

# Practice guide

## Accessing diverse media

The media plays a crucial role in our culture and sense of belonging. Within aged care settings, the media and how it is accessed can serve to be important components of how an older person receives information, education, news, and entertainment. It can also support them to feel connected and reflected in the stories they hear or content they see or read. Radio, television, newspapers, and the Internet are today's most accessible forms of media. Media also comprises the material and the physical equipment required to deliver it, such as a TV, radio, mobile phone, Wi-Fi and/or broadband connection.

Having access to diverse forms of media in aged care settings is important as it helps older people have choice and control around how they relate to their environment. It is important to be aware of the range of media options available for older people that includes a diversity of languages, channels, platforms, and content.

Media may be divided into three main categories: **print media**, **broadcast media** and **Internet**.

### Print Media

Print media comprises media that is in written form only and includes newspapers, books, and magazines. Print media can be available in hard copy forms or electronic book reading technologies. Culturally diverse written media options may include ethnic-led newspapers, multilingual magazines, and multilingual books and posters. To find local ethnic-led newspapers you can Google search "Australian (insert language) newspapers. Examples include [Il Globo](#) (Italian), [Neo Kosmos](#) (Greek), [Indian Link](#) (Hindi), [Punjabi Express](#) (Punjabi), [Australian Jewish news](#) (Jewish), [Dunja](#) (Turkish), [Australian Chinese Daily](#) (Mandarin) and [Wrapaway](#) (Spanish). You can also search online libraries or your local public library for multilingual books and other written resources.

### Broadcast Media

Broadcast media transmits information simultaneously to a large audience. It includes radio, television, and satellite broadcasting. Australian ethnic-led audio media platforms such as [SBS](#) and [National Ethnic and Multicultural Broadcasters' Council \(NEMBC\)](#) have multilingual radio, news and podcast content on a range of topics and in a range of languages for free. There are also a wide variety of multilingual TV and films available online. Australian led platforms such as SBS OnDemand provides free, unlimited streaming of TV shows, films and events in multiple languages. Many multilingual movies and TV entertainment shows available online require a subscription to access the content and payment. One example is FilmDoo which has a range of multilingual movies available for rent online. Netflix also has films and TV shows in a range of languages. There are also a range of international satellite TV stations for example [Flip Connect](#), [istarbox](#) and [Squidtv](#) which has packages available in different languages.

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## Internet

There are a range of multilingual online platforms where older people can get access to content in a range of languages and in a culturally appropriate manner. For example, there is a video streaming channel like a YouTube channel hosted by the Chinese community called [Youku](#) available online.

Google itself offers a service where you can search in range of languages. To do so, you can change the default language to the desired language by loading the language preferences URL on Google via the following link <https://www.google.com/preferences?hl=en&fg=1#languages>. If you switch the Google product language to the desired language, Google products and search results are returned in that language automatically.

The internet can also be a way for older people to connect with people overseas through various apps such as WhatsApp, Skype, Facebook and other social media platforms.

## Case studies

### SBS Audio App

As one of the world's most multilingual broadcasters, [SBSAudio](#) has a mobile app featuring 70 language programs and four 24/7 digital radio stations: SBS Arabic24, SBS PopAsia, SBS PopDesi and SBS Chill. The SBS Audio app is available to download for free at the iTunes App Store and Google Play.

### Multicultural Aged Care Library

The [Multicultural Aged Care Library](#) has the largest collection of culturally and linguistically diverse ageing resources in Australia available for loan. It is a metro-wide mobile library service with a lifestyle focus on activities, games, music, and communication aids. You can access the libraries resources for free through the Inter-Library loan system.

### Moove and Groove Program

[The Moove and Groove Program](#) helps aged care providers support people with dementia and provides individualised care, especially to people from culturally and linguistically diverse backgrounds.

Moove & Groove offers content in over 30 languages in the form of podcasts, radio, music, and videos. Content includes armchair travel, religious services, meditations, and exercise classes. Content can be individual to each older person, shared one on one or with a group. It can be played on tablet devices and TVs. Research shows that The Moove & Groove Program significantly improves resident's health and wellbeing, dementia behaviours and staff job satisfaction.

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## Key considerations

- It is important to be culturally sensitive to the type of content shown to older people from diverse cultural and faith backgrounds. For example, for some older person content of a sexual nature or nudity may not be appropriate as well content which may trigger trauma such as stories or news about war and violence or stories of discrimination. It is essential to check with the older person if they feel safe to watch the content offered.
- For older people to access this content they may need a radio and/or a mobile phone or laptop and shown how to install apps on their devices. They will also need access to a broadband connection and/or Wi-Fi. The older person may also need access to Chromecast or any other device which connects the content from their mobile phones to a TV monitor. These devices can be purchased at retail outlet that sells equipment relating to media.
- You may also ask the older person or their families and carers if they know of any international platforms, they want to connect with media such as books, films and TV shows and tailor a media program suited to their preferences.
- Older people from diverse cultural backgrounds may have fears relating to the Internet and digital technologies. It is important for older people to be informed of how to protect themselves online.
- Upon intake and assessment, it is important to ask the older person what types of media they have or would like to engage with and to inform them that multilingual and international media options can be made available (if possible).
- Having an inclusive media policy throughout your aged care service can ensure inclusive and diverse media options are embedded into the culture of your service.
- Some older people may need support to access digital technologies. There are a range of digital mentoring programs for seniors where volunteers can provide support for older people to gain confidence in accessing digital content to find out more visit [BeConnected](#), supported by the eSafety Commissioner.

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## Useful resources

<https://www.picacalliance.org/past-webinars/>

[The Moove and Groove Program](#)

[Il Globo](#) (Italian)

[Neo Kosmos](#) (Greek)

[IndianLink](#) (Hindi)

[Punjabi Express](#) (Punjabi)

[Australian Jewish news](#) (Jewish)

[Dunja](#) (Turkish)

[Australian Chinese Daily](#) (Mandarin)

[Wrapaway](#) (Spanish)

[SBS](#)

[National Ethnic and Multicultural Broadcasters' Council \(NEMBC\)](#)

[Flip Connect](#)

[Squidtv](#)

[istarbox](#)

[Multicultural Aged Care Library](#)

[National Ethnic and Multicultural Broadcasters Council – The Ethnic Broadcaster publication](#)

[Golden Years magazine](#)

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