

Abstract Form

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Title of abstract: Transforming T.I.P.S. Cancer Principles into accessible content for multicultural audiences

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Background:

It is recognised that people of CALD backgrounds have a higher risk of cancers and experience poorer cancer-related health outcomes.

The T.I.P.S. Cancer principles education program launched in 2017 to meet the identified gap in the knowledge at both a clinical and patient level, concerning peoples' understanding of the cancer treatment principles that are most likely to result in better outcomes. These principles are:

- Have a **t**eam
- Be **i**nvolved.
- Have a **p**lan
- Be **s**upported

Aims:

The aim of this pilot project was to transform the T.I.P.S program in to content that was easy to understand and accessible for culturally and linguistically diverse (CALD) priority populations.

In New South Wales, 25.1% of people spoke a language other than English at home in 2016. Vietnamese, Arabic, Simple Chinese and Traditional Chinese were the top four languages spoken at home according to Census data (ABS, 2016). These language groups were in in the top 4 who reported poor language proficiency (in absolute numbers). It was identified that many of these language speakers also have lower literacy in their language, meaning that written content only would not suffice.

Method:

The plain English campaign resources of T.I.P.S. were translated into Arabic, Vietnamese, Simplified and Traditional Chinese languages. Consultations were undertaken with service providers and community members to ensure that the resources were culturally responsive and accurate. Each translated resource was then recorded by a culturally appropriate voiceover artist and the outputs of these resulted in multimodal in-language webpages, videos and audio recordings. It is flexible and caters to people who would prefer to read in English but listen in another language of their choice.

Results:

The T.I.P.S in-language content pilot went live on the Cancer Institute NSW's website, with written content, audio and video in Vietnamese, Arabic, Simple Chinese and Traditional Chinese in November 2018.

Implications that impact on your project:

1. The same content does not mean the same duration.
2. You'll need to invest in a rich font and image library for your website that is suitable for each language.
3. As this was a digital delivery and quite cost-effective, a cost-effective mode of evaluation is needed so that it doesn't end up being greater than the project budget.