



Australian Government  
National Emergency Management Agency

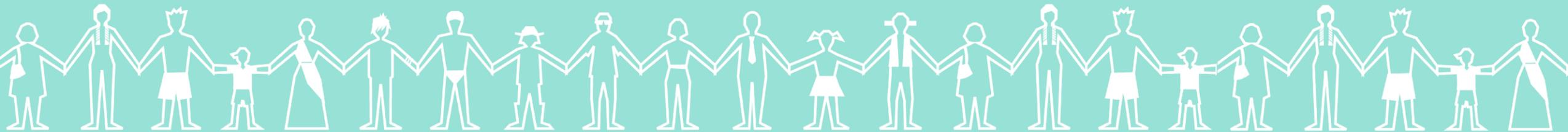


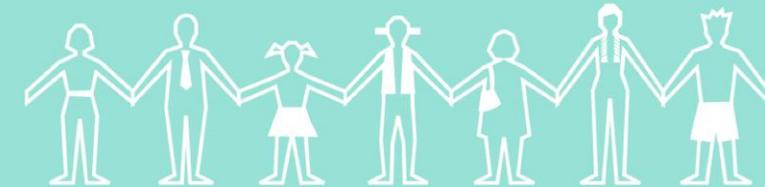
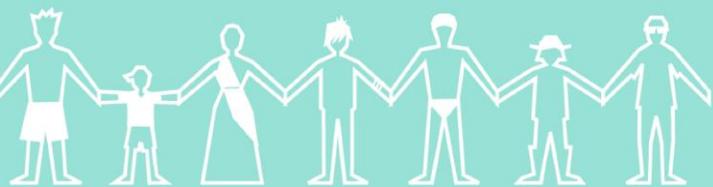
LET'S GET STARTED!

# HARMONY WEEK

[HARMONY.GOV.AU](http://HARMONY.GOV.AU)

Special webinar: Multicultural perspectives on disaster resilience





## Acknowledgement of Country

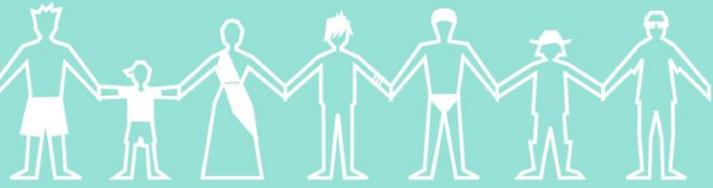
AIDR acknowledges the Traditional Custodians of the various lands on which you all join us from today and the Aboriginal and Torres Strait Islander people participating in this event.

We pay our respects to Elders past and present and celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands and waters across Australia.

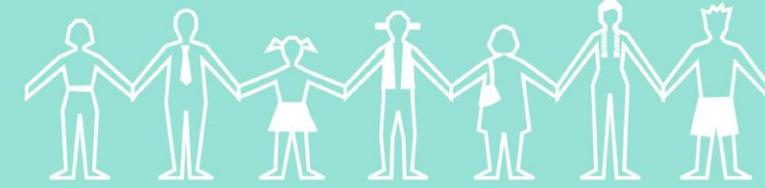


## Housekeeping

- You will remain muted and your camera will not be activated for the duration of today's event.
- Today's event will be recorded and made available after the event.
- Please enter questions for our speakers in the Q&A function, not the chat box.
- Please use the chat box to share any thoughts or reflections during the presentation
- Please be respectful to each other when posting your comments or questions.



**HARMONY WEEK**  
everyone BELONGS • HARMONY.GOV.AU



# Welcome

Dr Mayeda Rashid

*Manager Capability Development and Engagement*

Australian Institute for Disaster Resilience (AIDR)



Australian Government  
National Emergency Management Agency





## Speaker Introduction

Dr Scott Hanson-Easey

*Senior Lecturer*

School of Public Health, Adelaide University



# Communicating to, or communicating with, CALD communities?

**Dr Scott Hanson-Easey**  
**School of Public Health**  
**Adelaide University**

**18 March 2026**

**We respectfully acknowledge the Kaurna,  
Boandik, and Barngarla First Nations  
Peoples and their Elders past and present,  
who are the Traditional Owners of the  
lands that are home to our campuses  
across Adelaide and South Australia.**

# Harmony Week

Monday 16 - Sunday 22 March 2026

Harmony Week is the celebration that recognises our diversity and brings together Australians from all different backgrounds.

It's about inclusiveness, respect and a sense of belonging for everyone.

You can wear orange to show your support, or you can attend/host a Harmony Week event.

# Assumptions

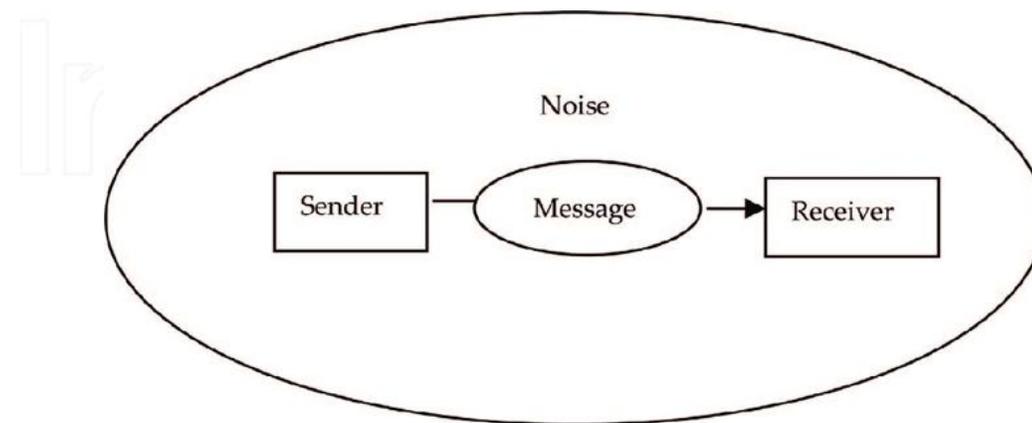
Migrants and culturally and linguistically diverse (CALD) communities can experience heightened 'vulnerability' during natural disasters and emergency events due to a range of *structural and contextual factors*.

## Key Contributing Factors

- Unfamiliarity with the local environment and hazard landscape
- Limited local family or social support networks
- Less experience with local disaster systems and procedures
- Fear of authority figures, especially those in uniform
- Language barriers and limited literacy in the dominant language
- Difficulty accessing services, information, or community resources
- Social or geographic isolation
- Lower income and socio-economic disadvantage
- Limited insurance coverage to support recovery

# Communicating down: Traditional Risk Communication Model

- Sender-Message-Channel-Receiver model (SMCR).
- Linear model of communication.
- Premised on an information deficit-model that treats communities as uninformed and 'empty knowledge vessels'.
- It can magnify disadvantage and vulnerability and locates the 'problem' as sitting with communities themselves.



The past has demonstrated that top-down, linear, and technocratic approaches to communication often fail.

This is more than simply a communication problem - it is a social justice issue.

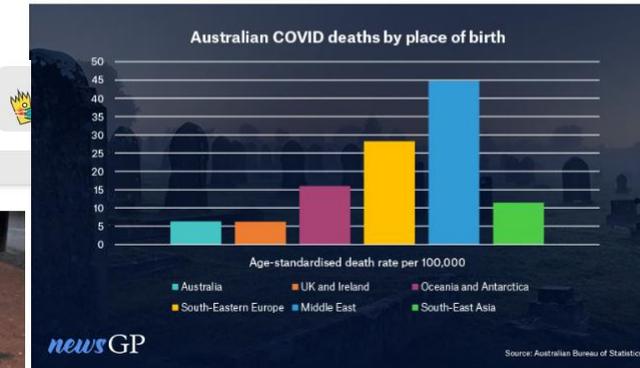


### Engage and empower: ensuring culturally diverse communities aren't left behind on the road out of COVID

Editor: Croakey Professional Services Author: Croakey Professional Services Friday, October 1, 2021

## 'Shocking': Migrants more than twice as likely to die of COVID-19

The burden of the pandemic hugely and disproportionately lies among those born overseas, official ABS figures show.



New ABS data shows serious inequities in the way COVID is affecting different communities.

### Government warned of coronavirus 'missed opportunity' to protect migrant communities before Victorian spike

By political reporter Stephanie Dalzell

Government and Politics

Wed 24 Jun 2020



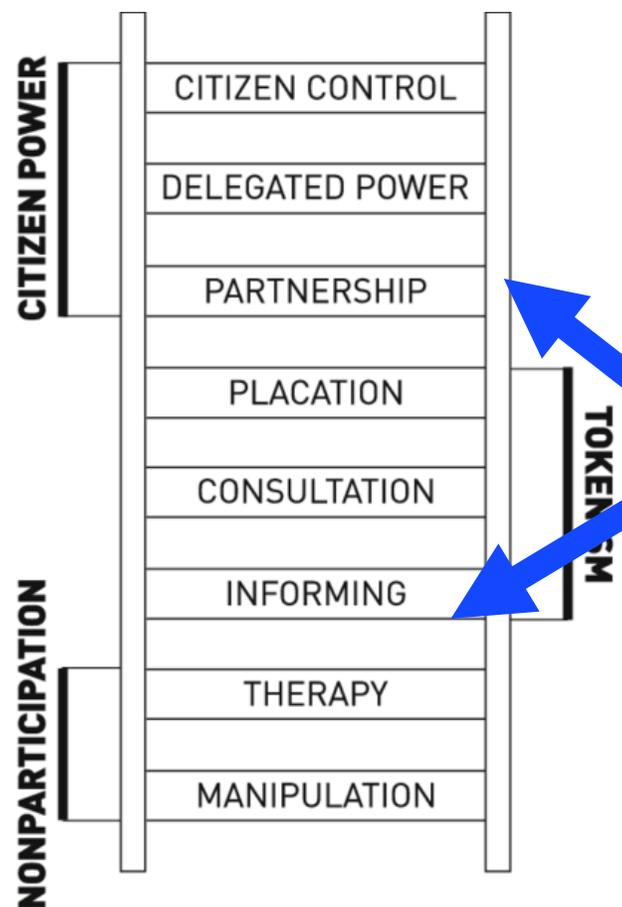
Brimbank, one of the coronavirus hotspots, also has a large migrant community. (ABC News: Gemma Hall)

# Co-designing communication and engagement resources through Participatory Action Research

“Participatory Action Research (PAR) is an approach to research with communities that emphasises *participation and action*. It seeks to understand the world by trying to change it, collaboratively and following reflection.”

Baum, MacDougall, & Smith (2006, p. 854)

# Community engagement



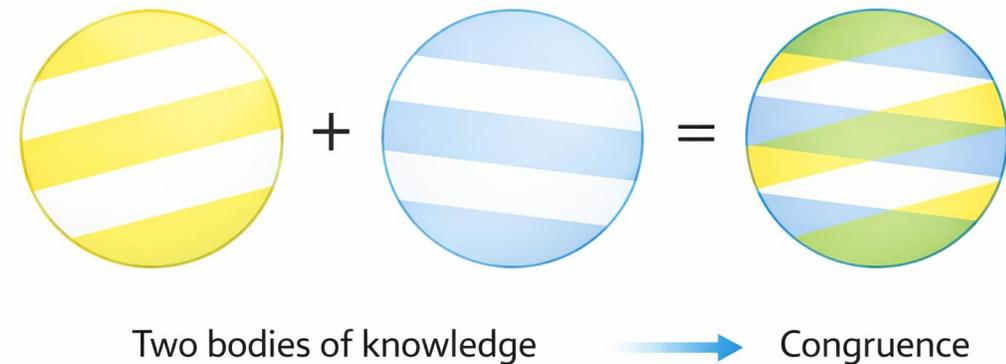
Many risk communication programs operate at the **Informing or Consultation levels.**

Participatory Action Research aims toward: **Partnership and shared decision-making**, where communities help design communication strategies.

Arnstein, S. (1969) A Ladder of Citizen Participation, Journal of the American Institute of Planners.

# Principles of Communication using PAR: Message Congruence

Together, communicating agencies and CALD communities, through dialogue and iterative reflection, reach agreement on a message that will both produce the requisite (official) information, whilst doing so in a culturally relevant and appropriate way.



# Key facets of a PAR approach to developing risk and disaster communication with CALD communities

- Respectful and genuine engagement positions communities as ‘the experts’ on their own communities.
- Communities define what dimension of a risk issue they want to focus on and/or are concerned about *in context*.
- Risk is understood within its local social and cultural context, rather than as a purely technical problem. Participatory processes allow social, economic, cultural, and structural factors to shape how risks are interpreted.
- What are communities’ ‘lived experiences’ with a hazard, and related emergency agency? Do communities trust the relevant communicating agency?
- How is risk information best communicated to a community e.g. How to ‘deliver’ information (i.e., directive ‘telling’ or, more subtly, through storytelling); and which cultural aspects (overlay) to employ in delivering information e.g., narratives., music, first language,

Australia

## The rural refugees helping to raise bushfire awareness

Karen refugees living in the Victorian town of Nhill have produced a fire safety video for newcomers to the community.



3 min read  
Published 25 August 2018 9:43pm  
Updated 28 August 2018 11:51am  
By Rhiannon Elston

Share this with family and friends

Copy link  Share 

Bushfire awareness in Nhill, Adelaide. Source: Nhill Learning Centre



We are thankful and happy now that we have settled back into our home,

قصتي المروء - MY TERRIBLE STORY - Fire Safety (Syrian, English Subtitles)

Australian Refugee Association  
194 subscribers

12     

# Why would you *not* consider using a PAR approach to risk communication?

Meaningful engagement cannot be conjured overnight or in the midst of a crisis or emergency. Trust is difficult to engender in a crisis.

PAR takes time, and money, and will confront broader societal, historical, systemic, and structural barriers.

‘Command and control’ and institutional humility. The sharing of power is key (for some, this will be discerned as an existential challenge).

# The Films

- Prevention is better than cure:

<https://www.youtube.com/watch?v=dFIC2QS6J9Q>

- The Road to Freedom – Driving Safety and Licensing for New Arrivals (Burmese Chin)

<https://youtu.be/bSCz1gspX74>

- Ask Aunty – Safety On The Road (Syrian):

<https://youtu.be/64NsdIIRDTA>

- My Terrible Story – Fire Safety (Syrian)

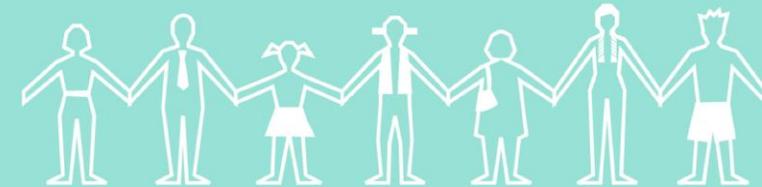
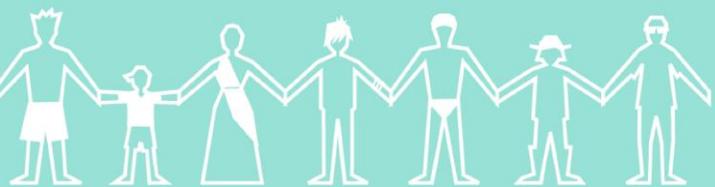
<https://youtu.be/dXVFWFku9IM>

# My Details

Scott Hanson-Easey

T: +61 8 831330160

E: [scott.hanson-easey@adelaide.edu.au](mailto:scott.hanson-easey@adelaide.edu.au)



## Speaker Introduction

Farah Farouque

*Chief Executive Officer*

Ethnic Communities Council of Victoria (ECCV)





# Ethnic Communities' Council of Victoria

March 2026



# Prepare and Be Safe



# Prepare and Be Safe



The mobile phone screen shows the website [prepareandbesafe.org.au](http://prepareandbesafe.org.au). The main heading reads "prepare and be safe in Victoria". Below the heading is an image of a diverse group of people sitting at a picnic table. A "Join us!" button with a right-pointing arrow is visible. At the bottom, it says "Are you in an emergency? Call 000." and includes a "Quick exit" button.



[prepareandbesafe.org.au](http://prepareandbesafe.org.au)



The mobile phone screen displays the "practice calling 000" app interface. It features a colorful grid logo with a "practice calling 000" text below it. The app offers language options: "English", "عربي" (Arabic), "دري" (Dhivehi), and "汉语" (Mandarin Chinese). An "EXIT" button is located in the top right corner.



[prepareandbesafe.org.au/  
practise-calling-000](http://prepareandbesafe.org.au/practise-calling-000)



Level 1, 398 Sydney Road  
Coburg VIC 3058

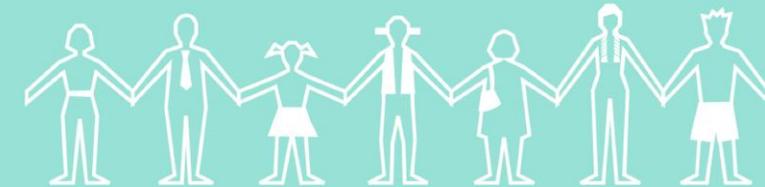
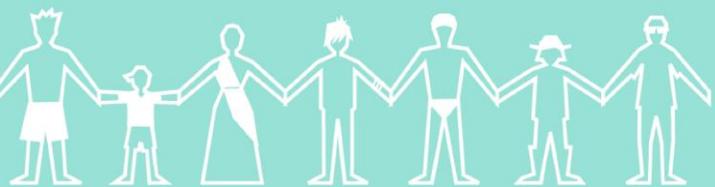
Phone  
(03) 9354 9555

General Enquiries  
[eccv@eccv.org.au](mailto:eccv@eccv.org.au)



[eccv.org.au](http://eccv.org.au)





## Speaker Introduction

Mary Hajistassi

*State Manager - Programs*

Australian Red Cross

Samar Ibrahim

*Project Coordinator, Health in My Language Program – South Australia*

Australian Red Cross

# RediCommunities with CALD Communities

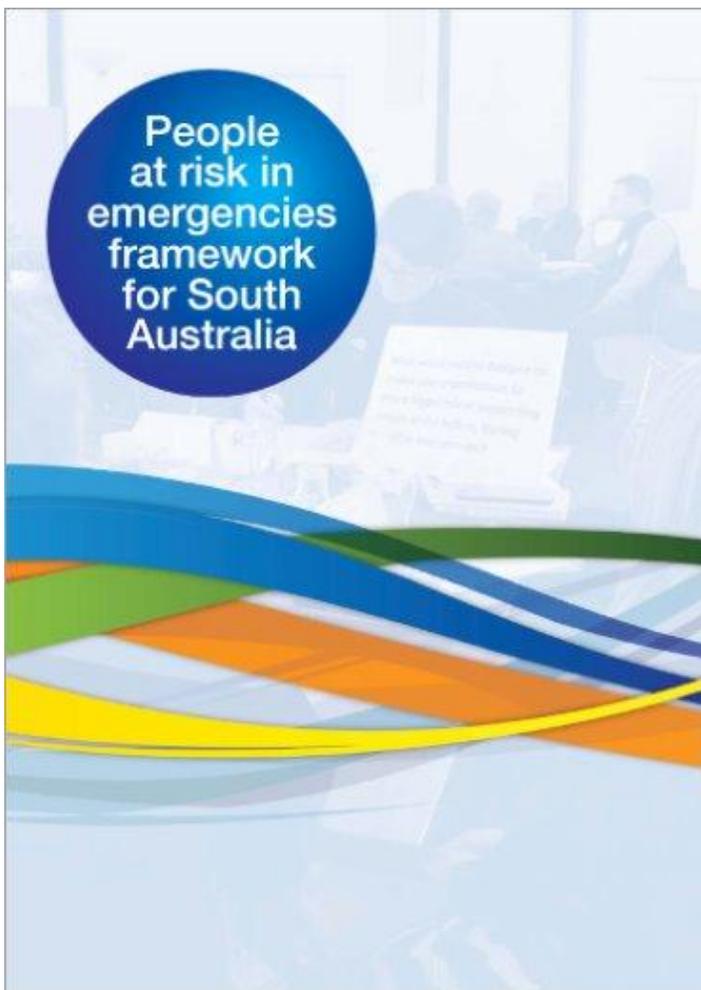
**Mary Hajstassi: State Manager Programs**

**Samar Ibrahim: Coordinator Health in My Language**





Australian Red Cross  
acknowledges the  
Traditional Owners  
of this land, their  
ancestors and Elders,  
past and present.



## FOCUS AREA 1: NEIGHBOURHOODS AND COMMUNITIES

### GOAL

*Informed and connected neighbourhoods and communities working together.*

In the context of the Strategy, neighbourhoods refer to populations living in close proximity geographically, while communities can include groups that share common characteristics (e.g. religion or age group) or interests (e.g. playing a sport, or volunteering).



### CONTEXT

Insights from research and consultation summarised below informed the development of actions to support neighbourhoods and communities to build disaster resilience.

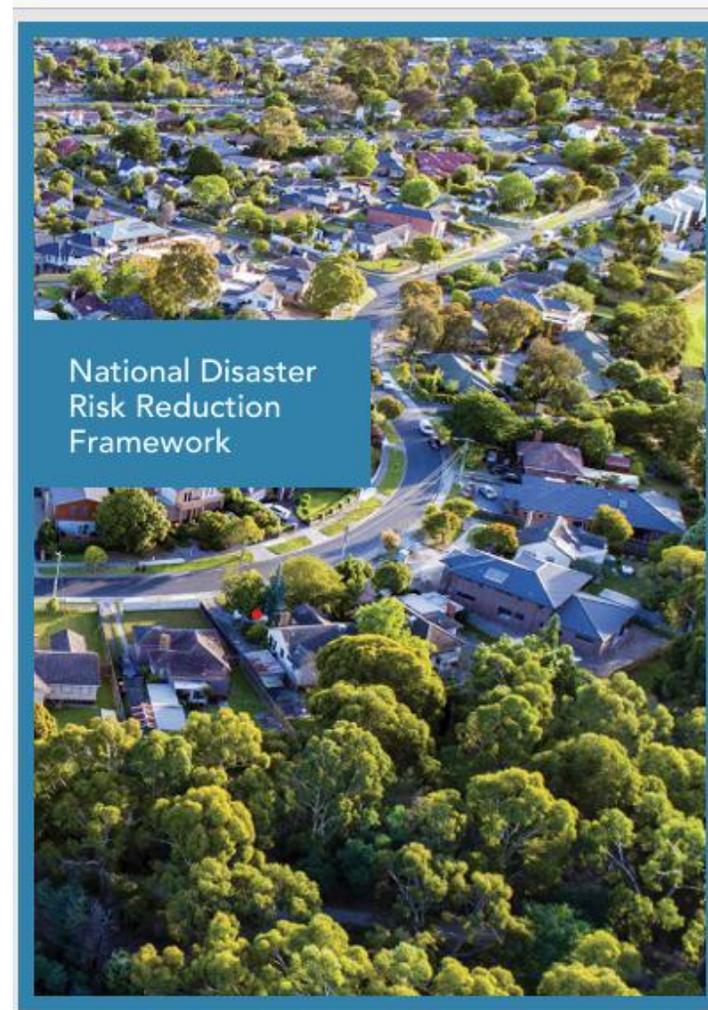
#### Insights from research

- In the future, we will more frequently experience demand on services in an emergency exceeding the capacity to respond.
- When disasters strike, local residents and neighbours support each other until trained emergency personnel arrive.<sup>15</sup>
- Community sector organisations, businesses and community groups can lead positive change by building resilience for emergencies as part of regular services and supports, particularly for people at risk.<sup>16</sup>
- To contribute to resilience, it is important that relationships and networks are established prior to events.
- An effective recovery does not only depend on the overall amount of damage caused by an event, or the money invested in response and recovery. Social capital - the connections that people have with each other, are shown to have the most impact and influence on the recovery process.<sup>15</sup>
- Financially resilient households, those with the ability to draw on resources and financial products and services, including insurance, recover faster and more effectively after an emergency.<sup>17</sup>
- Volunteering improves community health and wellbeing and is essential in providing many community services. Formal volunteering rates across Australia are declining for the first time in 20 years and this is impacting many sectors, including emergency management.<sup>18</sup> Barriers to volunteering include changing demographics and family and work demands.<sup>19</sup>

- Building disaster resilience requires long-term commitment and cultural change in organisations and communities, and a multi-faceted approach across multiple sectors.

#### Insights from consultation

- By building the resilience of communities, we can build a more resilient SA.
- A resilient community is a well-connected community. This includes people having connections to each other as well as with local and state government and non-government agencies, organisations and community groups.
- Shared responsibility is not about giving up areas of responsibility. It means emergency management agencies working more closely with non-traditional partners (whole of government, local government, non-government, community and businesses).
- Community members and professionals, such as vets and engineers, have an interest in taking on a greater role in emergency management. There are examples of community members self-organising and playing an active role in their emergency management planning and recovery, following a significant event. Approaches should be developed at the community level and tailored to unique local needs and wants.
- There is an expectation by the public that first responders can be there to help everyone during and after significant events.
- Behavioural, cultural and attitudinal barriers to community resilience include lack of time, money, and interest, with people believing 'it' will not happen to them and expecting that help will arrive when it is needed.
- Some services are perceived as potentially creating dependency rather than building resilience. For example, if people receive a targeted text message telling them that they need to evacuate, an expectation may be set. Rather than assessing their own risk, in future events, they may wait to receive a text message before they evacuate.





# RediCommunities

## Engage ————— 01

We establish strong connections with the community, gathering insights to understand context and readiness, and connect with community stakeholders, leaders and local residents to build trust and understand local context.



## Plan ————— 03

We work with communities to develop a disaster resilience action plan to guide how the community will launch high impact initiatives that build on the community's strengths and respond to the identified risks and priorities. These plans are tailored to each communities specific needs and circumstances.



## Connect ————— 05

We connect the community to our national network, continuing a connection to Red Cross as communities continue to grow the impact of their local solutions. As we facilitate connections, we start to prepare for how we exit the community in ways that ensures long-term sustainability.



## Assess ————— 02

We conduct workshops for community members to assess risks, vulnerabilities and capacities. Using tools like the Community Assessment Tool (RediCAT) and leveraging knowledge, these workshops help identify priority areas for resilience-building interventions.



## Mobilise ————— 04

With the disaster resilience action plans endorsed and supported within community, we activate the resilience plan, deliver ongoing capacity building activities and launch high impact initiatives that mobilise community members to take action and engage the wider community to participate.



# Where and Why?

ADELAIDE MAP



Port Adelaide Enfield	Salisbury
35.9% population born overseas	48% population born overseas
Vietnam, Aghanistan, China, Phillipines, Pakistan, Malaysia	India, Vietnam, Afghanistan, Phillipines, Cambodia, Myanmar, Pakistan, China
Floods, Coastal erosion, Heatwaves	Floods, Severe storms, Heatwaves, Bushfires

# Who?

## Participants from:

Afghanistan, Barbados, China, Cote D'Azur, Mexico, Pakistan, Papua New Guinea, Sri Lanka, Tigray, South Sudan, Eritrea, Jordan, Syria, Egypt, Iraq

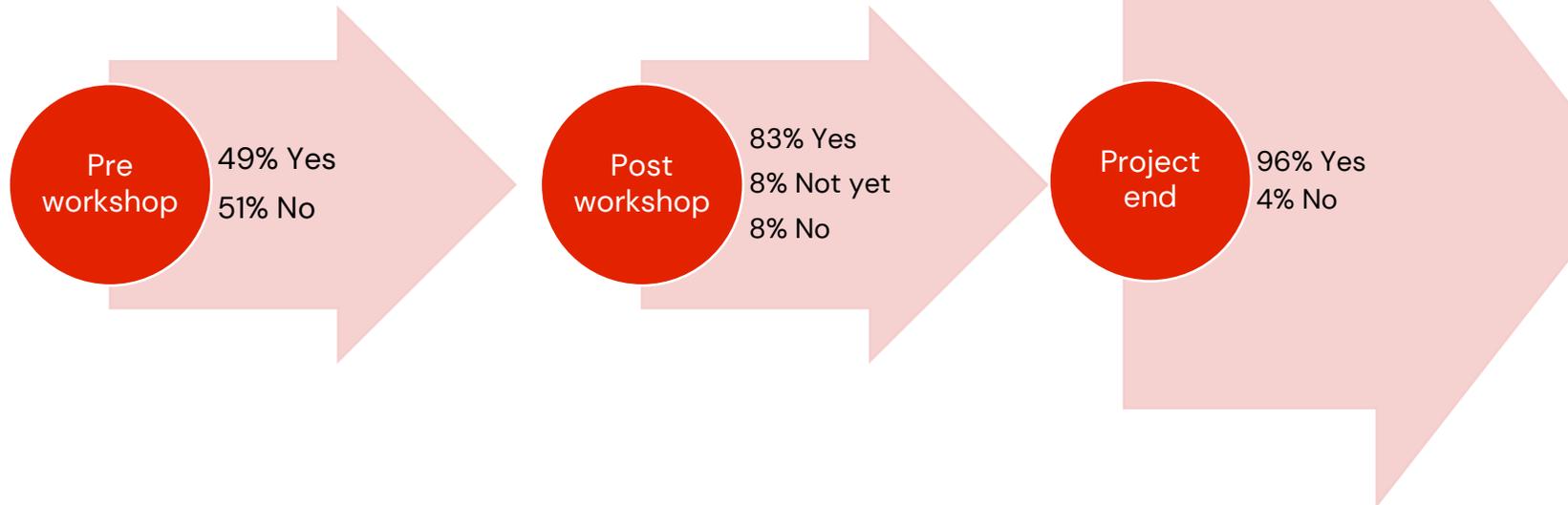


# Impact

Indicator	Port Adelaide Enfield	Salisbury
# Community Leaders	24	19
# Initiatives	12	20
% Increased Knowledge	86.7	76.7
% Increased Confidence to cope	92.2	66
% Feel more connected	91.6	73



Do you share information on emergency and disaster resilience within your network or community?



# Identifying risks and hazards

Where? / When?	Potential risks and hazards	
<p><b>In and around you Home</b></p> 	<ul style="list-style-type: none"> <li>• Electrical system</li> <li>• Water leakage</li> <li>• Gas leakage</li> <li>• Open charcoal burning heater</li> <li>• Dishwasher burns</li> <li>• Hot liquid burns (coffee &amp; tea)</li> <li>• Swimming pool drownings</li> <li>• Battery burns</li> <li>• Sharp utensils – scissors/ knives/blades</li> </ul>	<ul style="list-style-type: none"> <li>• House fires</li> <li>• House/roof collapse</li> <li>• Poison (particularly children) – cleaning chemicals, cooking items</li> <li>• Toddlers swallowing coins/batteries</li> <li>• Dangerous animals/insects – snakes/ spiders</li> <li>• Family domestic violence</li> <li>• Aggressive pets</li> </ul>
<p><b>In your Neighbourhood / Community</b></p> 	<ul style="list-style-type: none"> <li>• Fire</li> <li>• Gas leakage</li> <li>• Water main burst</li> <li>• Accidents</li> <li>• Fallen trees/electric poles</li> <li>• Child safety while parking</li> <li>• Power outage</li> <li>• Flooding from excessive rain</li> <li>• Heatwave</li> </ul>	<ul style="list-style-type: none"> <li>• House fires</li> <li>• House/roof collapse</li> <li>• Suicidal tendencies</li> <li>• Shooting</li> <li>• Fights/conflicts</li> <li>• Robbery/theft</li> <li>• Disruption from loud noise</li> <li>• Neighbour disputes</li> </ul>
<p><b>In South Australia</b></p> 	<ul style="list-style-type: none"> <li>• Bush fire</li> <li>• Strong ocean current/waves</li> <li>• Floods</li> <li>• Heat waves</li> <li>• Car accidents</li> <li>• Storms/ wind or sand</li> <li>• Housing</li> <li>• Electrical outage</li> </ul>	<ul style="list-style-type: none"> <li>• Shooting incidents</li> <li>• Domestic violence/ family violence</li> <li>• Mental health issues (leading to different unfortunate events)</li> </ul>



**The Fun Stuff**



# FAMILY SPORTS DAY

GET PREPARED  
GET ACTIVE  
GET CONNECTED

Join us in this FREE family event, celebrating unity week. Sign up for our football or netball tournaments, bring a picnic and support your local teams!

Just like a sports game, you never know what's going to happen. Disasters in Australia are no different. Come find out how you can work together to prepare for disasters.

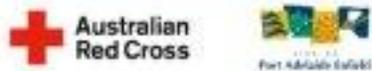
-  Tug-of-War Competitions
-  Free Sausage Sizzle
-  DJ and Music
-  Emergency Information Stalls
-  Heatwave Top Tips

**SATURDAY OCT 22**  
**9AM UNTIL 3PM**  
Blair Athol Futsal Park  
Lionel Avenue

Register now to play!

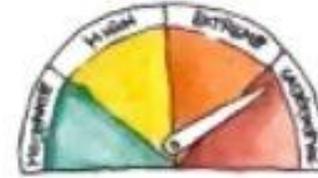


Powered By:



# Multi-Hazard Emergency Preparedness Information Kit

## Translations in Pashto & Dari Languages



Swimming between the flags

نیم څنډت ونوځئید  
دوونک یرزاب یا او قشپ شپ

Levels of fire danger:

څطس رطخ درواد

طسوتتم

رول

نووک دلبت نایز

شرتا رطخ حوطس

طسوتتم

اب

دایز

دوونک دلبت



Always swim between the red and yellow flags. This means that Lifeguards are on duty and can help you if you get into trouble while swimming.



**Swimming Classes for  
Muslim community**



**Preparedness  
workshops with  
Chinese Community**

# HiML Refugee Week Celebration



## 01 Winter Ready

An information session on the symptoms, risks, and prevention of carbon monoxide poisoning, facilitated by the Red Cross officer.



## 02 Make up & Skin care

Organized by inviting women from the community who have established businesses, giving them an opportunity to showcase and advertise their services while sharing their skills.



## 03 EmergencyRedi

This was delivered during one of the women's cooking group gatherings, attended by 25 women and delivered in Arabic



## 04 Pillowcase Workshop

A pillowcase workshop was delivered to 16 kids during the school holidays



## 05 Heatwaves

The session focused on sharing basic knowledge about heatwaves and provided in-language resources for further reading. 23 women attended.



# The Multicultural Women Group



## Bushfire preparedness 06

The session was attended by 18 women, and many shared how important it was to learn about bushfire safety, especially as they often camp in the hills area during the summer.



## Home Fire Safety 07

Attended by 19 women and They found it incredibly useful, especially since it addressed hazards they may face in their daily lives



## Hair Styling 08

These sessions encouraged women to teach self-care techniques, helping them take care of themselves within their busy schedules as mothers, all while staying on a budget.



## Natural Remedies for Skin 09

These sessions encouraged women to teach self-care techniques, helping them take care of themselves within their busy schedules as mothers, all while staying on a budget.



## Alert SA & Multi-Hazard App 10

Simple information on how to navigate both apps.



HAZARDS/RISKS/EMERGENCIES

危害/风险/紧急情况

Swimming between the flags

注意安全旗标识

Always swim between the red and yellow flags. This means that Lifeguards are on duty and can help you if you get into trouble while swimming.



请在红黄警示旗之间的区域内游泳。需要救助的时候，该区域有救生员。

Drowning 防止溺水

Do not swim in deep waters if you are not a strong swimmer. Stay in water no deeper than your waist. Take swimming lessons.



游泳水平欠佳的人，请不要到深水游泳，以防溺水。

Sources of further information and help

更多资料和帮助

Flags & Signs



Surf Life Saving Tips (Multilingual)



Scan The QR - Codes

Surf Life Saving Tips (Multilingual)



Water & Beach Safety Resources (multiple languages)



02

Multi Hazard Emergency Kit

- Safety at the beach
- Dangerous Animals
- House Safety
- Neighbourhood Safety
- Extreme Weather
- Poisons & Diseases

English	العربية	中文
English	Arabic	Chinese
درى	Thuɔŋjäŋ	پښتو
Dari	Dinka	Pashto
ትግርኛ	Español	
Tigrinia	Spanish	



Translations in Simplified Chinese Language

Translations in Pashto & Dari Languages

Translations in Spanish Language

Translations in Dinka Language

Translations in Arabic Language

MULTI-HAZARD EMERGENCY PREPAREDNESS INFORMATION KIT




## MULTICULTURAL FAMILY DAY AT THE ADELAIDE FIRE- STATION OPEN DAY!

Hi!  
How?



**Fun activities:**

- Enjoy hands-on firetruck experience!
- In-language guided tours!
- Meet Firefighters & Emergency Responders!
- Emergency rescue demonstrations!
- Sausage sizzle & food trucks!
- Face painting & Henga

- Learn how you can look after yourself, family and friends before, during and after emergencies!
- Enjoy emergency safety demonstrations!
- Find out more about working with Emergency Services

 Saturday!  
02 Nov 2024!  
11:00 am to 02:00pm

 99 Wakefield Street!  
Adelaide!







**Pillowcase Workshop**



**First Aid Course for Parents**



**Multicultural Women's Group**

# Salisbury Resilience Group After Redicommunities

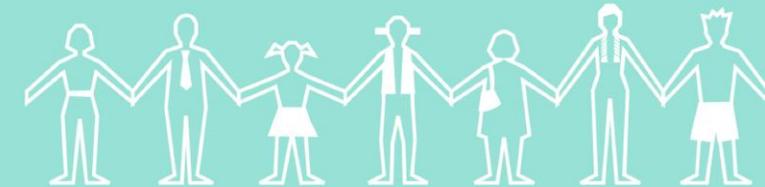
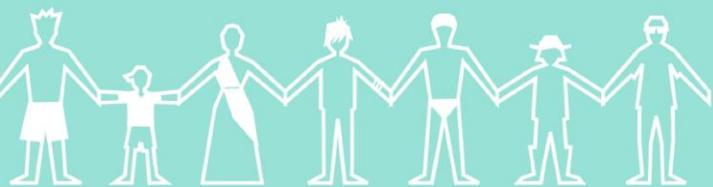
- Morella Community Centre will continue to support the multicultural Women Group for the next 12 month in 2025.
- South Sudanese Women’s Empowerment Group (SSWEG) was working towards governance as a subcommittee under South Sudanese youth Affairs Council in Australia.
- The app is secured and supported by a two-year subscription plan, ensuring long-term sustainability.
- The booklet is distributed to community leaders for use at community events, extending its reach to a wider audience.



# Thank you

Mary Hajistassi and Samar Ibrahim  
[mhajistassi@redcross.org.au](mailto:mhajistassi@redcross.org.au)

Samar Ibrahim  
[sibrahim@redcross.org.au](mailto:sibrahim@redcross.org.au)



## Q&A

Moderated by:

Dr Mayeda Rashid

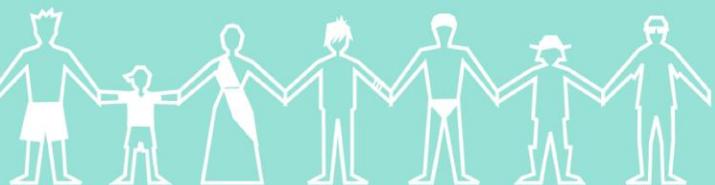
*Manager Capability Development and Engagement*

Australian Institute for Disaster Resilience (AIDR)

Melissa Peppin

*Senior Project Officer, Community Safety and Industry Workforce*

AFAC



## Event concludes

Thank you for attending today's webinar.

Next event:

Spotlight Series webinar:  
Long term disaster impacts on education  
outcomes

Wednesday 1 April 2026,  
1.00pm-2.00pm AEDT



Register now.