



News from the NSW Multicultural Tobacco Control Network

* Note: Multicultural Communication does not necessarily endorse Cold Turkey as a preferred method of quitting. Vol. 4 Issue 2 September 2011

Multicultural Health Communication Announces Exciting CALD Community Grants Program

Applications Invited for Anti-Tobacco Projects

NSW Multicultural Health Communication Service is coordinating an Anti-Tobacco Community Grants Program for Culturally and Linguistically Diverse (CALD) Communities. This initiative is funded by Cancer Institute NSW. The Institute is providing \$200,000 in funding for public health services to work in partnership with community organisations working with CALD communities to develop and implement tobacco control projects.

The grants will be available in amounts up to \$10,000 (GST inclusive) and from \$10,000 up to \$50,000 (GST inclusive). Grants of \$50,000 are required to be supported by 20% more in kind or cash.

Priority will be given to partnership projects that contribute towards reducing tobacco use among smokers in the Arabic, Chinese and Vietnamese speaking communities and also for small and emerging CALD populations in NSW.

For more information please go to *Information Package* at

<http://www.mhcs.health.nsw.gov.au/mhcs/utility/Anti-TobaccocommunitygrantsforCALD.asp>

Or email/phone Bevan Wilson at 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 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

Concerns Raised Over Electronic Cigarettes Advertised In Australia

There have been recent concerns about some localized media advertising electronic cigarettes, and a quick Google check brings up dozens of outlets offering to sell electronic cigarettes to Australians. **The Australian Government** recently released the following clarifying statement about the sale and use of Electronic Cigarettes:

"The Australian Government is concerned about the use of electronic cigarettes in Australia, and the retail sale of electronic cigarettes containing nicotine is illegal. Unlike Nicotine Replacement Therapy (NRT) products, which have been approved by the Therapeutic Goods Administration for medically-supervised use to quit smoking, the quality and safety of electronic cigarettes is not known. Electronic cigarettes are essentially a nicotine delivery system, and nicotine is a dangerous poison. Some overseas studies suggest that electronic cigarettes may be dangerous, delivering unreliable doses of nicotine (above or below the stated quantity), or containing toxic chemicals or carcinogens, or leaking nicotine. Leaked nicotine is a poisoning hazard for the user of electronic cigarettes, as well as others around them, particularly children. Electronic cigarettes have not been approved by the Therapeutic Goods Administration and they should not be considered a safe product, nor a suitable aid to quitting smoking."

Updated Chinese Quit Booklet

Simplified Characters Target Mandarin Speakers



“**Quitting is hard...but you can do it,**” is a Chinese Quit-Smoking booklet. The booklet was first developed in traditional Chinese characters in 2005 and featured movie star Jackie Chan on the cover. Due to high demand, the booklet has now been updated in simplified Chinese characters to help even more Chinese speaking smokers quit.

With Mandarin being the fastest growing language spoken at home in NSW, the updated booklet is aimed at meeting the needs of this growing Chinese community and the health professionals who work closely with them. It is the first resource in NSW to provide Mandarin speakers with practical tips to assist cessation, including up-to-date information on nicotine replacement therapies. It provides answers to queries about quitting and tips to maintain health and well being for all the family.

The updated booklet was developed after extensive consultations with GPs, community health workers, tobacco specialists and the Chinese community. It was funded by the Chinese Australian Tobacco and Health Network (CATHN) in conjunction with NSW Health, Health Promotion Services across the Sydney Metropolitan area and The Cancer Council NSW. This excellent resource will be added to Chinese Quit Kits and is available for distribution now.

If you would like free copies or more information please contact Brenda Leung on 9947 9822 or email brenda.leung@sesiahs.health.nsw.gov.au

Jacky Chan's image is used with the kind permission of the [John Tung Foundation](#), Taiwan.

Important Links

Cancer Institute NSW

<http://www.cancerinstitute.org.au/>
<http://www.icanquit.com.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 *

Other useful links

<http://tobaccocontrol.bmj.com/> *newly added!*
<http://www.ecnsw.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

Please email with suggestions for additional links.

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

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

Updates!



- CALD Turkey is becoming more interactive! Readers of the electronic version can now CTRL/click on any blue underlined text to go straight to the relevant website.
- Salwa Haydar, Arabic Community worker and Quitline Advisor, recently attended the 2011 [Anex](#) International Drug and Alcohol harm reduction Conference in Beirut.
- Health Minister, Nicola Roxon says the upcoming Plain Packaging Legislation means Australia will have the toughest tobacco promotion laws in the world.
- The China Daily reports that the Smoking rate in Hong Kong has hit an historic low of 11.1 percent in 2010, About 675,000 persons in the city, age 15 or above, still smoke. The rate is the lowest recorded since 1982 and one of the lowest in the world.

Smoking Out of Control and Unregulated in Our Closest Neighbour



3.2 percent of children from 3 to 15 years old are active smokers

In an era when tobacco firms are on the run in most parts of the world, they're thriving in our closest neighbour, Indonesia, where one-third of the population smokes.

Indonesia's puffing population has increased sixfold since the mid-1960s. Sixty-three percent of men and 5 percent of women smoke and 3.2 percent of children from 3 to 15 years old are active smokers, according to Indonesia's government.

Indonesia's Tobacco Industry, provides the government with billions in excise taxes and directly employs 600,000 workers, as well as 3.5 million tobacco and clove farmers.

Indonesia is the only Asian-Pacific nation not to sign or ratify the World Health Organisation's (WHO) Framework Convention on Tobacco Control, which sets policy recommendations and benchmarks for nations aimed at reducing smoking, restricting sales to minors, increasing taxes on cigarettes to reduce demand and banning tobacco advertising.

Indonesians told tobacco cures cancer

"Aside from some supermarkets not selling tobacco to minors under 18, there are no regulations," said Dr. Yayi Suryo Prabandari, public health specialist at the University of Gadjah Mada in Yogyakarta. "Many Indonesians are oblivious to the health risks," For example, a health clinic in Jakarta treats patients suffering from emphysema caused by smoking with "divine cigarettes," which are piped into the lungs, ears and nose. The clinic's staff claims tobacco cures cancer.

But pressure by anti-smoking groups is mounting on the industry, whose products kill more than 400,000 Indonesians a year from such tobacco-related illnesses as cancer and cardiovascular and lung disease and another 25,000 from secondhand smoking, according to WHO.

Last year, Indonesia's second-largest Islamic organization issued a fatwa (religious ruling) banning smoking, comparing it to suicide, which is prohibited in Islam. And protests from anti-tobacco groups obliged the tobacco company Djarum to withdraw its sponsorship of a concert by American pop star Kelly Clarkson.

Edited from a story by Jack Epstein, [San Francisco Chronicle](#). 2011

Community Round Up

Chinese Community Health Information Day



Taking a bow. Medical experts, CASS personnel and volunteers gather at the highly successful Chinese community Health Information day at Hurstville. This was a joint [CASS](#) and [Australian Chinese Medical Association](#) initiative attended by some 400 Chinese community members eager to learn more about up to date health issues. Multicultural Communication land CATHN loaded up the information tables with Quit smoking information. Advice and resources was disseminated by Brenda Leung (below) of SESIAHS Health promotion. The new Jacky Chan booklet (see elsewhere in this issue) was particularly popular.



Campsie Food Fair. Korean Smoking Information Tent



Betty Hui, Community worker and Quitline advisor (left) and Adela Pontoh, Account Executive, [LOUD Multicultural Advertising](#), (right) with two Korean community workers at the 2011 Campsie Food Festival.

The popular information tent tapped into resources and posters publicising the Korean component of the Commonwealth CALD quit smoking campaign.

Smoking Quitlines Work Regardless Of How Smokers Are Recruited .

Medical News Today

Proactive telephone counselling helps smokers quit, regardless of how they are recruited to a telephone quitline, according to a study published online June 10th in the Journal of the National Cancer Institute.

Smokers who use telephone counselling quitlines may do so in response to active recruitment methods, such as physician referral, direct mail, phone calls, or passive methods such as posters or television ads. Whether quitlines are equally effective for actively recruited smokers and passively recruited smokers has been a key question.

In this study, Flora Tzelepis, Ph.D., of the University of Newcastle in New South Wales, Australia, together with colleagues analysed 24 previous studies of proactive telephone counselling to see whether the method of recruitment made a difference in quit rates. They looked at both the point prevalence abstinence (the number of smokers who had not smoked for at least a day or a week before the interview), and at prolonged or continuous abstinence over a period of months.

The researchers found that proactive counselling helped increase long-term smoking cessation regardless of how the smokers were recruited. Quitlines had a statistically significantly positive effect on prolonged and continuous abstinence after 6-9 months and after 12-18 months. Their effect on point prevalence abstinence was also statistically significant at 6-9 months, but not at the longer-term follow-up.

"In general," the authors write, "our findings have strengthened the support for proactive telephone counselling for smoking cessation." They note, however, that few active-recruitment trials are available to evaluate the impact of the recruitment channel on prolonged/continuous abstinence, particularly in the midterm and, that additional data are urgently needed.

In an accompanying editorial, Damon Vidrine, Dr.P.H., and Jennifer Irvin Vidrine, Ph.D., of the University of Texas M.D. Anderson Cancer Centre in Houston note that smokers in this study who responded to advertisements and other passive recruitment efforts were more willing to set a quit date in the next month compared to actively-recruited smokers. This suggests they were more highly motivated to quit.

Therefore, the editorialists write, the fact that active recruitment methods resulted in quit rates almost as high as passive recruitment has "enormous implications for the public health impact of quitline-delivered cessation treatment." They conclude that an important direction for future research will be to develop and extend active recruitment approaches.

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