



March 2009

## A Message from Quit Victoria

Welcome to the first issue of Helping Hands for 2009. I hope you all had a restful and enjoyable break with your family and friends.

Helping Hands is a quarterly newsletter aiming to provide you with information about projects and services, as well as information on Quit's latest campaigns and research involving CALD (Cultural and Linguistically Diverse) communities.

Helping Hands is here to help you to help your clients and/or the members of your community by raising awareness of smoking issues and encouraging smokers to quit.

In this edition, you will read about our projects for 2009, Quit's latest media campaign and new resources. You will also read an article on Smoking and Cervical Cancer and hear from one of our bilingual educators: Dajana Sprajcer- Simeunovich .

Smoking is prevalent in many migrant and refugee communities in Victoria and Quit Victoria has implemented a number of strategies to reach these communities.

You can get involved in helping us to fight the tobacco epidemic and raise awareness of the health effects of smoking within CALD communities.

To find more about the Multicultural Project or if you wish to discuss any article in this newsletter, please contact me on 9635 5502 or email me:

[Veronica.Ramos@cancervic.org.au](mailto:Veronica.Ramos@cancervic.org.au)

With regards

*Verónica Ramos*  
*Multicultural Project Coordinator*  
*Quit Victoria*



## The Multicultural Project

The Multicultural Project has another very busy year ahead. We have lots of activities planned to target a range of communities from CALD backgrounds.

**In 2009 we will continue to provide:**

### Scholarships

Scholarships are available for bilingual health and welfare workers to train as Quit Educators.

The two-day training course prepares workers to offer one-to-one support or to run Quit group programs for smokers who want to quit. After the training, some participants go on to work with the Multicultural Project to promote Quit messages within their communities and some use their skills within their own workplaces.

You can find a [scholarship application form](#) at Quit Victoria's website.

### Free education sessions

Sessions about smoking and quitting are offered for adults learning English and for overseas-trained health workers preparing for the Occupational English Test.

Also we offer free education sessions for community groups and organisations run by bilingual educators.

[Booking forms](#) can be found at Quit's website.

### Community support grants

Grants are offered to ethnic community organisations to disseminate information about the health effects of smoking. More than 30 applications were received this year. Quit bi-lingual staff will be involved in a range of projects and activities working in collaboration with migrant and refugees groups.

### Education resources

Available in 21 languages. To order copies of our resources, please fill in Quit's [resource order form](#).

For online multilingual resources please visit: [www.quit.org.au/multicultural](http://www.quit.org.au/multicultural) and [www.quitbecauseyoucan.org.au](http://www.quitbecauseyoucan.org.au).

### Quitline

Quitline 13 7848 with the use of the Interpreter service. If you work with CALD communities and want to refer a client to Quitline, please use the Multicultural Fax referral at the end of this newsletter.



## Current and Upcoming Campaigns

### National Smoking & Pregnancy Project

Research shows around a quarter of women who are pregnant or breastfeeding are smokers.

Smoking when pregnant decreases the amount of oxygen available to the growing baby, and the nicotine in cigarettes increases the mother's and the baby's heart rate. Smoking also reduces the flow of blood through the umbilical chord. If a woman smokes when she is pregnant and after her baby is born, her baby has an increased risk of Sudden Infant Death Syndrome (SIDS), and complications during birth.

Passive smoking is a real and significant threat to a baby's health, and the poisons in cigarettes inhaled by a mother are passed on to the baby through breast milk and through secondhand smoke.

As part of the National Smoking and Pregnancy Project (Commonwealth funded), Quit is currently working with public birthing centres to support and accommodate a primary health care approach to smoking and pregnancy. This project aims to enhance, extend and implement Quit's midwifery training and resources in the selected hospitals' settings to encourage smoking cessation interventions.

### Zita campaign is back on air

The campaign, which first aired in April/May 2008 features Zita Roberts, a 37 year old mother of three children who is in the final stages of dying from lung cancer caused by smoking. In the advertisements, Zita talks directly to camera describing her feelings and emotions about being diagnosed with lung cancer, her family and what the future holds for those she will leave behind.

Her powerful and emotional story highlights the impact smoking can have on not only the smoker but their loved ones as well, with most of Zita's discussion surrounding her three children, Alicia, Mika and Jed, husband Chris and her parents.

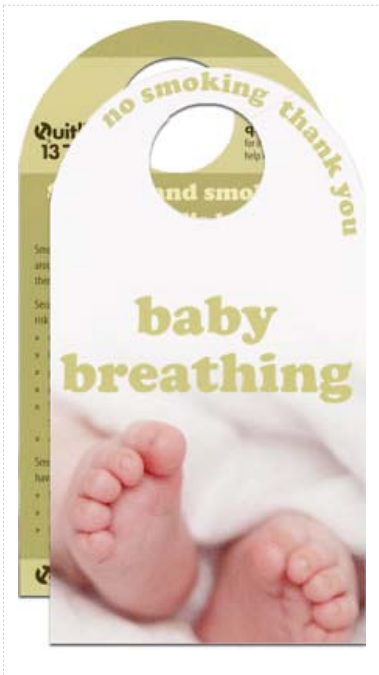
The campaign will air on metro and regional Victorian free to air television until March 28, with the ads 'Tears apart a family' and 'If I could stop one person' rotating on a weekly basis.

[View the advertisements](#) at Quit's website.

### New 5-year plan to tackle the tobacco crisis in Victoria

The plan, announced in December last year by the Victorian Government, includes:

- A complete ban on **point of sale displays** in stores, from Jan 2011.





- A ban on **smoking in cars** with children <18 yrs, from Jan 2010
- A ban on **smoking in all school grounds** from 1 Jul 2009
- A ban **on sales of cigarettes from temporary outlets** (eg: Caulfield Cup, Big Day Out)
- Ministerial power to **ban tobacco products** that appeal to young people (eg Fruit Flavoured cigarettes)

The plan is part of an effort to reduce smoking in the adult population by 20 per cent, from 17.3 per cent to 13.8 per cent over the next five years.

For more information please visit <http://www.health.vic.gov.au/tobaccoreforms/>

## Women who smoke are 60% more likely to develop cervical cancer than non-smokers

### What causes cervical cancer?

Cervical cancer is almost always caused by the human papilloma virus (HPV), a virus spread through genital skin-to-skin contact during sexual activity. HPV is very common and is considered a normal part of being sexually active.

### Why are smokers at an increased risk?

HPV must be present in the cervix to increase a smoker's risk, which is highly probable considering HPV affects four out of every five women at some stage in their life.

Smokers are at an increased risk because smoking may potentially increase the risk of long-term infection with HPV. HPV causes cervical cell abnormalities and if left untreated can develop into cervical cancer.

Cancer causing chemicals from tobacco smoke have been found in the cervical mucus of smokers. These damage the DNA in the cervical cells of a smoker, and cancer appears to develop at a faster rate than in non-smokers.

For most women, the virus clears naturally from the body in one to two years; however, the risk of this not happening is considerably higher in women who smoke.

### What happens if a smoker quits?

The risk of cervical cancer increases according to the number of cigarettes smoked and the younger the woman was when she began to smoke. So the sooner women quit, the better.

Women who want to quit can ring the Quitline on 13 78 48. Women who have questions about cervical cancer, Pap tests or HPV can visit [www.papscreen.org.au](http://www.papscreen.org.au) or ring the Cancer Council Helpline on 13 11 20.



## Our Bilingual Staff

Quit's Bilingual Educators work with Quit to present information on a range of tobacco control topics. They conduct information sessions to community groups and conduct interviews on ethnic media.

Currently 27 Bilingual Educators work for Quit Victoria covering 20 languages.

### Greetings from Dajana Sprajcer-Simeunovic

My name is Dajana Sprajcer-Simeunovic. I have been working with the Cancer Council Victoria as a Bilingual Health Educator since 2001 and in the last couple of years I have been presenting Quit sessions to the Serbian community.

Last year I took part in organizing Quit forum in cooperation with Serbian Social Services and Support. The forum has proved to be a fantastic success and has attracted about 80 members of Serbian smoking community. The feedback was very positive and many commented: "Thank you for coming today and teaching us important facts about smoking and quitting smoking".

I enjoy my job as presenter and feel privileged to be able to share important facts and newest research on negative effects on smoking with my community. If I am able to make only one person to start thinking about quitting then I feel fulfilled.

In my role as Quit Educator I am often approached with smokers asking for advice on quitting. I am currently studying Post Graduate Diploma in Counselling at Latrobe University which helps me support smokers on their quitting journey.

I am looking forward to another year of educating Serbian community and spreading the knowledge on harmful effects of smoking.

## From around the world

### African country to introduce health warnings on cigarette packs

Mauritius will be the first country in Africa to introduce health warnings on cigarette packaging. As of June 2009 cigarette packs in Mauritius will feature graphic warning images. The health warnings on packages will cover up to 65 per cent of the packaging, which is the largest warning in any country so far. The warnings fall under Article 11 of the Framework Convention on Tobacco Control (FCTC).

This is positive step towards tobacco control in Mauritius. To read more about the impact of health warnings on cigarette packs please visit the [FCTC](#) website.



Information session in Serbian conducted by Dajana Sprajcer – Simeunovic. Published by Serbian Newspaper Vesti



Mauritius, first country in Africa to introduce health warnings

## Celebrating Diversity Week

This year in Victoria, we will be celebrating Cultural Diversity Week from the 15th to the 21<sup>st</sup> March. This week provides an opportunity for all Victorians to celebrate our cultural, linguistic and religious diversity.

During this week we also celebrate the United Nations Day for Elimination of Racism or commonly known as Harmony Day which affirms the right for people to live without fear of racial and religious discrimination.

I encourage you to organise an activity in your own workplace to acknowledge this diversity as one of our greatest strengths.

***For more information about Cultural Diversity Week and events happening in Victoria you can visit:***

***<http://www.culturaldiversity.vic.gov.au>***



# Multicultural Referral Fax Sheet

To: Quitline (Victoria) Fax Number 03 9635 5520 Date .....

Referred by: Name .....

Organisation .....

Phone number ..... Fax number .....

If sending more than one Referral Fax Sheet at a time please indicate how many: .....

**Privacy warning** — The information in this fax is confidential and only intended for the Quitline. If you have received this fax in error please resend to 03 9635 5520. You must not copy, distribute, take any action on, or disclose any details of the information in this fax to any other person or organisation.

Caller's details: Name .....

Gender:  Male  Female

**I have agreed to receive a call from the Quitline**

.....  
Caller's signature

.....  
Date

Interpreter required:  No  Yes (Language:.....)

When to call: Please call me on: Day ..... Date .....

Best time to call:  AM (9am-1)  PM (1-5pm)  EVE (5-8pm)  
*(weekdays only)*

Phone number: Home ..... Work .....

Mobile .....

Messages from Quit may be left:  OK to leave messages  Do NOT leave messages  
*(please tick box)*

Comments: (e.g. special issues, concerns)

.....  
.....  
.....  
.....  
.....

The Quit and Quitline logos are registered trademarks of The Cancer Council Victoria 9/08

**Please note** — The interaction of chemicals in cigarettes and some medications (eg. Insulin, some antidepressants/antipsychotics) and the interplay between the chemicals and some symptoms can mean some smokers need monitoring of drug levels and symptoms by the prescribing doctor through the quitting process.



For use by Quitline staff:

A call has been organised for  AM  PM  EVE Date.....