Accessing Diverse Media

Tuesday 29 August 2023

Centre for
Cultural Diversity
in Ageing

Supported by Benetas

OUR VISION

All aged care consumers in Australia experience inclusive and accessible care

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OUR PURPOSE

To build the capacity and capabilities of Australian aged care providers to deliver services that are welcoming, inclusive and accessible

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OUR SERVICE AREAS

Inclusive practice training and workshops

Capacity building to promote cultural inclusion and equity

Diversity advice and consulting

The Centre for Cultural Diversity in Ageing is supported by Benetas & funded by the Australian Department of Health and Aged Care through the Partners in Culturally Appropriate Care (PICAC) program.

Menti Word Cloud

What are types or examples of culturally appropriate media?

To answer go to bit.ly/ccda-1 or scan the QR code. Enter your answers in up to 25 characters & hit the submit button.

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Poll Question

Have you come across seniors from culturally diverse backgrounds asking for culturally appropriate entertainment options?

Lisa Tribuzio

Lisa is a Social Worker and Manager of Lotus Consulting. She has 25 years experience in the field of equal opportunity, lobbying to governments to address poverty, social disadvantage, racism and discrimination, and policies which promote oppression of Australian communities.

Lisa has worked in the fields of multiculturalism, disability and youth and family services and brings with her experience and knowledge working in community welfare, media, local government and the education sectors. She has a particular focus on the context of communities and how policies as well as cultural norms affect access to services and opportunities.

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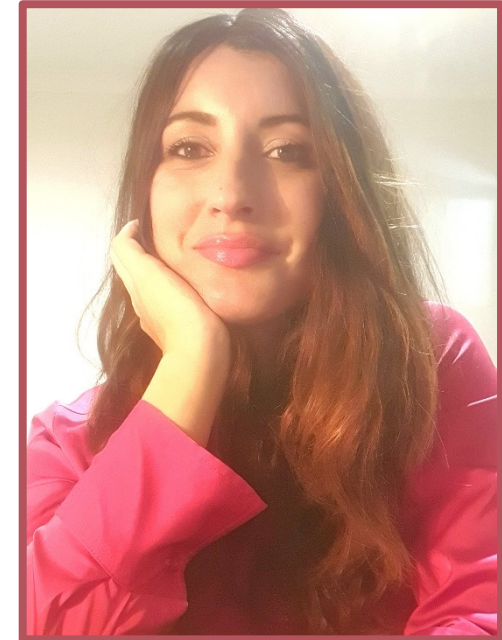
Case study

You have a client in your residential care facility who speaks Nepali

He does not speak English

What process or modes of thinking would you adopt to ensure this client has access to culturally and linguistically appropriate media and entertainment?

What further questions come to mind?

The Importance of Diverse Media

The media plays a crucial role in our culture and sense of belonging and allows older people to have choice and control around how they relate to their environment.

Can support older people to feel connected and reflected in the stories they hear or content they see or read. Radio, television, newspapers, and the Internet are today's most accessible forms of media.

Media also comprises the material and the physical equipment required to deliver it, such as a TV, radio, mobile phone, Wi-Fi and/or broadband connection.

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Types of Media – Print Media

Print media comprises media that is in written form only and includes newspapers, books, and magazines. Print media can be available in hard copy forms or electronic book reading technologies.

Culturally diverse written media options may include ethnic-led newspapers, multilingual magazines, and multilingual books and posters

Ethnic media is more than a niche: It's worth your attention

Article from Nieman Journalism Lab

Types of Media – Broadcast Media

Broadcast media transmits information simultaneously to a large audience. It includes radio, television, and satellite broadcasting.

Australian ethnic-led audio media platforms such as SBS and National Ethnic and Multicultural Broadcasters' Council (NEMBC) have multilingual radio, news and podcast content on a range of topics and in a range of languages for free.

Many multilingual movies and TV entertainment shows available online require a subscription to access the content and payment. One example is iStar Box which covers content in over 3,000 languages.
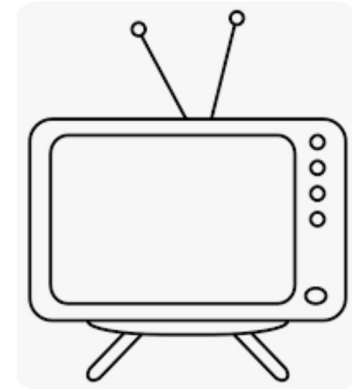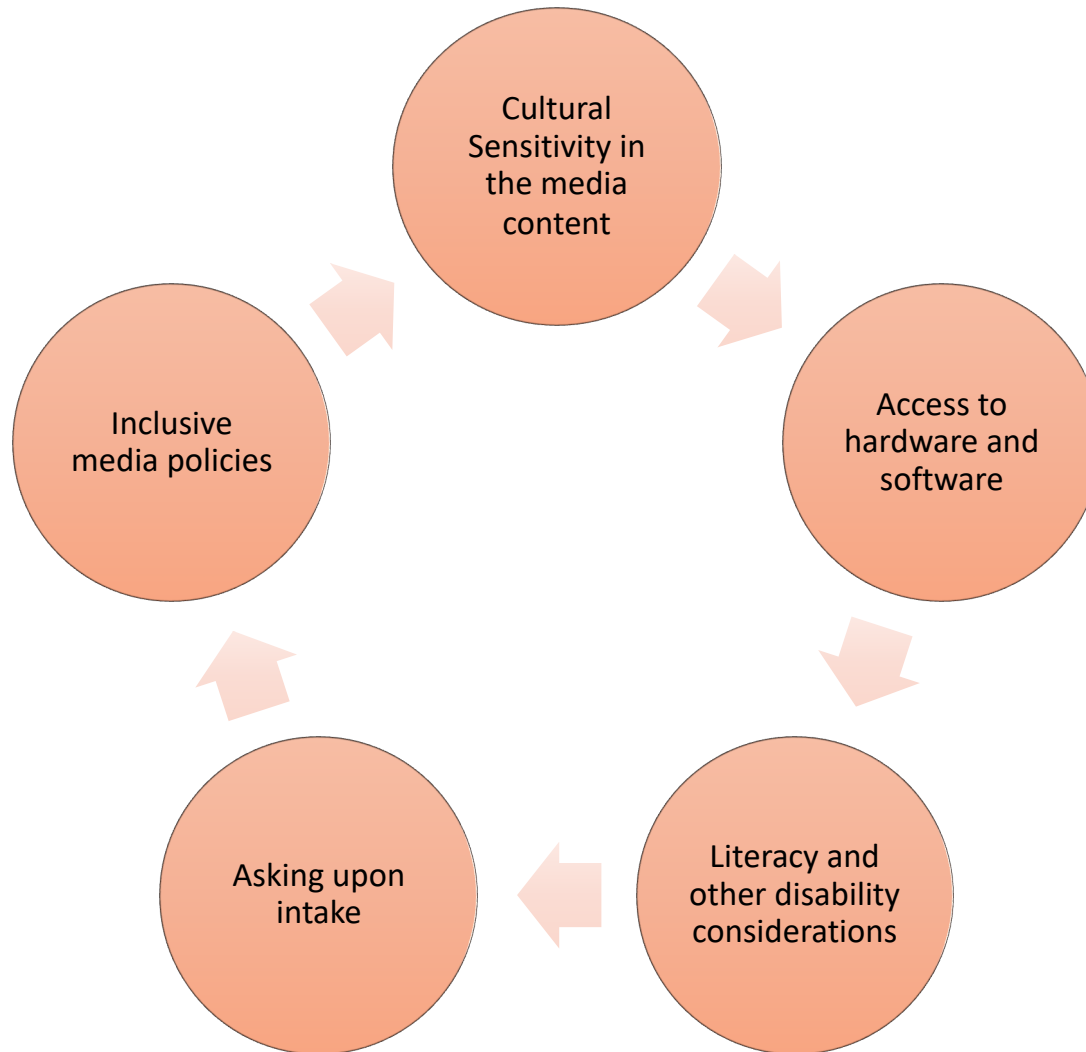
Types of Media – Internet

There are a range of multilingual online platforms where older people can get access to content in a range of languages and in a culturally appropriate manner. For example, there is a video streaming channel like a YouTube channel hosted by the Chinese community called Youku available online.

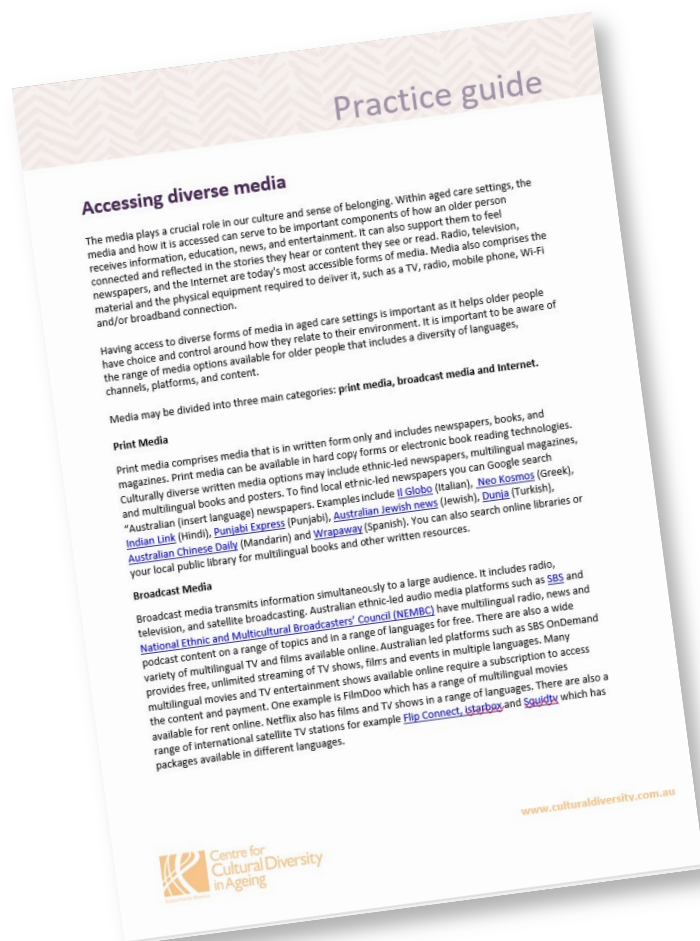Google itself offers a service where you can search in range of languages.

The internet can also be a way for older people to connect with people overseas through various apps such as WhatsApp, Skype, Facebook and other social media platforms.

Key Considerations

Cultural Sensitivity in the media content

Access to hardware and software

Literacy and other disability considerations

Asking upon intake

Inclusive media policies

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Accessing Diverse Media Practice Guide

[Practice guides | Centre for Cultural Diversity in Ageing](#)

Frank Mathisen

Frank Mathisen engages with Australia's multicultural communities across more than 60 different languages as the Community Manager at SBS Audio.

SBS AUDIO

A NEW ERA BEGINS

SBS AUDIO

SBS was established in 1975 to provide news and information to Australia's increasingly diverse population

The SBS Charter ensures a commitment to making a difference

Our purpose is to inspire all Australians to explore, respect and celebrate diversity, and by doing so, inspire a cohesive society

Who we serve

5.5m
speak a language other than English at home

429
different languages spoken

3.2%
Aboriginal and Torres Strait Islander

25.4m
PEOPLE CALL AUSTRALIA HOME

27.6%
born overseas

49%
at least one parent born overseas

850k
speak little to no English

Source: ABS Census 2021

Our vision

To be a trusted voice in the hearts, hands and heads of multicultural and multilingual Australians and to build empathy and belonging in the community.

Australia's diverse aging population

18%

speak a language other than English at home

340

different languages spoken

4.1m

AUSTRALIANS AGED 65 OR OVER

97,649 (43%)
Italian speakers

75,828 (33%)
Greek speakers

60,335 (9%)
Mandarin speakers

58,783 (20%)
Cantonese speakers

38,284 (10%)
Arabic speakers

Source: ABS Census 2021

SBS language services – a snapshot

SBS Audio

60+ Languages

Live Radio
Podcasts
Website
Social Media

SBS World Watch

36 language news bulletins

TV/DTV
SBS On Demand

SBS On Demand

Stream all our programs at your convenience

SBS ▶AUDIO

What:

- News and current affairs
- *Australia Explained* and *Mind Your Health*
- Stories from the community
- Culture

How:

- SBS Audio App
- Live Radio
- Website
- Social media

WORLDWATCH

What:

- News and current affairs from 36 broadcasters around the world

How:

- Live TV on Channel 35

- Stream on SBS On Demand

SBS ▶ON DEMAND

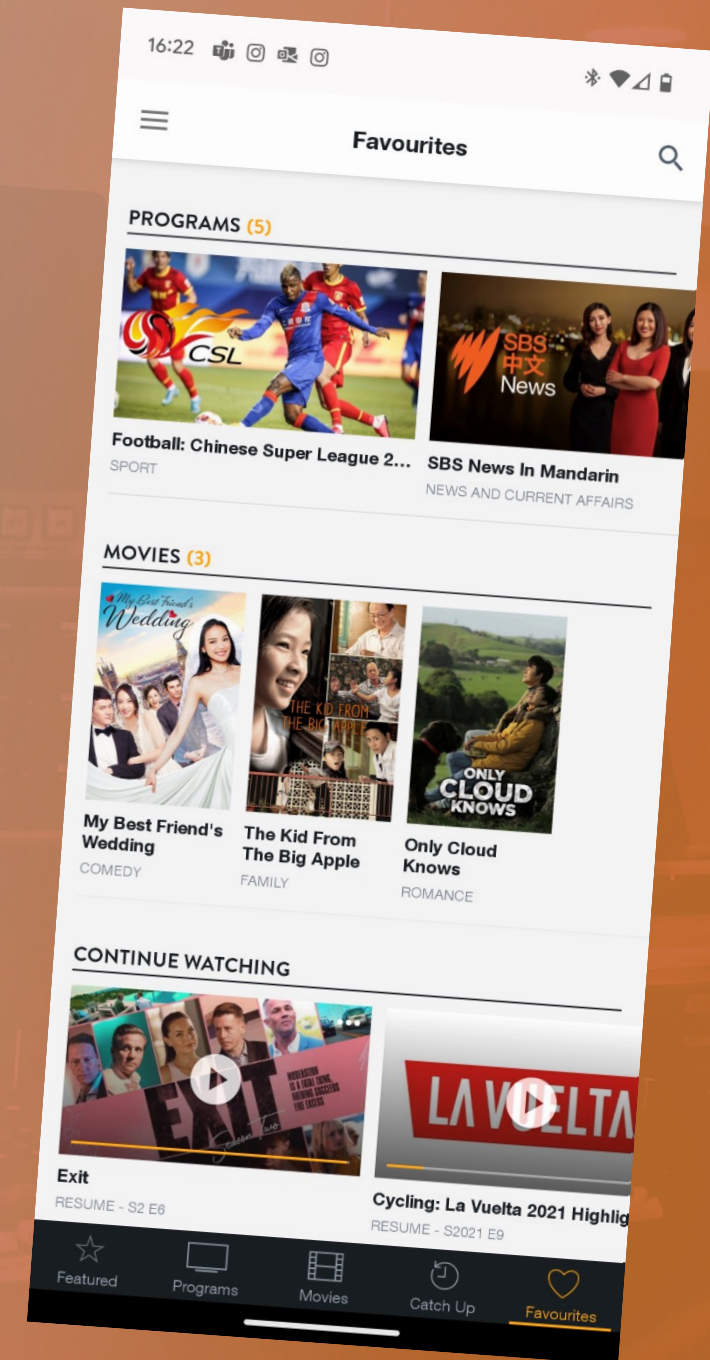**What:**

- News and current affairs

- Live TV

- Movies and series

- Collections

- World Watch

- Sport

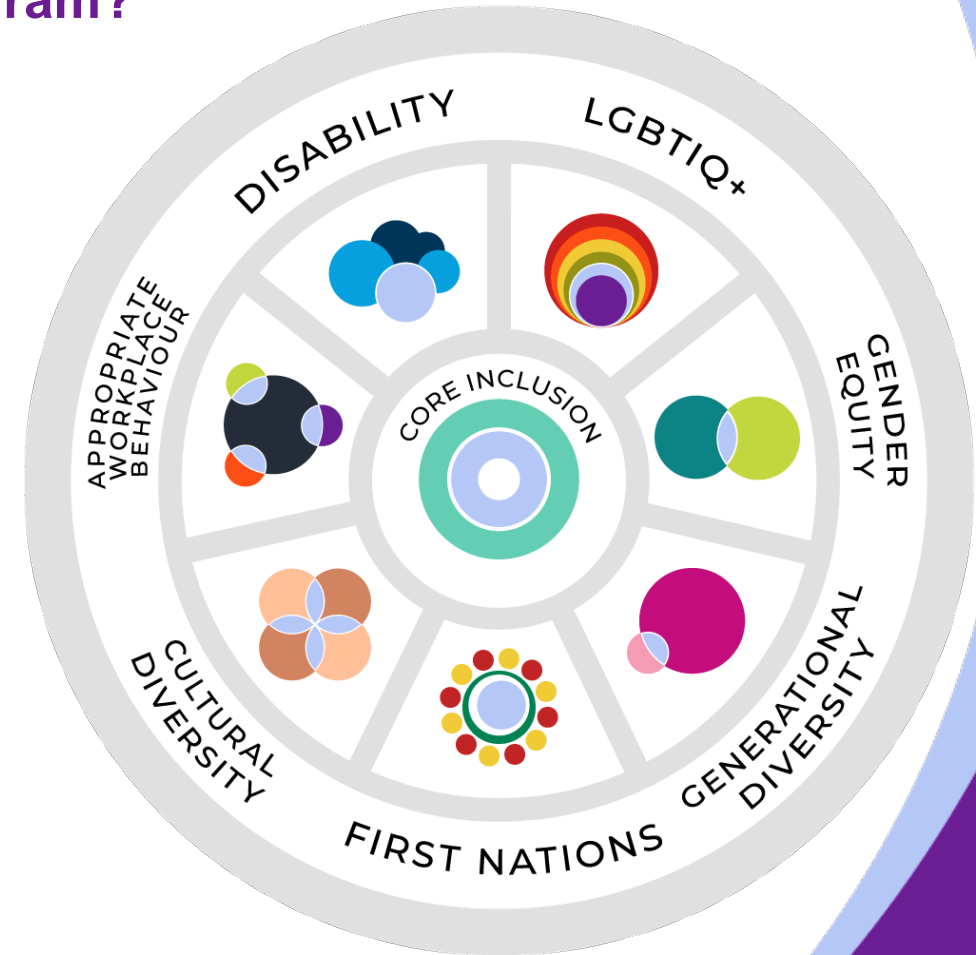**How:**

- www.sbs.com.au/ondemand

- SBS On Demand App

What is the SBS Inclusion Program?

- A collection of **online courses and resources** that provide **individual self-paced learning** in the areas of inclusion and diversity

- Provide **core skills** and **knowledge** to all levels of employees

- **Build inclusion** through access to evidence-based research and best-practice

- Tells **real stories**, creates empathy, makes complex information accessible to all and provides practical things people can do on a day-to-day basis

- Delivered as **bite-size modules** (25 mins approx.). LMS or Portal.

- Cultural Atlas is a free resources that provides information on over 70 cultures and eight religions

inclusion-program.com.au

culturalatlas.sbs.com.au

Wheel diagram with segments labelled: DISABILITY, LGBTIQ+, GENDER EQUITY, GENERATIONAL DIVERSITY, FIRST NATIONS, CULTURAL DIVERSITY, APPROPRIATE WORKPLACE BEHAVIOUR, and CORE INCLUSION at the centre.

∭ SBS Inclusion

Thank you

Q & A Session

Question
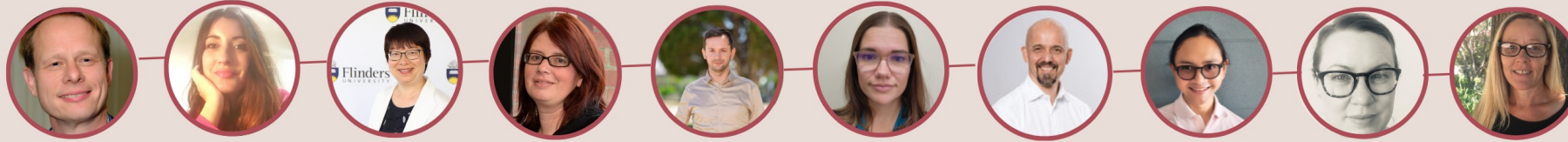
Why do you think culturally appropriate entertainment is important?

Answer in the chat.

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Where to go for support

Centre for Cultural Diversity in Ageing
Interactive Webinar Series 23-24

July Culturally Appropriate Care in Regional Areas

Aug Accessing Diverse Media

Sep Supporting a Culturally Diverse Workforce

Oct Inclusive Service Provision through an Intersectional Approach

Nov Cross-cultural Communication in an Aged Care Setting

Feb Developing a Culturally, Linguistically and Spiritually Appropriate Care Plan

Mar Supporting Culturally and Linguistically Diverse Older Women at Risk of Homelessness

Apr Navigation Programs Supporting Culturally Diverse Seniors to Access Aged Care Services

May Culturally Inclusive Recreation and Social Support Program Activities

June Overcoming Social Isolation Amongst Culturally Diverse Seniors

Book at **bit.ly/IWS-23-24**

CDP All webinars can be counted as time spent relating to Continuing Professional Development for nurses to meet the CPD registration standard

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Aged Care Diversity Framework

The Framework works to embed diversity in the design and delivery of aged care services.

Linked to the Diversity Framework are different action plans for diverse groups, including a CALD Action Plan.

Inclusive Services Standards & Aged Care Quality Standards

The Australian Aged Care Quality and Safety Commission references the Inclusive Service Standards as a key resource in assisting providers to comply with the Aged Care Quality Standards.

Meeting the performance measures in the Inclusive Service Standards provides evidence that an organisation is working to embed an inclusive non-discriminatory approach to its delivery of care and services.

Fore more information about the Inclusive Services Standards, visit www.culturaldiversity.com.au/resources/inclusive-service-standards

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Everybody has a story – free learning module

Everybody has a story: Delivering culturally inclusive care module by the Aged Care Quality and Safety Commission was created in partnership with the **Centre for Cultural Diversity in Ageing**.

To learn more visit:
culturaldiversity.com.au/training-development/everyone-has-a-story

Communication Cards & Aged Care Signage

Bilingual Communication Cards, Phrases & Signage depict a wide range of daily activities & situations. They can be used to prompt discussion, assist with directions & clarify a client's needs.

The Cards cover themes such as:

- Food, Drink
- Personal Care
- Feelings, Pain
- Religion, Spirituality
- Medical & Health Specialists.

They're available in 69 languages & free to download from our website.

Go to Multilingual Resources on the home page
culturaldiversity.com.au

Practice Guides

- Culturally Inclusive Feedback

- Communication

- End-of-Life Care

- Food and Nutrition

- Living Environment

- Ten Steps to Developing a Diversity, Equity and Inclusion Plan in Aged Care

- Spiritual Support

- Working with Bilingual Staff

- Interpreters Policies

- Accessing Diverse Media

- Digital Inclusion

- Accessing Interpreter Services

- Effective Co-design with Consumers from Culturally and Linguistically Diverse Backgrounds

Download from
culturaldiversity.com.au

Podcast

To listen visit:

culturaldiversity.com.au/news-and-events/podcasts

Listen on Spotify

Listen on Google

Listen on Apple

Poster

Download from

culturaldiversity.com.au/about/promotional-posters

Different languages, same aged care

One of the 2021 Aged Care Royal Commission's key recommendations was to ensure that diversity is core business in aged care. **Different languages, same aged care** is funded by the Department of Health and Aged Care in partnership with Icon Agency and aims to:

- Enhance the ability of senior Australians to access information through the timely and targeted provision of translating and interpreting services

- Produce and translate information to allow aged care providers to communicate key written messages to their care recipients in languages other than English and other accessible formats

Aged care providers can request in-language materials for free through a dedicated website by registering their request + any additional materials they want translated at diversityagedcare.health.gov.au

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My Aged Care Provider Specialisation Verification

- The Royal Commission into Aged Care Quality & Safety recommended that providers' diverse needs specialisation claims are verified to improve accuracy & reliability of providers' profiles on My Aged Care.

- As part of its response to Recommendation 30 a(iii) – Designing for diversity, difference, complexity & individuality, the Government implemented the My Aged Care Provider Specialisation Verification initiative on 27 June 2022.

- The initiative puts in place a mechanism to check the accuracy of claims made by providers to deliver specialist care for older people with diverse backgrounds & life experiences.

- Prior to this date, providers could indicate that they provide specialised care without verification of these claims.

Objective

- Ensure more reliable information is available to older people with diverse backgrounds & life experiences, as well as their loved ones & representatives, when they are making decisions about their care providers.

- The initiative helps people find the care that is right for them on My Aged Care & identify providers that are going above & beyond to specialise in the care of specific groups.

Verifying specialisation claims on My Aged Care

- Aged care providers may choose to offer specialised services for people:
  - with diverse experiences, backgrounds & characteristics
  - who identify with one or more of the groups defined as having special needs in the Aged Care Act 1997.

- To claim specialisation through My Aged Care, providers must deliver care that:
  - is sensitive to the needs of these individuals
  - goes beyond the baseline obligations of the Aged Care Quality Standards.

- Applying to have specialisation claims verified is voluntary, however if a provider wishes to claim on My Aged Care to specialise in providing care to one or more diverse needs groups, they need to satisfy the criteria set out in the Specialisation Verification Framework.

- Only claims that have been verified through this initiative are visible to consumers on My Aged Care.

- Other specialisations are also published on My Aged Care, such as languages & health conditions. These are not a part of this initiative & at present there is no plan to verify these.

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Partners in Culturally Appropriate Care program

The Centre for Cultural Diversity in Ageing is funded through the Department of Health and Aged Care, PICAC program.

The Centre forms part of the PICAC Alliance, a national body comprising PICAC funded organisations across Australia.

The Alliance aims to be a voice and discussion conduit into information, training and resources to inform aged and community care services.

picacalliance.org

Question

Can you identify one thing you've learned from today?

What from today could you work on?

Answer in the chat.

Thank you!

Thank you for participating today.

For more information, good practice stories and resources visit

🌐 culturaldiversity.com.au

in Centre for Cultural Diversity in Ageing

▶ CCDAAUS

Feel free to contact us at info@culturaldiversity.com.au

Thank you to Sarah Burrell-Davis
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RED HAT FILMS

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