

Cancer Institute NSW's contribution to prevention

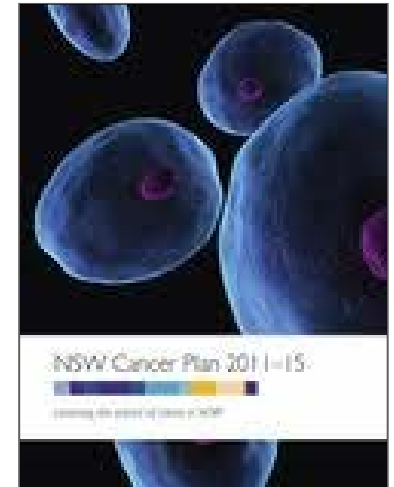
**Claudine Lyons, Manager
Cancer Prevention (Acting)**

October 2014



Cancer Institute NSW

- Australia's first state-based cancer control agency (est. 2003)
- Our Objectives are:
 - Reduce the incidence of cancer in the community
 - Increase the survival rate for cancer patients
 - Improve the quality of life of cancer patients and their carers
 - Provide a source of expertise on cancer control for the government, health service providers, medical researchers and the general community



Screening and Prevention Division

1. Tobacco control (including the Lung Cancer Program)
2. Skin cancer prevention
3. Breast Screen NSW
4. Cervical Screening
5. Bowel Screening

UWS Partnership – Chair of Prevention

Overview

- \$2.5M 5 year partnership with UWS
- Purpose of the Chair:
Lead and strengthen research and information into cancer prevention & screening in NSW
- Key activities:
 - Provide scientific oversight and research direction to the strategic research efforts of CINSW with regard to prevention and screening
 - Build capacity within the Division
- Recruitment process almost complete

Cancer Institute NSW Tobacco Control Program

Public education campaigns

Support services to smokers

Policy advice

Special projects with priority populations

Research, monitoring and evaluation

Push style

Partners

Pull style

NSW Quitline

iCanQuit website

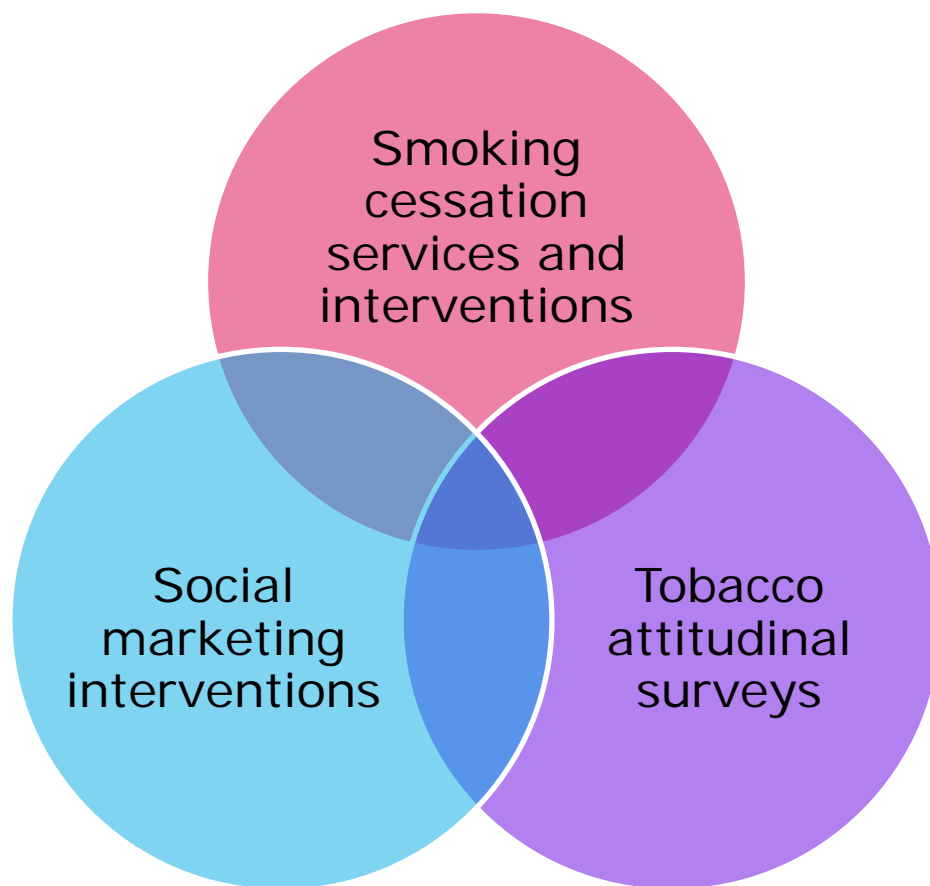
To the Ministry of Health and pillars

Evidence to practice grants

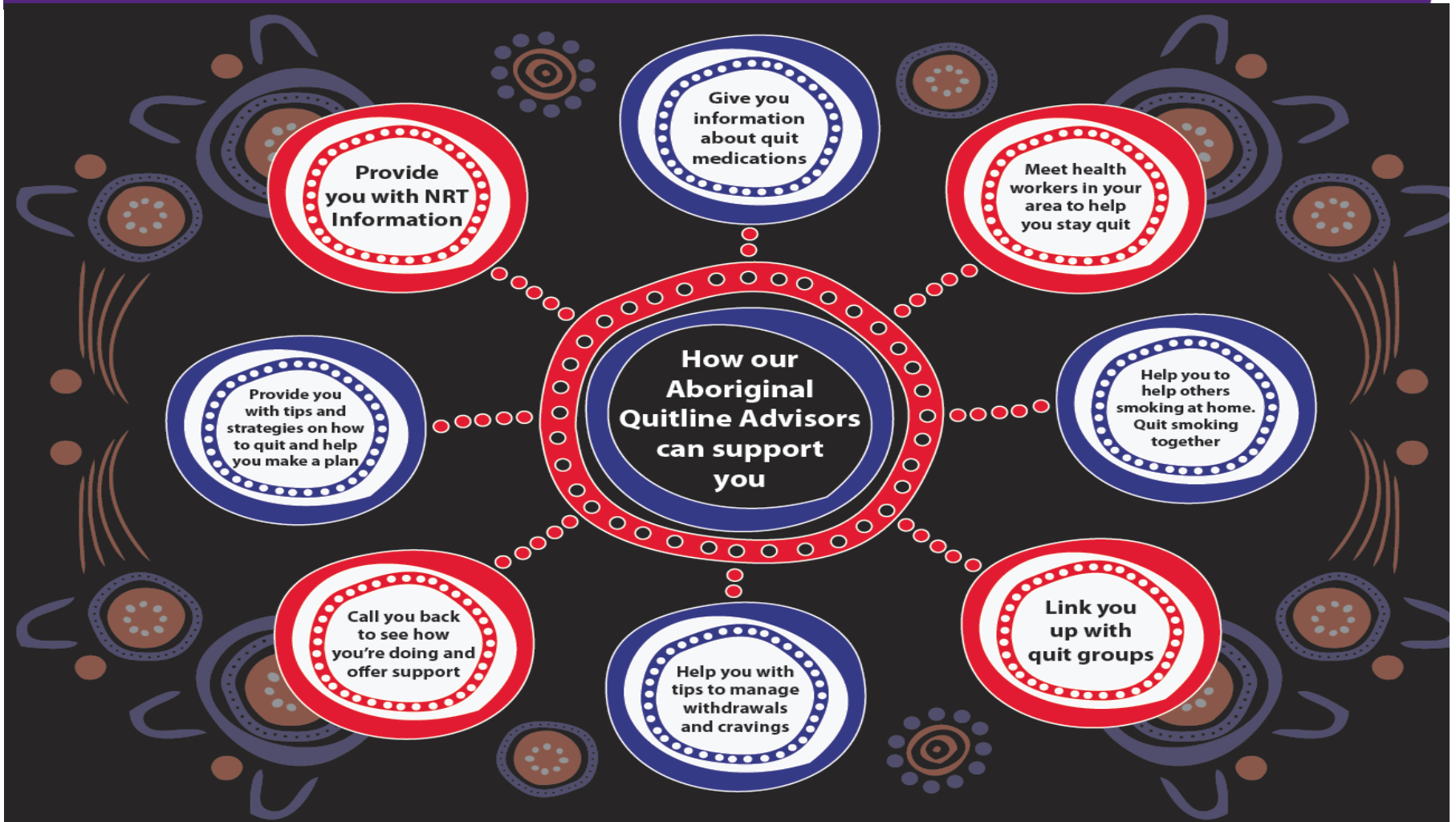
Service delivery & targeted campaigns

Campaign and service research, Smoking attitudinal surveys

Tobacco research domains



Smoking Cessation: Aboriginal Quitline



Smoking cessation: www.icanquit.com.au

an online service of the cancer institute NSW www.cancerinstitute.org.au

iCanQuit™

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Join My Journey. It's free! Start enjoying the benefits.

- Better health.** The health benefits start from the day you quit. Track your progress and stay motivated.
- Save money.** You'll see just how much money you actually save when you quit smoking. Set a goal and reward yourself.
- Share your experiences.** Join a community of quitters. Share your quit smoking story or be inspired by others.

[Join now](#) [Sign in](#)

You can quit smoking and stay quit for good.

Methods to quit

There are many ways to quit smoking. Find out more about them.

Getting started

Are you ready to stop smoking? We can help you.

Staying quit

Staying quit can be a challenge. Find out how to quit smoking for good.

Latest from the iCanQuit Community

Champix day 6
Well I've just finished day 6 of the Champix tabl...
by Warden, 5/05/2014

Slipped up big time. Trying again.
Hi all, so here I go again. Armed with Ben and Je...
by Lise, 5/05/2014

Struggling
Im totally struggling.. i go for 4 days th...
by FSyd71, 5/05/2014

I want to be there for my son!
After the birth of my son Trey on 5/4/2012 i foun...
by brittyskye93, 5/05/2014

Changing the mindset
Never pay any mind to folk complaining about...
by Fluffy, 6/08/2012

[Read more stories](#)

[Information in other languages](#)

Find out how much you could save

How much does a pack cost? \$

How many cigarettes in pack?

How many cigarettes on average do you smoke a day?

[Find out my savings](#)

Tip of the day

There are now a number of different ways you can use nicotine replacement therapy. Take a look in the methods to quit section

[View other videos](#)

[More tips](#) | [Submit your tip](#)

We acknowledge the traditional custodians of the lands on which we work and live, and pay our respect to Elders past, present and future.

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Smoking cessation research

Future/planned initiatives:

- Survey of oncology professionals about their beliefs and practices regarding recording smoking status, and providing cessation advice and support.
- Evaluation of the Aboriginal Quitline – qualitative research with clients and health professionals
- Development of a longer term research agenda for the Quitline service and icanquit website
- *An evaluation of the NSW Quitline is currently being finalised for public dissemination*

Tobacco attitudinal surveys

DATA SOURCE	PRIMARY PURPOSE	TYPE OF DATA	SAMPLE	AVAILABLE DATA
Cancer Institute NSW Tobacco Tracking Survey (CITTS)	Evaluate Tobacco Program activities and other Tobacco Control policies. Monitor key smoking related outcomes	Serial cross-sectional data; weekly telephone surveys (inc. mobile phones from 2013)	Adult smokers and recent quitters (n=40/week)	2005-2014 ongoing
NSW Smoking and Health Survey (SHS) in partnership with the Ministry of Health	Monitor beliefs, attitudes and behaviours regarding smoking and tobacco control policies, particularly support for policies	Cross-sectional population surveys, telephone surveys (inc. mobiles from 2013)	Adult smokers, recent quitters, and non-smokers (approx. n=1600 per year)	2005, 2006, 2007, 2009, 2011, 2013 - ongoing
Tobacco Promotion Impact Study (TPI)	Monitor youth exposure to tobacco promotion and smoking-related beliefs, attitudes and behaviours	Cross-sectional, telephone surveys (inc. mobiles from 2013) conducted in June for four years	Youth (12-24 years old) in NSW and QLD (n=2000 per year)	2010, 2011, 2012, 2013
Aboriginal Smoking and Health Survey (ASH)	Examine smoking-related beliefs, attitudes and behaviours, as well as responses to anti-smoking advertising, among Aboriginal smokers and non-smokers	Telephone survey conducted in 2012 with Aboriginal people in NSW, recruited from AMs. Follow-up survey conducted in 2013.	Aboriginal smokers and non-smokers aged 16+, (n=461 in 2012, n=244 re-contacted in 2013)	2012, 2013

Social marketing interventions



YOU COULD SAVE

How much does your pack cost?

\$34.90

How many cigarettes in your pack?

50

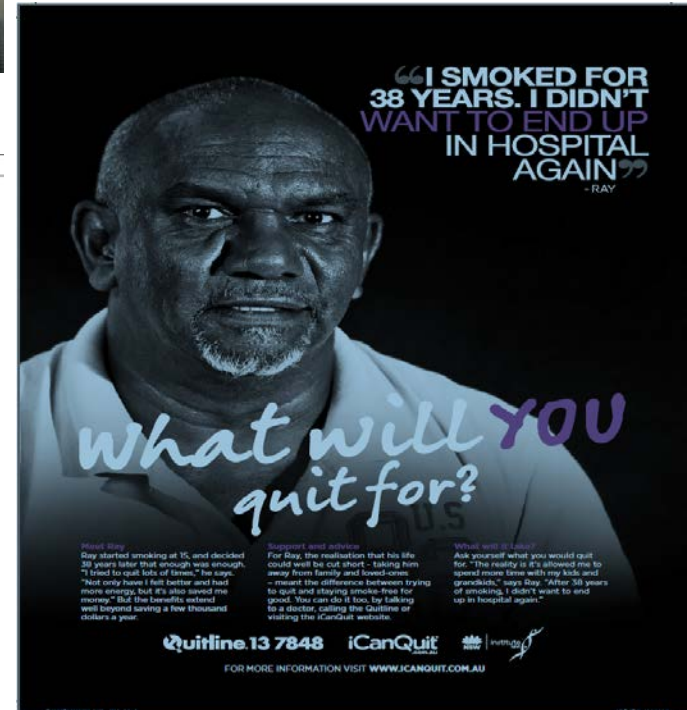
How many cigarettes do you smoke a day?

8

CALCULATE YOUR SAVINGS

START YOUR

ADD REMINDER



Remember, you don't need to quit on your own, there is help available:

- Talk to your health centre to get the Nicotine Replacement Therapy (NRT), available free to Aboriginal and Torres Strait Islanders.
- Call the Quitline to get advice from someone who is there to help you quit.



Social marketing interventions

Continuous activity with an annual tobacco campaign program including:

- Formative research to develop campaigns
- Creative Concept testing
- Campaign evaluation
- Research into effectiveness of campaign methods
- Cost benefit analysis

Future funded research initiative

- The Cancer Institute NSW is funding a social marketing intervention and evaluation with ACON
- Development of an anti-smoking campaign for lesbian, bisexual and queer women
- Project in development now, expected final reports end 2015



Any questions?

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