



PUYU WANTIKATINHI
LEAVE THE SMOKES ALONE

Tackling Indigenous Smoking Program

Bega Garbiringu Health Services

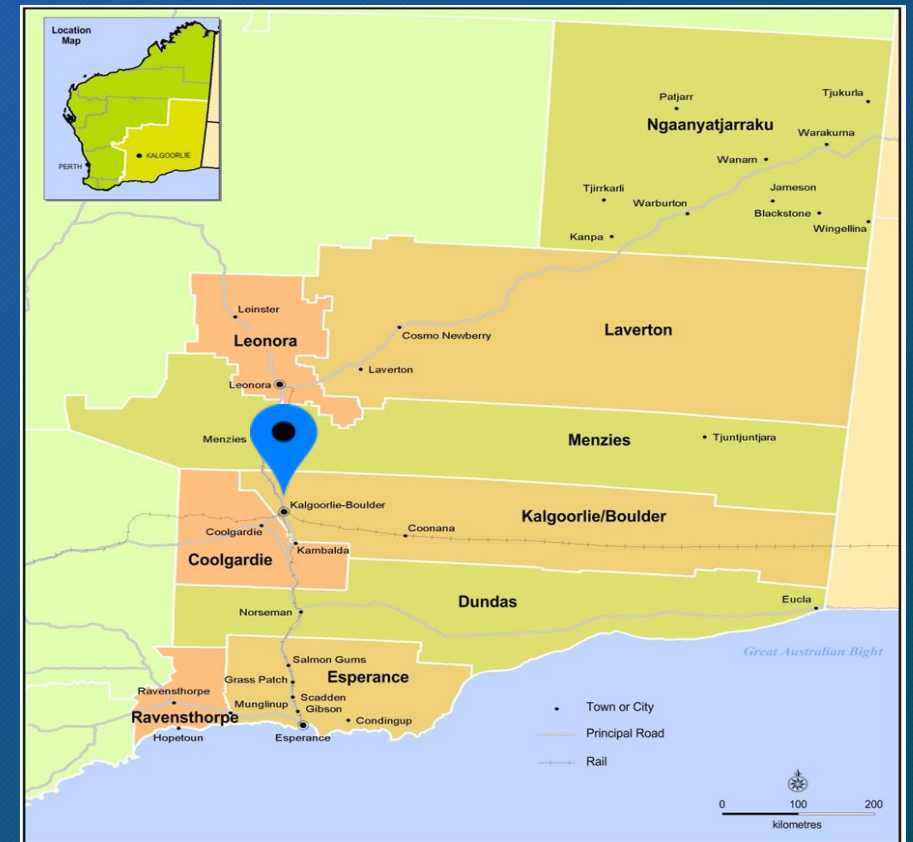
Presenter: Sachin Khera

Acknowledgement

“I would like to acknowledge the Traditional Owners of the land, the Noongar/Whadjuk people. I would also like to pay my respect to the Elders past and present and offer my acknowledgement and respect to other Aboriginal and Torres Strait Islanders who are present”.

Bega Garnbirringu Health Services

- Aboriginal community controlled health service (ACCHO), established in 1983.
- “Bega Garnbirringu” means “sickness gets better”.
- Comprised of clinical services, health programs, social support services and registered training centre.
- More than 100 staff serving around 8500 clients every year.



Source: Regional Development Australia

“Kalgoorlie – Make a Change” hip hop project

Aim:

To engage community members to learn more about smoking cessation and thus create a range of resources that can be utilised as a regional TIS campaign.

Key objectives:

1. Engage the community to create resources that can assist in smoking reduction (NI1)
2. Create and strengthen partnerships (NI2)

Why hip hop?

1. Suitability to all age groups
2. Can be modified into TV ads, radio ads and print resources
3. Engage and educate participants on smoking cessation during workshop
4. Community members can take the pride and ownership of the video, thus spread the message.
5. Convey positive messages linked with smoking cessation.

Recruitment of participants

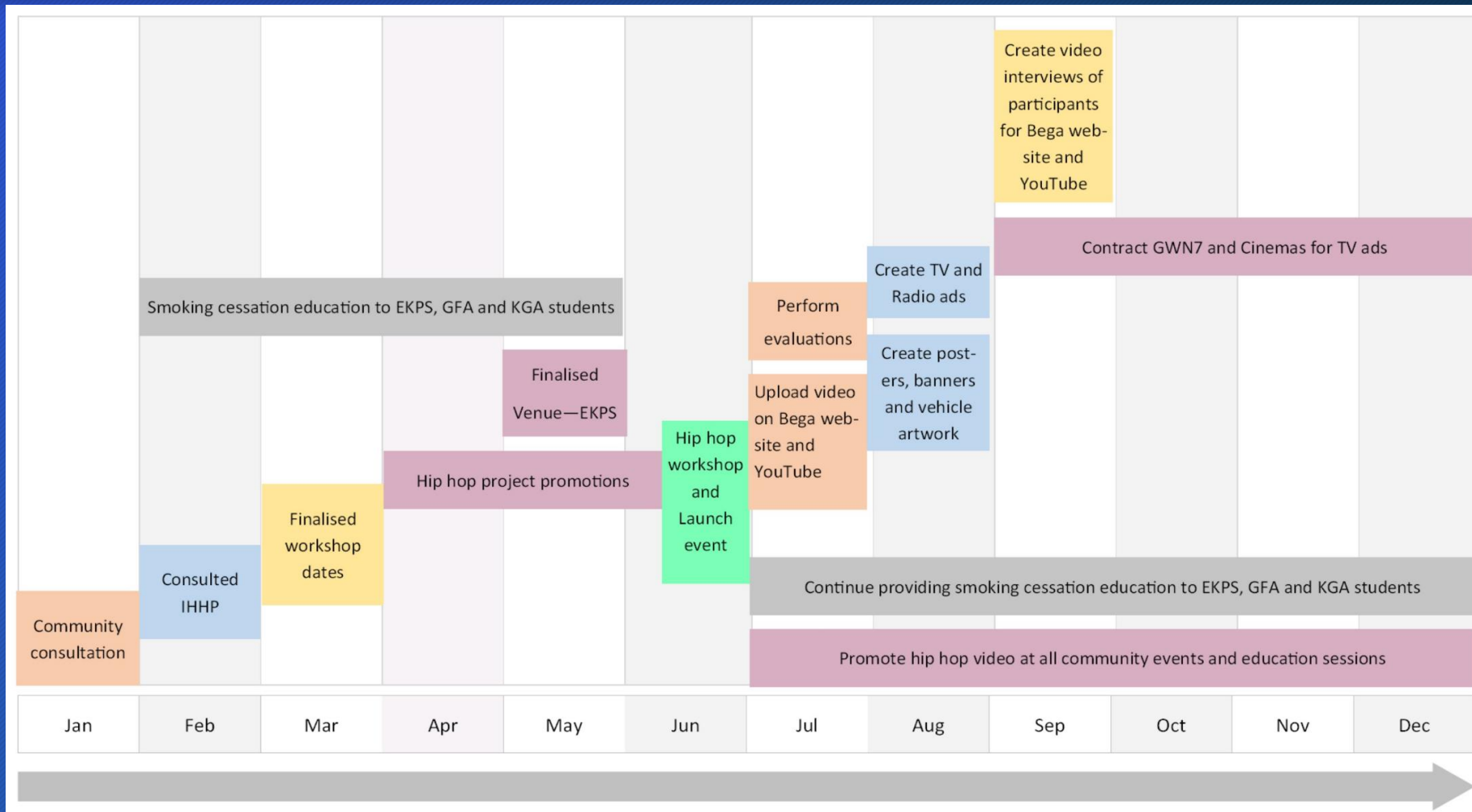
Participants should:

- Be non-smoker
- Hold good reputation in the community

Participants recruited from:

- East Kalgoorlie Primary School
- Kalgoorlie Girls Academy
- Goldfields Football Academy
- Community members
- Tobacco action team
- Bega staff

Project timeline



Promotions



Song spins quit-smoking message

Zach Reiph

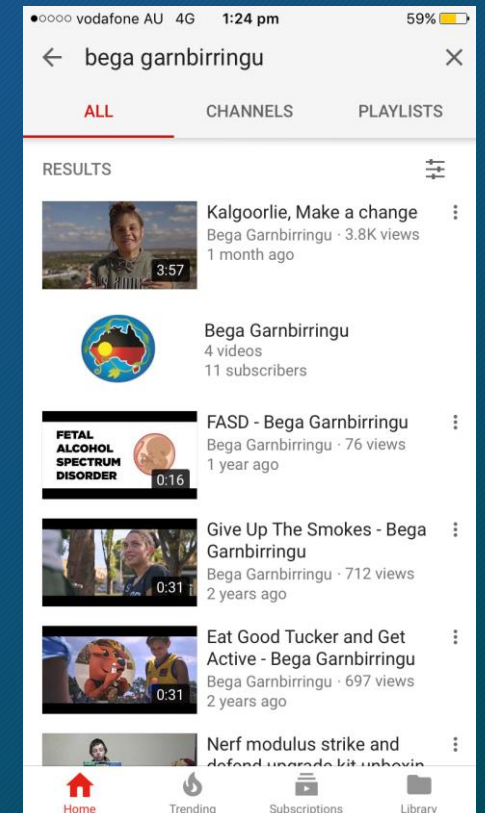
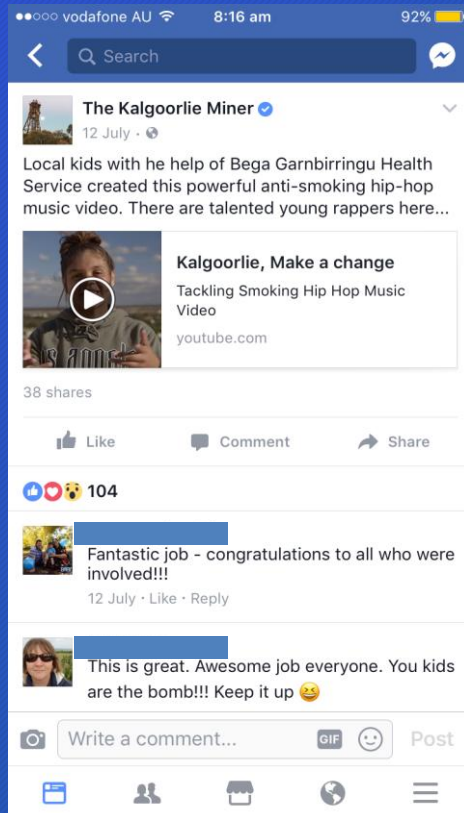
Tuesday, 20 June 2017 9:32AM



Indigenous Hip Hop Projects instructor Ezekial Thompson with East Kalgoorlie Primary School students Bradley Ashwin and Deslee Foley, both 10, and Kalgoorlie Girls' Academy's Rosina Thomas, 14.
Picture: Mary Meagher / Kalgoorlie Miner



Social media



Evaluation

The IHHP crew learnt more about the TIS program; cigarette poisons; health effects of smoking and second-hand smoking.

Participants already knew about chemicals, health effects and second-hand smoking.

Participants wrote key words about smoking during the song writing workshop, which indicates their knowledge about smoking.

During GWN7 interviews, participants reported that they will never smoke and pass on the message to their family and friends

Fourteen participants reported that they totally enjoyed and loved being part of the hip hop project. They remembered the chemicals in a cigarette smoke; health effects of smoking; and second-hand smoking. They said that smoking is bad.

Bradley said, "I liked dancing, singing and going places with the group. Smoking kills you. Smoking break up your lungs. Lot of people think that it's our culture and cool to do that, but it's not. Smoking is bad for us, killing our families. Smokers stay away from us and go to Bega if you want to quit".

Evaluation: participants reported

I learn that you don't smoke because it can kill from it.

I see my face in the mirror.

do Not Smoke;

because you have bad Lung. you can get Cancer in you lung.

You can't stop.

you can get bad. Healthy

I learnt not to smoke cause you will get cancer and mabe die young and you won't live for long by Shelby

not I know about smoking:

don't smoke

you can die from it

you can get cancer

your teeth get rotten

Compliments

Hi Sachin

Thank you so much to you and the team for making me feel so welcome this week in your lovely part of the country. I hope today goes well with the launch.

You guys are doing a fabulous job over there, a great example of 'best practice' J

Speak soon,

Deb

Debbie Reichelt
Project Officer
National Best Practice Unit

Hi Sachin,

Excellent initiative – Bega TIS team have done a great job!

Are you happy if we share the video and materials with the WA Aboriginal Tobacco Control Strategic Leadership Team (big group) and in our social media channels – twitter, Facebook, etc.?

Kind regards,

Dora

Dora Oliva
Executive Director
Australian Council on Smoking & Health

Hi Sachin

Well done with the video clip amazing the best one I have seen to date. It was so damn good it deserves to win an award of some kind.

Happy to discuss further
Regards

David Batty
West Kimberley TIS Coordinator
Broome Regional Aboriginal Medical Service

Hi Sachin

I have been meaning to email you for the last week or so to say thank you for inviting us to the smoke free video launch and to congratulate you and your team on the fantastic job that you all did in putting that video together along with the beautiful young people of Kalgoorlie. Myself and my team who attended thoroughly enjoyed the launch and the video and you are all to be congratulated for the great work that was carried out to get the video done and well done to you all.

Kind Regards,

Awhiora Nia Nia
Executive Manager
Centrecare Incorporated

Congratulations! Awesome work team Kal! Loved the hip hop video and showed my kids, well done all involved keep up the great work...creative and clever work with our people starring is making an enormous impact around the country.

Kindest regards Juli

Professor Juli Coffin | Head of Campus & Director
The University of Notre Dame Australia

Successes and Challenges

Successes

- Positive stories and compliments from community
- Participant engagement
- Strengthened our partnerships with key stakeholders
- Strengthened our relationship with students
- Good teamwork and good project planning
- Compliments from the NBPU and NG Health TIS team who visited us during the project

Challenges

- School attendance
- Absence of social media

What's next?

Promote

At community events and education sessions

Commercials

Create TV and Radio commercials

Videos

Interview videos for YouTube and Bega website

Print media

Posters, banners and brochures





Song recording and filming





Filming





Community launch event

Did we miss anything??



Thank You

Contact details:

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