



## News from the Multicultural Tobacco Control Network

Vol 6 Issue 2 August 2013

### Towards a Network of Arabic Community Smoking Cessation Workers

*Calling all those who are passionate about working with the Arabic community on smoking cessation*



Multicultural Health Communication's Recent SBS Radio "Web Banner" for Arabic Quitline

An important forum to discuss Arabic smoking cessation will be held on Thursday the 5<sup>th</sup> of September. It is hoped that one of the outcomes of this meeting will be the formation of a network of community workers who have special interest in Arabic smoking cessation.

Some sectors of the Arabic community have smoking rates well above the NSW average. At the most recent Multilingual Tobacco Control network meeting, the issue of engaging with the Arabic community with anti smoking messages was discussed at some length. Consequently a meeting was organised shortly afterwards to further explore ways of fostering a network of those working with the Arabic community. Many were unable to attend that meeting but expressed a willingness and enthusiasm to be involved should other opportunities arise.

Now, with thanks to Olga Vilshanskaya, Program Coordinator, Tobacco Control & Health Equity, Health Promotion Service, a further meeting/forum has been called to discuss this important issue.

The meeting will be held from 1pm to 3pm on Thursday 5<sup>th</sup> September at Health Promotion Service, 301 Forbes St, Darlinghurst, NSW

Many notices have already been emailed but there is bound to be some stakeholders and workers who have slipped through the net.

If you are passionate about communicating anti smoking messages to the Arabic community and would like to attend this forum, or would like more information, please contact Bevan Wilson. [Bevan.Wilson@sesiahs.health.nsw.gov.au](mailto:Bevan.Wilson@sesiahs.health.nsw.gov.au)



### Multilingual Quitline Phone Numbers

The service is free and confidential and a free follow-up call service is available.

Callers to the numbers below can speak to a Quitline-trained, multilingual advisor.

ARABIC	1300 7848 03
CHINESE (Cantonese/Mandarin)	1300 7848 36
VIETNAMESE	1300 7848 65

Korean speaking smokers can leave a message to be called back by a Quitline Advisor with an interpreter.

KOREAN	1300 7848 23
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The Multilingual Quitlines are funded by Cancer Institute NSW in partnership with Quitline NSW.

### Ready to Quit?

Innovative transport advertising from North America



## Research Shows Plain Cigarette Packs Help Smokers Kick the Habit

***“Smokers with the plain packs were more likely to think about quitting”.***



The first research paper into the effects of plain packaging for cigarettes shows an increase in smokers' urgency to quit. Quit Victoria research surveyed 500 smokers during the roll-out phase of the legislation late last year. Of the smokers surveyed, about 70 per cent were smoking cigarettes from plain packets with large health warnings and 30 per cent were still smoking from the old branded packs with front-of-pack health warnings. The research found smokers with the plain packs were more likely to perceive their tobacco as being lower in both quality and satisfaction, and were more likely to think about quitting.

*“These early signs show that plain packaging is reducing the enjoyment of smoking because the packs are less visually appealing,”* Quit Victoria acting executive director Kylie Lindorff said. *“The results are really encouraging and they are consistent with the objectives of the plain packaging act.”*

*“That smokers are more likely to think about quitting is really important because other research tells us that the more frequent thoughts you have about quitting, the more likely you are to make a quit attempt.”*

*“Plain packaging of tobacco is as much about stopping our kids from taking up smoking as it is about encouraging existing smokers to quit,”* she said.

Australia was the first country in the world to introduce the tough packaging laws, which banned branding and required graphic health warnings to cover 75 per cent of the package.

Now both Ireland and New Zealand governments have announced they will adopt plain packaging. Many other countries are looking closely at Australia's outcomes.

*Edited from a report by ABC News*

## Arabic Information and Training Day at Bhanin

Just prior to World No Tobacco Day the Bhanin Association at Auburn hosted a smoking cessation training day for the Arabic community.

The first half of the day was open to the public and an Arabic smoking cessation community worker was in attendance to provide information and one-on-one advice.

Resources were distributed, including stress balls, flyers, leaflets, posters, information cards, stickers, and the 'Quit Box' and journal.

During the second half of the day a smoking cessation training course was conducted for 23 Arabic case workers.

This intensive course covered topics such as the risks and dangers of smoking, different methods to quit smoking, and also how to deal with people at various stages of contemplation and quitting.

The training was used to ensure that Arabic caseworkers had the knowledge and confidence in assisting those who want to quit.

## Multicultural Health Communication Awards



**Health Minister Hon. Jillian Skinner gives keynote address at 2013 MHCS Awards Presentation**

The 2013 NSW Multicultural Health Communication Awards were presented on Monday 8th July 2013 in the Jubilee Room of the NSW Parliament House. Concurrently, the new [MHCS website](http://www.mhcs.health.nsw.gov.au) was launched.

The Hon. Jillian Skinner MP, NSW Minister for Health and Minister for Medical Research, presented the keynote address while the Hon Donald Harwin, President of the Legislative Council of the NSW Parliament welcomed everyone to Parliament House and presented the awards. Also in attendance were Mr. Terry Clout, Chief Executive, South Eastern Sydney Local Health District (SESLHD), Dr Greg Stewart, Director, Ambulatory and Primary Health Care, SESLHD and Mr. Peter Todaro, Director, NSW Multicultural Health Communication Service.

There were a record number of submissions this year with thirty seven resources in 45 languages representing various NSW LHDs and NGOs.

**For a full list of winners go to:**

<http://www.mhcs.health.nsw.gov.au/services/award/the-2013-nsw-multicultural-health-communication-winners>

## Pole Depot wins Multicultural Health Communication Award for Anti Smoking Learning Resource

*“through learning English, it has also changed the way they feel about smoking “*

Pole Depot Community Centre were winners of the category “NGO/ Under \$5,000/ Brochure or Booklet.” at the recent Multicultural Health Communication (MHCS) Awards Ceremony at the NSW Parliament House.

The booklet, entitled “Smoking and Passive Smoking English Class Workbook,” combines an English learning text book with anti smoking messages.

The booklet is designed for Chinese migrants who have had limited exposure to information about the harmful effects of smoking and passive smoking.

*“From the feedback that we have received, students strongly agreed that the workbook was easy to understand, and it increased their English vocabulary.”* said Tammy Tong, Neighbourhood Project Co-ordinator at the Pole Depot.

*“Through learning, it has also changed the way they feel about smoking.”*

The booklet was developed following a grant awarded to Pole Depot by Cancer Institute NSW in 2011, as part of the Anti Tobacco Grants For CALD Communities program.

Copies of the workbook can be downloaded via the [Health Promotion Service web page](#), or email Brenda Leung, Health Promotion Project Officer at [brenda.leung@sesiahs.health.nsw.gov.au](mailto:brenda.leung@sesiahs.health.nsw.gov.au).



Peter Todaro, Director, MHCS; Tammy Tong, Project Manager, Pole Depot Community Centre; Bevan Wilson, Project Officer, MHCS; Brenda Leung, Project Officer Health Promotion Service Directorate Planning and Population Health; Chris Gollan, Project Officer, MHCS, coordinator of the awards program.



## Links!

### Cancer Institute NSW

<http://www.cancerinstitute.org.au/>  
<http://www.icanquit.com.au/>

### Quitline NSW

<http://www.13quit.org.au/>  
<http://yourroom.com.au/>

### NSW Multicultural Health Communication Service

MHCS Tobacco Resources

[http://www.mhcs.health.nsw.gov.au/publicationsandresources#c5=en&b\\_st art=0&c1=Smoking](http://www.mhcs.health.nsw.gov.au/publicationsandresources#c5=en&b_st art=0&c1=Smoking)

[Previous CALD Turkeys](#)

### MHCS Partner Organisations

<http://www.arabcouncil.org.au>  
<http://www.cass.net.au>  
<http://www.greekwelfare.org.au>  
<http://www.coasit.org.au>  
<http://www.koreanwelfare.org.au/english.htm>  
<http://www.nswslasa.com.au>  
[vwa\\_nsw@bigpond.com](mailto:vwa_nsw@bigpond.com) \*

### Other useful links

<http://tobaccocontrol.bmj.com/>  
<http://www.eccnsw.org.au/assets/pdf/refbook.pdf>  
<http://www.crc.nsw.gov.au/>  
<http://www.quit.org.au/>  
<http://www.ashaust.org.au/>  
<http://www.health.nsw.gov.au/>  
<http://www.ofsubstance.org.au/>  
[http://www.health.vic.gov.au/healthpromotion/evidence\\_evaluation/index.htm](http://www.health.vic.gov.au/healthpromotion/evidence_evaluation/index.htm)

Please email with suggestions for additional links.

[bevan.wilson@sesiahs.health.nsw.gov.au](mailto:bevan.wilson@sesiahs.health.nsw.gov.au)

## Multicultural Health Communication World No Tobacco Day Campaign.

Multicultural Health Communication received a one-off funding of \$10,000 from Ministry of Health to promotion of World No Tobacco Day (WNTD) to Arabic, Chinese and Vietnamese. Communities.

MHCS strategies included a media campaign: Press, Radio, SBS radio web banners, Emaillink and Community Service announcements all offering a free trial of Nicotine Replacement Therapy Patches (NRT) for callers to the targeted language Quitlines.

The remaining funding was directed to Public Relations and Community activity, which included writing and translating press releases, organising radio interviews with community workers, erecting street banners, printing and distribution of flyers for associated street promotions and health information days (see following pages)

## Community Round Up

From Fairfield to Redfern, community events across Sydney celebrated World No Tobacco Day (WNTD)

### *Redfern Chinese Health Day*

Multicultural Health Communication (MHCS) staff and a Chinese community worker attended a Chinese Health Information Day at Redfern Town Hall, May 31. The event was facilitated by South Sydney Community Aid. Around 150 Chinese attendees were welcomed by Alex Greenwich, local member for NSW Parliament. The Multicultural Health Communication information stall, distributed resources and demonstrated the “Smokerlyser” Carbon Monoxide monitoring machine. Jane Lam, Chinese community smoking cessation advisor, presented a half hour talk on smoking harms and products to help quit smoking.



Jane Lam delivers a quit smoking educational talk at Redfern Health Information day, Redfern Town Hall



Crowd surveys the Health information stalls at Redfern Town Hall

### *Pole Depot Community Centre*

Pole Depot Community Centre went to Hurstville Library to announce the winners of their writing competition. Approximately 80 Chinese community members attended the function. This successful promotion attracted 38 entries, including articles, slogans, posters and poems. The participants ranged in age from 7 to 85 years. Entries were displayed at the event and a local GP, Dr Ven Tan also gave a talk on the harms of smoking and passive smoking.



Pole Depot Community Centre writing competition and World No Tobacco Day event



Enthusiastic response to quiz session at Pole Depot's writing competition event

Guest speaker, Dr Ven Tan and Hurstville Councillor, Nancy Liu

### ***Marrickville Community Health***

The Campsie shopping arcade hosted an information stall promoting quit smoking messages, Workers from Marrickville Community Health and NSW Health Promotion Service distributed information and demonstrated the “Smokerlyser” Carbon Monoxide monitoring machine.



**Wei Jiang, Health Promotion Service, demonstrates the Smokerlyser at Marrickville Community Centre Health information stall at Campsie shopping mall.**

### ***Fairfield Council***

Arabic and Vietnamese are among the two most commonly spoken languages within the Fairfield Local Government Area. Fairfield City Council have acknowledged this by launching pen banners and posters on smoking harms in Arabic and Vietnamese at a WNTD function at the Fairfield City Council . The Council also took the opportunity to reaffirm a commitment to outdoor passive smoking initiatives by promoting their “Puff Free Parks” policy which will become law in 2015.



**Fairfield City Mayor, Frank Carbone displays the “Puff Free Parks” Logo.**

**FROM LEFT: James Gama, Health Promotion Officer, Cabramatta Community Centre  
Justin Duggan, Acting General manager: Community health: SWSLHD  
Balwinder Sidhu, Manager Liverpool/Fairfield Multicultural Health Service SWSLHD  
Alex Kiss, Environmental Health Officer: SWSLHD  
Councillor Frank Carbone, Mayor of Fairfield (Holding the Puff Free Parks logo)  
Amanda Bray Group Manager Community Life, Fairfield City council  
Angela Van Dyke, CPO Health Development, Fairfield City Council  
Rory Alcock, Regional Manager, Cancer Council Greater Western Sydney**

### **Cabramatta Freedom Square**

A Vietnamese translated banner announcing World No Tobacco Day and the Vietnamese Quitline was on display above Cabramatta's busy freedom Square. For the past four years, the banner, originally developed by MHCS, has been an annual WNTD fixture at Freedom Square, with thanks to the cooperation of Fairfield City Council.



Vietnamese quit smoking banner flies above Cabramatta's Freedom Square

### **Auburn Community Centre**

In Association with Bhanin El Minieh Community Centre, Sydney West LHD Health Promotion staged a tobacco Health Information Day at the Auburn Community centre. Resources were distributed and an Arabic speaking smoking cessation community worker was on hand to answer visitors' queries.



Arabic banner announces World No Tobacco Day outside Auburn Community Centre



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You are invited to contribute ideas, articles and photos. Deadline for next issue; Friday 8<sup>th</sup> November 2013  
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