



News from the Multicultural Tobacco Control Network

* Note: Multicultural Communication does not necessarily endorse Cold Turkey as a preferred method of quitting.

Vol.1 Issue 1.

Welcome to this first edition of the Multicultural Tobacco Control Network E-Newsletter, *CALD Turkey*.

One of the most popular and well-known ways smokers choose to quit smoking is what is known as "cold turkey." The phrase cold turkey is universally understood in the English speaking world to mean to quit smoking abruptly, often without forethought, preparation or even a gradual reduction in amount smoked.

However, for many people from culturally and linguistically diverse communities (CALD) or for whom English is not a first language, it is a strange term that may not be readily understood (why associate an animal with quitting smoking?). And for those of you who have ever developed multilingual resources in tobacco control – you would have found this term amusing at the least and frustrating - to be seen in translated documents!

“Cold Turkey” as a term – reminds us of the need to consider language and culture of the culturally diverse communities (and smokers) we are trying to reach. By using this as a title for the newsletter- it reminds us the need for linguistic and culturally appropriate communication.

Most of all “CALD Turkey” we find is a good pun/fun – as a name!

For more information about the Multicultural Tobacco Control network, to contribute articles, or to be on the mailing list, contact 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 leave a message to be called back by a multilingual, Quitline – trained, Information Officer.

ARABIC	1300 7848 03
CHINESE (Cantonese/Mandarin)	1300 7848 36
ITALIAN	1300 7848 61
VIETNAMESE	1300 7848 65

Callers to the numbers below can leave a message to be called back by a Quitline Advisor with an interpreter.

GREEK	1300 7848 59
KOREAN	1300 7848 23
SPANISH	1300 7848 25

The Multilingual quitlines are funded by Cancer Institute NSW in partnership with Quitline NSW.

How do you translate: “Nicotine replacement therapy” (NRT), “Quit” ? or “passive smoking”

Towards consistent translations of terms in tobacco control

If you have ever looked at translations for information on tobacco control and CALD Communities, you may notice that there does not appear to be a consistent translation for commonly used terms such as NRT, quit, relapse, passive smoking, and yes - even “cold turkey”

This lack of consistent translated terminology is currently being investigated by Multicultural Communication and members of the Multicultural Tobacco Control Network.

We are currently looking for existing lists of commonly used or problematic terms that workers employed in tobacco control may have encountered. For more information or to submit words you would like to include in this list please contact Michael Camit via email: Michael.Camit@sesiahs.health.nsw.gov.au or phone 02 9816 0305.

Festivals and Carnivals

On-the-ground engagement with CALD communities at Festivals, Carnivals and information days is a sure way of disseminating messages and engaging our target audience.

The MHCS stall at the very well attended Ashfield Carnival of Cultures on Sunday 12th October, resulted in 77 completed Chinese language questionnaires on passive smoking.

Feedback shows that awareness of passive smoking and its effects on children's health is high. The most common "grey area" was the issue of having to ask visiting friends and relatives not to smoke inside.

The same questionnaire, this time in Italian, will travel to the Norton Street Festival at the end of October



Multicultural Communication stall at this year's Ashfield Carnival of Cultures

Community talks

Recently recruited Arabic, Chinese, Italian and Vietnamese Quitline-trained Multilingual Information Officers (MIOs) will shortly be undertaking a series of community talks on smoking issues to relevant language groups. The aim is to make the talks wide-ranging in subject matter yet concise in presentation with a focus on passive smoking and products to help quit smoking.

If you run information sessions or a social group, or know of a such a group that could benefit from this 30 minute presentation (plus an extra 10 mins for questions/discussion), please contact Bevan Wilson, details below.

We also strongly recommend the benefits of this talk being presented to your community organisation staff as an informative update on topical smoking issues.

For more information please contact: Bevan Wilson on 02 9816 0300 or bevan.wilson@sesiahs.health.nsw.gov.au

Important Links.

Cancer Institute NSW

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

In partnership with

Quitline NSW

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

Our 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 *

Other useful links

<http://www.crc.nsw.gov.au/>

<http://www.quit.org.au/>

<http://www.ashaust.org.au/>

<http://www.health.nsw.gov.au/>

Please email with suggestions for additional links.

bevan.wilson@sesiahs.health.nsw.gov.au

*Currently, Vietnamese Womens Association does not have a website

From the Surf to the Big Smoke

Razy Eid has been appointed Health Promotion Officer - Tobacco & Health at SESIAHS Health Promotion, Dolls Point.

Razy previously worked at Surf Life Saving NSW as the Diversity Officer – Community, on the 'On The Same Wave' project which was implemented following the incidents at Cronulla in December 2005.

On the Same Wave' aims to provide support to young Australians of all backgrounds, particularly young Australians of Middle Eastern background, to engage in Surf Life Saving around Australia.

We warmly welcome Razy to Dolls Point.

Hurstville Smoke Free Homes Project



The Hurstville Smoke Free Homes project was established in 2001 following a survey conducted by the Health Promotion Service, SESIAHS, which revealed smoking rates amongst Chinese men was high.

The project aims to reduce the prevalence of tobacco smoking and environmental tobacco smoke amongst the Chinese-Australian community living or working in the St George area.

Project strategies include media campaigns, training workshops, partnerships and resource development.

Chinese-speaking GPs were trained in quit smoking counselling skills and a number of them are currently supporting patients to quit.

This year the project is working in partnership with MHCS Chinese Quitline to offer advice and free NRT to patients who attempted to quit during World No Tobacco Day.

Eighty callers rang during May and June.

For further information on the project, please contact Susan Sullivan or Brenda Leung on 02 9947 9822, or email: leungb@sesiahs.health.nsw.gov.au

Tobacco awareness among Chinese restaurant workers:



A new initiative from CATHN

The Chinese Australian Tobacco Health Network (CATHN) contributes to tobacco control among Chinese communities in Sydney

CATHN recently developed a project for Chinese restaurant workers in Chinatown, Hurstville and Eastwood. Evidence shows that opportunities to intervene

with language specific health resources for Chinese restaurant workers have value for tobacco prevention and cessation.

This pilot initiative investigates whether such a cost effective and concerted intervention within a workplace setting has any potential for smoking reduction among this group.

CATHN's project will deliver tailor made resources to workers, along with free NRT and quit counselling by engaging restaurant managers, media, relevant local businesses and the multilingual Quitline.

For more details contact Brenda Leung on 02 9947 9822.

What's in a word?

The origin of the term "cold turkey"

The origins of the phrase cold turkey are not completely clear but some quick searches online reveal several explanations.

One site states, "The state addicts are in when withdrawing from drug addiction, especially heroin. Origin: In the state of drug withdrawal the addicts blood is directed to the internal organs leaving the skin white and with goose bumps and thus resembling a turkey." <http://www.idiomsite.com>

Another site explains, "This phrase meaning "without preparation" dates to 1910. The use in relation to withdrawal from an addictive substance (originally heroin) dates to around 1922. The derivation is from the idea that cold turkey is a food that requires little preparation in the kitchen. So to quit like cold turkey is to do so suddenly and without preparation. It is also boosted by the image of the pallid flesh of a cold, dead, plucked turkey. In the state of drug withdrawal the addicts blood is directed to the internal organs leaving the skin white and with goose bumps and thus resembling a turkey." <http://www.allexperts.com>

Yet another site says, "'Cold turkey' is actually based on another colloquial phrase, "to talk turkey" (sometimes "to talk cold turkey"), meaning to face unpleasant truths squarely. It's not entirely clear how turkeys came to be associated with honesty and straightforward confrontation of difficulties, but it may simply be that turkey farmers were renowned at one time for their lack of pretence and blunt speech."

<http://www.word-detective.com>

Whatever the actual origin, quitting smoking cold turkey is probably the most popular, while not necessarily the most successful, method for quitting. It may also be the most challenging due to the severity of withdrawal symptoms the new ex-smoker faces.



Smoking Cessation Training for CALD Counsellors

Co-Exist NSW and Sydney West Area Health Service organized a three-hour smoking cessation session for staff and sessional counsellors at Co-Exist NSW's headquarters (Cumberland Hospital Campus - North Parramatta) on 21 August 2008. The training was delivered by the very knowledgeable and effervescent Tracy Greenberg, NSW Health's Cessation Trainer.

Co-Exist NSW is a diversity health comorbidity service assisting people from culturally and linguistically diverse communities and their families who live with comorbidity. 'Comorbidity' describes the experience of living with two or more mental health conditions or a mental health condition and a substance abuse condition.

Andi Andronicos, Tobacco Control Officer at Sydney West AHS says, 'smoking prevalence among people with a mental health illness is estimated to be between 70-80% as opposed to the national average rate of 17%. The message that mental health clients should have a right to good health and need to be asked whether they'd like to quit smoking and be supported is gaining momentum.'

Ranya Yacou, Training Coordinator for Co-Exist adds, 'Equipping our counsellors to deliver evidence-based messages complements the work already being done with clients one-on-one and the various communities they represent.'

Ranya continues, 'It was great to see the range of multilingual resources available from NSW Health, The Multicultural Health Communication Service and The Cancer Council NSW and the various Arabic and Chinese promotional material in particular. We were able to provide resources to participants from Arabic, Chinese, Farsi, Turkish, Italian, Spanish, Bosnian and Croatian backgrounds.'



CALD TURKEY Newsletter is published quarterly by NSW Multicultural Health Communication Service, Building 11, Gladesville Hospital, LMB 5003, Gladesville NSW 2111.

Recipients are invited to contribute ideas, articles and photos. Deadline for next issue Friday 28th Nov 2008.
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