



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 2.

World No Tobacco Day Promotions Net More Calls to Multilingual Quitlines



Vietnamese banner. Freedom Square. Cabramatta

Call activity to the Multilingual Quitlines increased markedly as a result of a concerted publicity blitz around World No Tobacco Day mounted by Multicultural Communication (MHCS), the Chinese Australian Tobacco Health Network (CATHN) and Cancer Institute NSW.

The cost of smoking was the focus of the MHCS campaign, both in press and radio ads. CATHN ran a radio advertising blitz on radio 2AC on the harms of smoking, while Cancer Institute NSW re-ran their highly effective "Sponge" press advertisements and their Bronchoscopy radio ads. All three campaigns were supplemented by press editorials and radio interviews and featured the relevant multilingual quitline numbers as a strong call to action. MHCS also incorporated a free Nicotine Replacement Therapy (NRT) offer as part of their campaign.

As well as these press and radio campaigns, MHCS trialed the effectiveness of the placement of large all-weather banners announcing WNTD as an event. This was achieved with the assistance of Fairfield Council who displayed the banners in Vietnamese language at Cabramatta Freedom Plaza (above) and in Arabic across a busy street corner at the Fairfield shopping centre.



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 (Cantonese/Mandarin)	1300 7848 36
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
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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.

Translated essential facts about Champix

Fact sheets on Champix (Varenicline) are now translated into seven languages. Pfizer has specified that they are to be used only by Medical professionals following a consultation. For further information contact Bevan Wilson, MHCS. Contact details bottom of last page.



Accolades for the Multilingual Quitline Service

Positive feedback shows family and friends are vital in the quitting process

The testimonials below are a tribute to the work of the Multilingual Quitline Advisors. Also, it is interesting to note that an important common thread in these three recent testimonials is the way family and friends are acknowledged in the quitting process. It is noted that many requests for information or advice from the Multilingual Quitlines have been at the instigation of family members on behalf of the smoker. This is a good "motivator" for the smoker and perhaps a clue to possible strategies for future publicity campaigns.

These are some of the testimonials received by Quitline this year.

Mr... (Name supplied, Vietnamese) has now quit for 3 months. He and his extended family would like to thank the Quitline service for being available and supportive in his quit attempt. He is happy for being free from addiction, but most importantly free from the 'nagging' of his children and wife.

Mr... (Name supplied, Chinese) living in Aust since 1999, aged 45 had been smoking for the past 35 years (started at 15) when he was in China. Used to smoke 40 to 60 cigs per day, cut down to 20 a day when using NRT patches and was finally successful in Quitting while taking Champix. Knowing he a heavy smoker, his friends could not believe he has quit. As a result he is very happy to introduce quitline to his smoking friends. He'll also bring this good news to China when he visits there in March. He would like to express his gratitude to Quitline staff for being so supportive while getting through the quitting process.

And finally a greeting card was received by one of the Chinese Quitline advisors. The message inside reads as follows:

"Many thanks in your outstanding support in quitting smoking. My dad has been smoking heavily for the past 40 years has tried a few times to get rid of it but never succeeded.

This time with the correct product choice, your professional consultancy, sincere advice and persistent support, these all made the difference. My dad hasn't smoked for a couple of weeks now after stopping the patches. This is amazing.

I wish to extend our greatest appreciation on behalf of our family to your dedicated hard work and your project."

Signed... (Name supplied. Daughter of Chinese client.)



Korean Research Finds Raising Prices The Best Way to Reduce Smoking

Note: 1000 Won = \$A1.00 approx

A study by The Korea Centre for Disease Control and Prevention found that higher cigarette prices were the most effective method in discouraging Koreans from smoking, prompting a new round of cigarette price disputes. The study analysed the effects of a range of non-smoking policies such as raising prices, restricting tobacco ads and designating non-smoking areas. Of the measures investigated, the analysis concluded that raising prices was most effective in reducing the smoking rate.

Since 1995, the smoking rate among Korean males had been decreasing. However, the rate began to increase again from 40.9% in 2008 to 43.1% in 2009. The figure is much higher than the OECD average of 28.4%.

The report said that if the cigarette price of 2,500 Won per pack had been raised by 1,000 Won back in 2007, the smoking rate could have decreased to 33.9% by 2010. If the prices were raised to 8,500 Won, the smoking rate would have dropped rapidly to 30.4% in 2010 and to 24.6% in 2020, the report added.

The nation's cigarette price per pack has remained the same for five years since it was set at 2,500 Won in 2005. The report pointed out that a lack of strong policy efforts recently has led to the failure in achieving this year's goal and also predicted the nation's future smoking rate. According to the report, if cigarette prices increase annually by 500 Won, starting this year, the smoking rate of male adults could fall to 35.5% within the year and 33.8% next year. The rate would continue to drop through to 2020 when the price per pack becomes 8,000 Won, the report said.

"Without a further decrease in its smoking rate, Korea would face more social and economic burdens affecting the nation's global competitiveness," the report said. "The biggest problem is that the cigarette prices in Korea are low considering the nation's economic power. The appropriate price for now is estimated at more than 6,000 Won," the report added.

By Lee Ji-yoon (jylee@heraldm.com) from The Korean Herald in English On line
Thanks to Jaegee Choi of Australian Korean Welfare Association for forwarding this story.

Waterpipe Tobacco Audit Project

If you asked residents of New South Wales (NSW) about the laws governing the sale of tobacco, many could tell you that cigarettes have to meet set legal requirements, such as signage and warning labels on the packs. These laws also apply to the sale of waterpipe tobacco. All retailers (including hotels, clubs and restaurants) are required to comply with all laws and regulations governing the sale of tobacco including but not limited to *The NSW Public Health Act 1991* and *Public Health (Tobacco) Regulation 1999*.

For example, tobacco retailers are required by law to:

- Display warning signs against sales to minors
- Display a health warning sign: "Smoking Kills, Call the Quitline 131 848"
- Ensure that tobacco is sold only in packages which display the required health warnings.

A waterpipe is also known as nargila, narghile, argileh, hubble bubble, hookah, shisha, and goza. Waterpipe tobacco smoking has been linked to health risk factors such as: lung cancer, oral cancer, bladder cancer, and heart disease but there is a common misconception that waterpipe tobacco is less harmful than regular cigarettes. This is due to water filtration and the fruit flavoured tobacco.

Sydney South West Area Health Service (SSWAHS) and Sydney West Area Health Service (SWAHS) have been working in partnership to increase compliance with tobacco legislation for the sale of waterpipe tobacco and raise awareness of the harms associated with waterpipe tobacco smoking.

The waterpipe tobacco audit project conducted a baseline and two follow up rounds of retailer audits; in order to identify to what extent retailers who sell tobacco products (including waterpipe tobacco) are complying with legislation. Retailer audits were conducted by Environmental Health Officers (EHOs) in several Local Government Areas of SSWAHS and SWAHS. Those businesses audited that sold tobacco products included: cafes, mixed businesses, restaurants and tobacconists.

The project baseline audits were conducted in June and July 2008 by SSWAHS, and in August 2008 by SWAHS. A total of 85 retailers were audited. EHOs directly talked to retailers about the legislation requirements.

As part of a waterpipe tobacco awareness campaign, a series of fact sheets, radio and newspaper advertisements, radio interviews, and a CD, all focused on the harms and legislation of waterpipe tobacco were produced from August to December 2008. These resources were developed in consultation with health workers and the community; were distributed via both Arabic-language and main stream media, accompanied by direct mail-outs to individuals and organisations.

The second retailer audit took place in SWAHS in February 2009, and in SSWAHS between March and June 2009. In addition further fact sheets and CDs (of interviews and advertisements) were directly given to all waterpipe tobacco retailers.

The third and final round of retailer audits is currently being conducted in SSWAHS and SWAHS. These audits are predicted to be completed in October 2010. Retailers who have been found to be non-compliant during all rounds of inspections may be prosecuted.

Copies of the harms and legislation fact sheets can be ordered through the NSW Health Resource Distribution Unit (02) 9879 0443.

Fact sheet in English

http://www.mhcs.health.nsw.gov.au/publication_pdfs/8240/AHS-8240-ENG.pdf

Fact sheet in Arabic

http://www.mhcs.health.nsw.gov.au/publication_pdfs/8235/AHS-8235-ARA.pdf

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 *

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 (new!)

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!



- On the move! Multicultural Communication has moved. We are still within the Gladesville Hospital Campus but now located in Building 41, adjoining the Better Health Distribution Unit. Benefits for MHCS are modern offices with more space and better facilities.
- Updated! Jacky Chan Chinese quit booklet has been updated and is in the final stages of development. It will shortly be printed in simplified Chinese characters, recognising the higher numbers of new Chinese migrant smokers from mainland China.

Australians of the Year Stand Up for Plain Packaging of Cigarettes

Prominent Australians of the Year have joined forces to sign an open letter calling on all political parties to commit to supporting plain packaging of cigarettes; one of a raft of tobacco control measures recommended by the National Preventative Health Taskforce. Their letter follows a tobacco-industry funded campaign against the Federal Government's plans to introduce plain packaging.

“Prescription drugs which save lives and promote health are stored in dispensaries and sold in plain packs with only the drug name and dosage information. Tobacco products, which kill 15,000 Australians each year, are sold in attractive boxes designed to maximise their appeal, particularly to young smokers. Legislation for plain tobacco packaging removes one of the tobacco industry’s last remaining means to promote their products in appealing ways. This measure is recommended by health authorities as a key part of our national tobacco control program to accelerate the decline in smoking and save many lives.

The tobacco industry’s current campaign shows how effective they believe plain packaging will be at reducing tobacco consumption. They are also concerned that this ground-breaking political action will lead to similar legislation in other countries which have historically looked to us for leadership in reducing tobacco use. Over time, global plain packaging could save millions of lives.

Smoking has declined from nearly 70% of men and 30% of women in the early 1960s to less than 17% today. Tobacco manufacturers’ and retailers’ interests in maintaining high smoking levels to maximise sales have thus been very properly subordinated to concerns to promote community health.

We condemn the tobacco industry’s cynical campaign and call on all political parties to commit themselves unequivocally to supporting legislation on plain packaging as part of a comprehensive approach to reducing the devastating toll of death and disease caused by smoking.”

Professors Peter Doherty (Australian of the Year 1997), Sir Gustav Nossal (Australian of the Year 2000), Fiona Stanley (Australian of the Year 2003), Fiona Wood (Australian of the Year 2005), Ian Frazer (Australian of the Year 2006), Patrick McGorry (Australian of the Year 2010)

August 2010.

Professor Simon Chapman from the University of Sydney, who co-authored a major review of the evidence on plain packaging with Becky Freeman, said: “I do not recall any health issue where all medical Australians of the Year have come together to urge political action like this. If Australia proceeds with this policy, it will domino around the world in the next few years and completely change the way that cigarettes are sold for ever. This is an historic moment.”

This story is edited from article in Crikey On Line (Health Blog) by [Melissa Sweet](#)

