



CALD TURKEY

News from the NSW Multicultural Tobacco Control Network

VOL 8 ISSUE 1 AUTUMN 2015

WORLD NO TOBACCO DAY

World No Tobacco Day 2015 Theme:
Stop illicit trade of tobacco products

The global tobacco epidemic kills nearly 6 million people each year, of which more than 600,000 are non-smokers who breathe second-hand smoke. The epidemic is estimated to kill more than 8 million people every year by 2030. Unless action is taken, more than 80% of these preventable deaths will take place among people living in low and middle-income countries. On World No Tobacco Day (WNTD), 31st May 2015, countries will be called upon to end the illicit trade in tobacco products.

The goals of the WNTD campaign will include:

- Raise awareness of the harm to people's health caused by the illicit trade in tobacco products, especially for youth and low-income groups as there is an increased accessibility to these products because of their lower costs.
- Show how health care gains and tobacco control policies, such as increased tax, prices, pictorial health warnings and other measures are undermined by the illicit trade in tobacco products.
- Demonstrate how the tobacco industry has been involved in the illicit trade of tobacco products.
- Highlight how the illicit trade in tobacco products is a means of amassing great wealth for criminal groups to finance other organised crime activities.
- Promote the ratification of, accession to and use of the Protocol to Eliminate Illicit Trade in Tobacco Products by all Parties to the WHO Framework Convention on Tobacco Control (WHO FCTC).



The above information is edited from the World Health Organisation WNTD web page at:

<http://www.who.int/campaigns/no-tobacco-day/2015/event/en/>

MULTILINGUAL QUITLINE PHONE NUMBERS

ARABIC	1300 7848 03	VIETNAMESE	1300 7848 65
CHINESE (Cantonese & Mandarin)	1300 7848 36	KOREAN	1300 7848 23

Callers to the above numbers can speak to a Quitline-trained Multilingual Advisor. The service is free and confidential with a free follow-up call back service. Korean smokers can leave a message to be called back by a Quitline Advisor with an interpreter.

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


multicultural health
communication

FESTIVALS 2015

February is always a busy time for Multicultural Health Communication Service (MHCS) with attendances at New Year Festivals held across Sydney. This year we attended three festivals in as many weeks, delivering quit-smoking messages to CALD community groups in Hurstville, Parramatta and Fairfield.

Hurstville Chinese New Year Street Festival

The Hurstville Chinese New Year street fair is a huge event for the inner western Chinese community and this year's festival seemed busier than ever. MHCS occupied a stall at the western end of Forest Road containing a wide variety of Chinese translated health information. Jane Lam, Chinese Community Smoking cessation, was on hand to impart smoking cessation advice and many names were registered for callbacks from the Chinese Quitline. Also, the Smokerlyser proved a popular drawcard and a useful "wake-up" call to the many Chinese smokers who used it on the day.



Chinese translated Quit resources on display.



Jane Lam, offers valuable Quit-smoking advice.



A packed Forest Rd, Hurstville.

USEFUL LINKS

Cancer Institute NSW

www.cancerinstitute.org.au
www.icanquit.com.au

Quitline NSW

www.13quit.org.au
www.yourroom.com.au

MHCS Tobacco Resources

www.mhcs.health.nsw.gov.au/publicationsandresources#c5=en&b_start=0&c1=Smoking

Previous CALD Turkeys

www.mhcs.health.nsw.gov.au/media-centre/newsletter/cald-turkey

MHCS Facebook page

www.facebook.com/mhcsnsw

MHCS Partner Organisations

www.arabcouncil.org.au
www.cass.net.au
www.greekwelfare.org.au
www.coasit.org.au
www.nswslasa.com.au

Other useful links

www.tobaccocontrol.bmj.com
www.eccnsw.org.au/assets/pdf/refbook.pdf
www.crc.nsw.gov.au
www.quit.org.au
www.health.nsw.gov.au
www.ofsubstance.org.au
www.aascp.org.au

Please email with suggestions for additional links to mhcs@sesiahs.health.nsw.gov.au

Parramatta Chinese New Year Lantern Festival

On the evening of Friday 20th February, MHCS attended the Parramatta Lantern Festival. This was a Chinese themed festival held at Parramatta's Centennial Square. The evening featured continuous entertainment on the Square's main stage and a variety of food from different countries were on offer. Early evening saw the crowds starting to grow and by around 8.30 Centennial Square was packed with people very much representing the mix of cultures in the greater Parramatta area. If anyone is in any doubt that Parramatta is Sydney's second city, then they should have been there that night! Parramatta's Centennial Square provides a vibrant hub; a meeting place and entertainment and food precinct seconded only by Sydney's Circular Quay and Rocks area. Most of the smoking material available at the MHCS stall was Chinese translated, and while that was eagerly sought, the lesson to be learnt for any future attendance at this festival is that many cultures will be present. Observed were large numbers of Indian, Sri-Lankan, and Arabic attendees as well as a mix of people from Asian and Caucasian cultural backgrounds.



MHCS Tent set up and ready to go.



Crowds enjoying a balmy night, good food and entertainment.

Fairfield Showgrounds Vietnamese TET New Year Festival

The weekend following the Parramatta festival, MHCS hired a large tent for two days of the Vietnamese New Year TET Festival at the Fairfield showgrounds. This was to house both quit smoking information and, for Saturday only, a green screen photobooth. A new design for the photobooth pictures contributed to the booth's popularity and around 380 free photos were handed out during the day. Thanks to the excellent work of An Phan, Vietnamese Community Smoking Cessation advisor, around 22 festivals goers registered for call-backs from the Vietnamese Quitline and the Smokerlyser was used 47 times.



New green screen design especially for this year's TET festival.



An Phan, Vietnamese Smoking cessation community worker, offers advice while behind, two festival goers take advantage of the photo booth.

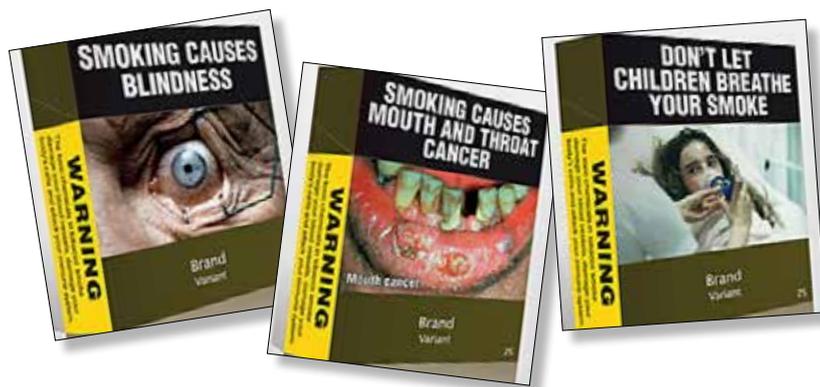


TET festival. Always a colourful spectacle.

AUSTRALIA'S PLAIN PACKAGING LAWS ARE A SUCCESS, STUDIES SHOW

"The first comprehensive evaluation of Australia's ground-breaking plain packaging tobacco laws shows they are working," says the Victorian Cancer Council.

Fourteen separate studies on the impact of plain packaging in its first year were recently published in a special supplement to the British Medical Journal. The research found there was a "statistically significant increase" in the number of people thinking about and making attempts to quit smoking after the laws were implemented.



Cancer Council Victoria researcher, Professor Melanie Wakefield, said before plain packaging about 20% of people made attempts to quit over the course of a month. "After plain packaging, that went up to nearly 27% of people who made quit attempts," she said.

Smokers Try to Conceal Cigarette Packs

Professor Wakefield said the enlarged warnings also had a significant impact on smokers' behaviour. Smokers surveyed a year after the new packs were introduced more likely to conceal their packs from view, stub out their cigarettes prematurely and attempt to quit. The large graphic warnings on cigarette packs also put young people off, with the appeal of cigarette packs and brands decreasing significantly.

"That's really an important outcome because the high brand appeal and brand image is very important in terms of predicting young people taking up smoking," Professor Wakefield said.

She said they expected more countries to follow Australia's lead in the future.

"These results should give confidence to countries considering plain packaging that plain packs not only reduce [the] appeal of tobacco products and increase the effectiveness of health warnings, but also diminish the tobacco industry's ability to use packs to mislead consumers about the harms of smoking," she said.

The tobacco industry had complained that plain packaging would result in a collapse of prices and the use of illegal tobacco.

"These studies found no evidence of either of these effects," Dr Michelle Scollo, a member of the research team said.

Edited from ABC News. 19 Mar 2015.

Related Story:

Britain votes to ban cigarette pack branding

NSW MINISTRY OF HEALTH RELEASES NEW NICOTINE MANAGEMENT BOOK

Managing Nicotine Dependence – A guide for NSW Health Staff

This recently released Guide aims to support NSW Health staff to provide effective, evidence-based treatments for nicotine dependent clients in all NSW Health facilities including inpatient and outpatient facilities and primary and community care. The Guide is also a supportive document for the recently revised Smoke-free Health Care Policy (PD2015_003), which can be accessed from:

www.health.nsw.gov.au/policies/pd/2015/PD2015_003.html

The Guide has been through several rounds of consultation. Feedback was received from the Local Health Districts, speciality network governed statutory health corporations, St Vincent's Health Network and the Australian Association of Smoking Cessation Professionals. All feedback was carefully considered and in most cases incorporated into the revised resource. Some stakeholders put forward suggestions for the development of additional resources (templates, forms and protocols) that are being considered for future development to further support NSW Health staff to routinely deliver smoking cessation services to their clients. An on-line version of the guide is available at:

www.health.nsw.gov.au/quittingsmoking/Pages/managing-nicotine-dependence.aspx

FORGING CLOSER LINKS WITH CALD MEDICAL ASSOCIATIONS



Vietnamese Australian medical Association members and community VIPs.

As part of the promotion plan for this year's CALD Anti-smoking activities, MHCS, in conjunction with NSW Quitline, will forge closer links with Arabic, Chinese and Vietnamese Medical Associations. The aim is to raise awareness of the multilingual Quitlines among CALD medical professionals and to ensure that the right protocols are in place for referring doctors' patients to the Quitlines, and to clarify issues surrounding the prescription of Champix and other products to help quit smoking.

In January this year, NSW Quitline and MHCS were invited to the Vietnamese Medical Association and New Year Celebration evening at Bankstown.



Dr Vin Buinh Lieu, President of Vietnamese Australian Medical Association with (left) Bevan Wilson MHCS and Graeme Curry, Assistant Manager - Clinical (Quitline) Alcohol and Drug Service, St Vincent's Health Network.



An Phan and Linh Bui Vietnamese smoking cessation community workers enjoy the celebrations.

You are invited to contribute stories, ideas and photos.

Deadline for next issue: Friday 31st July 2015

Contact MHCS on 02 8753 5047 or email mhcs@sesiahs.health.nsw.gov.au

