



## News from the NSW Multicultural Tobacco Control Network

\* Note: Multicultural Communication does not necessarily endorse Cold Turkey as a preferred method of quitting. Vol. 5 Issue 1 April 2012

### “SMOKERLYSER” INTRODUCED TO NEW YEAR FESTIVALS



Le Hoa Tran demonstrates the Smokerlyser at the Vietnamese TET festival, Fairfield

Community workers, Jane Lam and Le Hoa Tran were on hand at the Chinese and Vietnamese New Year Festivals to engage the public with one-to-one smoking cessation advice and to introduce the “Smokerlyser.”

This machine, which is similar to a breathalyser, monitors the amount of carbon monoxide in the bloodstream. Smokers generally register higher scale readings than non smokers. The machine created much interest at the festivals and a total of 117 uses were logged at both festivals. Community advisors were then able to add value by promoting the Multilingual Quitlines and the Festivals’ Free NRT offer. The Smokerlyser not only provided a “wake up call” to smokers but proved an excellent tool to promote the smoking cessation message.

**For more information on Carbon testing and smoking cessation go to;**

[http://www.bedfont.com/downloads/clinical\\_papers/pico+/R Bittoun Carbon Monoxide Meter The stethoscope of smoking cessation 2008.pdf](http://www.bedfont.com/downloads/clinical_papers/pico+/R+Bittoun+Carbon+Monoxide+Meter+The+stethoscope+of+smoking+cessation+2008.pdf)



### 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*

### ADDING UP THE NUMBERS

<b>Chinese and Vietnamese New Year Festivals 2012</b>	
Call back requests registered	<b>38</b>
Free NRT Patches mailed	<b>28</b>
Smokerlyser Uses:	<b>117</b>
Picture Booth photos taken ( Loud Advertising)	<b>720</b>
Flyers and “All Numbers” cards distributed	<b>420</b>
<b>Telstra Analyser Calls to Multilingual Quitline Numbers 2010 and 2011</b>	
Total calls 2010	<b>554</b>
Total calls 2011	<b>777</b>
Approximate percentage increase in total calls	<b>40%</b>

## THEME FOR WORLD NO TOBACCO DAY ANNOUNCED

The World Health Organization (WHO) has selected "Tobacco Industry Interference" as the theme of the next World No Tobacco Day on Thursday, 31 May 2012.

The campaign will focus on the need to expose and counter the tobacco industry's increasingly aggressive attempts to undermine the WHO Framework Convention on Tobacco Control (WHO FCTC); a serious danger to public health.

This is particularly timely in light of Australia's world-leading push to legislate for plain packaging of all tobacco products.

In an attempt to halt the adoption of pictorial health warnings on packages of tobacco, the tobacco industry recently adopted the novel tactic of suing countries under bilateral investment treaties, claiming that the warnings will impinge upon companies' attempts to use their legally-registered brands. High court challenges are impending and the world's eyes will be on Australia. A win for plain packaging in Australia could result in a global domino effect, changing forever the way cigarettes are packaged and sold.

As they say, "Watch this space."

## MULTILINGUAL QUITLINES FOR ASIAN SMOKERS GETS THUMBS-UP FROM USA STUDY

A study at the University of California with Asian smokers into the efficacy of a Multilingual Telephone Quitline shows that phone counselling substantially increased the abstinence rate among smokers from Chinese, Korean and Vietnamese communities in USA.

Almost 2,300 Asian smokers were recruited to the trial. The experiment divided the trial participants into two groups of around 1000 each. Group One received self help material only, while Group Two were allocated 6 telephone counselling sessions plus self-help material. Subjects were then evaluated for smoking cessation at 4 and 7 months.

The resulting statistics showed that telephone counselling (Group Two) approximately doubled their quit rate compared with the self-help material group (Group One).

The Californian Study analysis showed that the telephone assistance improved the long-term cessation rate by increasing the proportion of smokers making a serious quit attempt and reducing the probability of relapse.

These results point to Quitlines as an integral part of cessation services and show that they can effectively work for diverse communities.

*"The Effects of a Multilingual Telephone Quitline for Asian Smokers: A Randomized Controlled Trial revised in 2011 and edited by the Department of Family and Preventive Medicine from the University of California, (Authors: Shu-Hong Zhu, Sharon E. Commins, Shiushing Wong et al)*

This report was first disseminated through Globalink. If you would like a copy of this report please email [bevan.wilson@sesiahs.health.gov.au](mailto:bevan.wilson@sesiahs.health.gov.au)

## 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>  
[vwa\\_nsw@bigpond.com](mailto:vwa_nsw@bigpond.com) \*

### Other useful links

<http://tobaccocontrol.bmj.com/> *newly added!*  
<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/evidenceevaluation/index.htm>

### Please email with suggestions for additional links.

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

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

## Updates!



- CATHN will officially launch their recently developed "Jacky Chan" booklet in simplified Chinese characters at CASS in April.
- Dr Cesar Calalang has been appointed Coordinator, Tobacco Control Program, Centre for Population Health, Nepean Blue Mountains & Western Sydney LHD.
- The CALD Anti-tobacco Grants program is underway and grant funding has been distributed to successful applicants.

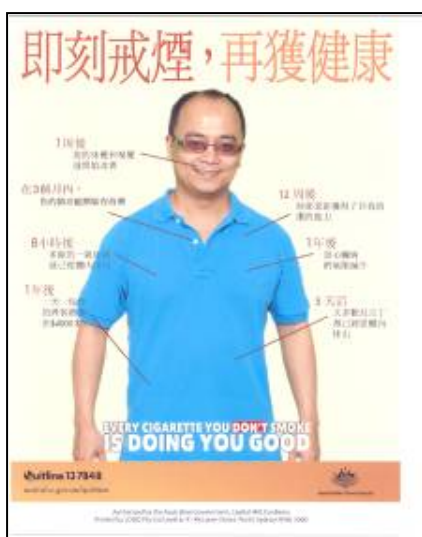
## STARRING IN YOUR OWN ADVERTISEMENT

### Popular photo booth promotion draws crowds at New Year Festivals

A free photo booth where the public were invited to become the "model" in a personalised "Stop Smoking Start Repairing" poster proved very popular at the Chinese and Vietnamese New Year Festivals. This promotion was organised by LOUD Multicultural Advertising who are responsible for Commonwealth CALD Quit Smoking advertising (see last page).

500 individuals had their photos taken at the frantically busy Hurstville Chinese Street Fair and a further 220 pics were taken at the Fairfield Vietnamese TET Festival. Patrons were then able to take their personalised full colour poster home to their families and friends.

MHCS supported the LOUD information stall at both festivals with in-language smoking advice. This promotional initiative is an excellent way of engaging the public in this vital public health issue.



The original Chinese poster at top and immediately above; Michael Camit, Communications Manager, MHCS, was one of the 700 festival participants who starred in their own poster.

## Study Refutes Claims Plain Packaging Would Cost Tobacco Retailers \$460m

Claims backed by the tobacco industry that plain-packaging laws would cost up to \$460 million in lost efficiency for small business was based on the guesses of just six business owners, Australian research has found.

The Alliance of Australian Retailers, funded by Philip Morris, British American Tobacco and Imperial Tobacco, used a report prepared by consultancy Deloitte that found the increased time it would take for shop owners and customers to select cigarette packets, combined with the increased errors they would make, would result in increased costs of up to \$460 million nationally and \$34,000 for individual retailers annually.

The data formed the basis of a \$9 million campaign during the introduction of plain-packaging legislation last year.

But analysis by Owen Carter, from Curtin University in Western Australia, found the Deloitte report was based on interviews with just six retailers who were asked to estimate the impact of plain packaging on their business.

"I have no idea what the AAR paid Deloitte for this research, I suspect it was a lot, but it's the kind of thing I'd fail a first-year uni student for," he said.

The claims were used during two advertising campaigns run by the Alliance of Australian Retailers and are still being used on anti-plain-packaging sites such as the plain-packaging.com website run by Philip Morris International Management.

Associate Professor Carter also conducted research, which he presented at the World Conference on Tobacco or Health in Singapore; March 2012, that found plain packaging could actually save small retailers money, contradicting the Deloitte report.

*Edited from story by - Amy Corderoy  
The Sydney Morning Herald March 23, 2012*



# NEW COMMONWEALTH CAMPAIGN CREATIVES

The Commonwealth Department of Health and Ageing has launched this year's CALD anti-smoking campaign with brand new creative's building on the success of last year's campaign. A female model now joins the "Stop Smoking Start Repairing" creative and two totally new scenarios, have been developed targeting family responsibility and family reunion, . "Quit for your family...." taps into loss within the immediate family and "You could fly to...." neatly compares the cost of overseas travel with the expense of cigarettes. These campaigns are now up and running.

If you would like further information please email [bevan.wilson@sesiahs.health.gov.au](mailto:bevan.wilson@sesiahs.health.gov.au)

Advertisement Pacific Islanders

**If you won't quit smoking for yourself, quit for your family.**

Smoking doesn't just reduce your quality of life. It also cuts lives short. But if you stop smoking now you'll have a healthier life, and probably live much longer. Which means you can spend more time with your family.

To find out more about the benefits of quitting smoking call the Quitline on 13 7848 or go to [www.australia.gov.au/quitnow](http://www.australia.gov.au/quitnow)

Quitline 13 7848  
DON'T WASTE YOUR MONEY  
IS DOING YOU GOOD

**Smoking kills your future.**

Australian Government

Authorised by the Australian Government, Capital Hill, Canberra

Advertisement Pacific Islanders

**STOP SMOKING START REPAIRING**

**EVERY CIGARETTE YOU DON'T SMOKE IS DOING YOU GOOD**

- In 1 week your sense of taste and smell improves
- In 3 months your lung function begins to improve
- In 8 hours excess carbon monoxide is out of your blood
- In 1 year a pack-a-day smoker will save over \$4,000
- In 1 month skin appearance is likely to improve
- In 5 days most nicotine is out of your body
- In 12 months your risk of heart disease has halved
- Today quit before getting pregnant and your risk of having a pre-term baby is reduced to that of a non-smoker

Quitline 13 7848  
[australia.gov.au/quitnow](http://australia.gov.au/quitnow)

Australian Government

Authorised by the Australian Government, Capital Hill, Canberra

Advertisement Pacific Islanders

**Beijing = 57\* packs**

\*You could fly to Beijing and back for around the same price as 57 packets of cigarettes. If you stop smoking today, you'll have more money to spend on things you really want. And you'll improve your health and reduce your risk of cancer or heart disease.

To find out more about the benefits of quitting smoking call the Quitline on 13 7848 or go to [www.australia.gov.au/quitnow](http://www.australia.gov.au/quitnow)

Quitline 13 7848  
DON'T WASTE YOUR MONEY  
IS DOING YOU GOOD

**Don't waste your money on smoking**

Australian Government

Authorised by the Australian Government, Capital Hill, Canberra

