

2016-17 TOBACCO CONTROL GRANT FINAL REPORT

OVERVIEW			
Organisation	Ethnic Communities' Council of NSW	Reporting Period	Mar 2017 – Mar 2018
Report Author	Christine Ahn (Project Coordinator)	Date of Report	28 Feb 2018
PROJECT TITLE			
Don't let your health and money go up in smoke!			
PROJECT AIMS & OBJECTIVES			
<p>The aim of this project was to reduce the use of tobacco in CALD communities identified as high users. The objectives were to:</p> <ol style="list-style-type: none"> 1. Increase the engagement of males in Arabic (mainly Lebanese) and Vietnamese speaking communities and in the Chinese and Korean communities in Sydney to reduce the use of tobacco within their peer group. 2. Increase awareness of the existence of the Multicultural Quitline and encourage smokers to contact it. 3. Educate the members of the target communities about the health impact of tobacco smoking (including 'Shisha'). Increase the commitment of males to the cessation of smoking in Arabic (mainly Lebanese) and Vietnamese speaking communities as well as both genders in the Chinese and Korean communities. 			
PROJECT SUMMARY			
<p><i>Brief description of project</i></p> <p>The focus of this project was to develop and deliver a series of bilingual activities and resources which target members of 5 CALD communities in Sydney. The project aimed to reduce the use of tobacco and smoking in these high-risk groups and to promote the use of early intervention support services available through the NSW government health system. The priority was to use several communication strategies to reach those targeted members of CALD communities that have been identified through different research programs. These are Arabic (predominantly Lebanese), Mandarin/Cantonese and Vietnamese speaking communities. The Korean community was also targeted due to anecdotal information supported by the inclusion of this community on the Multicultural Quitline.</p> <p>The project encompassed several different approaches:</p> <ol style="list-style-type: none"> 1) The team of Arabic, Vietnamese, Cantonese, Mandarin and Korean bilingual educators were trained by ECCNSW's partners from the Smoking Research Unit at the Brain and Mind Centre in the Faculty of Medicine at Sydney Medical School (SMS). During the training an outline for a series of education sessions was designed for use in the targeted communities. 2) A series of workshops facilitated by bilingual educators in language and designed to be culturally appropriate were conducted in venues where the community members invariably meet. Each workshop was evaluated, and attendees were required to make a commitment to the cessation of smoking. This commitment was followed up by an SMS after an appropriate time (on average 2 months after the workshop). 			

- 3) The team of bilingual educators attended cultural events and festivals and coordinated stalls with information in language, particularly promoting the Multicultural Quitline. These were in areas of high population of the targeted language group such as Canterbury-Bankstown, Cumberland, Blacktown, Willoughby, Georges River, Ku-ring-gai and Hornsby local government areas.
- 4) The bilingual educators were interviewed by SBS radio and these were recorded in 5 languages. All of the recorded interviews are available on SBS radio official website. These recordings are an invaluable resource that have the potential to reach many people in the communities and can be used by other health professionals when conducting education sessions with members of these targeted communities.
- 5) A short (2-3 min) video using culturally appropriate animation techniques was produced in the 5 languages. This video can be distributed through various mediums in CALD communities and can be used by other health professionals when conducting education sessions with members of targeted communities.

Please identify the project timeframes and deliverables. Attach any materials (i.e. resources, reports) developed as part of this project.

Project timeframes and deliverables

Achieved activities and deliverables	Date of completion
Research and obtain relevant resources and identify issues and write an action plan – submitted to Cancer Institute NSW	28 Mar 2017
Write a detailed project plan – submitted to Cancer Institute	28 Mar 2017
Form a team of bilingual educators in 5 different languages	Mar 2017
Bilingual educators attend 2 full day training sessions conducted by Professor Renee Bittoun at Sydney University (Tobacco Treatment Specialist)	16 & 23 May 2017
Contact the relevant associations and community groups for potential participants	Mar – Oct 2017
Attend cultural events and festivals to promote the Multicultural Quitline and educate on the impacts of smoking and how to manage smoking to target groups	Mar – Jun 2017
Submit Progress report to Cancer Institute NSW	31 Jul 2017
Deliver workshops to target groups (bi lingual educators to do this)	Jul – Sep 2017
Conduct pre-questionnaire after workshops (face to face)	Jul – Sep 2017
Conduct post-questionnaire 2 months after workshops (SMS)	Sep – Dec 2017
Participate in Radio interviews with SBS in each targeted language	Aug – Dec 2017
Collect evaluation data and enter into database and provide to the independent evaluator for final evaluation report	Nov – Dec 2017
Complete Evaluation report	Feb 2018
Submit Final report	Feb 2018
Produce and promote an animated video in 5 languages	Mar 2018

Team of bilingual educators

Minh Hoang	Vietnamese
Richard Yu	Korean
Christine Ahn	Korean
Ye Lu	Mandarin
Helen Li	Cantonese / Mandarin
Mariette Mikhael	Arabic
George Georgees	Arabic
Yasmin Mohamed	Arabic

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Cultural events & Festivals

Date	Name of Events	Council Area	Language	No of smokers engaged
12/03/2017	Festival of Light	Parramatta	Arabic/Mandarin/ Cantonese	24 people
28/03/2017	Well Being Expo	Ashfield	Mandarin/ Cantonese	18 people
30/03/2017	Senior Week Expo	Sutherland	Mandarin/ Cantonese/ Arabic	21 people
07/04/2017	Health Expo	Gordon	Mandarin/ Cantonese	24 people
22/04/2017	Sudan festival	Seven Hills	Arabic	32 people
07/05/2017	Sydney Chithirai festival	Rosehill	Tamil	16 people
08/06/2017	Korean Health Expo	Strathfield	Korean	18 people

Workshop delivery

Language	Dates	Organisation	Suburb	# of participants
Vietnamese	07 Jul 17	Local community group	Campbelltown	3
Vietnamese	11 Jul 17	Local community group	Camperdown	4
Vietnamese	10 Aug 17	Local community group	Campsie	6
Arabic	29 Jun 17	Core Community Services	Fairfield	0
Arabic	18 Jul 17	Kafarhilda Charity Association	Lakemba	4
Arabic	19 Jul 17	Local community group	Eastlakes	2
Arabic	31 Jul 17	Sudanese Association	Lakemba	3
Arabic	25 Aug 17	MTC Maroubra	Maroubra	2
Arabic	21 Sep 17	Sudanese Group	Liverpool library	5
Arabic	4 Oct 17	Tripoli and Mena Association Seniors' Group	Lakemba	2
Chinese	21 Jul 17	Advance Diversity	Rockdale	4
Chinese	11 Aug 17	Australian Asian Cultural Association	Hornsby	3
Chinese	25 Aug 17	Kingsgrove Community Aid Centre	Kingsgrove	2
Chinese	12 Sep 17	MTC Chatswood	Chatswood	2
Chinese	14 Sep 17	Christian Chinese Community Service Centre	Epping	3
Chinese	20 Sep 17	Parramatta MRC	Parramatta	4
Chinese	22 Sep 17	Local community group	Merrylands Central Library	2
Korean	14 Jul 17	Seniors' group	Strathfield	4
Korean	28 Jul 17	Seniors' group	Ashfield	6
Korean	15 Sep 17	Fine View Technologies	Silverwater	3
Korean	16 Sep 17	Silverwater Korean Catholic Church	Silverwater	2
Total number of participants				66

SBS Radio interview link (available on the respective SBS radio website)

Arabic (Yasmin Mohamed)

<http://www.sbs.com.au/yourlanguage/arabic/ar/audiotrack/mshrw-lql-n-ltdkhyn-lnshr-lwy-by-n-lmdkhyn?language=ar>

Vietnamese (Minh Hoang)

<http://www.sbs.com.au/yourlanguage/vietnamese/vi/audiotrack/nsw-tobacco-control-program-ai-cung-co-bo-thuoc-la?language=vi>

Mandarin (Ye Lu)

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<https://www.sbs.com.au/yourlanguage/mandarin/zh-hans/audiotrack/new-method-quit-smoking-and-you-can-use-your-medi-care-card?language=zh-hans>

Cantonese (Helen Li)

<http://www.sbs.com.au/yourlanguage/cantonese/zh-hant/audiotrack/interview-eccnsw-educator-helen-li-re-quit-programme-promoted-eccnsw-0?language=zh-hant>

Korean (Christine Ahn)

<http://www.sbs.com.au/yourlanguage/korean/ko/audiotrack/inteobyu-hwahagpyegimul-bunrisugeoneun-eoddeohge-hamyeon-doelgga?language=ko>

Animated video Link

This link is to be made available on ECC NSW's social media network where 348 organisational members can access and distribute to their own organisations.

https://www.dropbox.com/s/93mrpxudkj84136/Tobacco_02_English.mov?dl=0

Outline any changes to the project that occurred over the course of the grant.

Merging Mandarin and Cantonese speaking groups into a single Chinese speaking group

Cantonese speaking groups were difficult to identify as a collective group as the number of Cantonese speaking households in NSW is diminishing. To address this, the educators delivered 7 combined Mandarin and Cantonese workshops, in Mandarin as most Chinese residents in Australia can speak Mandarin as well as Cantonese.

PROJECT OUTCOMES

Briefly describe the method used to evaluate the project and the evaluation outcomes. Attach any materials used for the evaluation (i.e. surveys). Does the evaluation identify that the aims and objectives of the project were met?

The evaluation results were based on the data from pre and post surveys of the participants.

1. the first survey was conducted by the bi-lingual educators on initial attendance at a workshop (generally at the end of the workshop) - termed the pre-questionnaire
2. the second survey was conducted by the bi-lingual educators by phone, on average 2 months after the workshop - termed the post-questionnaire.

The summary of the evaluation demonstrates that the aims and the objectives of the project were met, and the outcomes are outlined below.

Sixty-six participants, almost all male, from five different CALD communities attended workshops facilitated by bilingual educators to encourage reduction or cessation in smoking. A survey related to their smoking was completed at the workshop and a follow-up survey was conducted by phone an average two month after their workshop.

Two-thirds (67%) of the participants had smoked for over 15 years, with 89% of the participants aged over 35. About half (51.5%) smoked 10 or more cigarettes per day and half (48.5%) smoked less than 10 per day. **In the initial survey a greater proportion of the younger groups (up to age 55) expressed interest in stopping or reducing smoking than in the 56+ group.**

Number of cigarettes smoked per day was measured in increments of five cigarettes. **Of the 66 participants, 21, or almost one third, dropped one or more bands in number of cigarettes**

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smoked per day. Six participants dropped two or more bands and 15 dropped one band, of whom two were light smokers (0-5 per day) and gave up completely. Of the 19 who reduced but didn't cease smoking, dropping one or more bands can be considered as a very positive step towards giving up completely.

A further 21 participants said they had reduced 'a little' but there was no band change for the number of cigarettes they smoke daily, indicating responses based on social acceptability or very small within-band changes.

The oldest group (56+) made the greatest changes. All those with significant reductions in the number of cigarettes smoked daily, and one of the two who gave up completely, were from this age group. In this group, 43%, had reduced the number of cigarettes they smoke by one or more bands, compared with 29% of the slightly larger middle group (36-55 years).

Contacting the Multicultural Quitline was associated with good reduction in smoking for 4 of 6 contacts.

Outline the successes and challenges experienced as part of the project. What would you do differently next time?

Successes

- The ECC NSW has managed to **engage with 'hard to reach members in the CALD communities.** 'Hard to reach' are defined as in those community members who do not necessarily receive important government information and services because there is a high language barrier. Often this is the group that are unsure of how to and where to access information and are heavily dependent on their own community communication channels. The ECC NSW was able to reach these 'Hard to reach' members of CALD communities and deliver a very important message on how to manage smoking. Through these workshops and events, the ECCNSW was able to demonstrate the health hazards of smoking and was able to promote the Multicultural Quitline.
- **The ECCNSW bi-lingual educators were trained by our partners from the Smoking Research Unit at the Brain and Mind Centre in the Faculty of Medicine at Sydney Medical School.**
The 2 full day training sessions provided by Professor Renee Bittoun, resulted in the bilingual educators gaining high-quality knowledge and tips to equip them for delivering workshops. One of the benefits of utilising the skills for training of Professor Renee Bittoun (Tobacco Treatment Specialist, Sydney University) is that the ECC NSW was provided with the carbon monoxide testing equipment (2 units) for the duration of the project. The ability to test the carbon monoxide levels of the participants exponentially increased their involvement in achieving the aims of the project.
- **Educating the CALD communities through cultural events and festivals**
As a peak body for all culturally and linguistically diverse (CALD) communities in NSW for more than 40 years, the ECC NSW has developed close connections with many CALD community organisations. Attending cultural events and festivals is one of its ongoing commitments to working with many communities.
Through the festivals and events attended during this project, more than 150 people in different languages were engaged and informed about the project.
- **SBS interview**
Interviews with SBS radio in 5 different languages have been successfully completed. The ECC NSW has a long-standing collaboration with SBS as we have been working together in ensuring the CALD community members are better informed and educated in order to receive the same benefits and resources as the wider community.
Five interview links are currently available in the respective SBS websites where community members and health related professions can access and utilise the information

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- **Animated video**

The animated video has been produced and tailored for the targeted language groups and a version for each language group will be available on ECC NSW's social media network. The ECC NSW has 348 organisational members consisting of ethnic community organisations, NGOs and Multicultural service providers etc. Each organisational member may have hundreds of members within their own organisations.

The animated video will also be distributed to more than 400 contacts through ECC NSW's bi monthly newsletter. Again, each contact will forward the link to their own members and contacts.

Challenges

ECC NSW has been working with many ethnic and community groups. However, it was challenging to recruit 'smokers only' groups.

The bilingual educators therefore needed to recruit groups where a combination of non-smokers and smokers were in the group. Initially not every group was interested in the topic because the majority of the groups comprised of non-smokers. It took time and persuasion to recruit groups who showed interest in the topic.

Some ethnic communities, particularly Vietnamese and Arabic men, were reluctant to attend the workshops. However, their wives were very keen to learn more about smoking and its impact on their husband's health. They wanted to find out more information to help their husbands reduce / quit smoking. Therefore, it was prudent to offer workshops in language to the wives of the smokers.

Armed with the right information and resources they were able to raise their husband's awareness and persuade them into taking responsibility for reducing / quitting smoking.

The Arabic community was reluctant to be photographed during the workshops. Avoiding the camera was seen to be a way for them to save face and not to be ashamed. This was a cultural sensitivity that we honoured and as such most workshops that were facilitated in Arabic, the taking of photos was minimised or omitted.

Future implications: are there plans for continuing the project after the funding period?

After the funding period is ended there will be no new plans for continuing the project simply due to the lack of available funds. The ECC has demonstrated that the success of the project could be continued and expanded with additional funding to a wider audience of CALD smokers.

However, the ECC NSW will continue to work closely with SBS for the interview links to be available on their website and if there are any queries they can refer them to us and we will provide the assistance.


The animated video in 5 different languages will also be available on ECC's social media network and will be distributed to bi-monthly newsletter to more than 400 organisational contacts.

The implementation of this project has a wider reach than the actual participants who have attended the workshops. It is expected that the "flow on" effect into the broader community will result in a greater awareness of the health impacts of smoking and an increased responsibility for individuals to quit or reduce smoking.

We expect the participants to become active advocates within their own communities. Hence, a broader group of people will be reached. It will result in a greater awareness of the health impacts of smoking.

COLLABORATIONS	
<i>Have any collaborations been initiated/strengthened as a result of this project?</i>	
Name of Collaborators	Nature of Collaboration
Kafarhilda Charity Association	Educated Arabic men in the community about the health impacts of smoking and promoted Quitline.
Korean Heath Assist (KHA)	Worked with health professions (specialists, GPs, nurses etc.) to educate the Korean community about the health impacts of smoking and promoted Quitline.
Advance Diversity Services	Educated Chinese community about the health impacts of smoking and promoted Quitline.
The Smoking Research Unit at the Brain and Mind Centre in the Faculty of Medicine at Sydney Medical School(SMS)	Provided 2 full day training and collaborated to produce a workshop outline.
SBS radio (language)	Collaborated in promoting the program and delivering messages to the targeted communities.
Inner West Council	Collaborated in running a stall to targeted communities at Health & Wellbeing Expo.
Sudanese Community Association of Australia Inc.	Educated Sudanese in the community about the health impacts of smoking and promoted Quitline.
FINAL BUDGET	
Item	Amount spent
Trainer	\$12,200
Wages & Salaries (project coordinator / bi-lingual educators)	\$29,184
Workers' compensation	\$139.26
Catering	\$517.51
Audit fees	\$44.58
Computer, support & software, Internet	\$311.64
Insurance	\$233.33
Maintenance	\$735.08
Postage, courier	\$25.96
Printing / rental photocopy	\$349.56
Telephone/Fax/Internet	\$134.10
Project management	\$795.45
External evaluator	\$3,000
Animated video production	\$3,000
TOTAL EXPENSE	\$50,670
ANY OTHER COMMENTS	
<p>As a consequence of this project the ECCNSW now has a team of bilingual educators trained in how to communicate the reduced smoking messages to their communities and introduce Quitline to these members of CALD communities. With additional funding this successful project could be extended using their skills and knowledge to reach a greater number of the CALD community members. The additional funding could also be used to promote the videos and other resources produced during this project to community and health community organisations.</p>	

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APPROVAL AND SIGN OFF	
Project Lead:	
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