



* Note: Multicultural Communication does not necessarily endorse Cold Turkey as a preferred method of quitting. Vol. 4 Issue 3 December 2011

Season's Greetings to All!

Multicultural Health Communication and The NSW Multicultural Tobacco Control Network wish all readers and community friends a Very Happy Christmas and a safe and prosperous New Year!



Anti-Tobacco CALD Community Grants: Successful Applicants Chosen

In the previous issue of CALD Turkey, NSW Multicultural Health Communication Service (MHCS) announced the launch of the Anti-Tobacco Community Grants Program for Culturally and Linguistically Diverse (CALD) Communities.

Cancer Institute NSW provided \$200,000 for grants to be made available in amounts up to \$10,000 and from \$10,000 up to \$50,000. Priority was given to partnership projects that contributed towards reducing tobacco use among smokers in the Arabic, Chinese and Vietnamese speaking communities and also small and emerging CALD populations in NSW.

Following an extensive promotion to CALD community groups, Refugee Health Centres, Migrant Resource Centres, Local Government Authorities, Local Health Districts and Multicultural Communication's wide ranging email network, 27 applications were received.

The standard of entries was high and the diversity and innovation of many proposals were outstanding. However, after much deliberation, the selection panel chose 6 successful applications, which will be officially announced by the Minister for Health and Minister for Medical Research, Jillian Skinner, in February 2012.

Next year, the tobacco cessation and education work will begin in earnest and the chosen CALD communities will start to reap the benefits of these quit smoking initiatives.



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 advisor.

ARABIC 1300 7848 03

CHINESE 1300 7848 36
(Cantonese/Mandarin)

VIETNAMESE 1300 7848 65

Callers to Quitline Italiana can leave a message to be called back by a multilingual, Quitline-trained Information Officer.

ITALIAN 1300 7848 61

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



Commonwealth Campaign for 2010-11 Evaluation Report is Available On Line

An extensive report and evaluation of the Commonwealth Smoking Campaigns for 2010 and 2011 is now available on line.

The report tabulates recall results of some highly successful campaigns such as the "Cough" Television Commercial, "Break the Chain," "Who Will You Leave Behind" and the "Health Benefits" print campaign. Additionally, the report also presents a wide range of statistics providing excellent insight into important attitudes about smoking issues and quit smoking behaviours in Australia today.

흡연을 멈추면 치료가 시작됩니다

1주 후
미각과 후각이 향상됩니다.

3개월 후
폐기능이 30% 증가합니다.

8시간 후
과도한 일산화탄소가 체외로 배출됩니다.

1년 후
심장병 위험이 반으로 줄어 듭니다.

5일 후
대부분의 니코틴이 체외로 배출됩니다.

12주 후
폐가 스스로 정화하는 능력을 다시 갖게 됩니다.

EVERY CIGARETTE YOU DON'T SMOKE IS DOING YOU GOOD

Quitline 13 7848
australia.gov.au/quitnow

NSW, ACT 와 SA 만 해당, 한국어로
원Quitline 1300 7848 23
으로 전화하십시오

Australian Government

권번간 Australian Government, Capital Hill, Canberra
Printed by LOUD Pty Ltd Level 6, 41 McLaren Street, North Sydney NSW, 2060

The Korean "Health Benefits" poster.

The full report is available at:

[http://www.quitnow.gov.au/internet/quitnow/publishing.nsf/Content/C47FE07472F78E1ACA25786000795457/\\$File/NTC%202011%20Evaluation%20Report%20FINAL.pdf](http://www.quitnow.gov.au/internet/quitnow/publishing.nsf/Content/C47FE07472F78E1ACA25786000795457/$File/NTC%202011%20Evaluation%20Report%20FINAL.pdf)

Important Links

Cancer Institute NSW

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

Quitline NSW

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

ADIS NSW

www.yourroom.com.au (new!)

MHCS Partner Organisations

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

<http://www.cass.net.au/>

<http://www.greekwelfarecentre>

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

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

<http://www.nswslasa.com.au>

vwa_nsw@bigpond.com *

Other useful links

<http://tobaccocontrol.bmj.com/>

<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

Please email with suggestions for additional links.

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

*Vietnamese Women's Association does not have a website.

Updates!



- CALD Turkey is becoming more interactive! Readers of the electronic version can now CTRL/click on any blue underlined text to go straight to the relevant website.
- Melisa Peirce has been appointed Project Officer Tobacco Control at [Cancer Institute NSW](http://www.cancerinstitute.nsw.gov.au). We welcome her to our network.

Community Round Up

During the past three months, MHCS has taken the smoking cessation message to communities in several ways.

Throughout the year, MHCS ran information tables at various Sydney Community Organisations. In September, MHCS attended CASS's massive 30th anniversary celebrations at the Portuguese Sports Centre, Marrickville. Almost 1000 members of Sydney's Chinese community gathered to acknowledge and celebrate CASS's work and influence within their community.

Community worker Bih Yuh Jin delivered 4 information sessions in one day at Navitas (Ex AMES) College in Parramatta. MHCS believes that taking the smoking message to migrant language classes is an excellent way of targeting new migrants, especially those from mainland China where smoking rates are very high.

LOUD Multicultural Advertising, who are responsible for Commonwealth CALD advertising campaigns, has been placing information tents and stalls at numerous CALD Festivals around Sydney during 2011. Bih Yuh Jin, Le Hoa Tran, Salwa Haydar and Jane Lam have provided smoking cessation advice from these tents, with positive feedback in the form of call back requests to the Multilingual Quitlines. In October, LOUD trialled their first move into shopping centres in areas with high CALD populations; starting off with three days at the Strathfield Shopping Mall. A good move, as many call-back requests were gathered for Korean, Chinese and Vietnamese Quitline advice.



Nearly 1000 people at CASS 30th Anniversary celebrations



LOUD Advertising Information stall at Strathfield Mall



Leo Hoa Tran Assists a member of the public at Strathfield Mall



Bih Yu Jin at Navitas, Parramatta

