

Arabic Speaking Communities Tobacco Control Project

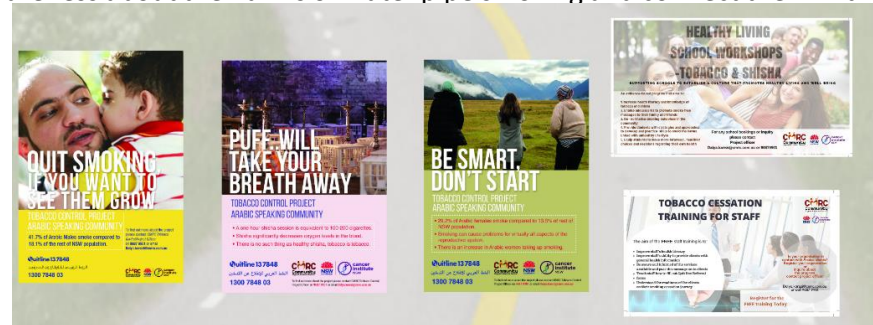
Cumberland LGA

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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