



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 Issue 1.

Welcome to the second edition of the NSW Multicultural Tobacco Control Network E-Newsletter, *CALD Turkey*.

NSW Multicultural Tobacco Control Network (MTCN)

This forum first met in March 2006 and was set up around the time of the introduction of the Multilingual Quitlines as a way of engaging all stakeholders in this project.

Initially, the network comprised of members of the community organisations who were hosting the Quitlines or managing the voice mail boxes, as well as Multicultural Communication and its funding body, Cancer Institute NSW, Quitline NSW and various Area Health promotion services with an interest in Tobacco Cessation.

The network meets every 2 months with the aim, among other things, of:

- Raising and advocating for issues that are relevant to communities and departments in relation to CALD smoking cessation initiatives.
- Raising the profile of issues affecting CALD communities in relation to tobacco cessation.
- Collating best practice models in addressing smoking in CALD communities

NSW MTCN also provides an excellent forum where stakeholders are able to share ideas and be kept up to speed on each others projects, campaigns etc.

If you, as a stakeholder, have an interest in attending the next meeting (to be held towards the end of March), or just wish to keep abreast of meeting activities, please email Bevan Wilson;

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



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.

ARABIC	1300 7848 03
CHINESE (Cantonese/Mandarin)	1300 7848 36
ITALIAN	1300 7848 61
VIETNAMESE	1300 7848 65

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.

Pssst....Wanna Buy Some Cheap Tobacco? You might get more than you pay for! A new fact sheet on 'Chop Chop' tobacco targets the Arabic Community.

"People buy 'Chop Chop' because it costs less, but twigs, straw and grass clippings are regularly added to bulk it up and it's often sold wet to make it weigh more." This is one of the many facts about the dangers of Chop Chop laid out in a new fact sheet developed by the Drug, Alcohol and HIV Prevention Unit at Port Kembla Hospital.

Annie McDonald, Quit Coordinator of the unit says, "the fact sheet was developed in response to an observable high usage of Chop Chop tobacco in the Illawarra area. We saw that use was high amongst people on low incomes and also among Arabic speaking males."

There are many myths out there about Chop Chop. People will tell you that it's organic and 'safer' than tobacco. This is simply not true. Chop Chop is not organic and it's certainly not safer. Keeping it in the fridge will not inhibit mould and those who try drying Chop Chop by heating it, will only accelerate mould growth.

The bottom line is that Chop Chop can make you very sick. It contains mould, fungus, bleach and other unknown chemicals, which can lead to fungal growths in the lungs and irreversible lung damage. "To put it bluntly," says Annie, "Chop Chop might be cheaper, but it will cost you more in the end."

The fact sheet , in English and Arabic is downloadable from our website,
<http://www.mhcs.health.nsw.gov.au/mhcs/topics/Smoking.html#8360>.

THE YEAR OF THE OX

More Festivals and Carnivals



NSW Premier, Nathan Rees, pays a visit to the MHCS stall, TET Festival, Fairfield Showgrounds.

With Mr Rees from left, Kim Dang, Vietnamese community Worker and Quitline Advisor, Tan Dang, Bilingual Survey interviewer, Chris Gollan and Bevan Wilson, Project Officers, MHCS

MHCS presence at CALD festivals and carnivals is ongoing and a proven way to engage with a chosen community.

At the beginning of this year, MHCS occupied stalls at both the Chinese and Vietnamese (TET) New Year festivals. Bilingual casual workers were recruited and trained as interviewers for an intercept survey on smoking issues conducted among the crowds of visitors at these two festivals.

The project was managed by Chris Gollan of MHCS in conjunction with Wollongong University. These recent surveys are a follow-up to a similar series of surveys conducted during the 2008 festivals.

Across both the 2009 festivals, a total of 556 completed surveys were gathered and are now ready for data entry. Interviewees were also invited to leave phone numbers for call backs from the Chinese or Vietnamese Quitlines, resulting in a total of 149 call-back requests.

Tabulated results of the combined 2008 and 2009 surveys will be available later this year.



Chris Gollan (MHCS) & Sam Shen (Bilingual Worker) at the Multicultural Communication stall at the Chinese New Year Festival Belmore Park.

Tobacco awareness among Chinese restaurant workers

Healthy Restaurants - Healthy Workers

The Chinese Australian Tobacco and Health Network conducted consultations with managers of Chinese restaurants in Chinatown, Sydney. The managers estimated that the smoking rate among Chinese male workers was very high, approximately 30-40%. This rate is double that of the smoking rate in the general population of Australia.

To address this issue, CATHN* has implemented a campaign to run throughout February to raise awareness of tobacco harm and to encourage smokers to call the Chinese Quitline to seek counselling and appropriate medications to help them in their quit attempt. The campaign will include advertisements and editorials in the Chinese language newspapers and talkback radio interviews. There will also be a free NRT offer as part of this campaign.

Resources, such as pens, posters and flyers have been developed and CATHN* members will be visiting major Chinese restaurants in the Sydney metropolitan area to convey the message "Healthy Restaurants - Healthy Workers".

For further details of the restaurant campaign, contact Brenda Leung of South Eastern Sydney Illawarra Health on 9947 9822.

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

For more details contact Brenda Leung on 02 9947 9822



A poster developed for the *Healthy Restaurants - Healthy Workers* campaign

Jacky Chan's image is courtesy of the John Tung Foundation, Taiwan

“DOUBLE YOUR CHANCES” CAMPAIGN DELIVERS ALMOST 10 TIMES THE CALLS.

成功的機會翻一番！

最近的研究^{*}證明，那些結合使用請加口香糖、貼片以及專業人員勸導等尼古丁替代療法 (NRT) 的吸煙者，維持戒煙 (持久地停止吸煙) 的機會增加了一倍。

使用NRT (尼古丁替代療法) 產品能夠使吸煙的欲望減弱。另外，只要您打電話給中文戒煙熱線 (Quitline)，我們就能幫您找到最有效的戒煙方法。這既是為了您，也是為了您的家人！

中文戒煙熱線 (Quitline) 的顧問經過專業訓練，為您提供保密的免費服務。您還可以免費要求我們回電，在您戒煙的過程中提供幫助。

中文戒煙熱線 (Quitline, 粵語和國語)
1300 7848 36

免費 - 尼古丁替代療法 (NRT)
在預定的期間內，打電話給中文戒煙熱線 (Quitline) 的前50名，將收到免費提供的一周用藥NRT (貼片) 和一套戒煙材料。當然，還有專業人員的建議。

所以，如果您希望使您成功戒煙的機會翻一番，請您打電話給中文戒煙熱線 (Quitline)，號碼是：1300 7848 36

*Research by: Silagy and Stead (2001) Physician advice for smoking cessation (Cochrane Review) The Cochrane Library, Issue 4

Jacky Chan's image is courtesy of the John Tung Foundation, Taiwan.

Total calls to Multilingual Quitlines in Dec 07	20
Total calls to Multilingual Quitlines in Dec 08	189

There is no denying the fact that a good smoking cessation promotion will consistently increase the number of calls to Quitline.

For years Quitline has always been mindful of the timing of new Smoking Cessation campaigns so that they can organise staff to deal with the inevitable spike in calls.

Just as “bums on seats” indicates the success of a show, the number of calls to Quitline is a good measure of the success of a campaign.

Following on the success of the SESIAHS Health promotion Free NRT Chinese language campaign in May/June, MHCS launched a similar campaign in early December 2008 covering Arabic, Chinese, Italian and Vietnamese languages.

Advertisements were placed in press and radio and scheduling was concentrated over the first two weeks of December

The creative theme for radio and press was “Double Your Chances”. This refers to recent research which has demonstrated that smokers who combine Nicotine Replacement Therapy (NRT) with professional advice, doubled their chances of remaining quit (stopping smoking permanently)*

The double image of Jacky Chan pre-tested well with Chinese and Vietnamese communities. For the Arabic and Italian ads, a double image of a clock with a broken cigarette as hands was used.

The result of this short campaign, coupled with the concurrent community talks, was a marked increase in the number of enquiries to the multilingual Quitlines, and the mailing of 110 boxes of patches.

*Research by: Silagy and Stead (2001) Physician advice for smoking cessation (Cochrane Review) The Cochrane Library, Issue 4.

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>

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/>

Please email with suggestions for additional links.

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

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

Updates!



Minister assisting the Minister for Health (Cancer) Jodi McKay has welcomed the Commonwealth appointment of Professor Jim Bishop AO Chief Cancer Officer, Cancer Institute NSW as the new Chief Medical Officer for the Federal Department of Health and Ageing.

*

The Ethnic Communities Reference Book, (there are well fingered copies on every CALD worker's desk in NSW) is now on-line. You can find it as the first link under "Other Useful Links" above.

*

Phil Hull, previously Clinical Services Manger at Quitline, has moved to the "Tackling Tobacco" Project at Cancer Council.

*

Salwa Haydar, tireless Arabic Community worker on smoking and other health issues for MHCS, has moved to the private sector. We wish her well in her new career.

DAMEC Publishes Important CALD report

Tobacco use in six CALD Communities in NSW

DAMEC has recently published the results of a study investigating alcohol, tobacco and other drug use amongst six culturally and linguistically diverse (CALD) communities in Sydney. The CALD communities studied were Chinese, Vietnamese, Spanish, Italian, Arabic and Pasifika. Data was collected in 2005 and was funded by the Alcohol Education and Rehabilitation Foundation.

Compared to the general NSW population lower rates of alcohol and illicit drug use was found across the six CALD groups studied. The rates of daily smoking, however, were higher amongst Vietnamese men (30%), and men and women in the Pasifika group (25%), than in the NSW general population where daily smoking was 17% (AIHW, 2005). The Arabic and Italian groups had the same rate of daily smoking as the NSW general population, with more men than women smoking in both groups.

In terms of smoking cessation more than half the current smokers in the Chinese, Arabic and Pacifica groups had tried unsuccessfully to quit smoking the last 12 months. The rate in the Pasifika group was particularly high at 74%. This includes current smokers who either tried to give up, or gave up smoking for 1 month or more. This high rate of quitting attempts in the Pasifika group highlights the very real potential to reduce smoking rates amongst these communities.

More than 80% in the Spanish, Chinese and Arabic groups did not seek any assistance when they tried to quit smoking. The Arabic group is of particular concern given that current smoking rates equaled the mainstream and that a higher proportion had tried unsuccessfully to quit. It follows therefore that quitting success could be improved and overall smoking rates decrease if a higher proportion sought assistance.

From the results of this study it is recommended that tobacco education and quit smoking programs should particularly aim to: further decrease smoking rates; increase the proportion seeking help to stop smoking; and improve quitting success rates in the communities. It is also recommended that programs for Vietnamese men, and Pasifika men and women be prioritised given the higher proportion of daily smokers in these groups. Other recommended targeted groups include Italian men, and men and women from Arabic speaking communities.

Access and equity issues are still of concern for people from CALD backgrounds, with evidence from this study demonstrating that this is particularly true in relation to current smokers and smoking cessation.

For further information see the following links, or visit <http://www.damec.org.au/Research.aspx>

Overall results summary	Fact sheet	
Chinese community results	Fact sheet	Full report
Arabic community results	Fact sheet	Full report
Italian community results	Fact sheet	Full report
Spanish community results	Fact sheet	Full report
Vietnamese community results	Fact sheet	Full report
Pasifika community results	Fact sheet	Full report

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Recipients are invited to contribute ideas, articles and photos. Deadline for next issue 5th June 2009.
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