

Abstract Form

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Title of abstract: Creative competition as a tool for community engagement in a health promotion project with a multicultural community

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Background:

Smoking rates among the Vietnamese speaking community in NSW are high. Fairfield Local Government Area (LGA) is home to 39.4% of the 102,896 Vietnamese speaking residents of NSW. A tailored tobacco control campaign for the Vietnamese-speaking community in Fairfield LGA has been developed.

The Quit & Fit - Vietnamese Tobacco Project is a multi-strategic tobacco project working with the Vietnamese community, service providers, and Fairfield City Council to improve awareness on the issue of smoking, awareness/ provision /utilisation of cessation services.

Aims:

To increase community awareness on the issue of smoking and to develop culturally appropriate materials to be utilised in health promotion activities, an anti-smoking poster competition was organised.

Method:

An information session was conducted at each of the three Vietnamese weekend language schools outlining the dangers of smoking, benefits of quitting, availability and effectiveness of cessation support. The sessions promoted a poster competition that would be held and the rules for entering.

The posters were judged on their creativity, and ability to communicate a clear and positive message about being smoke-free with 0=Low/poor, 1=Good, 2=Very good, 3=Outstanding.

First, second and third award-winning posters were selected for Primary and High School section. The judging panel included five Health Promotion staff, a Fairfield City Council staff member, a representative of the Federation of Vietnamese Language Schools and a community member.

A shortlist of entries were displayed over four weeks at six Council venues across Fairfield and the Fairfield City Council website. Community members were invited to vote for the People's Choice Award (PCA).

Results:

One-hundred and forty students attended the information sessions, 42 entered the competition. Six award winners were recognised at an annual presentation day of the Federation, attended by over 500 community members.

Fifteen shortlisted posters were displayed for the PCA. Two PCA winners were recognised by Fairfield City Council Mayor at a Council meeting.

The winning posters will be used for developing streetscapes and a video clip to be displayed in high traffic areas in Fairfield, encouraging people to be smoke-free.

Interim data from a population survey suggest that the competition appears to have been recalled by members of the Vietnamese community in Fairfield.

Implications that impact on your project:

The competition appears to have generated interest and discussion among the local community. Community-driven health promotion material enhances the value of health promotion resources. These materials, produced by the younger generation have an artistic, fun vibe which all ages can engage with.