

Multicultural Health Week

1-7 September 2025

Communications toolkit



About this toolkit

This toolkit contains key information and sharable resources about Multicultural Health Week 2025 (1-7 September) to support communication through your channels.

NSW Multicultural Health Communication Service has developed this toolkit which includes:

- Promotional video series and community hero stories in written:
 - Hero video: Healthy ageing - older people are the heart of the family and community
 - Video story about Janey Tham
 - Video story about Dimitra Micos OAM
 - Video story about Amir Salem OAM
 - Video story about Maria Pirrello
- Poster in English and 40 community languages
- Social media tiles in English and 40 community languages
- Newsletter copy and imagery
- Social media copy and imagery
- Digital display, e-mail signature, and Teams background
- Event toolkit

About Multicultural Health Week 2025

From 1 to 7 September, [Multicultural Health Week 2025](#) is celebrated across NSW with the theme: **Healthy ageing – older people are the heart of the family and community.**

Older people are valuable members of our families, communities and society. This Multicultural Health Week, we focus on supporting older people from multicultural communities to be healthy, active and socially connected, to keep them at the heart of our families and communities.

Key messages:

- Being physically active every day is important for older people. Regular physical activity as we get older helps us stay independent, supports our mental health and helps prevent falls.
- Eating healthily can help older people feel and function better for life. It's important to eat a healthy balanced diet and drink enough water to help us get the nutrients we need to thrive.
- Getting older is the biggest cancer risk factor, but finding cancer early can save lives. Learning about common symptoms, taking part in cancer screening and seeing a GP regularly can help.
- Being socially connected to family, friends, and the community is good for older people's health and wellbeing and creates a sense of belonging. Social connectedness can lead to longer life, better health, and improved wellbeing.

[Multicultural Health Week](#) is an annual event that aims to raise awareness of the health needs of culturally and linguistically diverse communities and promote access to healthcare.

Promotional video series

- Hero video: Healthy ageing - older people are the heart of the family and community
- Video story about Janey Tham
- Video story about Dimitra Micos OAM
- Video story about Amir Salem OAM
- Video story about Maria Pirrello



Hero video:

Healthy ageing - older people are the heart of the family and community



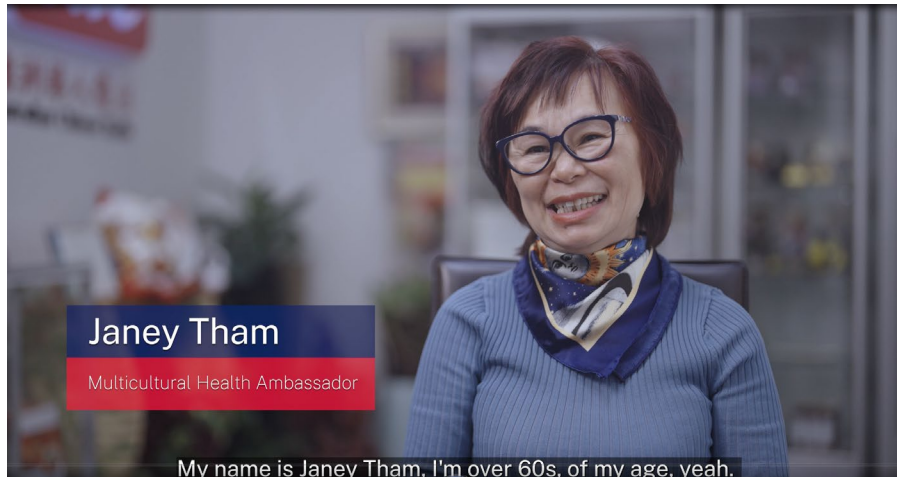
This hero video is about 4 mins long in landscape format with subtitles in English, Arabic, Chinese Simplified, Chinese Traditional, Greek, Italian, and Vietnamese.

This video will be premiered at the launch event 1 September 2025.

- Hero video with English subtitles (16x9)
- Hero video with Arabic subtitles (16x9)
- Hero video with Chinese Simplified subtitles (16x9)
- Hero video with Chinese Traditional subtitles (16x9)
- Hero video with Greek subtitles (16x9)
- Hero video with Italian subtitles (16x9)
- Hero video with Vietnamese subtitles (16x9)

Promotional video:

Video story about Janey Tham



This video story is 1 minute 25 seconds long in landscape (16x9) and vertical (9x16) format with subtitles in English, Chinese Simplified, Chinese Traditional.

- [Janey's video with English subtitles \(16x9\)](#)
- [Janey's video with English subtitles \(9x16\)](#)
- [Janey's video with Chinese Simplified subtitles \(16x9\)](#)
- [Janey's video with Chinese Simplified subtitles \(9x16\)](#)
- [Janey's video with Chinese Traditional subtitles \(16x9\)](#)
- [Janey's video with Chinese Traditional subtitles \(9x16\)](#)

These videos are available for distribution now.

Promotional video:

Video story about Dimitra Micos OAM



This video story is 1 minute 42 seconds long in landscape and vertical format. The video is in Greek with subtitles in English and Greek.

- [Dimitra's video with English subtitles \(16x9\)](#)
- [Dimitra's video with English subtitles \(9x16\)](#)
- [Dimitra's video with Greek subtitles \(16x9\)](#)
- [Dimitra's video with Greek subtitles \(9x16\)](#)

These videos are available for distribution now.

Promotional video:

Video story about Amir Salem OAM



This video story is 1 minute 41 seconds long in landscape and vertical format with subtitles in English and Arabic.

- [Amir's video with English subtitles \(16x9\)](#)
- [Amir's video with English subtitles \(9x16\)](#)
- [Amir's video with Arabic subtitles \(16x9\)](#)
- [Amir's video with Arabic subtitles \(9x16\)](#)

These videos are available for distribution now.

Promotional video:

Video story about Maria Pirrello



This video story is about 1 min 42 seconds long in landscape and vertical format with subtitles in English and Italian.

- [Maria's video with English subtitles \(16x9\)](#)
- [Maria's video with English subtitles \(9x16\)](#)
- [Maria's video with Italian subtitles \(16x9\)](#)
- [Maria's video with Italian subtitles \(9x16\)](#)

These videos are available for distribution now.

Community hero stories

NSW Health





Socially active in the community

"Being socially connected gives me great courage and makes me feel strong" – Dimitra Micos OAM, 76 years old.

→

[Dimitra Micos OAM](#)
[Socially active in the community](#)



Janey's treasure

"Health is a treasure. Even if you have a lot of money but if you don't have good health, you're in a big trouble. I didn't think it as much until one day I fell on the street. I realised something went wrong. Now I go to see my GP regularly to keep up with medical checkups because prevention is better than cure." -- Janey Tham, 60s.

→

[Janey Tham: Janey's treasure](#)



Staying physically active - Amir's tip for a healthy life

"When I received the Order of Australia Medal, my children and grandchildren said that they were very proud of me. I was overjoyed that I made them proud because you know, any a father wants to get his kids to be proud of him." -- Amir Salem OAM, 82 years old.

→

[Amir Salem OAM](#)
[Staying physically active](#)



Maria's recipe for Health ageing

"I have to age healthily because I love being around my grandchildren. Healthy eating gives me good health so I can see my grandchildren grow." -- Maria Pirrello, 77 years old.

→

[Maria Pirrello](#)
[Maria's recipe for healthy ageing](#)



Communications Assets

- Posters
- Social media tiles
- Social media copy and imagery
- Newsletter copy and imagery
- Digital display
- Teams background
- E-mail signature
- Event toolkit

Multicultural Health Week

1–7 September 2025



Healthy ageing

Older people are the heart of the family and community

For more information in your language, visit [Multicultural Health Week 2025](#)



Poster is available in English and 40 community languages:

- | | |
|---|--|
| <ul style="list-style-type: none"> • English • Arabic / عربي • Armenian / հայերեն • Assyrian / ܐܡܝܬܐ • Bahasa Indonesia • Bangla / বাংলা • Chinese - Simplified / 简体中文 • Chinese - Traditional / 繁體中文 • Croatian / Hrvatski • Dari / دری • Dinka / Thuɔŋjäŋ • Farsi / فارسی • Filipino • Greek / Ελληνικά • Hazaragi / آزرگی • Hindi / हिन्दी • Italian / Italiano • Karen / Karen • Kinyarwanda • Korean / 한국어 • Kurdish Kurmanji | <ul style="list-style-type: none"> • Macedonian / Македонски • Bahasa Melayu • Mongolian / Монгол Хэл • Nepali / नेपाली • Pashto / پښتو • Punjabi / ਪੰਜਾਬੀ • Rohingya / Ruháingga • Russian / Русский • Samoan / Gagana Sāmoa • Somali / Somali • Spanish / Español • Swahili / Kiswahili • Tamil / தமிழ் • Thai / ภาษาไทย • Tibetan / བོད་སྐད་ • Tongan / Lea faka-Tonga • Turkish / Türkçe • Ukrainian • Urdu / اُردُو • Vietnamese / Tiếng Việt Nam |
|---|--|

Social media tile is available in English and 40 community languages:

Multicultural Health Week 2025



Healthy ageing

Older people are the heart of the family and community



- | | |
|--|---|
| <ul style="list-style-type: none"> • <u>English</u> • <u>Arabic / عربي</u> • <u>Armenian / հայերէն</u> • <u>Assyrian / ܐܡܝܬܐ</u> • <u>Bahasa Indonesia</u> • <u>Bangla / বাংলা</u> • <u>Chinese - Simplified / 简体中文</u> • <u>Chinese - Traditional / 繁體中文</u> • <u>Croatian / Hrvatski</u> • <u>Dari / دری</u> • <u>Dinka / Thuɔŋjäŋ</u> • <u>Farsi / فارسی</u> • <u>Filipino</u> • <u>Greek / Ελληνικά</u> • <u>Hazaragi / آزرگی</u> • <u>Hindi / हिन्दी</u> • <u>Italian / Italiano</u> • <u>Karen / Karen</u> • <u>Kinyarwanda</u> • <u>Korean / 한국어</u> • <u>Kurdish Kurmanji</u> | <ul style="list-style-type: none"> • <u>Macedonian / Македонски</u> • <u>Bahasa Melayu</u> • <u>Mongolian / Монгол Хэл</u> • <u>Nepali / नेपाली</u> • <u>Pashto / پښتو</u> • <u>Punjabi / ਪੰਜਾਬੀ</u> • <u>Rohingya / Ruháingga</u> • <u>Russian / Русский</u> • <u>Samoan / Gagana Sāmoa</u> • <u>Somali / Somali</u> • <u>Spanish / Español</u> • <u>Swahili / Kiswahili</u> • <u>Tamil / தமிழ்</u> • <u>Thai / ภาษาไทย</u> • <u>Tibetan / བོད་སྐད་</u> • <u>Tongan / Lea faka-Tonga</u> • <u>Turkish / Türkçe</u> • <u>Ukrainian</u> • <u>Urdu / اُردو</u> • <u>Vietnamese / Tiếng Việt Nam</u> |
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Social media copy

Facebook/LinkedIn/Instagram

Copy

Older people are the heart of our families and communities.
This Multicultural Health Week, we're celebrating and supporting older people from multicultural communities to live healthy, active, and socially connected lives.
Join our Community Ambassadors in making positive changes for healthy ageing:
Move daily – go for a walk or join a physical activity
Eat well – eat a healthy balanced diet and drink enough water
Get health checks – visit your GP regularly
Stay socially connected – spend time with family, friends, and community
Share the message and learn more:
<https://www.mhcs.health.nsw.gov.au/campaigns-and-projects/multicultural-health-week/multicultural-health-week-2025>
#MulticulturalHealthWeek

X

Copy

This #Multicultural Health Week, we're celebrating and supporting older people from multicultural communities to live healthy, active, and socially connected lives.
Learn more:
<https://www.mhcs.health.nsw.gov.au/campaigns-and-projects/multicultural-health-week/multicultural-health-week-2025>

Image

Multicultural Health Week 2025



Healthy ageing

Older people are the heart of the family and community



Newsletter copy

Copy

This Multicultural Health Week, we focus on supporting older people from multicultural communities to be healthy, active and socially connected, to keep them at the heart of our families and communities.

We can all support older people from multicultural communities overcome language and cultural barriers when accessing programs and services, recognising there is a higher prevalence of chronic health conditions and cancer in some multicultural communities.

- Being physically active every day is important for older people. Regular physical activity as we get older helps us stay independent, supports our mental health and helps prevent falls.
- Eating healthily can help older people feel and function better for life. It's important to eat a healthy balanced diet and drink enough water to help us get the nutrients we need to thrive.
- Getting older is the biggest cancer risk factor, but finding cancer early can save lives. Learning about common symptoms, taking part in cancer screening and seeing a GP regularly can help.
- Being socially connected to family, friends, and the community is good for older people's health and wellbeing and creates a sense of belonging. Social connectedness can lead to longer life, better health, and improved wellbeing.

Learn more: <https://www.mhcs.health.nsw.gov.au/campaigns-and-projects/multicultural-health-week/multicultural-health-week-2025>

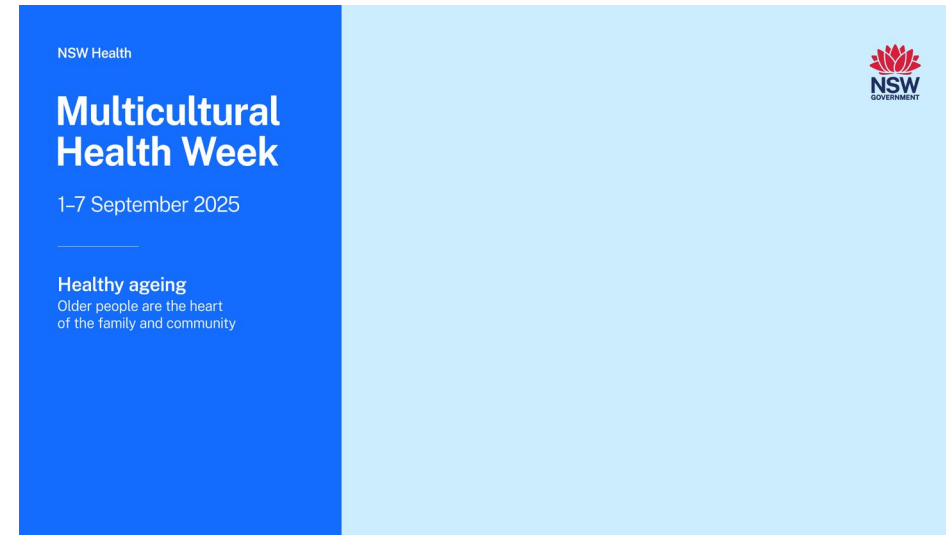
Image



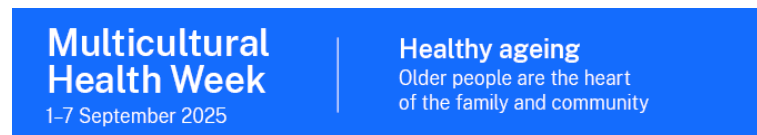
Digital display (1920 x 1080)



Teams background



E-mail signature



Event toolkit

It's a great opportunity to get together to show your support for multicultural communities, celebrate cultural diversity, and connect with your community.

This event toolkit will help you organise a Multicultural Health Week event at your workplace, school or in a community setting, such as an information session, a workshop, or a panel discussion.

Invite template



NSW Health



Multicultural Health Week

1-7 September 2025

Healthy ageing: older people are the heart of the family and community

You are invited to

Date:

Time:

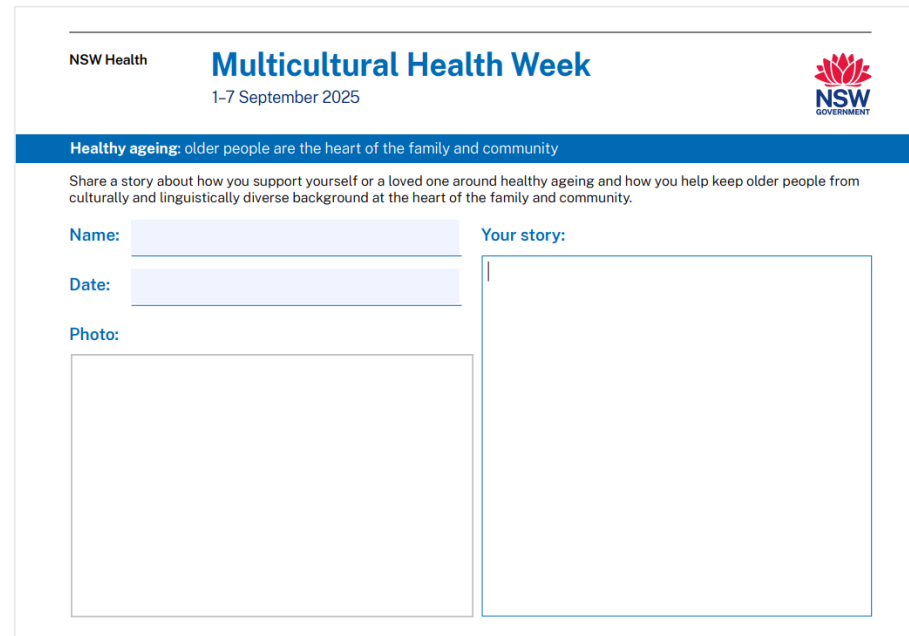
Venue:

RSVP by:

Contact:

For more information in your language, visit [Multicultural Health Week 2025](#).

Story card



NSW Health

Multicultural Health Week

1-7 September 2025



Healthy ageing: older people are the heart of the family and community

Share a story about how you support yourself or a loved one around healthy ageing and how you help keep older people from culturally and linguistically diverse background at the heart of the family and community.

Name:

Date:

Photo:

Your story:

