Arabic Speaking Communities Tobacco Control Project

Cumberland LGA

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Target Audience

• Interlocking initiatives that raise **community awareness** and acceptance of Tobacco Control Initiatives through (e.g. public engagement, social media, engagement of **community leaders**, community events)

• Higher smoking rates found among **male refugees from Arabic backgrounds**, to explore smoking behaviours amongst males and develop tailored community education and support programs that better engage this cohort

• Deliver a suite of education programs that **empower women** to control their exposure

• Create locally tailored interventions by delivering community information sessions about the harm of tobacco and ETS in diverse settings (schools, mosques, events women’s groups)

• Building and training on Arabic tobacco control programs **front line Staff** and **organisational** capacity

• Promote the use of Arabic or Multilingual Quitline and/or iCanQuit website or integrate a referral pathway. There is an opportunity to engaging leaders in religious settings and to improve perceptions of telephone support services

• Collaborate with **Arabic speaking general practitioners** in Cumberland LGA, to further inform them of emerging Arabic communities and there issues and provide a broader scope for tobacco control among their patients.

• Engaging with **Youth** in a café conversation style program to raise awareness about the harms of water pipe smoking and connect them with services that aim to improve their overall health and wellbeing.

• GP and Pharmacists capacity building through consolation
Why this Project?

• Smoking is the largest preventable cause of death globally

• Smoking kills over 15,500 people annually and continues to contribute to years of debilitating illnesses and substantial costs to the public healthcare system.

• Among the Arabic-speaking population in NSW, smoking rates are much higher with **41.7% of males** and **29.2% of females** smoking, compared to 18.1% of males and 13.5% of females in the rest of the NSW population.

• Up to two-thirds of deaths of current smokers can be attributed to smoking
Strategies for project Delivery

• Community Education Programs
• GP and Pharmacists consultation trainings
• Frontline Staff training / organisations
• School Engagement program / Youth
• Café Conversations Workshops
• Community Education forums, workshops and expos
• Expo and forums
• Research
Outcomes Achieved

• 23 workshops were delivered across Cumberland LGA. Workshops were delivered to organizations, community groups, cultural and religious groups.

• Café Conversation workshop – 8-week program where 8 workshops were delivered in a café style. Attendance ranged from 5-12 participants each week.

• School Workshop / Youth – Over 250 High School Students were reached and educated on the harms of cigarettes and water pipe smoking.

• 44 GP’s were consulted and briefed

• 64 Pharmacists briefed

• 5 information brochures were developed in English and Arabic

• Over 35 frontline staff workers were trained from various organizations and disciplines.

• x 2 health information workshops were delivered to pregnant women who smoke or smoked during their pregnancy.

• Initiated and or partnered in over 7 expos and forums

• Other events x2 “Eid” festival events to raise awareness, x1 pop-up information stall at Westmead hospital, x3 shopping center pop up stalls
Sustainability

• Long term planning
• Long term vision
• Integrate sustainability in all your projects from the beginning – developing partnerships and relations with relevant stakeholders for project development.
• Communication and Outreach
• Involve key stakeholders:
• Diversifying funding sources
• Create inventory of resources
• Explore new opportunities
• Boost existing relations
• Volunteer engagement
• Community involvement