



News from the NSW Multicultural Tobacco Control Network

* Note: Multicultural Communication does not necessarily endorse Cold Turkey as a preferred method of quitting. Vol. 4 Issue 1 April 2011

AMES COMMUNITY TALK CREATES SUBSTANTIAL INTEREST



Betty Hui, Chinese Community Worker and Bevan Wilson, Multicultural Communication (standing 6th and 7th from left) with the Mandarin speaking, English language class at AMES, Campsie.

At a recent AMES English language class held at Campsie, the Mandarin-speaking students from mainland China were queuing up to register their interest in receiving more information at the end of a quit smoking community talk.

Betty Hui, community worker and Quitline-trained advisor, presented a talk to a group of recent arrivals on the issues surrounding efforts to quit smoking. Discussion at the end of the talk was lively and an unprecedented 70% of attendees lodged a written request giving details to be contacted further on Quit smoking issues. These requests were made either for themselves or on behalf of smoking relatives. Mainland China's smoking rate is among the highest in the world. Nearly 60% of Chinese men are smokers and the country consumes more than 37% of the world's cigarettes.*

When targeting newly arrived CALD smokers, it is worthwhile to examine smoking rates in the country of origin. High smoking rates can point to minimal anti-smoking publicity in that country and new arrivals often have little understanding of the problems and harms associated with smoking.

This particular group talk also coincided with a settlement day at AMES where Multicultural Communication set up a table with smoking and other translated health information for all students.

*The Tobacco Atlas. 3rd edition 2009. Shafey et al



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 (Cantonese/Mandarin)	1300 7848 36
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
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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.

New Zealand to Go Totally Smoke Free?

The New Zealand Government will commit to the goal of making New Zealand smoke free by 2025 as part of its plan to get tough on tobacco. Associate Health Minister, Tariana Turia, said the Government's response was "a landmark moment" for New Zealand.

"It is about us asserting our own identity as a nation and defining for ourselves the role tobacco is allowed to play in the life of this country. This is not something we are just going to leave in the hands of the tobacco industry."

Ms Turia said the Government had agreed to review what information should have to be disclosed about tobacco products, with an eye towards tightening the rules around information about tobacco additives.

It would also investigate using regulatory powers to reduce nicotine levels and the use of additives, and investigate measures relating to the supply of and availability of tobacco. Ms Turia said the Government's response would build upon existing tobacco control initiatives and the successes they had already achieved.

Maori tobacco advocacy group Te Reo Marama welcomed the initiative and the Smoke-free Coalition said it was delighted with the response, which had affirmed its vision for a smoke-free nation by 2025

WATERPIPE LEGISLATION: FOUR TOBACCO RETAILERS GUILTY



In the Parramatta Local Court, four tobacco retailers in Sydney's west have been found guilty of selling waterpipe tobacco without the required health warnings on packaging. One retailer was also fined for having waterpipe tobacco products on display. All retailers entered a guilty plea and received fines ranging from \$500 to \$2,500 plus Court costs.

Dr Stephen Corbett, the Director of the Centre for Population Health, Parramatta office, said the prosecutions were a timely reminder to all retailers about their responsibility to comply with current tobacco legislation.

"All tobacco products, including waterpipe tobacco, sold in NSW must comply with the rules that are set out under NSW and Australian legislation."

"The message to retailers is simple: If a tobacco product does not have the required health warnings on the package, do not sell it."

"Selling tobacco without the correct health warnings on the package can result in an individual being fined \$5500," Dr Corbett said. "And every time a retailer sells a tobacco product that does not comply with the law they may be fined. Excuses such as, '*This is what the manufacturer delivered*', or, claiming a lack of knowledge about the laws are not good enough.

"Many retailers who sell waterpipe tobacco do not realise that waterpipe tobacco is treated the same as all other tobacco products and retailers who sell it must comply with the legislative requirements. Smoking waterpipe tobacco in enclosed public areas and selling waterpipe tobacco to minors is also not permitted." Dr Corbett said.

Tobacco retailers who are not sure of their responsibilities should contact the Tobacco Information Line on 1800 357 412 or email tobacco@doh.health.nsw.gov.au or seek independent legal advice.

For a fact sheet on tobacco legislation and waterpipe tobacco, please contact the Better Health Centre on 9879 0443 or go to <http://www.mhcs.health.nsw.gov.au/topics/Smoking.html>

AUSTRALIA AND TAIWAN REPORT CONCERNS OVER YOUTH SMOKING

Recent reports from news sources in Taipei and Melbourne, express concerns with rises in teenage smoking.

Sharon Labi from *News.com* reports that despite the mountains of information warning people of the dangers of smoking, young Australians are lighting up in droves. They're not old enough to legally buy a pack of cigarettes but almost 60,000 Australian children aged 15-17 are regular smokers. Although smoking rates have declined over recent decades, young people were the most likely to have increased the amount they smoked in the past year, a new report by the Australian Bureau of Statistics (ABS) has found.

Five per cent of children aged 12-15 smoke according to another study by the Australian Secondary Schools Alcohol and Drugs Survey. Experts say the number of young people still taking up the deadly habit means a lot more needs to be done.

Meanwhile in Taiwan, the John Tung Foundation (see CALD Turkey Vol 2 Issue 2 http://www.mhcs.health.nsw.gov.au/mhcs/newsletter/pdf/CALD_Turkey290609.pdf) reported that about one in five adults in Taiwan smokes cigarettes, a proportion similar to that in Western countries. However, the Foundation said a chilling statistic showed that in the past three years, the proportion of young people who smoked had increased from 6 percent to about 8 percent.

John Tung Foundation president Yau Seawain said "Taiwan has not increased the cigarette tax in 24 years. The lack of action to make cigarettes more expensive is not helping to curb demand for cigarettes." The Foundation and other groups said amendments to the Tobacco Hazards Prevention Act were needed in order to increase the tobacco health surcharge, as well as prohibiting smoking in all indoor public areas and workplaces. The Foundation also called for restrictions on the packaging of cigarettes and displays in stores, such as increasing the proportion of surface area on cigarette packaging for warnings on the harmful effects of tobacco from the current 35% to as much as 90%.

The foundation also aims to minimize recognition of cigarette brands among young people and their exposure to marketing techniques by cigarette companies, which have sought to create brand loyalty among young people.

Taiwan will be watching Australia closely during the current push to get plain package legislation through parliament.

POSITIVE RESPONSE TO COMBINATION OF CAMPAIGNS AND PROMOTIONS



Three overlapping Quit smoking campaigns have resulted in a very positive response to the Multilingual Quitlines during the first three months of this year.

At the end of January/beginning of February 2011 Multicultural Communication ran a small, media campaign to tie in with the Chinese and Vietnamese New year Festivals and added a Nicotine Replacement Therapy promotion to the mix targeting these two language groups.

Then at the beginning of February the Commonwealth mounted a CALD Smoking Cessation campaign targeting Arabic, Chinese, Greek, Italian, Korean, Spanish and Vietnamese smokers. This was the “Every Cigarette You Don’t Smoke Is Doing You Good” campaign created by LOUD Advertising and scheduled in nation-wide CALD media.

Finally, in the second week of March, Cancer Institute NSW mounted a state-wide campaign targeting Arabic, Chinese and Vietnamese smokers with its “Best Intentions” creative.

It has to be noted that these are small campaigns, but even with minimal budgets, results can be noticeable. Compared to the large budgets for mainstream Quitline campaigns, Multicultural Communication has a very small budget to work with. But even with minimal expenditure, as a result of this combination of promotions and campaigns, a much higher than average number of calls to the 1300 multilingual numbers was recorded for January, February and March 2011. Figures for March are the highest since Multicultural Communication started recording these statistics in mid 2007

Korean the standout result

The most noticeable result has been the sudden increase in calls to the Korean Quitline. This would be solely attributable to the Commonwealth/LOUD campaign as there were no other Korean language smoking cessation advertisements appearing in the press or electronic media during this period. Multicultural Communication’s Telstra Analyser has monitored 30 calls to the 1300 Korean Quitline voice mail during February/March 2011. This coincides with the mid February start of the LOUD Commonwealth campaign and contrasts with a total of 38 calls to the Korean Quitline for the entire previous three and a half years. During these first three months of 2011, the Korean 1300 number was the fourth most responded to after Arabic, Chinese and Vietnamese.

Important Links

Cancer Institute NSW

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

Quitline NSW

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

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>
vw_a_nsw@bigpond.com *

Other useful links

<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

Please email with suggestions for additional links.

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

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

Updates!



- The commonwealth CALD quit smoking campaign, “Every Cigarette You DONT Smoke is Doing You Good,” is booked to run until at least the end of this financial year.
- The availability of Nicotine replacement therapy on the Pharmaceutical Benefit scheme (PBS) has become a matter of high interest. It is reported that many calls to Quitline are from smokers requesting more information about this subject.
- MHCS “all numbers” biz cards are popular. So far 150,000 have been distributed; at least 100,000 to GPs in areas with a high CALD demographic. Others have gone to hospitals, festivals, community orgs., NGOs and to individual community workers. MHCS still have some available on request. Contact Bevan Wilson (details last page.)

Festivals Roundup



A mutual exchange of good fortune at the Chinese New Year festival, Community Worker, Le Hoa Tran, offers quit smoking information to a festival personality representing the Chinese God of Fortune (Choi San) at the Multicultural Communication tent in Belmore Park. Le Hoa Tran is a Multilingual Community worker trained in quit smoking advice. She works across both the Chinese and Vietnamese communities.



A vast canopy of trees in Belmore Park offers welcome shade. Belmore Park is ideally placed for the annual Chinese New Year Festival. Just across the road is Central Railway station offering easy access to visitors using public transport, and only a block in the opposite direction is Sydney's bustling Chinatown with its myriad range of shops and restaurants.



Forest Road, is normally the busy main shopping thoroughfare of Hurstville. During Chinese New Year, for just one day, it is closed to motor traffic as thousands of Chinese families from across Sydney descend on Hurstville for this great day out. This is an ideal venue for community organisations and workers to promote their messages to a captive audience. Once again this year, Multicultural Communication set up a stall to promote quit smoking among a range of health issues specifically targeting the Chinese community.



At Multicultural Communication's Hurstville stall, Community worker, Jane Lam, (centre), offers quit smoking advice and information at the Chinese New Year festival. Festival attendees who engaged with staff at the stall were invited to leave their contact details with the Chinese Quitline for assistance to quite smoking, and also to take part in a short survey to evaluate awareness of the Chinese and mainstream Quitlines. With Jane Lam is Multicultural Communication's Fang Shen who was also present at the stall to offer information on a range of other health issues.



Sheltering from a record 41 degree temperature, Kim Dang, Vietnamese Community Worker and a fair-day attendee discuss quit smoking issues in the "Loud" Advertising tent at the Vietnamese TET New Year Festival. Fairfield Showgrounds was the venue for this annual festival and as usual MHCS set up a stall to promote Quit smoking and other health issues. This time, however, another stall was also promoting the quit smoking message to the Vietnamese Community. The Loud Advertising quit smoking tent was set up to promote the new "Every cigarette you DON'T smoke is doing you good" national campaign. As well as providing a base for distributing commonwealth advertising material, the tent also became a sheltered respite from the heat where festival attendees could talk through their quit smoking journeys with a Quitline-trained community worker.

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