



## News from the NSW Multicultural Tobacco Control Network

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

Vol.3 Issue 3.

### “I Can Quit” Website Unveiled at Launch of NSW Cancer Plan 2011-15



Methods to Quit



Getting Started



Staying Quit

Cancer Institute NSW has unveiled an innovative web site, **iCanQuit**, which aims to motivate smokers to quit. The website provides them with the information and tools they need so they can personalise their quit journey, and interact and connect with like-minded users. [www.icanquit.com.au/](http://www.icanquit.com.au/)

Minister Assisting the Minister for Health (Cancer), Frank Sartor, joined Professor David Currow, Chief Cancer Officer, Cancer Institute NSW, to launch the website in conjunction with the [NSW Cancer Plan 2011–15](#), a landmark document that will set the platform for new programs and campaigns aimed at lessening the impact of cancer across the State over the next five years.

The plan was developed in collaboration with community members, non-government organisations, health professionals, patients and carers. It outlines the key achievements in cancer control as well as the challenges we face in reducing the burden cancer has on the community in years to come.

The plan aims to deliver innovative and practical solutions that will help to provide greater access to best-practice cancer treatment and care for those in the community that need it most.

This announcement coincided with the release of the [Strategic Directions for Tobacco Control in NSW 2011-2016 Discussion Paper](#) for public comment.

NSW has been at the forefront of tobacco control in recent years and Cancer Institute NSW expects this trend to continue given the latest measures included in this discussion paper.

The discussion paper is open for public comment until 28 January 2011.



### 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.

### Singaporeans Call For Ban On Supply of Tobacco.

84% of Singaporeans believe it is very important to prevent children from ever taking up smoking and 70% support a specific proposal to ban the sale of tobacco products to Singaporeans born after the year 2000.

The ultimate aim of the proposal, led by National Cancer Centre Singapore lung surgeon Koong Heng Nung, is to prevent whole generations from ever being able to smoke, at any age. If this Singapore citizen-initiated movement is successful, then Singapore could be the first off the block with a total ban on tobacco products.

However, looking at the figures, someone born in 1999 will still be able to buy cigarettes for as long as they live; and that could be into the 2060's or even 70s, if they survive that long.

The thorny question of how to apply a total ban on tobacco products resulted in some of the most interesting and controversial sessions at the recent AFACT conference. Watch this space. The subject of supply bans and prohibition is now firmly on the agenda.

For more information on the Singapore initiative go to [www.tobaccofreesingapore.info/](http://www.tobaccofreesingapore.info/)

## Multicultural Communication Presents Oral Poster at 9<sup>th</sup> APACT Conference



Multicultural Health Communication volunteer Jingya Geng and Dr Wai Tak (Arthur) Hung, Cancer Institute NSW with MHCS Oral Poster at the 9<sup>th</sup> APACT conference.

During October this year, 670 delegates from all over the world attended the 9<sup>th</sup> Asia Pacific Conference on Tobacco or Health at Darling harbour.

As part of the many symposia, delegates were invited to present "Oral Posters" of their work and achievements in the areas of Cessation, Prevention, Smoke-Free and Epidemiology

Those who hosted an "Oral Poster" at the conference were allocated a space to display their poster in the main foyer for the duration of the three-day conference and then given 4 minutes to summarise the poster at a session in the main auditorium. As method of establishing a presence at a conference and communicating a succinct message, the Oral Poster proved to be a useful tool.

Michael Camit, Communications Manager at MHCS, presented The Multicultural Health Communication Oral Poster, which highlighted the achievements of the Multilingual Quitlines since their inception in 2007

The poster is reproduced below.

<p><b>20 calls a year using Translating and Interpreting Service (TIS)</b></p> <ul style="list-style-type: none"> <li>* TIS criticisms:           <ul style="list-style-type: none"> <li>- length of delays to find appropriate language</li> <li>- difficulty and awkwardness in using an interpreter</li> <li>- length of phone call in counselling context.</li> </ul> </li> <li>* Past attempts to develop language specific quitlines were not sustained. Some reasons included:           <ul style="list-style-type: none"> <li>- not enough work for trained bilingual workers</li> <li>- language lines perceived as too resource intensive.</li> </ul> </li> </ul> <p><b>2006-2007</b></p>	<p><b>Partnerships for synergy of activities</b></p> <ul style="list-style-type: none"> <li>* Staged and Incremental initiatives towards sustainable language lines</li> <li>* Setting up of 7 x 1300 phone lines</li> <li>* Production of "CALD Turkey" newsletter</li> <li>* The establishment of the NSW Multicultural Tobacco Control Network to coordinate and facilitate partnerships with health promotion organisations, tobacco control workers, CALD communities, Quitline NSW and other relevant organisations.</li> </ul> <p><b>2007-2008</b></p>	 <p><b>Getting multilingual smokers to ring a quitline: Our Four Year Achievement Record</b></p>
<p><b>2000 calls per year through the multilingual quitlines</b></p> <ul style="list-style-type: none"> <li>* Professional development of multilingual information officers to handle both english and the target languages employed as full time staff</li> <li>* Action research - gather indicators of awareness and use of language specific quitlines at major cultural festivals.</li> <li>* CALD media's limited funds supported with local and grassroots promotions.</li> <li>* Recognition received from national industry organisations.</li> </ul> <p><b>2008-2009</b></p>	<p><b>One national 1300 number per language</b></p> <ul style="list-style-type: none"> <li>* Recommend partnerships at all levels, working to assist with           <ul style="list-style-type: none"> <li>- recruitment of bilingual staff</li> <li>- increase word of mouth promotion</li> <li>- publicity</li> </ul> </li> <li>* Require more research           <ul style="list-style-type: none"> <li>- quitline usage</li> <li>- smoker response comparisons.</li> </ul> </li> <li>* Promotion of credibility and effectiveness of quitlines.</li> </ul> <p><b>2010+</b></p>	

multicultural communication

Multilingual Quitline Project  
NSW Multicultural Health  
Communication Service  
Phone 02 9816 0300  
www.mhcs.health.nsw.org.au

## Cheerful Chinese Quitters

**A personal account of working at Quitline as a Multilingual Quitline Advisor; by Jane lam**

I have been working as a Quitline Advisor for one and a half years. Prior to this I was working as a Multicultural Information Officer\* for nearly two years. In both these roles I have received positive responses from Chinese clients during their quit attempts. While being informed that the clients are progressing well or they have quit, I actually can hear from their voice how delighted they are; I then understand the work that I have done is rewarding. Both the clients and family members always appreciate the support provided by Quitline. They indicate that the call back services definitely enhance their confidence in achieving quitting. More importantly, these Chinese callers are able to share their issues during counselling without any language barrier.

We usually receive lots of requests for call backs from the Chinese community after each smoking cessation campaign. Some of the successful quitters, who have been quitting for few months, recently expressed their deep gratitude to Quitline. They also indicated that they are determined to stay quit because they do not want to try another quit attempt. For example: Mr Z who is a taxi driver, quit since mid July 2010 while using Champix. He firmly addressed that going through the quitting process was painful & unforgettable. His wife is very pleased and she especially thanks the Quitline in regard to his achievement.

Mr L, referred by his friend (also our previous caller), was able to quit using NRT patches & lozenges. He had difficulty in purchasing the recommended NRT lozenges due to his limitation in understanding English. Following the guidance given by the Quitline Advisor, he was able to get the right lozenges which helped him sustain his quitting. He further said he would introduce the Quitline service to his friends when they are ready to quit.

Providing information to callers who are the family members of smokers is also part of our role. These callers generally feel helpless and frustrated because they worry about the health of their loved ones. We send out quit kits, explain to them why quitting is difficult; also encourage them to maintain good relationship in the family. After talking with Quitline, some family members have provided feedback that the smoking people (e.g. husband, father or son) have quit. They are really thankful for the assistance and great support from Quitline.

Jane Lam

\*Multilingual Information Officer, (MIO) was the name given to Quitline-trained community workers who gave telephone Multilingual Smoking cessation advice either from sites outside Quitline or from temporary desks at the Quitline call centre. Now, Quitline have absorbed some MIOs into their work force as well as separately recruiting multilingual staff. Quitline is now resourced to give a full telephone based advisory service in Arabic, Chinese (Cantonese and Mandarin) and Vietnamese.

An Italian service is still available from an MIO based at Co.As.It ( The Italian Association for Assistance)

## Nicotine patches to be available under PBS

From February 1 next year, Nicotine patches will be available under the Pharmaceutical Benefits Scheme, chopping a monthly bill of about \$140 down to \$5.40 a script for concession card holders.

Federal Health Minister, Nicola Roxon, says it's a great Christmas present for people wanting to kick the habit and hopes smokers will include it on their New Year list of resolutions. She said the damage caused by smoking, including lost working days, costs Australia \$30 billion a year.

"We estimate around 70,000 people a year will give up smoking because of this new subsidy," Ms Roxon told reporters. "This means that, particularly for low income earners, nicotine patches will become very cheap and we think this is the opportunity to make 2011 the year to kick the habit." She said the cheaper nicotine patches were part of a broader strategy to combat the harm from tobacco which includes the plain packaging of cigarette packets from next year."

"We know if we can provide this assistance, more people will kick the habit then they will also have the benefit of keeping that money in their pocket that they are not spending on cigarettes." She said the evidence showed that nicotine patches, when taken in partnership with a stop smoking program and in concert with your doctor, is a very successful way to give up smoking.

Also from February 1st, 2011, Champix will be available for additional 12-weeks of subsidised therapy per year. That's on top of the already available 12-weeks, taking the maximum subsidised course to 24-weeks per year. Patients will need to return to their doctor to get their second 12-week course of treatment.

To Summarise:

- The subsidised patches will be available to smokers from February 1, 2011.
- At the moment, the cost of a four-week course of nicotine patches is between \$100 and \$140. When subsidised, smokers who obtain a doctor's prescription for patches will receive a four-week course for approximately \$33.30 or \$5.40 if they hold a concession card
- Each smoker will be eligible to receive 12-weeks supply of NRT patches per year (one original script plus two repeats)
- The strengths of the available subsidised NRT patches will be 21mg per 24 hours and 15 mg per 16 hours
- Patients will need to see a doctor and get a prescription for NRT patches to be eligible for the subsidy
- NRT patches will still be available over the counter, but not at the subsidised price
- Doctors will be instructed to only prescribe patches to smokers who have entered a comprehensive support and counselling program or smokers who are entering a comprehensive support and counselling program during the consultation at which the patches are requested
- If a patient is unsuccessful in quitting using NRT, they will still be able to access the other smoking cessation therapies on the PBS (Champix and Zyban) during that 12-month period.

This story has been edited from AAP and a Press Release from Quit Vic

## Important Links

### Cancer Institute NSW

<http://www.cancerinstitute.org.au/>  
<http://www.icanquit.com.au/> (new!)

### 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/>  
[http://www.health.vic.gov.au/healthpromotion/evidence\\_evaluation/index.htm](http://www.health.vic.gov.au/healthpromotion/evidence_evaluation/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!



- Andi Andronicos is now working with Cancer Institute NSW. She has been seconded, and will still split her time between CI and SWAHS. MHCS welcomes her to this new position where she and MHCS will be working closely on CALD smoking cessation issues.
- Welcome to Betty Hui, a new Multilingual Advisor (Cantonese and Mandarin) at Quitline. Betty comes to Quitline after many years of Community Health experience, including Chinese Australian Services Society (CASS)
- MHCS will again be present at both the Chinese and Vietnamese New Year Festivals in early 2011. This will be coupled with a small media campaign and an NRT promotion. See you all there!

## Visiting Australian Performers Profit From Indonesia's Tobacco Largess

**“Rock groups from western countries such as USA, UK and Australia, who would not allow tobacco sponsorship of their concerts in their own countries or anywhere else in the world, are performing in Indonesia under tobacco brand names.”**

This alarming observation forms part of the 9<sup>th</sup> APACT Conference statement on Indonesia. Full statement below.

### **9<sup>th</sup> APACT Conference Statement on Indonesia**

The 700 delegates from 41 countries/territories of the 9<sup>th</sup> APACT Conference in Sydney make this urgent appeal to the Indonesian government.

Indonesia, the fourth largest country in the world, with a population of 238 million is the only country in Asia that has refused to accede to the global tobacco treaty, the WHO Framework Convention on Tobacco Control (FCTC). We are deeply concerned that in failing to accede to the FCTC, Indonesia is creating a public health disaster. Indonesia's tobacco-related death toll is more than 200,000 a year. More than 60% of Indonesian men smoke. There is a disturbing trend of increasing prevalence of smoking among young children, with a 400% increase in smoking prevalence among the 5-9 year olds, and 40% increase among the 10-14 year olds. This emphasizes the need to protect children and the young from tobacco.

Indonesia is the world's third largest tobacco market, attractive to both local and transnational tobacco companies. Indonesia is lagging far behind many other Asian countries, which are parties to the FCTC and enacting evidence-based tobacco control measures. Indonesia is making itself vulnerable to transnational tobacco companies and their front groups, who are expanding their markets and whose goal is to maximise profits. Unfortunately, Indonesia is also being used as a platform to undermine tobacco control efforts in other countries.

Tobacco advertising and promotional activities in Indonesia are unmatched anywhere else in Asia.

Tobacco sponsorship of music and sports, outlawed elsewhere in the world, are flourishing in Indonesia. Rock groups from western countries such as USA, UK and Australia, who would not allow tobacco sponsorship of their concerts in their own countries or anywhere else in the world, are performing in Indonesia under tobacco brand names.

### **The 9<sup>th</sup> APACT Conference makes the following recommendations:**

- That the Indonesian government join, the rest of Asia and accede-to the FCTC immediately. It is important for Indonesia to put the health of its people before profits of tobacco companies.
- That Indonesia ban tobacco advertising, promotions, and sponsors, including music and sports events, as a concrete step towards showing that Indonesia is putting public health before tobacco profits.
- That all international artists and athletes performing in Indonesia reject tobacco sponsorship of their concerts and events; that they do not participate in or endorse any activity or event that promotes cigarettes, smoking, and tobacco companies,

