

## **Red Nose - Answer to question from Stillbirth public hearing held Thursday, 9 August 2018**

Thank you for the opportunity for Red Nose to provide answers to questions taken on notice on Thursday 9<sup>th</sup> August.

As previously mentioned, Red Nose provides important health and safety information to Australian families in multiple languages including:

- Arabic
- Burmese
- Chinese
- Chin (Haka)
- Dari
- Farsi (Persian)
- Hindi
- Karen
- Khmer
- Punjabi
- Vietnamese

These languages were selected based on ABS reports of the number of mothers who didn't have English as their first language living in this country.

Red Nose funded the translation of our resources into the four most prevalent languages, Arabic, Chinese, Hindi and Vietnamese. Translation of our resources in to the remaining seven languages were generously facilitated by the Department of Education and Training Victoria. LOTE Marketing were engaged to execute the translations and complete the brochure layout.

Upon further reflection, we noted that Red Nose has not translated our literature into First Nation languages as there is no Nationalised Aboriginal (Aboriginal Australian or Indigenous Australian) language. In Australia, there are over 250 Indigenous Australian language groups. For this reason and after thoughtful review and consideration in conjunction with experts in this field, Red Nose decided not to translate literature into all of these. Through our research, we discovered that a far more meaningful way of presenting this information to the Indigenous community, was to develop targeted education programs in consultation with highly respected, senior Community health professionals and Aboriginal elders. These members form part of our Reducing the Risk of SIDS and Sleep Accidents in Aboriginal Communities (RROSIAC) advisory group, providing direction to implement and grow the RROSIAC program. The RROSIAC Program is presented in a clear and thoughtful manner, with hard copy information which is pictorial based and appropriately targeted to Indigenous communities. Community consultation is conducted with individual regions prior to education visits, in order to tailor content to account for cultural context and address risk behaviours.

With great thanks to this important and specialised advisory group, Red Nose are able to accurately engage with Aboriginal communities irrespective of spoken language through appropriate, culturally sensitive information sources.