



## News from the NSW Multicultural Tobacco Control Network

\* Note: Multicultural Communication does not necessarily endorse Cold Turkey as a preferred method of quitting.

Vol.2 Issue2.

### VIETNAMESE COMMUNITY TALKS

Community workers spread the word to groups in the West and the Illawarra



Kim Dang talks to a community group at the Marrickville Community Health Centre

Late last year, Multicultural Communication (MHCS) created a smoking cessation community talk module in consultation with stakeholders and workers from Arabic, Chinese, Italian and Vietnamese communities. Following this in November/December 2008, 19 community talks were conducted across these four languages reaching over 500 participants.

So far this year, two Vietnamese community workers Kim Dang (Quitline) and Binh Batenburg-Nguyen, (DAMEC), have been particularly busy presenting a further 7 community talks around Marrickville, Cabramatta and Wollongong.

The talks cover smoking harms, passive smoking, cessation and products to assist quitting.

There is a power-point presentation in each of the four languages and the talks are culturally flexible; e.g. the Arabic talk has a segment on Water pipes. Resources, fact sheets, flyers etc are made available, and presenters also have NRT product samples for demonstration.

Talks are available for your community groups in Arabic, Chinese (Cantonese and Mandarin) Italian and Vietnamese. Allow maximum 40 mins for the talk including a Q & A session. For more information contact:

[bevan.wilson@sesiahs.health.nsw.gov.au](mailto:bevan.wilson@sesiahs.health.nsw.gov.au) Ph. 9816 0300



### 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 – trained, Information Officer.

<b>ARABIC</b>	<b>1300 7848 03</b>
<b>CHINESE</b> (Cantonese/Mandarin)	<b>1300 7848 36</b>
<b>ITALIAN</b>	<b>1300 7848 61</b>
<b>VIETNAMESE</b>	<b>1300 7848 65</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.



### ARABIC RADIO TALK-BACK JAMS THE SWITCHBOARD



As part of World No Tobacco Day events, Razy Eid and Seham Gerges, Health Promotion Officers, Tobacco and Health, SESIAHS, organised an hour long information and talk-back session with radio 2ME.

Promotional ads started two days leading up to the program which was scheduled for Friday 29<sup>th</sup> May. This pre-publicity was instrumental in creating a great deal of interest before the event itself.

During the information session, Doctor Boulos, an Arabic speaking GP, discussed tobacco harms, cessation and quitting methods with the 2ME program presenter, Elham. One hour (4pm to 5pm) was set aside for the program, but such was the popularity of the segment and the demand from callers, the program was extended to 5.30pm. Even then, many callers in the queue missed their chance to get on air.

“The program was a great success as it engaged with the audience to the extent that they felt comfortable to call in and discuss their experiences with the doctor, presenter and other listeners,” said Razy Eid. “We got the community talking.”

# 1<sup>ST</sup> JULY HERALDS TOUGH NEW TOBACCO LAWS

The NSW Government has announced tough new laws protecting children and young people from exposure to tobacco products which will come into effect on 1 July, 2009.

## As from 1<sup>st</sup> July 2009:

- All tobacco products must be stored out of sight in shops. Retailers that employ more than 50 people will have six months to comply, and other retailers will have twelve months from 1 July 2009;
- A negative licensing scheme will be introduced for tobacco retailers – meaning shops that sell cigarettes to children or otherwise breach the regulations may be stopped from selling tobacco;
- Cigarette vending machines will only be allowed in licensed venues restricted to over 18s, must be operated by staff intervention and will be subject to tobacco product display bans;
- Tobacco products will be removed from all shopper-loyalty programs;
- Tobacco will be restricted to a single point of sale in all retail outlets;
- Smoking in cars when children are passengers will be banned and attract a \$250 on-the-spot fine;
- Tobacco companies will be banned from sponsoring sporting and racing events.
- Advertising tobacco products, selling tobacco products to minors and the sale of tobacco products without health warnings will be met with significantly increased fines. Advertising and tobacco promotion offences by corporations in particular, will now attract maximum fines of \$660,000 for a first offence and \$1.1 million for subsequent offences (previously this figure was \$44,000).

The above is excerpted from a press release from Jodi McKay, Minister for Tourism, Minister for the Hunter, Minister for Science and Medical Research, Minister Assisting the Minister for Health (Cancer). Media contact: Lee Davelaar 0418 269 508

## Translated Advertisements

Translated print advertisements for Arabic, Chinese, Greek, Italian and Vietnamese newspapers will be part of an NSW Health advertising campaign to inform the NSW community of these new laws. The campaign commenced mid June and includes newspaper, radio, digital, billboard and bus- back advertisements.

## Translated Fact Sheets

As well as information leaflets and stickers to support the campaign, a Fact Sheet has been translated by the NSW Multicultural Health Communication Service into Arabic, Chinese, Greek, Italian and Vietnamese.

These fact sheets will be available at the NSW Health website; [www.health.nsw.gov.au](http://www.health.nsw.gov.au) and MHCS site [www.mhcs.health.nsw.gov.au](http://www.mhcs.health.nsw.gov.au)

For further information please contact the NSW Health Tobacco Information Line on 1800 357 412.

# WORLD NO TOBACCO DAY Multicultural Communication “Warnings” Campaign



The theme for this year's WNTD was “Warnings,” and so, with a very limited budget, Multicultural Communication decided to look through a range of past “Warnings” material to give them a new lease of life.

Press and radio Ads from 2006 needed to be adapted in only one important aspect in order to bring them up to date. References to call backs being made “with an interpreter” had to be deleted.

Although this was the case in 2006, the five target languages, Arabic, Cantonese, Mandarin, Italian and Vietnamese all now provide a service with advisors who speak the relevant language.

In the case of existing radio commercials, some were simply digitally edited and then tested with language speakers for smoothness. The fact that they tested positively says a lot about the digital editing technology available these days, although a couple of commercials, Arabic and Italian, had to be partially re-voiced due to unique language complexities.

Italian, Chinese, Vietnamese and Arabic community workers provided radio interviews, and the press campaign was supplemented with translated editorials. Both these additional activities provided the campaign with further “mileage” and added extra value to the advertising budget.

Calls to the 1300 numbers totalled 59 during the WNTD campaign (last week May/first week June.) This compares to 5 calls only during the same two-week period in March/ April.



每個工作日，澳大利亞都有兩人由於吸煙造成的損害而不得不停業或住院或離家數日。  
 吸煙造成的傷害 從頭到腳 處處皆難倖免  
 其他部位的傷害 包括心臟病、中風、腎臟、膀胱和  
 其他癌症及肺氣腫等嚴重疾病。  
 目前市面上所有煙草均含焦油，目的就是讓  
 煙癮，每次吸煙時都要注意吸煙的煙多危害。  
 成功戒煙可佔了戒煙的最佳方法之一。請利用  
 我們的電話服務查詢詳情。查詢電話為1300 7848 03  
 請電1300 7848 03，留下您的詳細資料和方便  
 的聯繫時間，請轉達或讓專線的Quitline顧問與您  
 聯繫。提供資料和建議，幫助您一次戒煙。  
 吸煙癮會給您帶來危害。因此今天就電  
 1300 7848 03，本服務完全免費。我們歡迎與  
 為訓練有素的專業人士。

Quitline 中文煙民  
電話服務熱線  
1300 7848 36

## CALLS TO CHINESE QUITLINE JUMP DRAMATICALLY

### CATHN's "Healthy Restaurants - Healthy Workers" project visits 120 restaurants and gets the phones ringing.

A jump in the number of calls to the Chinese Quitline from 6 in January, to 95 in February, points to a well targeted and successful campaign. Early this year Chinese restaurants were urged to help their workers quit smoking by participating in the *Healthy Restaurants Healthy Workers* project.

The project was initiated by the Chinese and Australian Tobacco and Health Network (CATHN)\* and aimed to reach not just restaurant workers, but their families as well. The goal was to raise awareness of tobacco harm and to encourage smokers to call the Chinese Quitline. The campaign message Quit Today-Act Now coincided with the start of Chinese New Year in early February and ran for 4 weeks into early March.

A number of local partners including Chinese community workers and services assisted with the project which comprised a media campaign in the Chinese print and radio media. Resources, aprons and posters were developed to support the media campaign. As an incentive free NRT was also offered to the first 50 callers to the Chinese Quitline.

Over four weeks there were interviews with specialists and experts and advertisements on radio station 2AC (in Cantonese and Mandarin), coupled with advertisements and editorials in the Sing Tao and Australian Chinese Daily other major Chinese newspapers. In addition, local papers such as the Hornsby Advocate and the St George and Sutherland Shire Leader covered the campaign.

At the local implementation level CATHN members visited major Chinese restaurants and spoke with both workers and restaurant owners and managers who were very supportive of the campaign.



Workers from East Ocean Restaurant, Haymarket, with CATHN Poster.

Over 120 restaurants across the Metropolitan area were visited and participated in the project. Over 250 posters and resource kits were distributed.

As well as a dramatic increase in the number of calls to the Chinese Quitline, over 40 packets of NRT were distributed. When compared with same period in 2008 (Feb 2008- 6 calls, March 2008- 5 calls) this illustrates the benefits of an extensive well prepared media campaign coupled with local hands-on implementation.

For more details or posters contact Brenda Leung on 02 9947 9822

\*CATHN represents Area Health Services across the Sydney Metropolitan area and Cancer Council NSW

## 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.

\*\* A new listing. Commonwealth Health magazine on alcohol, tobacco and other drugs.

## Updates!



There are still places available for the next Renee Bittoun, Syd University Smoking Cessation course to be held 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup> July. Phone 9351 0816 for more information on course costs and registration.

<http://www.bmri.org.au/research/smoking-cessation/index.php>

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Quitline NSW, with the assistance of Multicultural Communication, has been looking to recruit multilingual advisors as permanent/part time staff. Results of this exercise will be announced to our network shortly, and in the next issue of CALD Turkey.

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### Multilingual Quitline traffic reaches the 2000 mark.

In 2006, Quitline NSW reported approximately 20 calls requiring the TIS service. MHCS can now report that since the inception of the service in mid-2007, Arabic, Chinese, Italian and Vietnamese lines, have between them, received and undertaken some 2000 calls and call backs.

## JACKY CHAN IMAGE FROM THE JOHN TUNG FOUNDATION IS GOLD FOR OUR CALD QUIT SMOKING CAMPAIGNS.



The Jacky Chan image, breaking a large cigarette over his knee, has been used with great success, firstly by CATHN and now by MHCS in their promotional work. His face has very strong recognition in both Chinese and Vietnamese communities in NSW. Jacky Chan has personally donated his image to the John Tung Foundation, Taiwan, as part of his on-going voluntary commitment to smoking cessation causes throughout Asia.

The John Tung Foundation (JTF) was founded in Taiwan in 1984. The foundation's guiding philosophy is to promote "Respect for Life", and its main objective is the promotion of "Health for All" for the people of Taiwan. JTF concentrates its work in three main fields; tobacco control, mental health and nutrition with three permanent teams allocated to each of these tasks. The foundation has also been very active in promoting protection of the environment, and has tackled many other public health issues. During its 20 years of anti-tobacco campaigns, the foundation has become the primary non-profit organization advocating for tobacco control in Taiwan.

Just at the beginning of June the Taiwanese Government doubled a health surcharge on cigarettes to discourage smoking, but the JTF was quick to point out that this surcharge hike was still too small. The Department of Health raised the surcharge on each packet of cigarettes from 10 Taiwan dollars (30 US cents) to 20 Taiwan dollars (60 US cents). The revenue would be used for the medical treatment of low-income families. "Health surcharge and tax are two different things," the foundation's Lin Ching-li said. "Taiwan imposed a 11.8 Taiwan dollars cigarette tax in 1987 and has not raised it for more than 20 years,".

"We want the government to raise cigarette tax until the average price for a packet of cigarette is 100 Taiwan dollars (3 US dollars)," she said. "Compared with foreign countries with a high living standard, cigarette prices in Taiwan are still too low."

*Jacky Chan Images are provided by the John Tung foundation on request. It is required that the John Tung Foundation view any art work before publication. For further details contact [Bevan.Wilson@sesiahs.health.nsw.gov.au](mailto:Bevan.Wilson@sesiahs.health.nsw.gov.au)*

*Information about the John Tung foundation was gathered from their web site <http://www.jtf.org.tw/JTF01/01-04.asp>*



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 30<sup>th</sup> Sept 2009.  
Contact Bevan Wilson 02 9816 0300 [Bevan.Wilson@sesiahs.health.nsw.gov.au](mailto:Bevan.Wilson@sesiahs.health.nsw.gov.au)