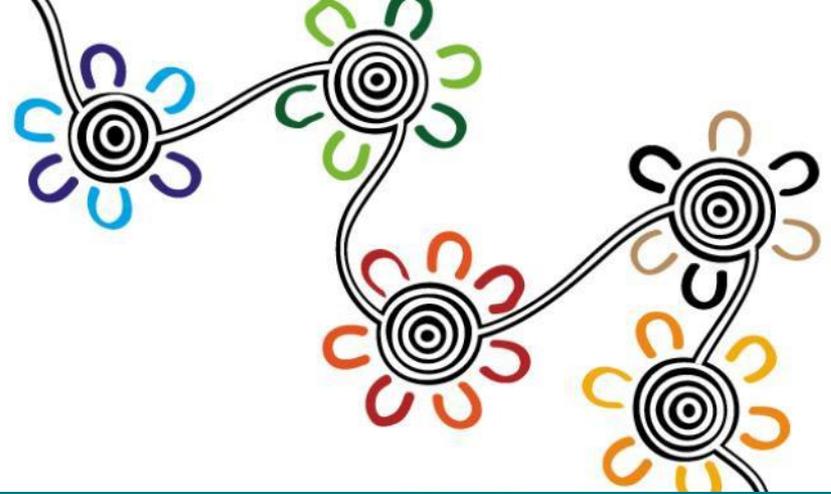


NATIONAL BEST
PRACTICE UNIT

TACKLING INDIGENOUS SMOKING



Measuring Local Change (or generating evidence from our work)



Australian Government

Department of Health



On 10th February 2018, The Age and the Sydney Morning Herald reported:

Lena-Jean Charles-Loffel, who leads a Victorian Aboriginal Health Service anti-smoking initiative, runs sessions every Friday at Yappera Children's Services. They include reading, games and an Aboriginal super hero called Deadly Dan to educate kids on the dangers of smoking.

“It's important to target the younger generation because they are going to be our best smoke-free ambassadors not just because of the choices they can make when they are older but because they are having an influence on the people around them,” Ms Charles-Loffel said.

A recent focus group conducted by her organisation had found families in the local community had gone completely smoke-free because of the influence of their children spreading the word.

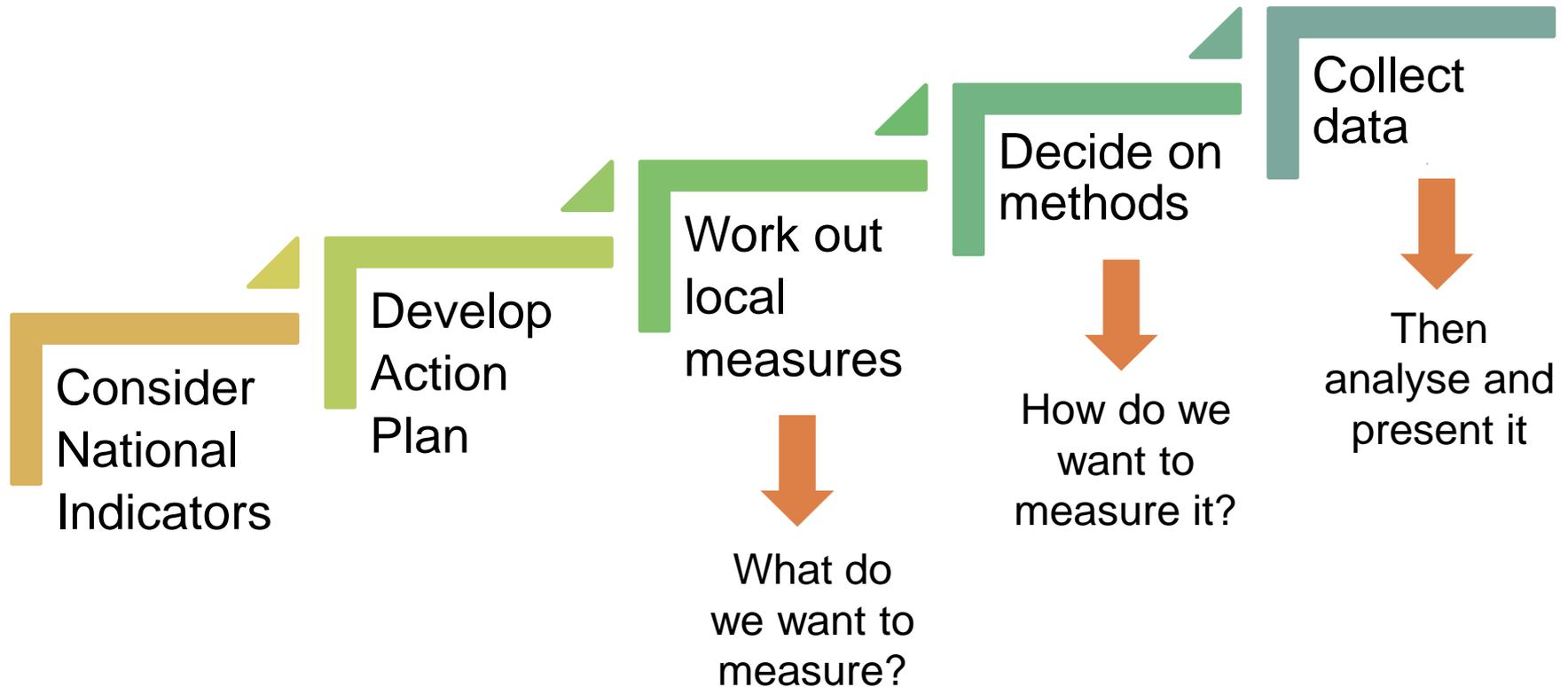
Purpose

To be an interactive session that enables us to practise and learn from each other about:

1. Methods for generating evidence in TIS work
2. What works best
3. How we can apply the methods in our work
4. How we can improve



Steps for measuring change

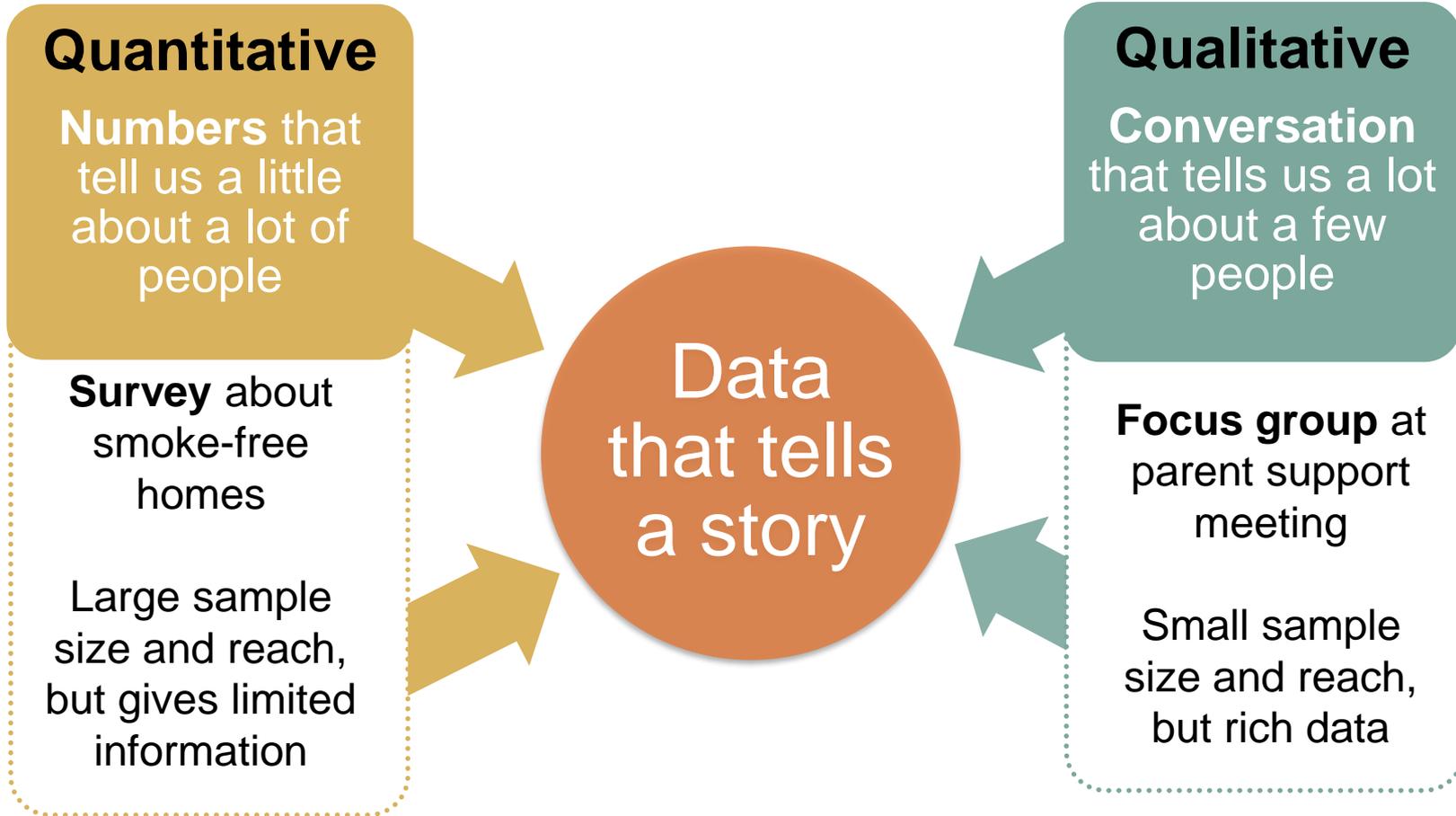


Data collection methods



Method	Remarks
Surveys , including online and social media	Flexible, adaptable but questions need care
Case studies (eg. stories of reducing and quitting)	People-centred, based on relationships
Focus groups (eg. school students or mums and bubs)	In-depth and enables opinions and subtle changes to be picked up
Interviews (eg. council workers, AHWs, school principals)	Enables a community focus

Choosing and combining methods



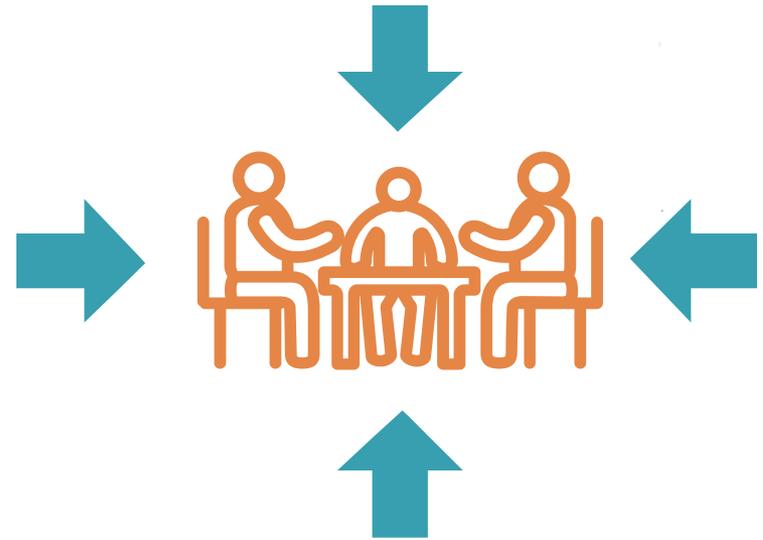
Using research methods

- Surveys
- Interviews
- Focus groups
- Case studies

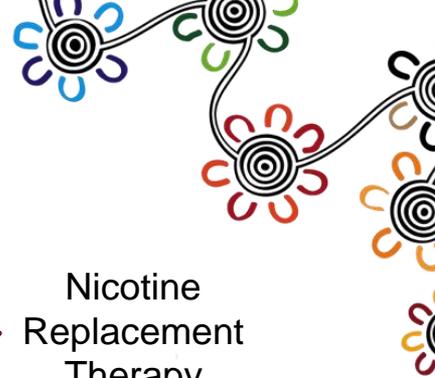


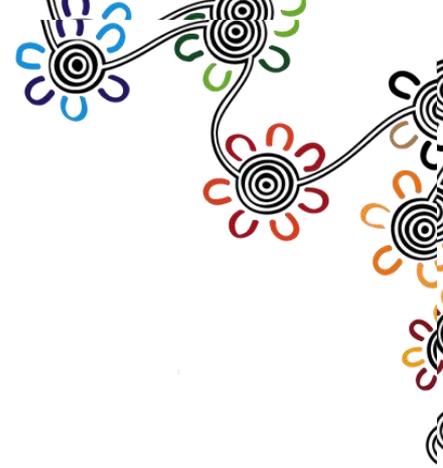
Focus Groups

- Small samples
- Enable variety of questions and exploration of answers
- Rich, complex data



Mind Map

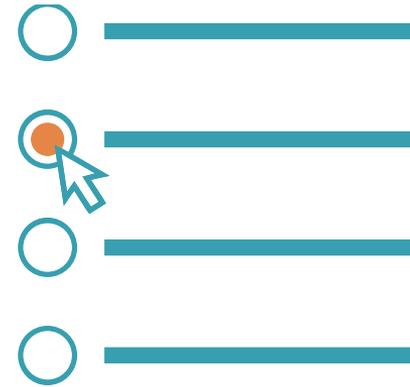




**River of time
method for focus
group discussions**

Surveys

- Reach (and require) large samples
- Limited exploration of answers
- Simple to analyse, but limited data
- Can be done online and via social media (i.e. [Survey Monkey](#))



Interviews

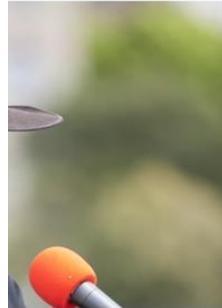
- Very small samples
- Very rich data
- Time intensive
- Can be done via phone/skype



Case Studies

Examine stories, e.g.

- Individuals who have quit
- Homes becoming smoke-free
- Workplaces staying smoke-free
- Partnerships and networks



Ethel-Anne Gundy talks about quitting



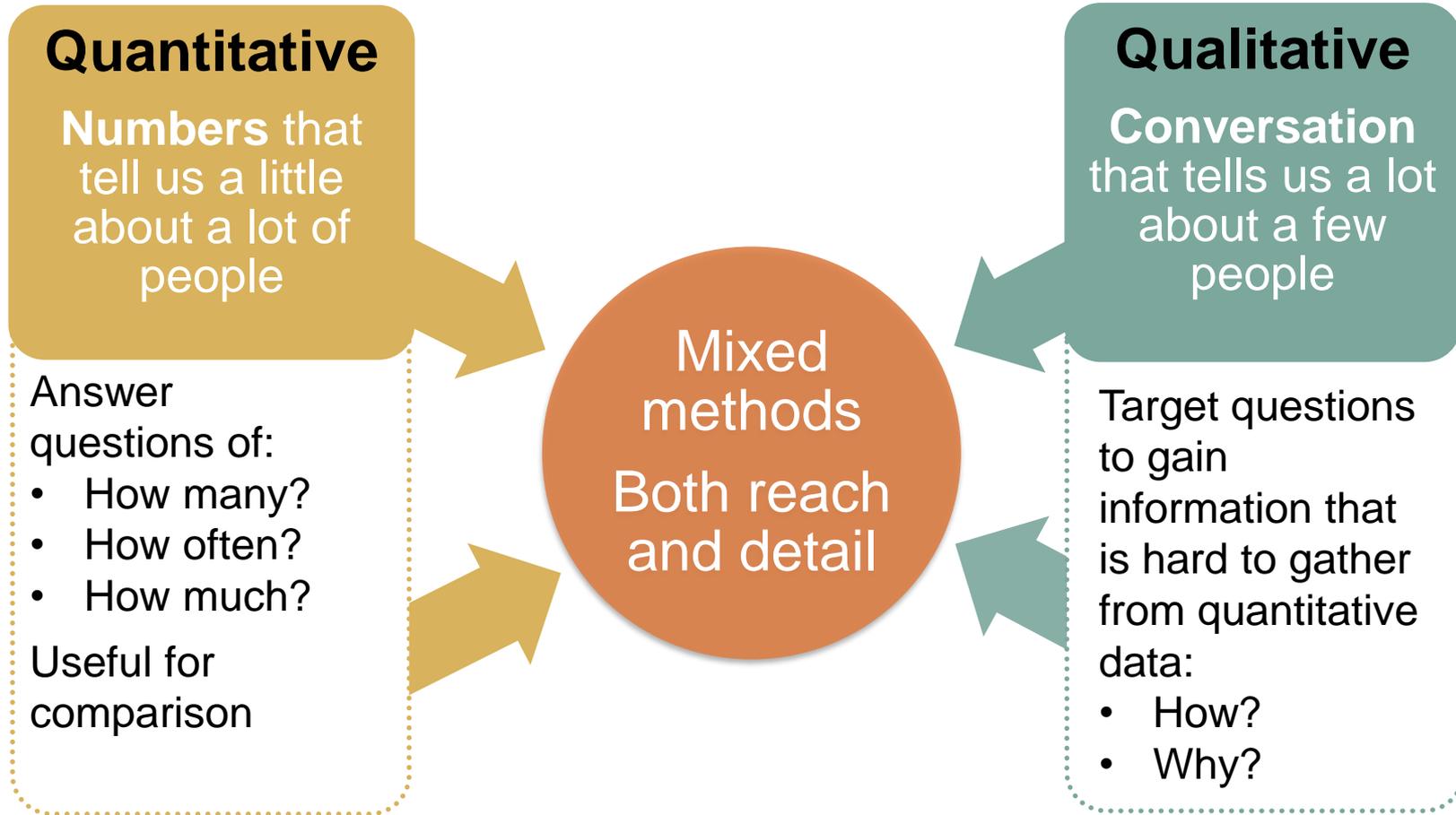
Marlene talks about quitting



Ray talks about quitting



Developing research questions





Exercise: Using data collection methods

Let's do some practice sessions for these methods:

- Surveys
- Interviews
- Focus groups
- Case studies

The TIS Portal has downloadable guides as well as short videos showing examples.

Summary comments on data collection methods



Method	Remarks
Surveys, including online and social media	Flexible, adaptable but questions need care
Case studies (eg. Janine's story of reducing and quitting)	People-centred, based on relationships
Focus groups (eg. school students or mums and bubs)	In-depth and enables opinions and subtle changes to be picked up
Interviews (eg. council workers, AHWs, school principals)	Enables a community focus

Thinking about your local TIS program, what are the pros and cons of each method?

