

ALLGOOD.ORG.AU: LESSONS LEARNED

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Background: In 2016, ASHM received funding from the Commonwealth Department of Health to develop web-based, culturally appropriate BBV and STI online resources for the priority populations of Aboriginal and Torres Strait Islander people, Sub-Saharan African, Southeast Asian, Indian, Pakistani, Afghani and Chinese people.

Approach and significance: Extensive consultation and collaboration produced allgood.org.au; a national one-stop website about BBVs and STIs. The website was launched in 2018 with seventeen languages. In 2019, there is now information in twenty-two languages including English, available in both text and audio formats.

Whilst there are existing health-related web-based sites that include information in languages other than English, we believe allgood.org.au is the first to include recorded content in the target languages. Recorded text evaluated highly by target language focus groups in the project evaluation conducted in 2018.

Outcomes and Lessons Learned: This presentation will review some of the cultural and linguistic challenges, how they were overcome, and lessons learned.

We will discuss how developing a multi-lingual resource about BBVs and STIs for culturally diverse populations, (including Aboriginal and Torres Strait Islander populations) was a balancing act between the necessity of providing appropriate health information in a straightforward, non-clinical manner with the challenges of cultural and linguistic appropriacy across widely differing social norms. Such challenges stemmed not only from references to sexual practices, but the language used to describe them.

We will explore the difficulties finding translators and editors for some of the emerging languages, particularly from Sub-Saharan Africa. How do you find accurate and reliable translators when there is no formal (NATTI) accreditation?

Further challenges were associated with sourcing voiceover artists prepared to record material which may be confronting for them since they are also part of the community being targeted, and the project delays this inevitably caused.

Disclosure of Interest Statement: Karen Seager is the Resource Special Projects Manager at The Australasian Society for HIV, Viral Hepatitis and Sexual Health Medicine (ASHM)

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