Using Translation to Connect with Culturally Diverse Audiences in Aged Care

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Ethnolink

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Our program

This webinar aims to equip staff working in the aged care sector with knowledge, skills and tips in creating effective translations for their consumers.

Today we will be covering how to:

- choose languages for a translation project
- make the most of your translation budget
- choose the right mode of communication (written, audio, video)
- develop content for your audience
- get your content in front of diverse audiences

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About EthnoLink

We're on a mission is to connect Australia through language

We do this by partnering with leading organisations, helping them to communicate in over 150 languages.

A little about us

- Established in 2011
- 6,000+ projects delivered
- Community translation specialists

Panellist/supplier on the:

- Creative and Digital Communications Panel, Services Australia (Australian Government)
- NSW Government Advertising & Digital Communication Services Scheme

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What we do

Ethnolink

Multicultural communication

Multicultural research

We can help you gain insights into diverse audiences through market research.

Community testing

We test your translated assets with real people to help gain valuable feedback.

Multicultural marketing

We can help get your content in front of the right eyes, using innovative marketing.

Cultural adaptation

We go one step further than translation and culturally adapt your content.

Translation and localisation

Translation services

Our NAATI Certified translators provide translations in over 150 languages.

Typesetting

We can place translated text in any artwork file including Adobe InDesign.

Website localisation

We can turn your English language website into a multilingual website.

NAATI certified translations

We provide certified translations that can be used for official purposes.

Video and audio localisation

Video translation

We can translate any animated or corporate production video in over languages.

Subtitles

We create translated subtitles to help make videos more accessible for diverse communities.

Voice over

We can record your translated scripts into over 150 languages spoken in Australia.

Transcriptions

We can transcribe audio and video content into any language.

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Our areas of speciality

- Public Sector
- Disability
- Mental Health
- Care Services
- Aged Care
- Community Services
- General Health
- Children & Youth
- Women's Health
- Education

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What is CALD?

CALD is an acronym that means ‘Culturally and Linguistically Diverse’.

So, what does that actually mean?

In Australia, people from CALD backgrounds can be people who:

- have migrated to Australia from overseas
- speak a Language Other Than English (LOTE)
- represent different cultural backgrounds
- have various religious beliefs.

Important: People do not typically identify as 'CALD'.

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Cultural Diversity in Aged Care

20% of Australians aged 65 and over were born in a non-English speaking country

37% of Australians aged 65 and over were born outside of Australia

206,000 Australians aged 65 have speak a Language Other than English (LOTE) at home AND speak English 'not well' or 'not at all'.

Sources: Centre for Cultural Diversity in Ageing n.d.; Rawson 2019, and ABS, Census 2016

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Questions to ask yourself

when preparing for translations

1. What is our objective?
2. Who is our audience?
3. How does our audience consume content?
4. What content should we produce?
5. How do we get our content in front of our audience?

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1. What is our objective?

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What is our objective?

Always start with an objective

Good examples

- Quickly dispel myths about COVID-19
- Improve awareness of our family violence hotline amongst people from CALD backgrounds
- Increase CALD consumers' satisfaction with our aged care services

Even better

- Increase CALD consumers' satisfaction with our aged care services by 20%, by December 2022

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Choosing the right objective

Practical Tip: Make your objectives 'SMART'

S pecific
M easurable
A chievable
R elevant
T ime-bound

Specific / Relevant

Measurable

Increase CALD consumers' satisfaction with our aged care services by 20%, by December 2022

Achievable? / Time-bound

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2.Who is our audience?

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How to find out

Information from within your organisation

- Most common - Anecdotal evidence
- Data collected internally (start collecting)

Information from external sources

- Census Data, Australian Bureau of Statistics (ABS)
- Settlement Data, Department of Home Affairs

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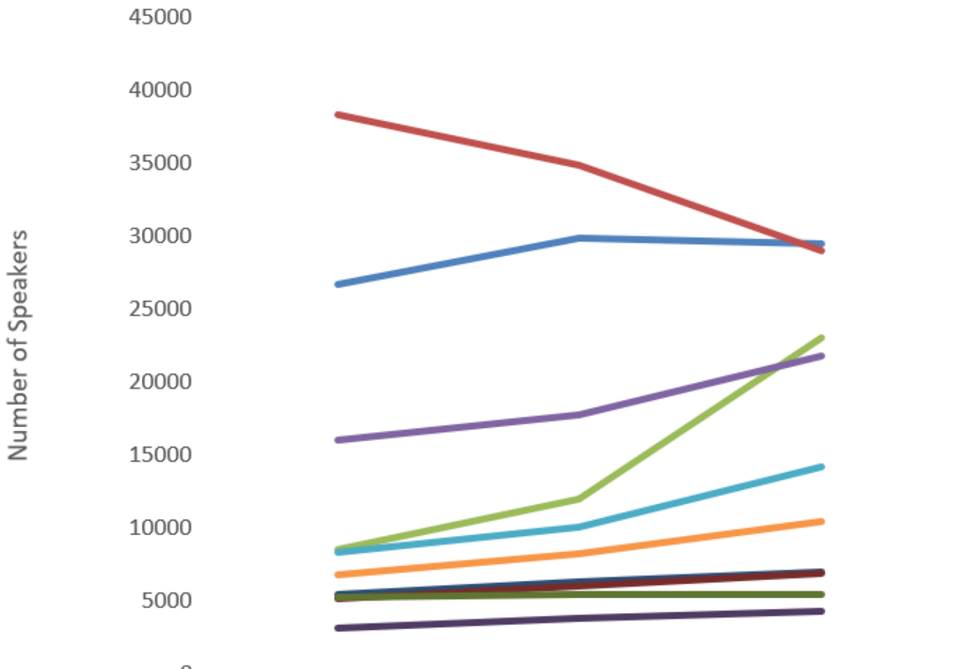
Top 10 languages spoken in Australia

by people aged 65 and over, who speak English 'not well' or not at all'



	2006	2011	2016
Greek	26650	29828	29462
Italian	38349	34896	28995
Mandarin	8546	12026	23068
Cantonese	15984	17733	21790
Vietnamese	8291	10043	14167
Arabic	6758	8281	10410
Macedonian	5451	6269	6981
Spanish	5148	6067	6882
Croatian	5237	5443	5411
Serbian	3154	3782	4243

Source: ABS Census

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Top languages

Recent migrants - people aged 65 and over

	Migration Stream			
Language	Humanitarian	Family	Skilled	Total
Not stated	0	5,957	59	6,016
Arabic	1,885	14	<5	1,899
Mandarin	7	1,479	13	1,499
English	<5	1,315	168	1,483
Chinese, nfd	<5	494	<5	494
Not Recorded	210	13	<5	223
Chinese, nec	0	196	<5	196
Assyrian	192	0	0	192
Cantonese	0	171	<5	171
Vietnamese	<5	102	<5	102

Source: Department of Home Affairs, Settlement Data Reporting, Jan 2016 - Sep 2020

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Choosing languages

for CALD engagement campaigns

- Age
- Gender
- Language spoken
- English language proficiency
- Literacy in native language
- Location (council area/city/state)
- Arrival in Australia
- Country of birth
- Highest Level of Education

Practical Tip: Consider your audience for each communication product, not just for your organisation as a whole.

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Using data

Objective: Improve understanding of COVID-19 for older people in Melbourne

- Age - 70 years +
- Gender - all genders
- English Language Proficiency - Low/None
- Location - Greater Melbourne

AGE10P - Age in Ten Year Groups	70-79 years	80-89 years	90-99 years	100 years and over	Total
<< LANP - 4 Digit Level					
Greek	7,284	5,292	625	11	13,213
Italian	4,280	6,030	1,300	19	11,622
Mandarin	2,688	1,364	150	3	4,212
Cantonese	1,941	1,527	344	10	3,812
Vietnamese	1,739	1,134	247	0	3,124
Macedonian	1,287	788	98	0	2,177
Russian	769	664	166	3	1,605
Arabic	936	528	81	6	1,544
Croatian	867	609	61	0	1,535
Spanish	737	395	76	0	1,204
Turkish	861	290	26	0	1,175
Serbian	601	356	25	0	985

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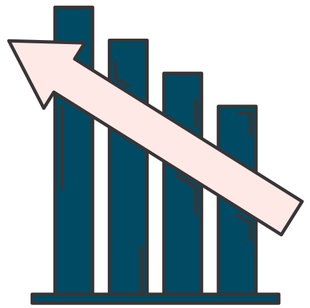
Reach vs Need

Example 'Reach' Languages

- Mandarin
- Cantonese
- Arabic
- Vietnamese
- Italian
- Greek



Example 'Need' Languages

- Burmese
- Assyrian
- Dinka
- Karen
- Swahili
- Dari

Practical Tip: Consider choosing languages from both 'reach' and 'need' categories to strike an appropriate balance

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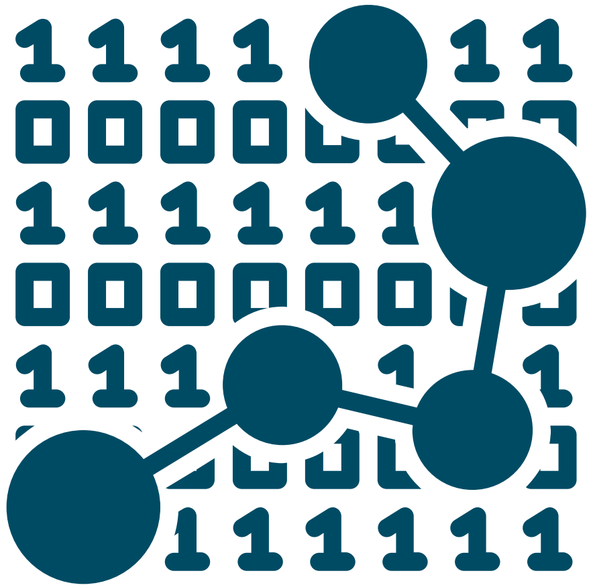
How to get data

- ABS Census TableBuilder tool
- Please note: at Ethnolink, we provide complimentary language and cultural advice to anyone (even if you're not already a client of ours), which means we can provide you with a custom data report for no charge



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3. How does our audience consume content?

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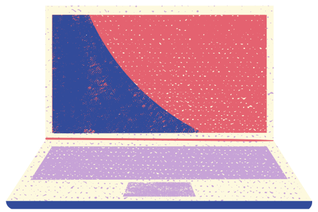
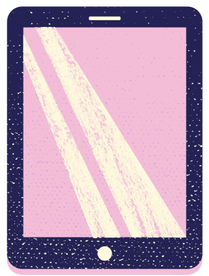
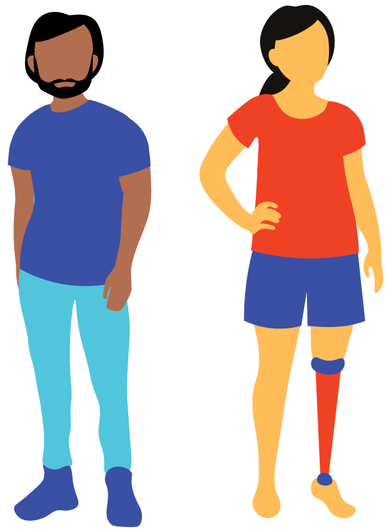
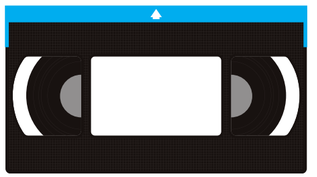
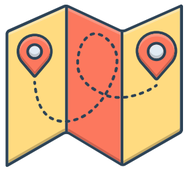
Where and how?



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4. What content should we produce?

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Well, how does your audience consume content?

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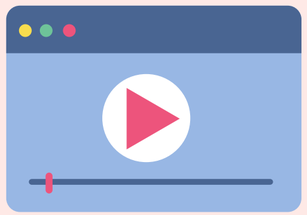
Written Content

- Brochures & booklets
- Posters
- Easy Read publications
- Plain language fact sheets
- Fridge magnets
- Direct mail-outs/letters
- Website content
- eLearning modules
- Mobile apps

Video Content

- Animated explainer videos
- Instructional videos
- Online course videos
- Subtitled vs Voice over
- Mobile apps



Audio Content

- Radio Ads
- Podcasts

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Communicate frequently & across channels

Example Strategy

- Website content (micro-site)
- Video on website
- Factsheets (downloadable)
- Monthly e-newsletter
- Weekly SMS (weekly updates)
- Printed-brochure mailed-out
- Weekly podcast
- Whatsapp group (daily)

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Animated Videos

with subtitles

with on-screen text

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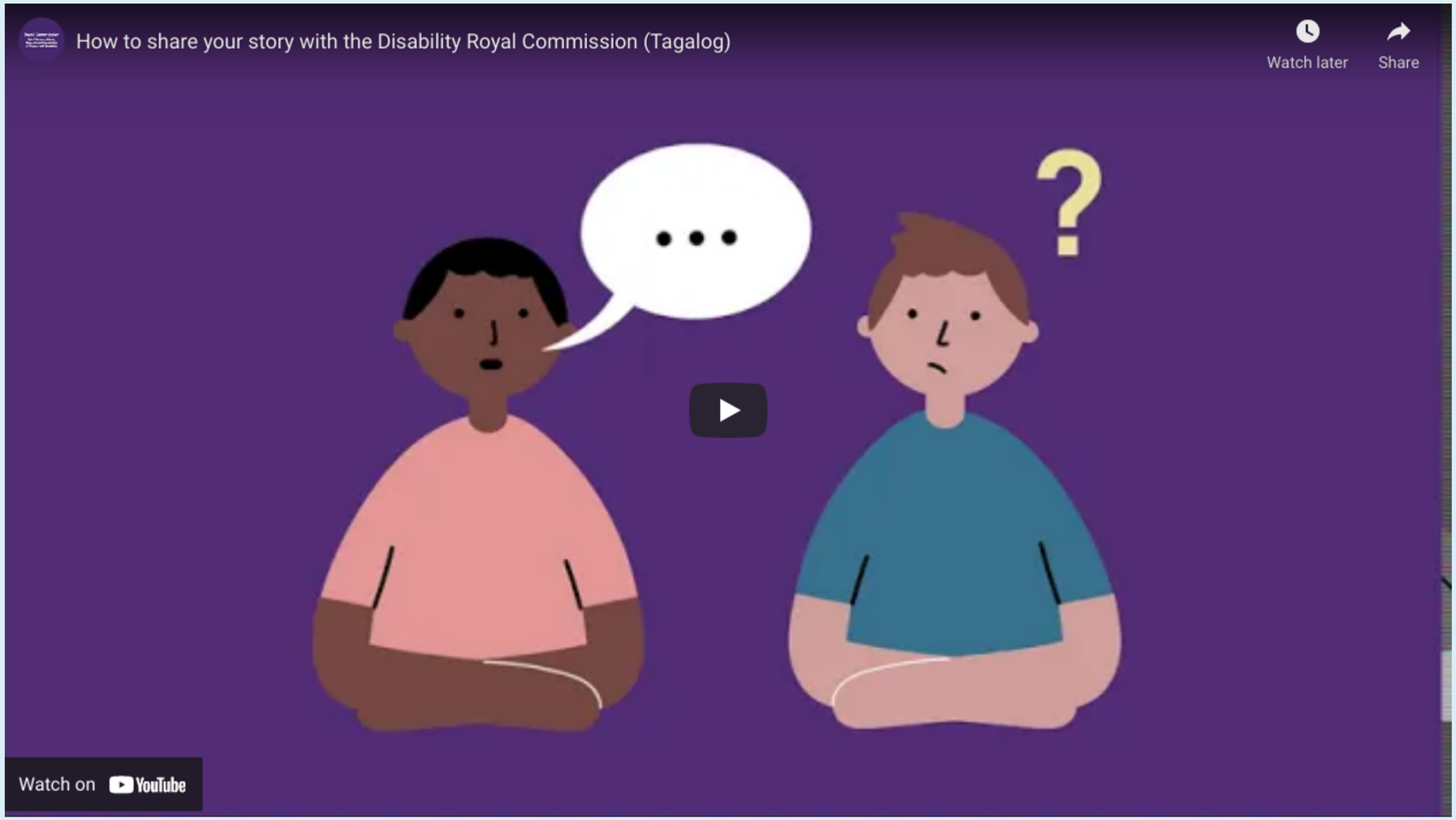
Animated Videos



https://disability.royalcommission.gov.au/publications/resources-tagalog

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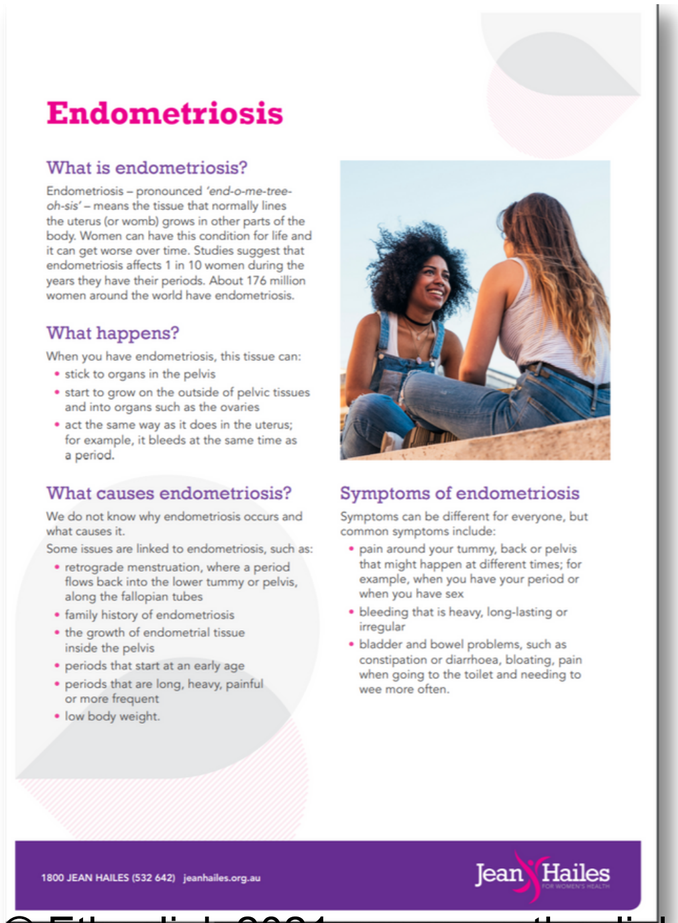
Plain Language Fact Sheets

and the importance of culturally adapted images



Endometriosis

What is endometriosis?

Endometriosis – pronounced *'end-o-me-tree-oh-sis'* – means the tissue that normally lines the uterus (or womb) grows in other parts of the body. Women can have this condition for life and it can get worse over time. Studies suggest that endometriosis affects 1 in 10 women during the years they have their periods. About 176 million women around the world have endometriosis.

What happens?

When you have endometriosis, this tissue can:

- stick to organs in the pelvis
- start to grow on the outside of pelvic tissues and into organs such as the ovaries
- act the same way as it does in the uterus; for example, it bleeds at the same time as a period.

What causes endometriosis?

We do not know why endometriosis occurs and what causes it.

Some issues are linked to endometriosis, such as:

- retrograde menstruation, where a period flows back into the lower tummy or pelvis, along the fallopian tubes
- family history of endometriosis
- the growth of endometrial tissue inside the pelvis
- periods that start at an early age
- periods that are long, heavy, painful or more frequent
- low body weight.

Symptoms of endometriosis

Symptoms can be different for everyone, but common symptoms include:

- pain around your tummy, back or pelvis that might happen at different times; for example, when you have your period or when you have sex
- bleeding that is heavy, long-lasting or irregular
- bladder and bowel problems, such as constipation or diarrhoea, bloating, pain when going to the toilet and needing to wee more often.

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Jean Hailes FOR WOMEN'S HEALTH

Lạc nội mạc tử cung

Lạc nội mạc tử cung là gì?

Lạc nội mạc tử cung là khi các mô bình thường lót trong tử cung (hay dạ con) lại phát triển ở những bộ phận khác trong cơ thể. Phụ nữ có thể mang bệnh trạng này cả đời và bệnh có thể trở nên tệ qua thời gian. Các nghiên cứu cho rằng cứ 10 phụ nữ ở tuổi sinh sản thì có 1 người bị lạc nội mạc tử cung. Trên toàn thế giới có khoảng 176 triệu phụ nữ bị lạc nội mạc tử cung.

Điều gì xảy ra?

Khi bị lạc nội mạc tử cung, mô này có thể:

- bám vào các bộ phận trong khoang chậu
- bắt đầu phát triển bên ngoài các mô khoang chậu và vào trong các cơ quan như buồng trứng
- vẫn hoạt động như các mô trong tử cung; ví dụ như, chảy máu cùng lúc với chu kỳ kinh nguyệt.

Nguyên nhân của lạc nội mạc tử cung là gì?

Chúng ta không biết tại sao phụ nữ bị lạc nội mạc tử cung và nguyên nhân gây nên bệnh.

Một số vấn đề có liên quan đến lạc nội mạc tử cung, như:

- trào ngược kinh nguyệt, máu kinh chảy ngược vào vùng bụng dưới hay khoang chậu thông qua các ống dẫn trứng
- tiền sử gia đình có bệnh lạc nội mạc tử cung
- sự phát triển của mô nội mạc tử cung trong khoang chậu
- bắt đầu kinh nguyệt sớm
- các chu kỳ kinh nguyệt kéo dài, ra máu nhiều, gây đau đớn hay thường xuyên hơn
- nhẹ cân.

Triệu chứng của lạc nội mạc tử cung

Mỗi bệnh nhân có thể có các triệu chứng khác nhau, tuy nhiên các triệu chứng thường gặp bao gồm:

- cơn đau ở vùng bụng, lưng hay vùng chậu và có thể xảy ra ở các thời điểm khác nhau; ví dụ như khi hành kinh hay quan hệ tình dục
- ra máu nhiều, kéo dài hay thất thường
- các vấn đề về bàng quang và tiêu hóa, như táo bón hay tiêu chảy, đầy hơi, đau đớn khi đi vệ sinh và muốn tiểu nhiều hơn.

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Vietnamese | Tiếng Việt

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子宫内膜异位症

什么是子宫内膜异位症?

子宫内膜异位症是指正常原本应该生长在子宫里的内膜生长到了身体的其他部位。女性可能一生都会受到这种病情的困扰，而且随着时间的推移，情况会变得更糟。研究表明，在女性有正常经期的那些年里，有十分之一的女性会受到子宫内膜异位症的影响。全世界约有 1.76 亿妇女患有子宫内膜异位症。

会出现什么情况?

当您患有子宫内膜异位症时，这种内膜组织可能会:

- 粘附在盆腔内的器官上
- 开始在盆腔组织外部生长，并进入卵巢等器官
- 表现得就像在子宫里一样；例如：在月经期间出血。

是什么原因导致子宫内膜异位症?

为什么会发生子宫内膜异位症及其成因尚未可知。

有些问题与子宫内膜异位症有关，例如:

- 逆行性月经，即月经沿着输卵管流回下腹部或盆腔
- 子宫内膜异位症家族史
- 盆腔内子宫内膜组织的生长
- 月经初潮年龄较早
- 月经经期长，量多、疼痛或频繁
- 体重过轻。

子宫内膜异位症的症状

症状可能因人而异，但常见的症状包括：

- 在不同的时间可能会发生腹部、背部或盆腔疼痛；例如：月经来潮时或进行性行为时
- 出血严重、持续时间长或不规则的出血
- 膀胱和肠道问题，如便秘或腹泻、腹胀、上厕所时疼痛和尿频。

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Chinese (Simplified) | 简体中文

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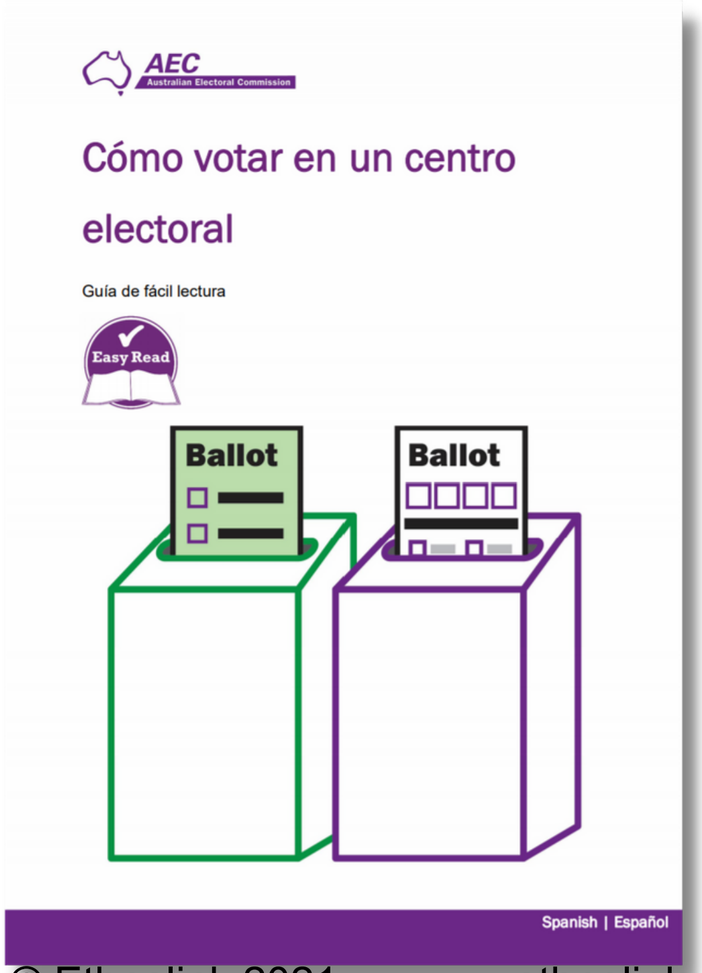
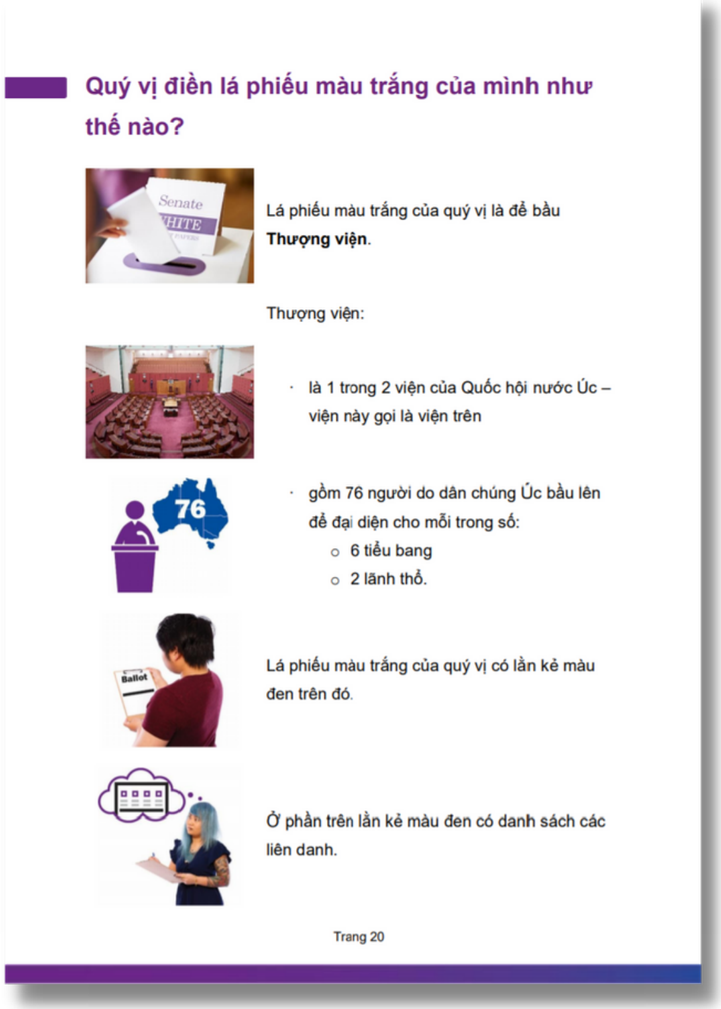
Easy Read

Making your content accessible





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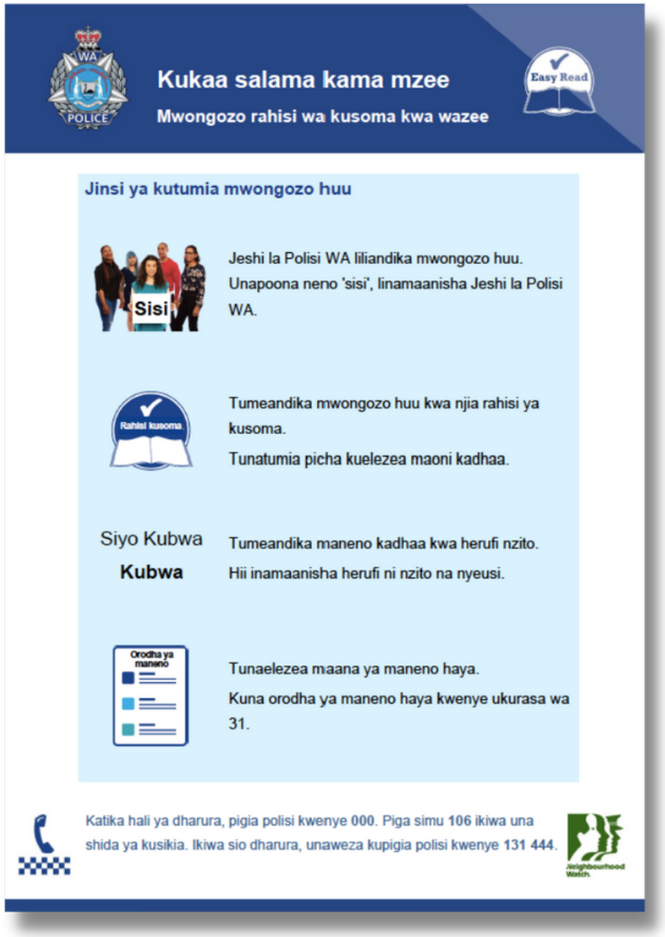
Easy Read

Making your content accessible



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Fact Sheets

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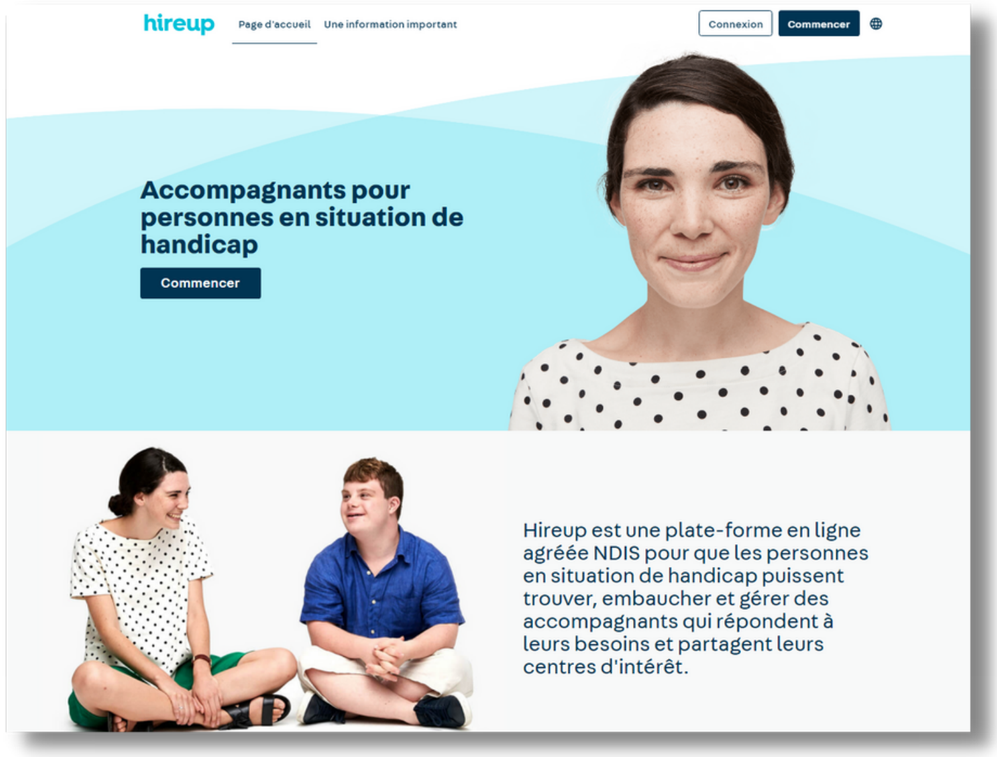
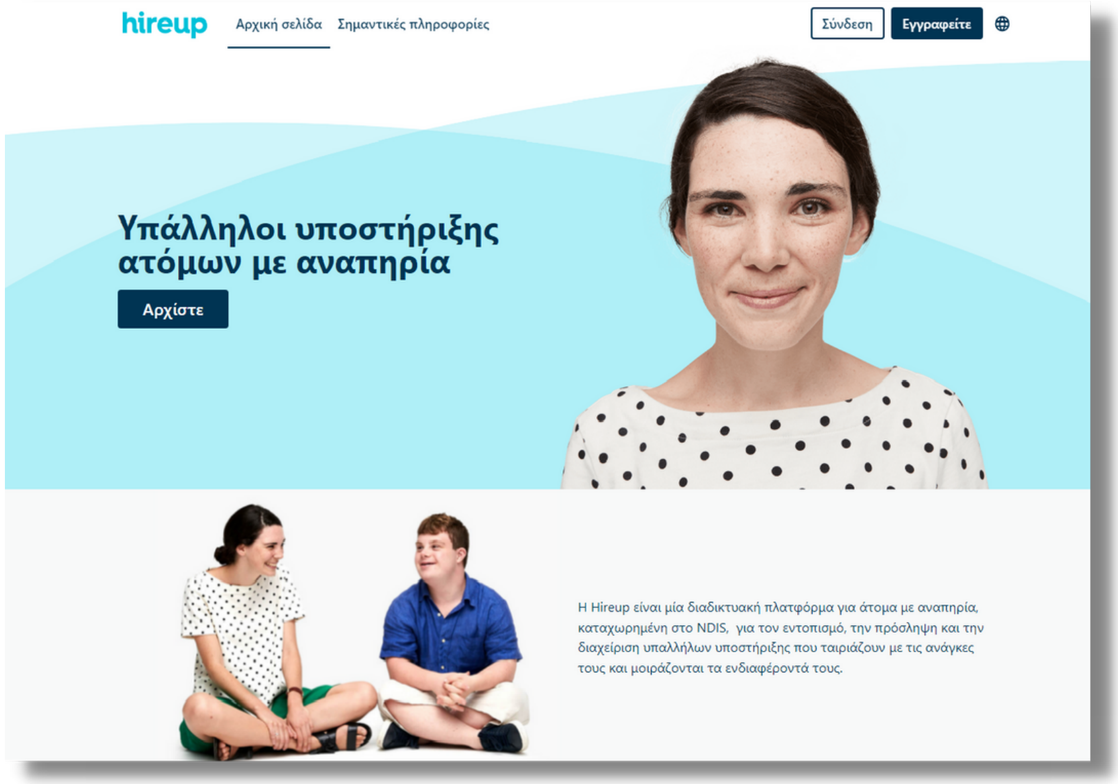
Websites





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Social Media Tiles

for social media, Whatsapp & MMS etc

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Radio Ad

http://www.neda.org.au/community-radio-engagement-project

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5. How do we get our content in front of our audience?

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Spread your content

Partnerships

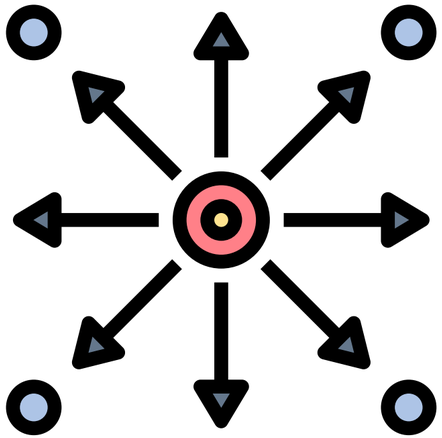
- Multicultural organisations
- Ethno-specific oganisations

Digital Channels

- Email database
- Social media
- Paid ads (eg. Facebook)
- healthtranslations.vic.gov.au/

Physical channels

- Letter-box drops
- Posters in community
- Local libraries
- Local newspaper



Multicultural/Ethnic Media

- https://multicultural.nsw.gov.au/multicultural-media-outlets
- https://www.multicultural.vic.gov.au/

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How to measure effectiveness of translations

Go back to your SMART objective

- If it's SMART, you can measure the effectiveness
- Be sure to collect data for evaluation purposes

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Some final questions

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How do I make the most of my translation budget?

What drives pricing?

- Word count
- Urgency
- Typesetting requirements
- Languages

Tips

- Cut the fluff, reduce your word count
- Consider Easy Read & Plain Language
- Plan ahead
- MS Word documents are more cost effective to translate compared to Adobe InDesign
- Subtitles are cost-effective vs voice over
- Choose your provider wisely

Practical Tip: plan your yearly budget with your translation provider, who can help make your budget go far

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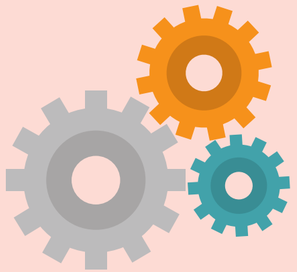
How should I get content translated?

Translation Company

NAATI Certified translators



Machine Translation?

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Should I test my translations with the community?

Practical Tip: Work with a translation company that has a vast panel of translators

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Questions?

Use the Q&A Function

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Founder & CEO

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