

Case Study: **Government & Community Engagement**

Bridging the Gap: Translating Public Health Initiatives for
15+ CALD Communities

Client Sector: Government / Public Health

Service Provided: Community Translation, Cultural Localisation & Advisory

Languages: 15+ (Arabic, Mandarin, Vietnamese, Dari, Dinka, and more)



The Challenge: When Translation Alone Isn't Enough

A state government department launched a vital preventative-health awareness campaign designed to improve health literacy and early medical engagement. While the English rollout delivered strong results, participation from Culturally and Linguistically Diverse (CALD) communities remained significantly lower than expected.

Earlier campaigns had relied on direct, literal translation vendors. Although linguistically correct, those materials unintentionally sounded overly clinical, bureaucratic, and authoritative—tones that can create distrust in communities where credibility is built through relationships, community leaders, and cultural familiarity rather than official government messaging.

The department needed a partner capable of *localising intent*, not just language—someone who understood that public health communication succeeds only when it resonates culturally and emotionally.



The Solution: Strategic Cultural Localisation by OZTranslationServices

The department engaged OZTranslationServices as a full-scope language partner to redesign and localise the campaign for multilingual audiences. Rather than acting solely as translators, the team operated as cultural communication consultants.

Our Methodology Included:

1. Specialist Linguist Selection

Only translators accredited by NAATI with demonstrated experience in medical and public-health communication were assigned. This ensured technical accuracy while simplifying complex terminology into accessible, culturally appropriate phrasing.

2. Cultural Context Mapping

Before translation began, our consultants analysed:

- Community communication norms
- Trust hierarchies (elders, religious leaders, local advocates)
- Cultural sensitivities in tone, imagery, and symbolism

3. Tone Re-engineering

Instruction-based English messaging was reframed into community-centred narratives. For example:

- "Follow these guidelines" became messaging framed around family well-being and collective responsibility.
- Authority-heavy phrasing was replaced with empathetic, conversational language.

4. Visual & Design Localisation Guidance

Our advisory team recommended culturally aligned colour palettes, imagery styles, and layout structures for brochures and digital assets to prevent unintended symbolism or misinterpretation.

5. Multichannel Delivery Optimisation

Translations were adapted for multiple formats—not simply reused.

- Print brochures
- Social media graphics
- Community radio scripts
- WhatsApp-friendly micro-content



The Result: Trust, Engagement & Impact

The campaign demonstrated measurable improvements across engagement, trust, and information uptake:

- **40% increase** in participation from targeted language communities versus prior campaigns
- **Strong endorsement from community leaders and elders**, who praised the respectful tone and relatability of messaging
- **Improved public understanding** of preventative care practices
- **Reduced misinformation spread** on community social channels
- **Higher attendance rates** at local health outreach events

Most importantly, the initiative shifted perception: government messaging was no longer viewed as distant or authoritative—it felt relevant, respectful, and community-aligned.

Why This Project Matters

This project illustrates a key principle:

Effective multilingual communication is not translation—it is transformation.

By combining linguistic precision, cultural intelligence, and sector expertise, OZTranslationServices helped a government body move from simply *delivering information* to genuinely *building trust* with diverse communities.