



*Collaborative partnerships to promote safety
in culturally and linguistically diverse
communities*

*Media campaign
Metropolitan Fire Brigade
Victoria Police
Royal Children's Hospital, Safety Centre*

General Guidelines

Ground Rules

Know the Sponsor/Supporter

Explain how your Organisation Works

What's in it for them

Not just Branding Exercise

General Guidelines

Integrated Approach

Regular Meetings

Lines of Communication

Strategic Plan

Know their Limitations

Overview

Aims of this partnership:

- To disseminate key safety messages .
- Working in partnership, for sustainability and equality.
- Greater community awareness
- More aware of the roles
- More aware of the services available to them.

Why the three organisations?

- Safety Centre approached Vic Police & MFB because of:
 - ✓ Community building-value adding, connecting.
 - ✓ Contribute the necessary expertise.
 - ✓ Common themes-broader approach, all messages are important.
 - ✓ Across all age groups
 - ✓ All State bodies with links to National & International experience/research
 - ✓ Key messages are provided in their native tongue and supported by printed material.

SBS National
Radio Station

Middle Eastern
Website

Peer educators
Vic Police
Fire Officers

3ZZZ Radio

Royal Children's Hospital
Safety Centre

Victoria Police

Metropolitan Fire Brigade

Promoted the Publicity
Campaign

Program via media outlets

Priority languages

Italian,
Greek,
Arabic
Chinese

Rete Italia 24 hour
3XY Greek 24 hour
Middle Eastern Radio
24 hour

Newspapers incl
IL GLOBO
NEOS KOSMOS
TEA NEA
EL TELEGRAGH
CHINESE POST

Leader Newspaper
Community News

ELI
EL TELEGRAPH
AMED
MIDDLE EASTERN RADIO

CHINESE POST

Meetings with

Michael Smith SBS
Location: Federation Square
David Pithouse 3ZZZ

ROSS:
3 XY Greek Radio
TEA NEA NEWSPAPER
CLARE:
NEOS COSMOS

IL GLOBO: Gabriella Gormessol
RETE ITALIA: IVANO ERCOLE

How to access help???

What services are
available?

KEY MESSAGES FOCUSING
ON ALL-AGE,
ALL CAUSE
INJURY PREVENTION & CONTROL
IN THE STATE OF VICTORIA

What to do in an emergency

How to communicate in
An emergency?

Impact & Outcomes

Impact

- Number of Interviews...
- Coverage...
- Airtime...

Outcomes

- Sustainable partnerships
- Continual learning's & Collaborative partnerships incl with media.

So What?

- The Collaborative partnership model adopted for this strategy was found to be extremely useful.
- The face to face meetings with specific language groups was invaluable in obtaining support.
- It is likely that the collaborative model adopted could have opportunities to gain information & generate useful strategies to target other public health and safety issues with other CALD communities.