

Moving Pictures: Using film and digital media to increase dementia awareness in multicultural communities

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Moving Pictures
Dementia awareness
For CALD communities

Moving Pictures is a collaboration between



The project has been funded through the Federal Government's
Department of Health's Dementia and Aged Care Services
Research and Innovation grants

Team

Principal investigator: A/Prof Bianca Brijnath

Project manager: Dr Josefine Antoniades

Project investigator team

- Professor Jon Adams, University of Technology Sydney.
- Dr Dianne Goeman, Adjunct Senior Research Fellow, University of Newcastle.
- Professor Colette Browning, Honorary Professor Peking University.
- Professor Katie Ellis, Curtin University.
- Professor Mike Kent, Curtin University.
- Dr Andrew Simon Gilbert
- Dr Samantha Croy

Bilingual staff

- Dr Nick Lee (Mandarin/Cantonese)
- Mariam Yousif (Arabic)
- Anu Krishnan (Hindi/Tamil)
- Dr Carolina Navarro Medel (Spanish)
- Julieta Sabates (Spanish)
- Phuong Lan Do (Vietnamese)
- Thu Ha Dang (Vietnamese)
- Carlo Guaia (Italian)
- Silvia Teani (Italian)
- Dr Antonia Thodis (Greek)

Services:

- Dementia Australia
- Assisi Aged Care
- Australian Multicultural Community Services (AMCS)
- Carers VIC
- Chinese Community Social Services Centre Inc.
- Circle Health
- Ethnic Communities Council of Victoria
- Federation of the Indian Association of Victoria
- Fronditha Care
- Hellenic Medical Society of Australia
- Monash University, Department of General Practice
- Myhealth Box Hill Medical Centre
- Pronia
- Ross Court Medical Complex
- United, Spanish Latin American Welfare Centre
- Victorian Arabic Social Services
- Victorian Multicultural Commission
- Migrant Resource Centre
- Wicking Dementia Research and Education Centre
- Alzheimer's WA
- Australian Arab Association
- Carers WA
- Chung Wah Association
- City of Melville
- Fortis consulting
- Hall & Prior Aged Care
- Italian Village Fremantle
- Multicultural Services Centre of Western Australia
- MYVISTA
- Rainbow Aged Care
- Australian Nursing Home Foundation
- Bridgeview Medical Practice
- Co.As.It. Sydney
- Co.As.It.
- Dementia Support Group for Indian Australian Inc.
- Itsowel
- Maronite Villages
- Multicultural Communities Council of Illawara (MCCI)
- Shellharbour Medical Centre
- Dr Ernest Tam
- SEWA Australia
- Centre for Cultural Diversity in Ageing
- And many, many more ...



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Dementia awareness
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Rationale



Timely diagnosis for dementia essential

- Maintain independence
- Obtaining early intervention
- Better health outcomes
- Planning for the future
- Engage support for carers & families

In ethnic communities delayed access common

- Occurring at the point of crisis
- Illness beliefs
- Poor dementia literacy/system knowledge
- Language/ses disadvantage

Why is this important?

- 1 in 3 Australian over 65 is from a culturally and linguistically diverse (CALD) background and this number will grow
- To ensure health equity for all in the Australian community
- Urgent need to inform CALD families about dementia, to avoid delayed diagnosis and timely access to care





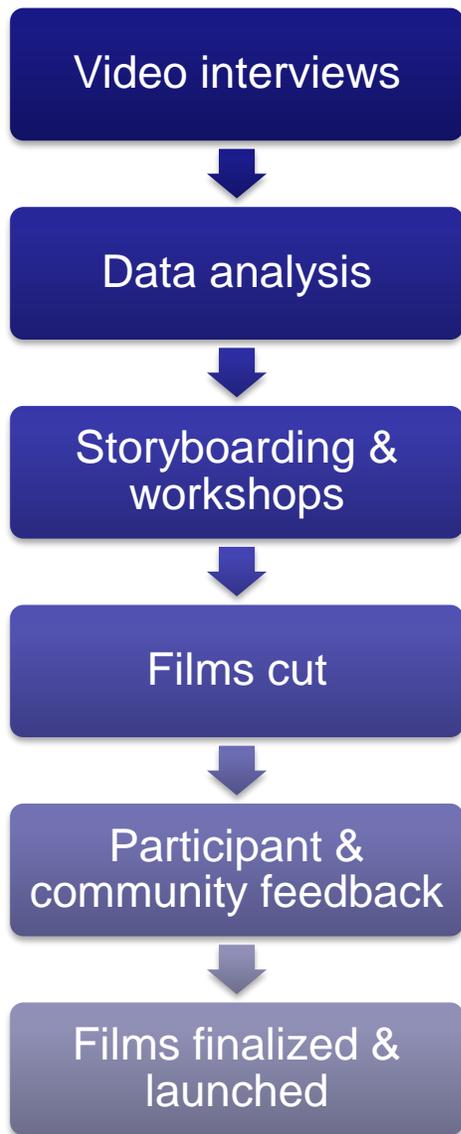
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Aim



Moving Pictures, a national project that aims to use film and digital media to raise dementia awareness in Australia's culturally and linguistically diverse (CALD) communities.

Methods



Methods

- **Mixed methods** comprising co-production & data analytics
- **Video interviews** : With carers (n=112) and Health professionals (n=41) from around Australia in language (9 languages) & English.
- **Data analysis**: Interviews transcribed & translated verbatim, data analysed using nVivo to form the basis for film storyboards
- **Storyboards** workshopped with representative steering committee
 - *Carer Journey*
 - *Navigating care*
 - *Detection & diagnosis*
- **15 films**: 5 languages, 3 films each: Tamil, Hindi, Mandarin, Cantonese and Arabic| 12 additional films in production (Greek, Italian, Spanish, Vietnamese).
- **Feedback**: Focus groups x 5: n=51 (MPI) | Member checking
- **Community screenings MPI** post-launch (<500 community members)
- **Online Community screening MPII** (current)



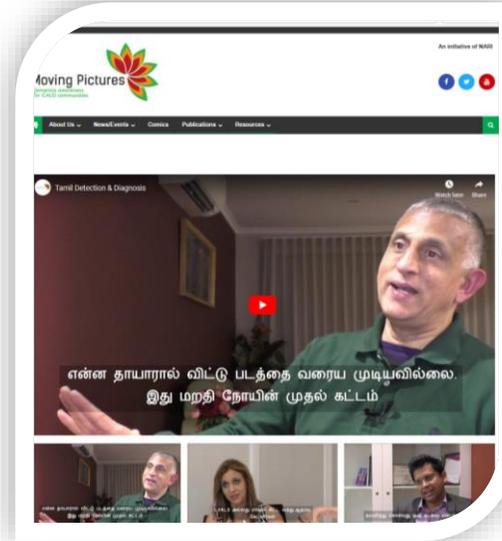


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Moving Pictures resources



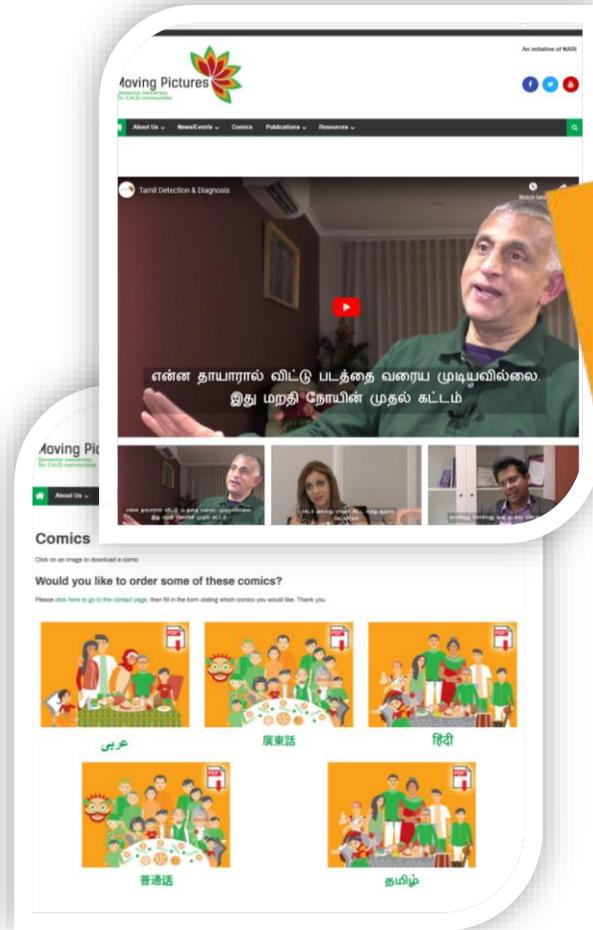
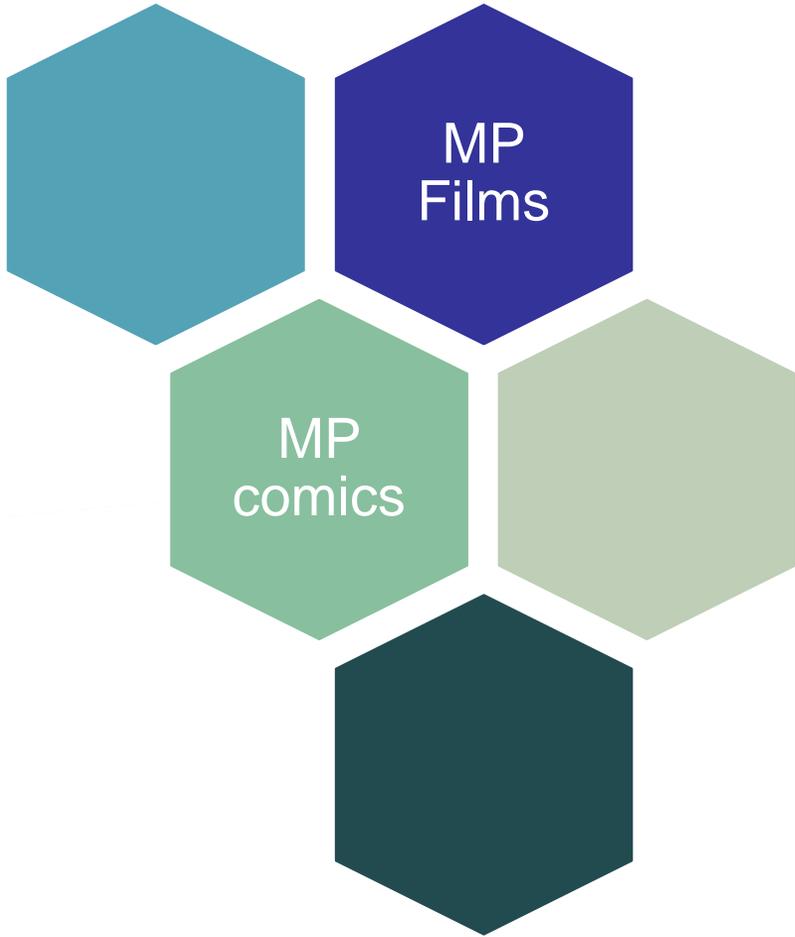
Detection & Diagnosis
Navigating Care
The Carer Journey





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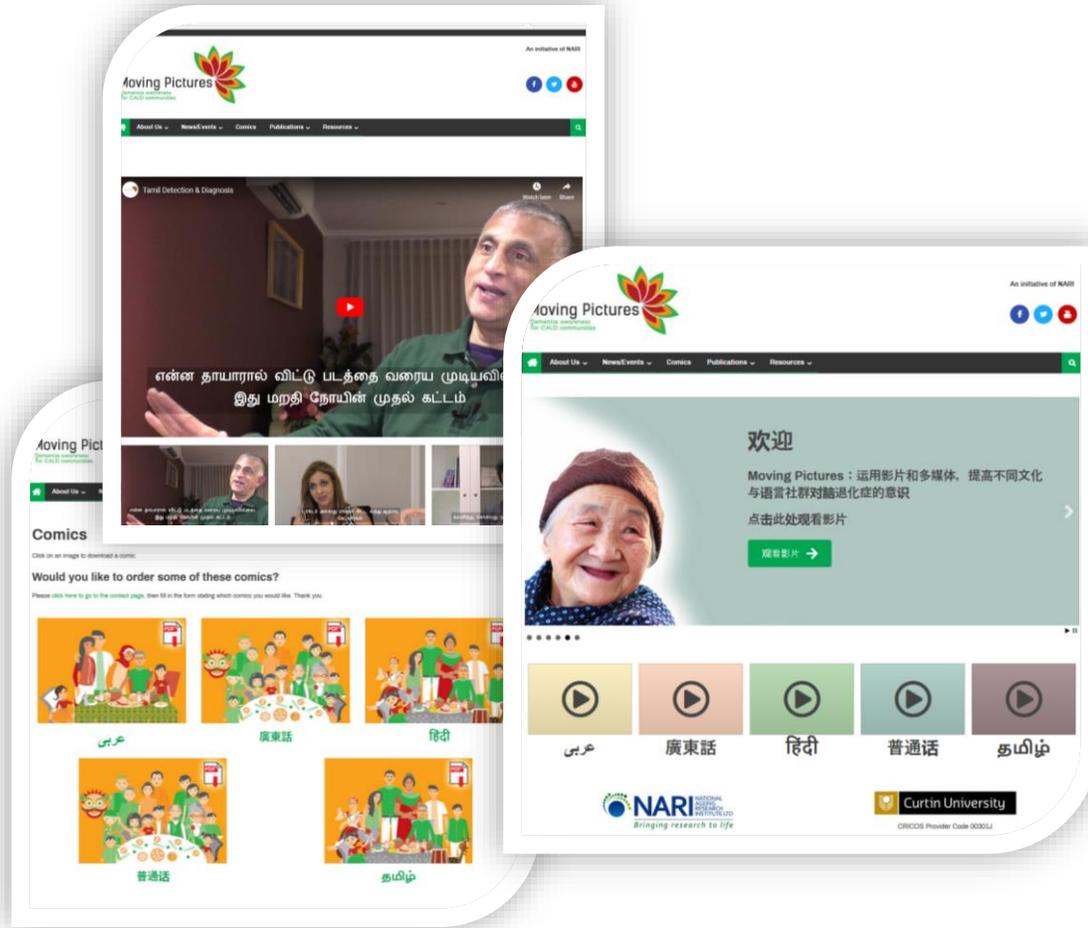
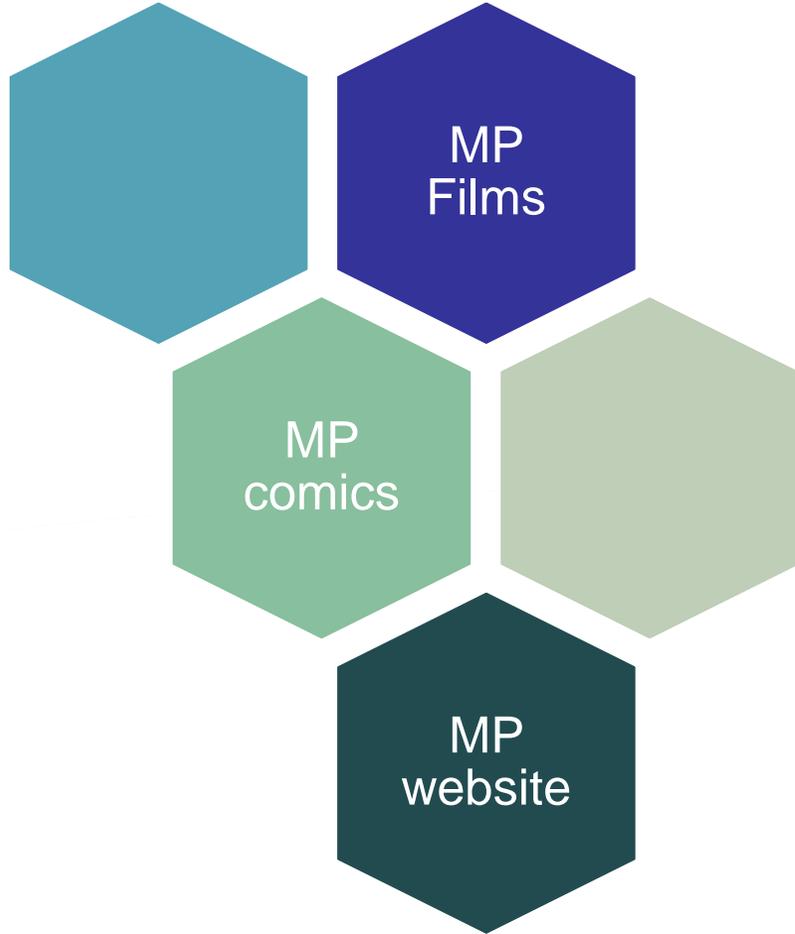
Moving Pictures resources





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Moving Pictures resources



See the films for free at
www.movingpictures.org.au



Impact

- To date www.movingpictures.org.au has had 19,613 views
- >620 followers on Twitter and 207 followers on Facebook
- >9000 comics distributed
- >20 print and broadcast stories including in the ABC, SBS, and The Australian)

Impact

- MP listed on the Australian Commission on Safety and Quality in Health Care, Queensland Government Carer Directory and Queensland Government Health websites
- >30 ethno-specific organisations (e.g. Centre for Cultural Diversity) and industry newsletters.
- *Moving Pictures Australia* drew formal media releases from the Federal Minister for Aged Care and the Federation of Ethnic Communities Council of Australia.

Uptake and next steps

Publications to date

- Brijnath B, Gilbert AS, Kent M, et al. Beyond crisis: Enacted sense-making among ethnic minority carers of people with dementia in Australia. *Dementia*. November 2020. doi:10.1177/1471301220975641
- Bianca Brijnath, PhD, Andrew Simon Gilbert, PhD, Josefina Antoniadou, PhD, Samantha Croy, PhD, Mike Kent, PhD, Katie Ellis, PhD, Colette Browning, PhD, Dianne Goeman, PhD, Jon Adams, PhD, Boundary-crossers: How providers facilitate ethnic minority families' access to dementia services, *The Journals of Gerontology: Series B*, 2021;, gbab073, <https://doi.org/10.1093/geronb/gbab073>
- Under review:
 - Emotions and care
 - Structural burden
- In preparation:
 - Positive aspects of care
 - History of migration on service availability
 - Awareness
 - Home-knitted strategies



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Moving Pictures II

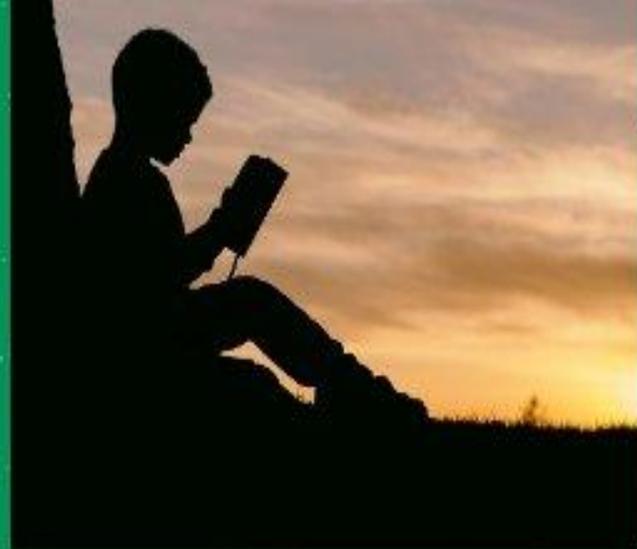
- Currently developing resources in Spanish, Greek, Italian & Vietnamese
- Greek & Italian resources will be completed by early 2021
- Spanish & Vietnamese by mid 2021



Coming Soon in New Languages



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ADAPT

Animating Dementia Prevention for CALD Communities

Moving Pictures India

- Funded by Alzheimer's Association USA
- Starting in 2021
- Focus on dementia care in low and middle income countries



Moving Pictures GENIE



- Develop an online repository of evidence-based dementia resources developed for migrant communities sourced internationally.
- Systematic search & via crowdsourcing from experts and academics
- Hosted on Moving Pictures website as a searchable page
- Project initiated as a collaboration with MP team and ISTAART members (Sanne Franzen, Kylie Radcliff, Mario Parra, Jayashree Dasgupta, Louise Lavrencic)
- Masters students working towards developing a prototype (Jing Ye Ooi & Veronica Lay; Monash U.)

**Thank you for
listening!**

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