale



Timely diagnosis for dementia essential

- Maintain independence
- Obtaining early intervention
- Better health outcomes
- Planning for the future
- Engage support for carers & families

In ethnic communities delayed access common

- Occurring at the point of crisis
- Illness beliefs
- Poor dementia literacy/system knowledge
- Language/ses disadvantage

Why is this important?

- 1 in 3 Australian over 65 is from a culturally and linguistically diverse (CALD) background and this number will grow
- To ensure health equity for all in the Australian community
- Urgent need to inform CALD families about dementia, to avoid delayed diagnosis and timely access to care



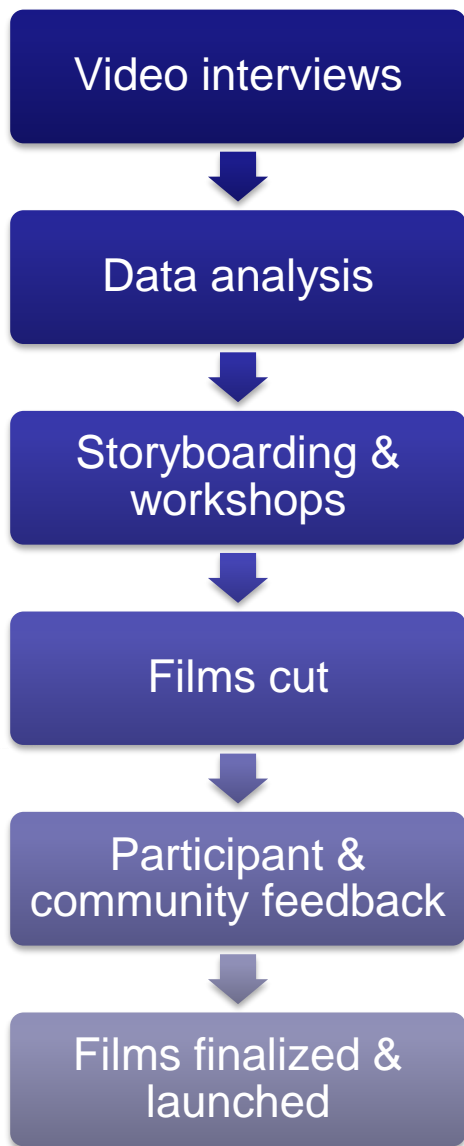
Aim



Moving Pictures, a national project that aims to use film and digital media to raise dementia awareness in Australia's culturally and linguistically diverse (CALD) communities.

Methods

Methods



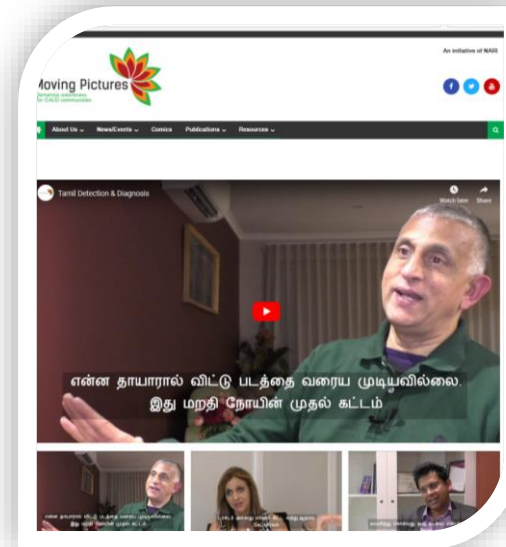
- **Mixed methods** comprising co-production & data analytics
- **Video interviews** : With carers (n=112) and Health professionals (n=41) from around Australia in language (9 languages) & English.
- **Data analysis**: Interviews transcribed & translated verbatim, data analysed using nVivo to form the basis for film storyboards
- **Storyboards** workshopped with representative steering committee
 - *Carer Journey*
 - *Navigating care*
 - *Detection & diagnosis*
- **15 films**: 5 languages, 3 films each: Tamil, Hindi, Mandarin, Cantonese and Arabic| 12 additional films in production (Greek, Italian, Spanish, Vietnamese).
- **Feedback**: Focus groups x 5: n=51 (MPI) | Member checking
- **Community screenings MPI** post-launch (<500 community members)
- **Online Community screening MPII** (current)



Moving Pictures resources

MP
Films

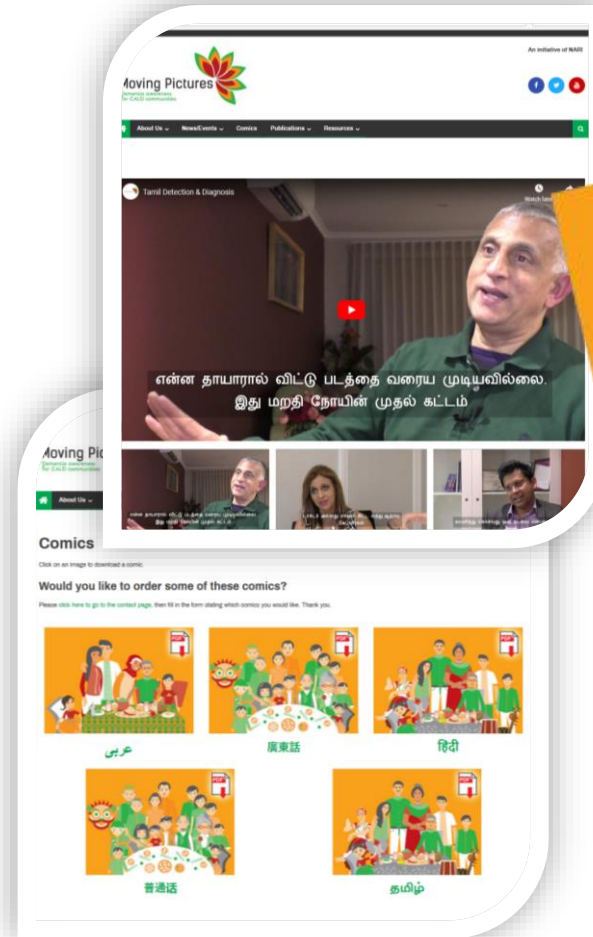
Detection & Diagnosis
Navigating Care
The Carer Journey



Moving Pictures resources

MP
Films

MP
comics

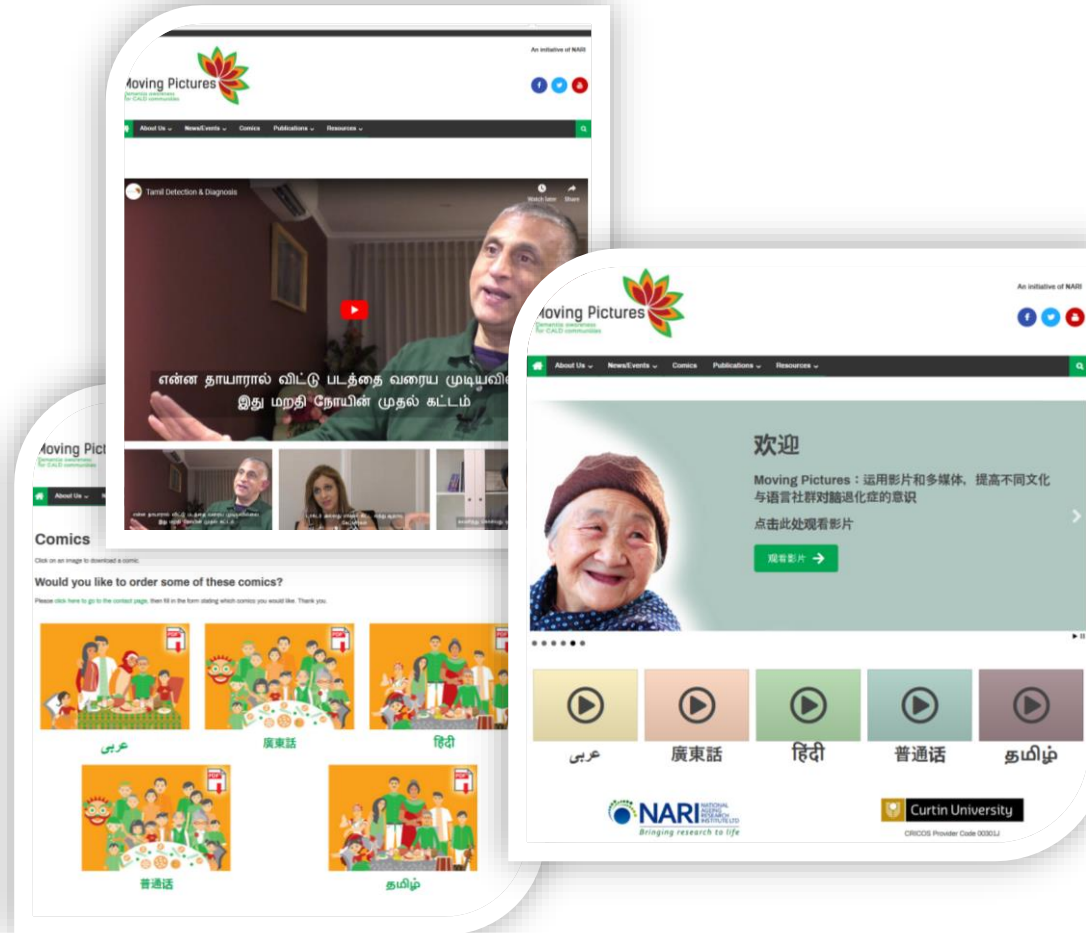


Moving Pictures resources

MP
Films

MP
comics

MP
website



See the films for free at
www.movingpictures.org.au

Impact

- To date www.movingpictures.org.au has had 19,613 views
- >620 followers on Twitter and 207 followers on Facebook
- >9000 comics distributed
- >20 print and broadcast stories including in the ABC, SBS, and The Australian)

Impact

- MP listed on the Australian Commission on Safety and Quality in Health Care, Queensland Government Carer Directory and Queensland Government Health websites
- >30 ethno-specific organisations (e.g. Centre for Cultural Diversity) and industry newsletters.
- *Moving Pictures Australia* drew formal media releases from the Federal Minister for Aged Care and the Federation of Ethnic Communities Council of Australia.

Uptake and next steps

Publications to date

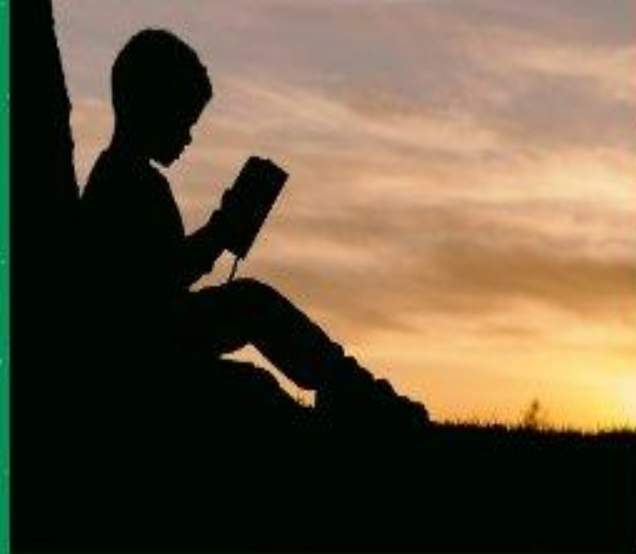
- Brijnath B, Gilbert AS, Kent M, et al. Beyond crisis: Enacted sense-making among ethnic minority carers of people with dementia in Australia. *Dementia*. November 2020. doi:10.1177/1471301220975641
- Bianca Brijnath, PhD, Andrew Simon Gilbert, PhD, Josefine Antoniadou, PhD, Samantha Croy, PhD, Mike Kent, PhD, Katie Ellis, PhD, Colette Browning, PhD, Dianne Goeman, PhD, Jon Adams, PhD, Boundary-crossers: How providers facilitate ethnic minority families' access to dementia services, *The Journals of Gerontology: Series B*, 2021;, gbab073, <https://doi.org/10.1093/geronb/gbab073>
- Under review:
 - Emotions and care
 - Structural burden
- In preparation:
 - Positive aspects of care
 - History of migration on service availability
 - Awareness
 - Home-knitted strategies

Moving Pictures II

- Currently developing resources in Spanish, Greek, Italian & Vietnamese
- Greek & Italian resources will be completed by early 2021
- Spanish & Vietnamese by mid 2021



Coming Soon in New Languages



ADAPT

Animating Dementia Prevention for CALD Communities

Moving Pictures India

- Funded by Alzheimer's Association USA
- Starting in 2021
- Focus on dementia care in low and middle income countries



Moving Pictures GENIE



- Develop an online repository of evidence-based dementia resources developed for migrant communities sourced internationally.
- Systematic search & via crowdsourcing from experts and academics
- Hosted on Moving Pictures website as a searchable page
- Project initiated as a collaboration with MP team and ISTAART members (Sanne Franzen, Kylie Radcliff, Mario Parra, Jayashree Dasgupta, Louise Lavrencic)
- Masters students working towards developing a prototype (Jing Ye Ooi & Veronica Lay; Monash U.)

Thank you for listening!

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