



### A Big Step Towards a More Sustainable Multilingual Quitline

Major changes have occurred in the way the multilingual Quitlines operate.

Quitline NSW has recruited three multilingual community workers to their permanent part time staff. The successful applicants were all previously working in various aspects of smoking cessation within their own communities. These community workers have been trained as quitline advisors and are equipped to handle both English and multilingual calls.

A full quitline advisory service is now available in Arabic, Cantonese, Mandarin and Vietnamese. The Italian advisory service is still available through Quitline trained MIOs at Coasit.

In order to streamline the process further, the voice mail gathering and notification process is now managed by Quitline NSW. This task used to be handled by Multicultural Communication's partner community organisations in this project.

Multicultural Communication (MHCS) would like to extend thanks to Arab Council Australia (ACA), Chinese Australian Services Society (CASS) and the Vietnamese Women's Association (VWA) for their support of the multilingual Quitlines and smoking issues in their communities. We are confident that this support will continue whenever MHCS has smoking information to promote to their communities.

Special thanks are extended to Randa Moussa of Arab Council Australia who has provided excellent and highly effective Multilingual Information Officer (MIO) support to Arabic smokers over the past 2 years.

The multilingual Quitline phone numbers remain the same. (see opposite)



### 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.

<b>ARABIC</b>	<b>1300 7848 03</b>
<b>CHINESE</b> (Cantonese/Mandarin)	<b>1300 7848 36</b>
<b>VIETNAMESE</b>	<b>1300 7848 65</b>

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

<b>ITALIAN</b>	<b>1300 7848 61</b>
----------------	---------------------

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

<b>GREEK</b>	<b>1300 7848 59</b>
<b>KOREAN</b>	<b>1300 7848 23</b>
<b>SPANISH</b>	<b>1300 7848 25</b>

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

### Smoking With Kids in Cars First conviction in Australia then UK Shelves law

Just as NSW announced its first conviction under the new "Smoking with Kids in Car" law, the UK decided to put the whole thing into the too hard basket and shelve the law.

In NSW last month a 31 year old was caught smoking on front of a friend's daughter after she was pulled over by police carrying out random breath tests. She was convicted of the smoking offence but avoided a fine or sentence. She was, however, banned and fined for other driving offences.

Meanwhile in the UK, where it has been reported that 17,000 children are admitted to hospital every year as a direct result of exposure to second hand smoke, the introduction of similar legislation has been shelved.

Britain was considering a move to introduce similar legislation next year as part of its review of smoke-free laws introduced three years ago. Health groups have long called for a ban in the UK arguing that children should not have to breathe in their parents cigarette smoke in cars. They question why there is legislation protecting adults from second hand smoke, but none for children.

Sources AAP and Sky News.

## Graphic Warnings Achieve Global Success



2009 WHO Poster

“Health warning labels on tobacco products constitute the most cost-effective tool for educating smokers and non-smokers alike about the health risks of tobacco use. In many countries, more smokers report getting information about the health risks of smoking from warning labels than any other source except television. Additionally, non-smokers, including children, report high awareness of warning labels. Theories in social and health psychology, supported by empirical studies, have demonstrated the superiority of using pictures and imagery over text-only messages in health communication. Since the 1950s, many research studies have demonstrated that “fear appeals” are effective in motivating health behaviour change (e.g. quitting), especially if paired with information about how to avoid the fearful consequences (e.g. where to find help about quitting).”

This is part of a summary of research , “**The impact of pictures on the effectiveness of tobacco warnings**” carried out by Geoffrey T Fong, David Hammond & Sara C Hitchman of University of Waterloo, Canada.

The summary goes on to site recent analysis of data from the ITC Four Country Survey, which compared the impact of the introduction of pictorial warnings in Australia in 2005 to that of the introduction of larger text-only warnings in the United Kingdom in 2003.

“Cognitive and behavioural indicators of label impact that are predictive of quit intentions and quit attempts (e.g. forgoing cigarettes because of the labels; thinking about the health risks of smoking) increased to a greater extent among smokers after the Australian pictorial warnings were introduced than they did in the United Kingdom after enhanced text-only warnings were introduced.”

The report summary goes on to say, “Pictorial warnings are also cited by former smokers as an important factor in their attempt to quit, and have been associated with increases in the use of effective cessation services, such as toll-free telephone “help lines”. Although all warnings are subject to wear-out over time, pictorial warnings have also been shown to sustain their effects longer than text-only warning labels

A link to the full report, which contains much information about pictorial warnings in Countries of low literacy, the introduction of pictorial warnings on cigarette packs in Thailand and many other topics, is posted on the WHO on line bulletin at;

<http://www.who.int/bulletin/volumes/87/8/09-069575/en/index.html>

## Countries/jurisdictions requiring picture warnings on cigarette packages<sup>a</sup>

1. Canada (2001)
2. Brazil (2002, 2004, 2009)
3. Singapore (2004, 2006)
4. Thailand (2005, 2007)
5. Bolivarian Republic of Venezuela (2005, 2009)
6. Jordan (2005)
7. Australia (2006, rotation of 2 different sets every 12 months)
8. Uruguay (2006, 2008, 2009)
9. Panama (2006, 2009)
10. Belgium (2006)
11. Chile (2006, 2007, 2008)
12. Hong Kong Special Administrative Region, China (2007)
13. New Zealand (2008, rotation of 2 different sets every 12 months)
14. Romania (2008)
15. United Kingdom (2008)
16. Egypt (2008)
17. Brunei Darussalam (2008)
18. Cook Islands (2008)
19. Taiwan, China (2009)
20. Islamic Republic of Iran (2009)
21. Malaysia (2009)
22. Peru (2009)
23. Mauritius (2009)
24. India (2009)
25. Djibouti (2009)
26. Paraguay (2009)
27. Latvia (2010)
28. Switzerland (2010, rotation of 3 different sets every 24 months)

<sup>a</sup> In parentheses: year of implementation, different years indicate when there have been two or more rounds of picture warnings.

**Source: Rob Cunningham, Canadian Cancer Society**

## Countries with largest health warnings on cigarette packages<sup>a</sup>

- 65% Mauritius (40%, 90%)<sup>b</sup>
- 60% Paraguay (60%, 60%)
- 60% Australia (30%, 90%)
- 60% New Zealand (30%, 90%)
- 60% Cook Islands (30%, 90%)
- 56% Belgium (48%, 63%)<sup>c</sup>
- 56% Switzerland (48%, 63%)<sup>c</sup>
- 52% Finland (45%, 58%)<sup>c</sup>
- 50% 19 countries/jurisdictions
- Pending:
  - 80% Uruguay (80%, 80%)
  - 65% Mexico (30%, 100%)

<sup>a</sup> Shown as average percentage of front and back of pack. Numbers in parentheses show percentage of front and back, respectively.

<sup>b</sup> Mauritius is increasing the size on the front and decreasing the back, but will still have a 65% average.

<sup>c</sup> Includes border around warning.

**Source: Rob Cunningham, Canadian Cancer Society.**

## Marathon Radio Series On Smoking for Vietnamese Listeners

One of the most comprehensive CALD radio series devoted entirely to smoking issues is currently airing in Sydney.

Three Vietnamese community workers with expertise in smoking cessation practice have just completed pre-recording a marathon 18 episode SBS radio discussion program on smoking for the Vietnamese community.

This radio series was first mooted by Chau Tran, Bilingual Educator, Quit Victoria, who along with Dang Koa Nguyen, Vietnamese Health Education Officer, Fairfield Drug Health Services, SSWAHS and Kim Dang, Quitline Advisor and Vietnamese Community Worker, began the huge task of researching and preparing what ultimately turned out to be 360 minutes of air time.

Over ten hours of radio was pre-recorded during August. This was edited down into eighteen x 20 minute programs covering a wide range of smoking cessation issues such as General Uses of Tobacco, Social and Cultural Implications, Control and Regulation, Quitting Stages, Treatments, Support Services and many others.

Each program took the form of a panel discussion "Q and A" hosted by Thanh Vi, Coordinator and Health and Environment presenter at SBS Vietnamese radio.

The first program went to air on the 20<sup>th</sup> August and has been running weekly each Thursday.

Kim Dang reports that there has been much positive feedback from listeners about the quality and clarity of the information presented. It is expected that SBS will make this series available on their website once all the broadcasts have been completed. It is also anticipated that a CD of these broadcasts may be available early next year. MHCS is currently making enquiries if a template of this series could be adapted for other CALD audiences.

For the Vietnamese speakers among our readers, episodes are still being broadcast until the middle of December. You can catch these programs on SBS Vietnamese radio every Thursday at 7.35 pm.

**Đường Dây Bỏ Hút Thuốc (Quitline)  
nói tiếng Việt đã được mở  
1300 7848 65**

For more information contact Bevan Wilson  
[bevan.wilson@sesiahs.health.nsw.gov.au](mailto:bevan.wilson@sesiahs.health.nsw.gov.au)



## Important Links.

### Cancer Institute NSW

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

### Please email with suggestions for additional links.

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

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

## Updates!



- MHCS and CATHN were handing out resources at the Chinese Cancer information day held at the Wesley Centre, Sydney CBD on Sat 7<sup>th</sup> Nov. Presentations on the day included information on Cancer Prevention, Chinese Medicine in Cancer prevention, Diagnosis of Cancer and Diet and Nutrition. Sessions were divided for Cantonese and Mandarin speakers. The estimated attendance was between 800 and 1000 during the day.

- Be afraid, be very afraid etc. This is one of many pro-smoking websites out there. Worth a look to see what we're all up against.  
<http://www.smokersclub.com/home.html>

# Fax Referral Reminders for CALD Medical Professionals

## Mail out pack will include "All Numbers" Flyers and Business Cards

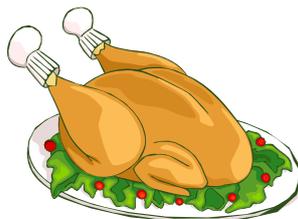
MHCS is undertaking a direct marketing promotion to doctors, dentists and other medical professionals to remind them about Quitline's fax referral service.

Anecdotally, it seems many CALD doctors are not referring their patients' details to Quitline via the fax referral service on the same per capita basis as Quitline's "mainstream" clients. This may be simply due to the fact that some doctors do not know that this service is available to them.

Starting with the Chinese and Vietnamese Medical Associations, MHCS has reminded their doctors of this service by emailing to their members list. MHCS also placed an advertisement in their respective house newsletters. The reminders include an illustration of a sample fax form and instructions on how to advise a particular language for the Multilingual service and how to order a book of forms.

The second phase of this project will be a mail out of sample fax referral forms to as many CALD doctors and associated medical services as possible. The pack will also include full-colour flyers and business cards displaying all the multilingual phone numbers. (Illustrated above)

These resources are available now on request. Phone or email Bevan Wilson. Contact details below.



**CALD TURKEY Newsletter is published tri-annually 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 12<sup>th</sup> March 2010  
Contact Bevan Wilson 02 9816 0300 [Bevan.Wilson@sesiahs.health.nsw.gov.au](mailto:Bevan.Wilson@sesiahs.health.nsw.gov.au)