

NATIONAL BEST  
PRACTICE UNIT

**TACKLING  
INDIGENOUS  
SMOKING**



# Measuring Local Change (otherwise called monitoring and evaluation)

SA Workshop  
2<sup>nd</sup> May 2018



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



# Three parts to this work....

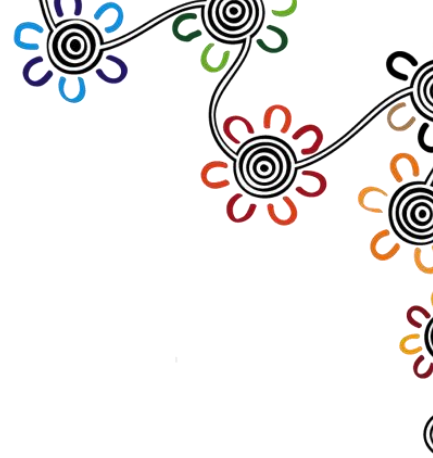
1. Foundations



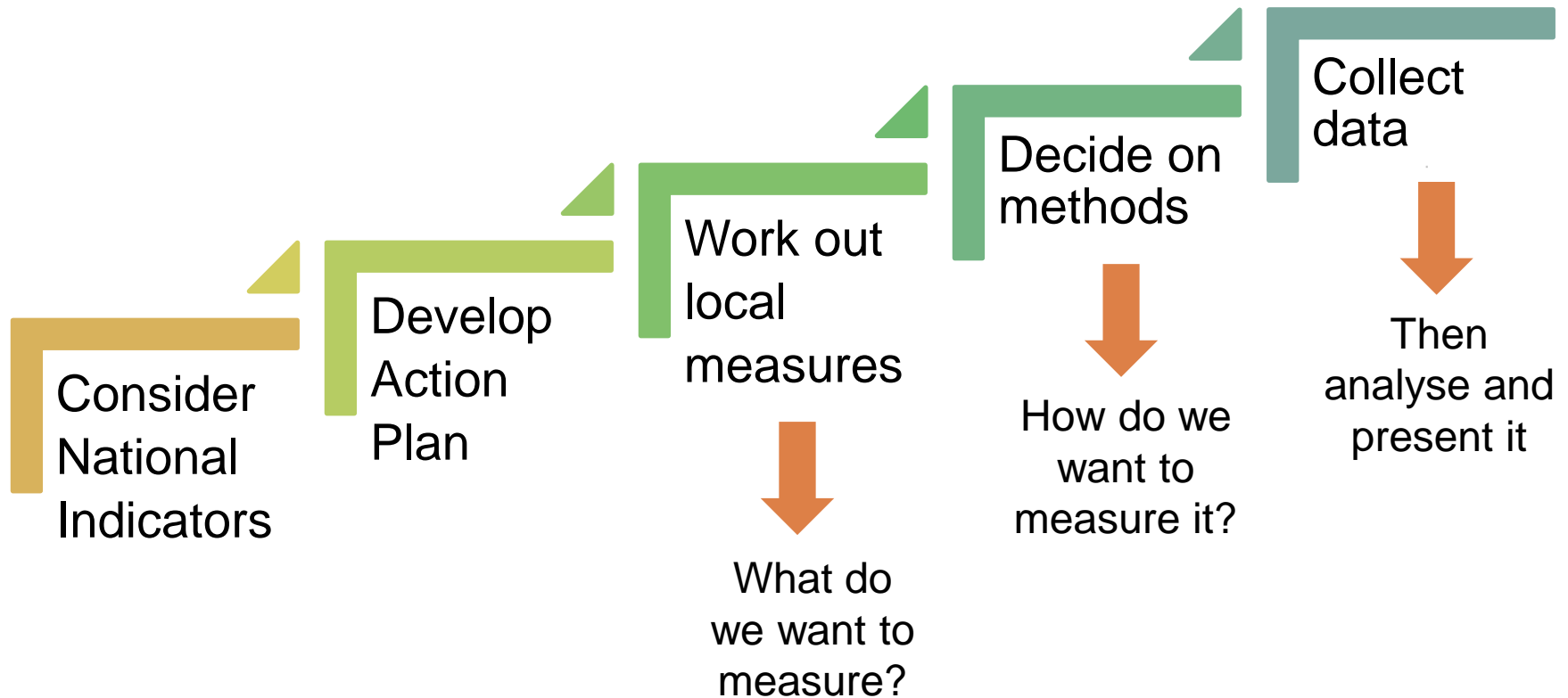
2. Matching methods to TIS activities



3. Developing our M&E skills  
(for another day)



# Steps for measuring change

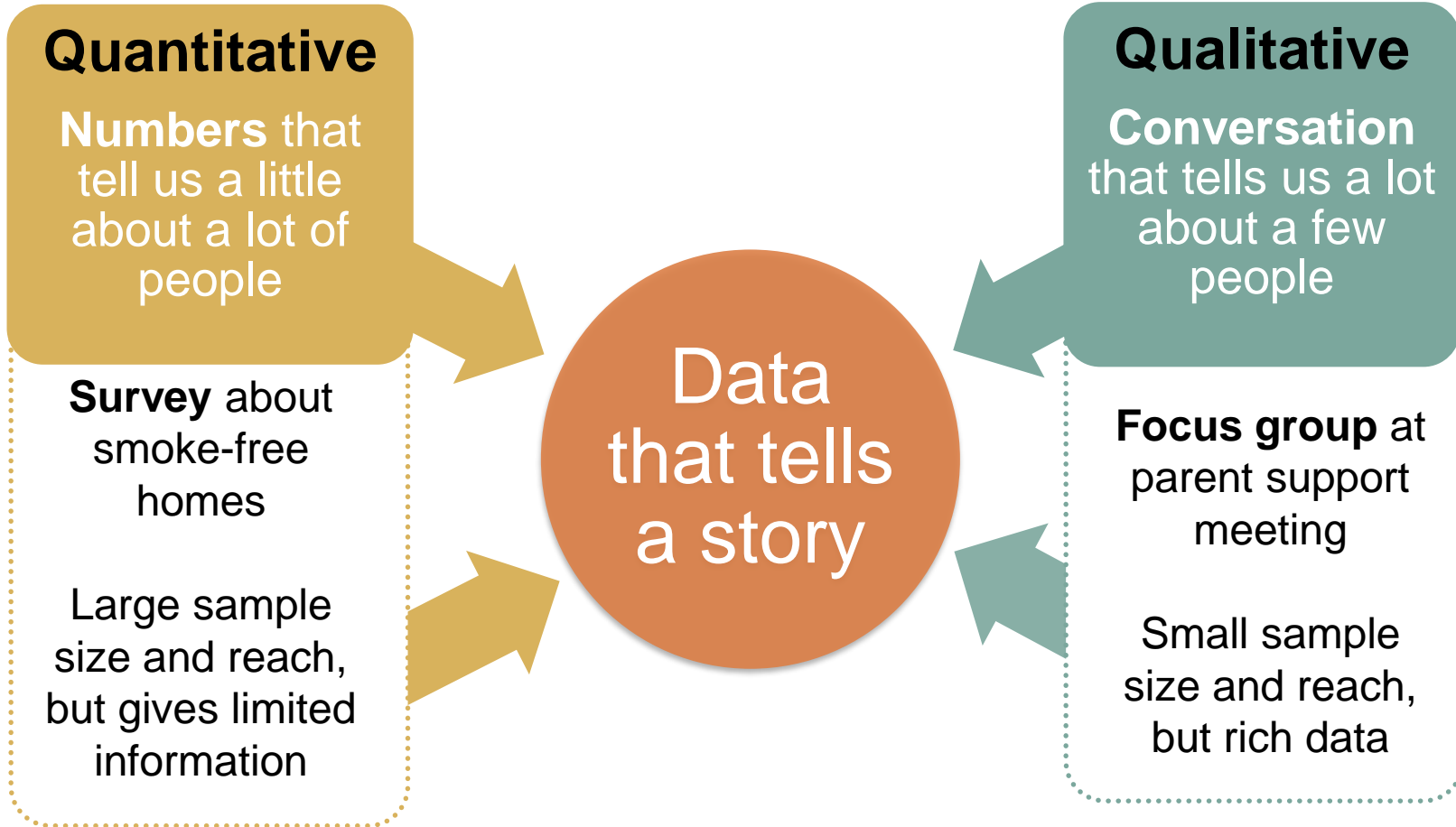


# Data collection methods



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

# Choosing and combining methods





# Using research methods

- Surveys
- Interviews
- Focus groups
- Case studies



# Interviews

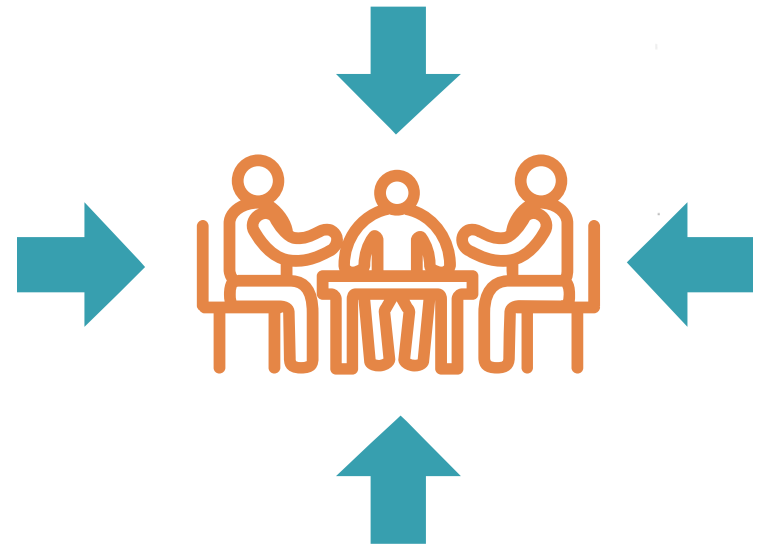
- Very small samples
- Very rich data
- Time intensive
- Can be done via phone/skype



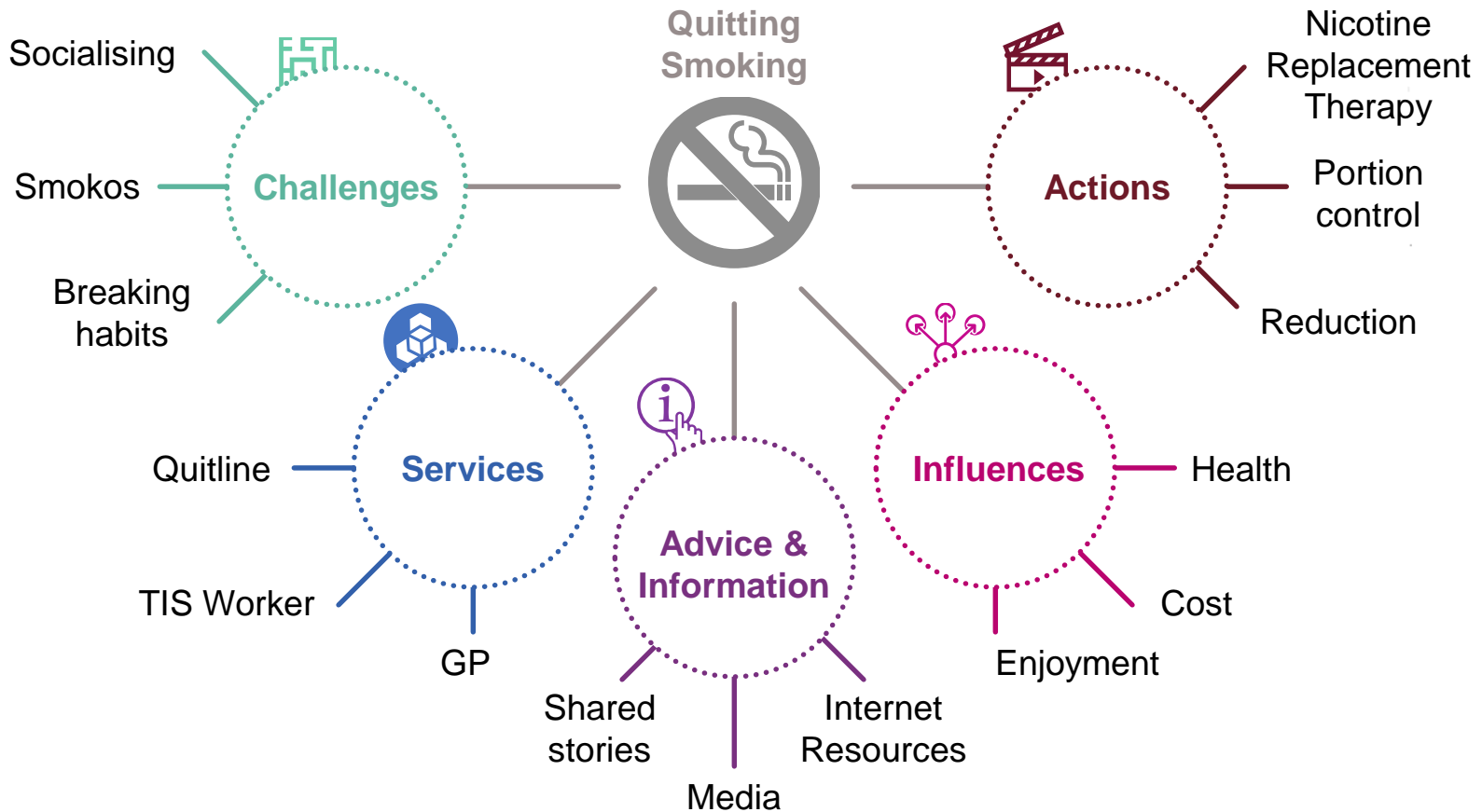
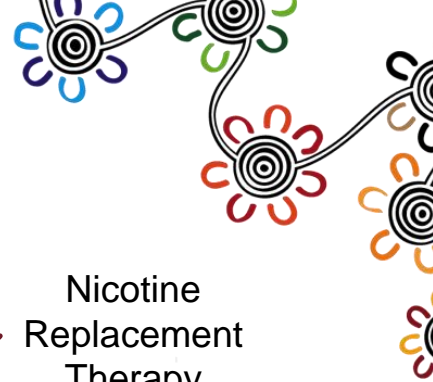
Let's have a look at a short video on interviews for TIS, which can be found on the Portal

# Focus Groups

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



# Mind Map

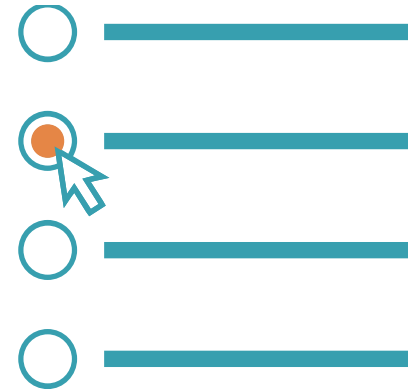




**River of time  
method for focus  
group discussions**

# Surveys

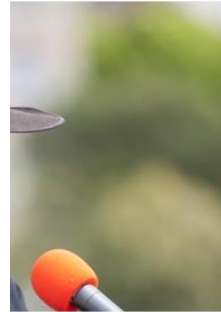
- Reach (and require) large samples
- Limited exploration of answers
- Simple to analyse, but limited data
- Can be done online and via social media (i.e. [Survey Monkey](#))



# 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



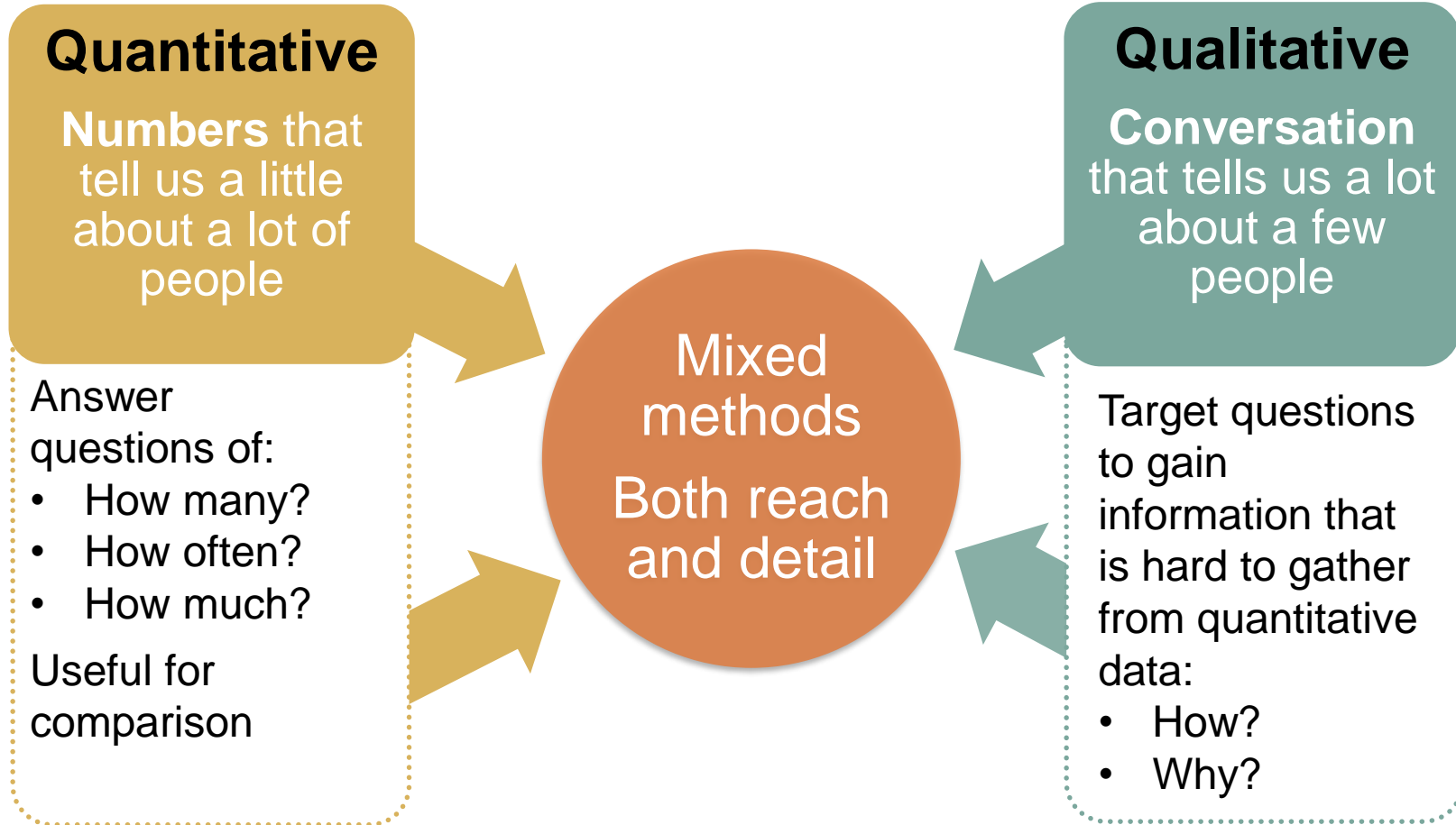
Marlene talks about quitting



Ray talks about quitting



# Developing research questions





# Reminder of the three parts to this work....



1. Foundations



2. Matching TIS activities to methods



3. Developing our M&E skills  
(for a future occasion)



## Activities: Using data collection methods to suit different settings

What TIS activities do we do?

Let's get some examples and then work out how best to measure the results of those.



## Skills: Using data collection methods to suit different settings

It is good to practice using these methods:

- Surveys
- Interviews
- Focus groups
- Case studies

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

