

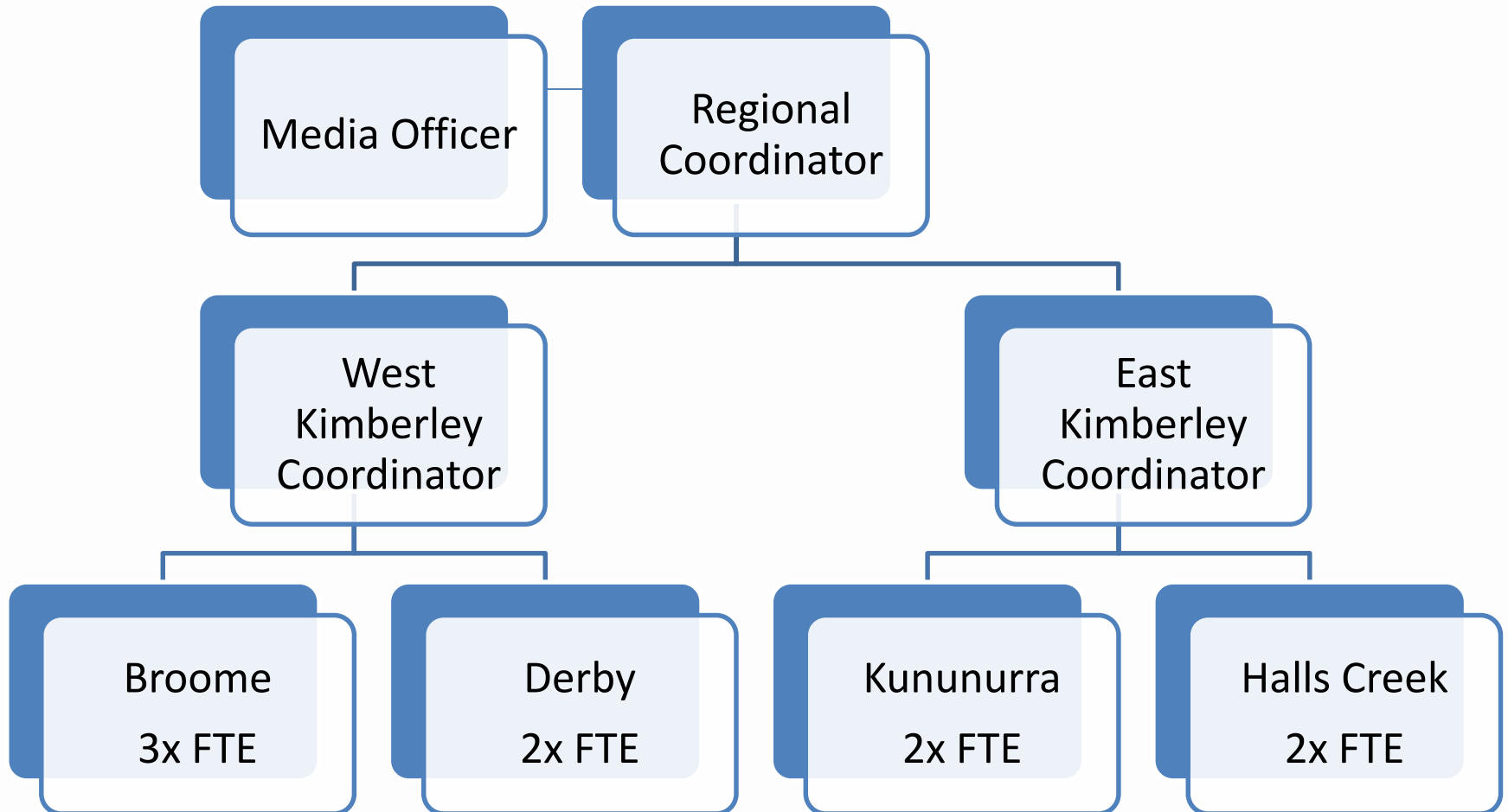
# Kimberley Tackling Indigenous Smoking Program

Brooke Shepherd  
Kimberley Aboriginal Medical Services (KAMS)

**NuFF of the Puff**



# Program structure



# Locations



# Our Team

**TIS Regional Coordinator**  
Brooke Shepherd (centre)



**TIS Media Officer**  
Tui Goodwin (left)



**BRAMS**  
Michel Torres, Pippa Bell and  
David Batty (from left to right)  
Dale Bin Sulaiman (far right)



**YYMS**  
Ooen-shi McDonald (right)



**OVAHS**  
Selina Harper (centre)



**DAHS**  
Glenys Gillespie and Leon Khan  
(from left to right)



# Successes

- Committed staff
- Strong partnerships
- Training and workforce development
- Community driven
- Monitoring and evaluation
- Social media





# Social media

## Facebook

Post Details

Nuff of the Puff added 2 new photos.  
9 June · a

These shirts were received on the 17th of May by OVAHS staff members from the Aboriginal Health Council of Western Australia for quitting smoking and being strong advocates against smoking. They also received a 'I Got Your Back Pack' from the Nuff Of The Puff team to help support them on their journeys. From left to right... See more

217 People Reached

37 Reactions, comments & shares

30 Like 5 On post 25 On share

1 Love 0 On post 1 On share

5 Comments 0 On Post 5 On Shares

1 Shares 0 On Post 1 On Shares

58 Post Clicks

14 Photo views 0 Link clicks 44 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Get more likes, comments and shares  
Boost this post for \$25 to reach up to 9,700 people.

217 people reached

Boost post

Nuff of the Puff, Brenda Shapell, Jen Bradford-Kean and 2 others

Like Comment Share



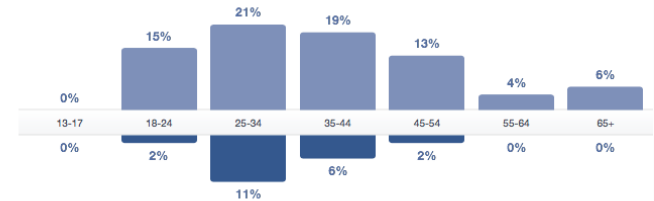
The people who follow your Page

### Women

77%  
Your followers

### Men

21%  
Your followers



# Social media



Instagram

Search

Get the app

Sign up | Log in

Instagram



nuff\_of\_the\_puff

Follow

56 posts

52 followers

73 following

Tackling Indigenous Smoking Tackling indigenous smoking in The Kimberley, Western Australia. [www.nuffofthepuff.com.au](http://www.nuffofthepuff.com.au)



# Challenges

- Remote context
- Long distances
- High staff turnover
- Competing priorities
- Supporting staff who smoke



# East Kimberley

- Strong partnerships
  - NGOs, Government and local businesses
- Community engagement
  - Events, advertising and sponsorship
- Individualised support
  - Clinic, community and home
- Clinician education
  - In-service, BI training, tools and resources

# East Kimberley



**Nuff of the Puff**  
Like This Page · 1 June · Edited ·

## World No Tobacco Day OVAHS 2017

OVAHS celebrated World No Tobacco Day 2017 with a Banner competition. There were 9 entries with all participants walking away with a prize!

### Winners

1. Girls Academy \$500 Voucher
2. St Joseph Catholic School Kununurra \$400 Voucher
3. Clontarf Boys \$300 Voucher
4. St Joseph Wyndham \$200 Voucher
5. 7 Mile Rehab Centre \$100 Voucher
6. Wyndham Workers Camp, Save the Children, Job Pathways Women's Art Centre, Wyndham District High School \$50 Voucher each

# East Kimberley



Brooke Shepherd

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