



YOUR "NEW LOOK" CALD TURKEY!

Welcome to the Final Issue for 2013 in an All New Format

The first CALD Turkey was published in 2008 under the familiar green masthead but now it's time for a change! We hope you like this new format, and as members of the NSW Multicultural Tobacco Control Network, please remember this is your magazine and your contributions are always welcome.

NSW Multicultural Health Communication Service (MHCS) gives special thanks to all who have contributed to CALD Turkey this year and thanks also for all the fine work done by organisations working with CALD communities to help reduce smoking rates across NSW.

Multicultural Health Communication Service wishes all members of the NSW Multicultural Tobacco Control Network and every reader a very happy Christmas and Holiday Season and a SMOKE FREE 2014!

EXCITING OUTCOMES FROM ANTI-TOBACCO CALD GRANTS PROGRAM

The Anti tobacco Grants Program for Priority CALD Communities in NSW has closed. Funding of \$200,000 from Cancer Institute NSW was distributed across six NSW community organisations. As a result, many new resources

have been developed and community education and awareness initiatives have been rolled out. Importantly, these resources and initiatives will be sustainable well into the future.



Flash back to May 2012. Professor David Currow, Chief Cancer Officer and CEO of Cancer Institute NSW speaks at the CALD Anti-Tobacco Grants Launch. The venue was the "Jubilee Room" at NSW Parliament House, Macquarie Street

The Grants Program has resulted in new resources in Arabic, Burmese, Chinese, Dari and Vietnamese; including posters, flyers, fact sheets, English language learning books power point presentations and park and playground signs. MHCS, is currently working to upload much of this new material to our website. Workers have been trained as smoking cessation educators resulting in new migrants and refugees receiving early access to quit smoking messages.

Communities have been engaged in one-on-one and group education sessions, community focus groups, smoking support meetings, offers of free NRT, workplace education and engagement with local businesses, pharmacies and medical professionals.

Brief summaries of some of the Grants recipient's projects, and a selection of resources can be found in this edition of CALD Turkey.



Multilingual Quitline Phone Numbers

ARABIC
1300 7848 03

CHINESE
(Cantonese and Mandarin)
1300 7848 36

VIETNAMESE
1300 7848 65

Callers to the above numbers can speak to a Quitline-trained Multilingual Advisor. The service is free and confidential with a free follow-up call back service.

Korean smokers can leave a message to be called back by a Quitline Advisor with an interpreter.

KOREAN
1300 7848 23

The Multilingual Quitlines are funded by Cancer Institute NSW in partnership with Quitline NSW.

ANTI-TOBACCO GRANT DELIVERS NEW RESOURCES IN BURMESE

One of the criteria set down for the recent CALD Anti tobacco Grants Program was to target emerging migrant communities. Strategic Community Assistance to Refugees Families (SCARF) has targeted the small but growing Burmese refugee and migrant community in the Wollongong area. Smoking rates in this community are high and culturally embedded, with Myanmar boasting a 40% to 50% smoking rate among males.* SCARF utilised their grant funds to train workers to educate the Burmese speaking community about quit smoking messages. They also developed a series of translated fact sheets and posters, along with a qualitative study in association with the University of Wollongong. This qualitative study drew on focus-group outcomes highlighting smoking habits and Beetle Quid chewing in Wollongong’s growing Burmese community. As a result of this study, an important information sheet on Beetle Quid has also been developed.

For more information contact SCARF at scarf1@optusnet.com.au

*World Tobacco Atlas (Third Edition)



TOO EASY TO FIND

“Tobacco is in oversupply in the community,” Cancer Council NSW (CCNSW) reports

CCNSW is calling on the NSW Government to examine options to reduce the availability of tobacco, and ensure that it is only sold responsibly, to help those who are trying to quit and to reduce the likelihood of children becoming smokers in the future.

A recent CCNSW report reveals that cigarettes are so widely available across NSW that it is easier to find places selling cigarettes than prescription medications. Pharmacies are outnumbered five to one compared to places selling cigarettes and Australia Post outlets are outnumbered eight to one.

A CCNSW audit of more than 1,700 retailers selling tobacco found that the current self-notification system, whereby businesses are permitted to sell cigarettes provided they

inform the NSW government of their intention to do so, is flawed – with one in four audited outlets breaking retail laws.

The audit also found that cigarettes are cheaper and in oversupply in disadvantaged areas which inevitably contain high proportions of younger people.

For more information on the report or to pledge your support for the campaign, visit: <http://canact.com.au/tobacco-retail/>

For help to quit smoking visit: www.icanquit.com.au

Cancer Council NSW Press release

UPDATES!



- **Cheap Cigarettes**

Evidence is emerging of contraband cigarettes being sold very cheap and “under the counter” in some Sydney communities with large CALD populations. Communities are being asked to be vigilant about this practice.

- **Current review of web material**

MHCS is currently reviewing all its web-based fact sheets and promotional material. This includes smoking-health material. Your organisation may be asked to provide amendments to material you have given us in the past. Your assistance in helping us to update web site material is appreciated.

- **New York City bans sale of cigarettes to under 21s**

New York City has voted to ban the sale of cigarettes, e-cigarettes and tobacco to anyone under the age of 21, raising the previous threshold of 18. New York is the first large US city to raise the age limit so high, a resolution that follows years of increasingly stringent laws on tobacco. Mayor Michael Bloomberg, who will sign the resolution into law, immediately welcomed what he called a key step towards preventing young people from lighting up. “Tobacco dependence can begin very soon after a young person first tries smoking, so it’s critical that we stop young people from smoking before they ever start,” he said. New York City Hall reports that in 10 years, the percentage of adults who smoke has fallen from 21.5 per cent in 2002 to 14.8 per cent in 2011. Among young people it has remained at 8.5 per cent since 2007, according to official statistics. AFP. ABC

CANCER INSTITUTE GRANT BOOSTS CHINESE RESTAURANT WORKERS PROJECT

The Chinese Australian Tobacco and Health Network (CATHN) recently received a grant from Cancer Institute NSW to conduct a pilot project aimed to increase quit attempts of male Chinese restaurant workers. These workers are current smokers and are ready to quit. Last year, (CATHN) surveyed three hundred and eighty-two (382) male Chinese restaurant workers in Haymarket, Hurstville, Chatswood and Parramatta, resulting in some startling findings. Survey results indicate that 30.8% male Chinese restaurant workers across Sydney metropolitan area smoked daily, whilst 39.7% in the Haymarket area were daily smokers. The good news is that 57% current smokers wanted to quit smoking and more than 65% of them wanted to quit within one month. The pilot project will be conducted in Haymarket and Chatswood early to mid next year. Project strategies will include information sessions, cessation support groups, free NRT products, information packages in Chinese for smokers and their families, referral to the Chinese Quitline and other support services, as well as a small scale Chinese media campaign. Currently the pilot project is waiting for ethics approval.

For more information contact,
Wei Jiang – Health Promotion Officer, SWS&SLHDs
on (02) 9515 9060, or jiangw@email.cs.nsw.gov.au

FREE SMOKING CESSATION EDUCATION FOR CALD WORKERS

Training Sessions Available Throughout 2014

Anti smoking educators Tracy Greenburg and James McLennan have received funding from Cancer Institute NSW to present free quit smoking training sessions to workers that engage with CALD populations and Aboriginal communities across NSW.

This project will provide tobacco cessation training skills to enable workers to effectively implement tobacco cessation interventions (brief or intensive) to the clients and patients they assist in their day to day work.

The aim of the project will be to meet all 3 goals identified in the Cancer Plan 2011-15:

1. Reduce the incidence of cancer
2. Improve the survival of people with cancer
3. Improve the quality of life of people with cancer and their carers

For more information about this exciting new initiative, contact:

James McLennan

Mobile: 0431 840 218

enquiries@quiteducation.com.au

SETTLEMENT SERVICES INTERNATIONAL DELIVERS ANTI-SMOKING MESSAGES TO ARABIC, DARI, FARSI AND TAMIL SPEAKING REFUGEES

Since 2011 Settlement Services International (SSI) has assisted a total of around 4200 refugees and new migrants with their settlement across Sydney. With help from the CALD Anti-Tobacco Grants Program, SSI educated their case managers to deliver quit smoking messages to recently arrived Dari, Farsi, Tamil and Arabic speaking refugees from Iraq, Afghanistan, Sri Lanka and Iran. All these countries have very high smoking rates, from around 30% in Sri Lanka to 60% and above in Afghanistan.* Refugees were also encouraged to attend group education sessions and make use of free NRT aids. SSI also developed a Quit smoking power point presentation in Dari and Arabic. A couple of sample pages are shown below.

*World Tobacco Atlas (Third Edition)

در سگرت چه مواد کیمیاوی وجود دارند

در سگرتی که می کشید بیش از 4000 ماده کیمیاوی وجود دارد

- جرم
- نیکوتین
- کربن مونوکساید

روش ترک سگرت

- قدرت اراده
- تداوی با جایگزین کردن نیکوتین یا NRT
- دواهای دیگر
- ارجاع شما به کسی که با شما صحبت کند – Quitline (خط ترک سگرت)

Illustrations from Power Presentation in DARI developed by Settlement Services International.
For more information contact Settlement Services International c/o hmuir@ssi.org.au

