



and

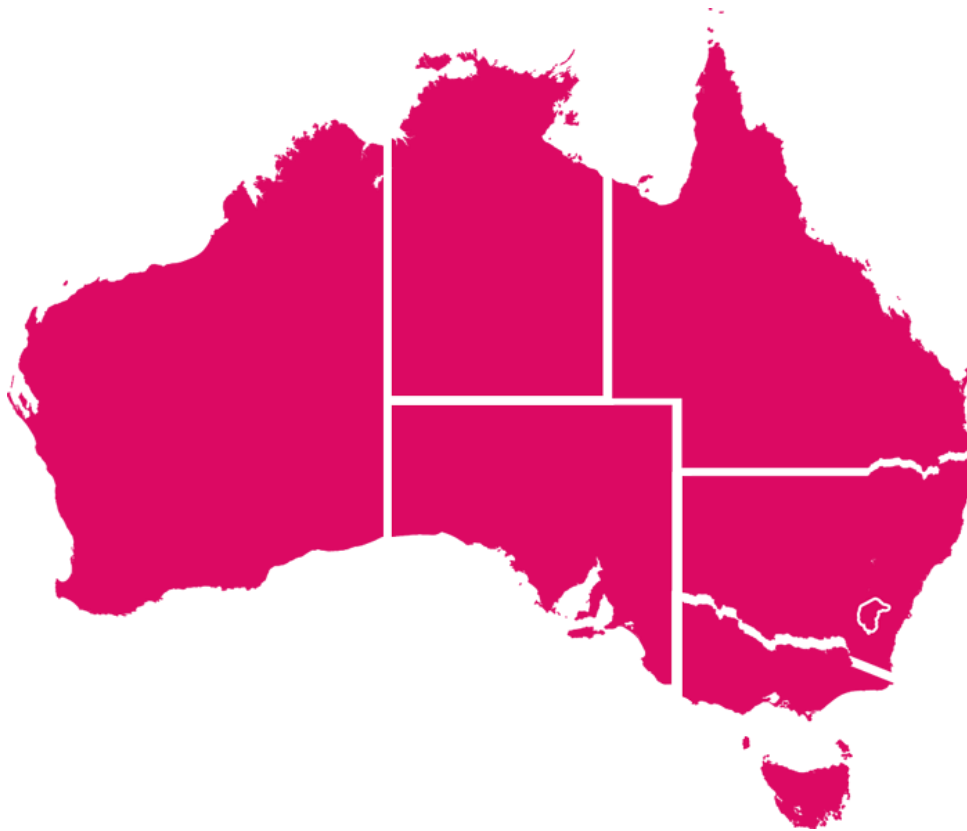


Can Facebook help Aboriginal and Torres Strait Islander people quit smoking?

NHMRC project GNT1098308

24.4 million Australians

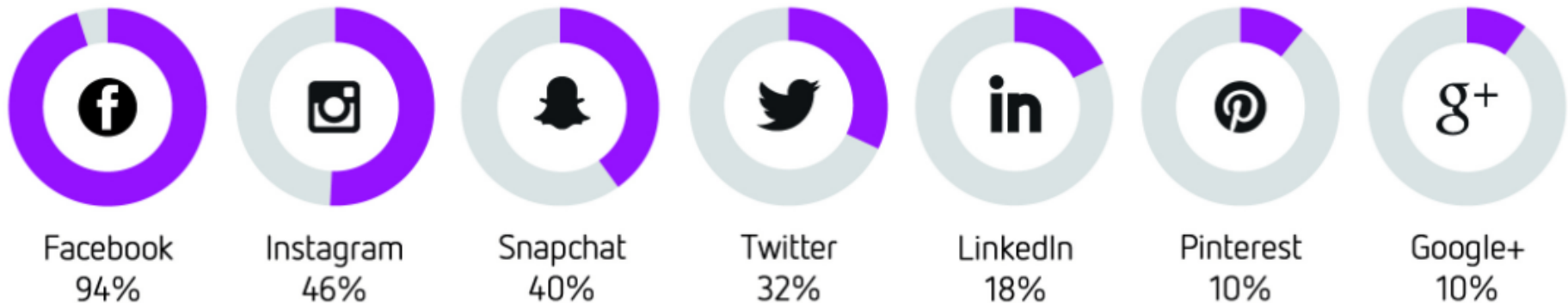
17 million monthly active FB users



79% use social media

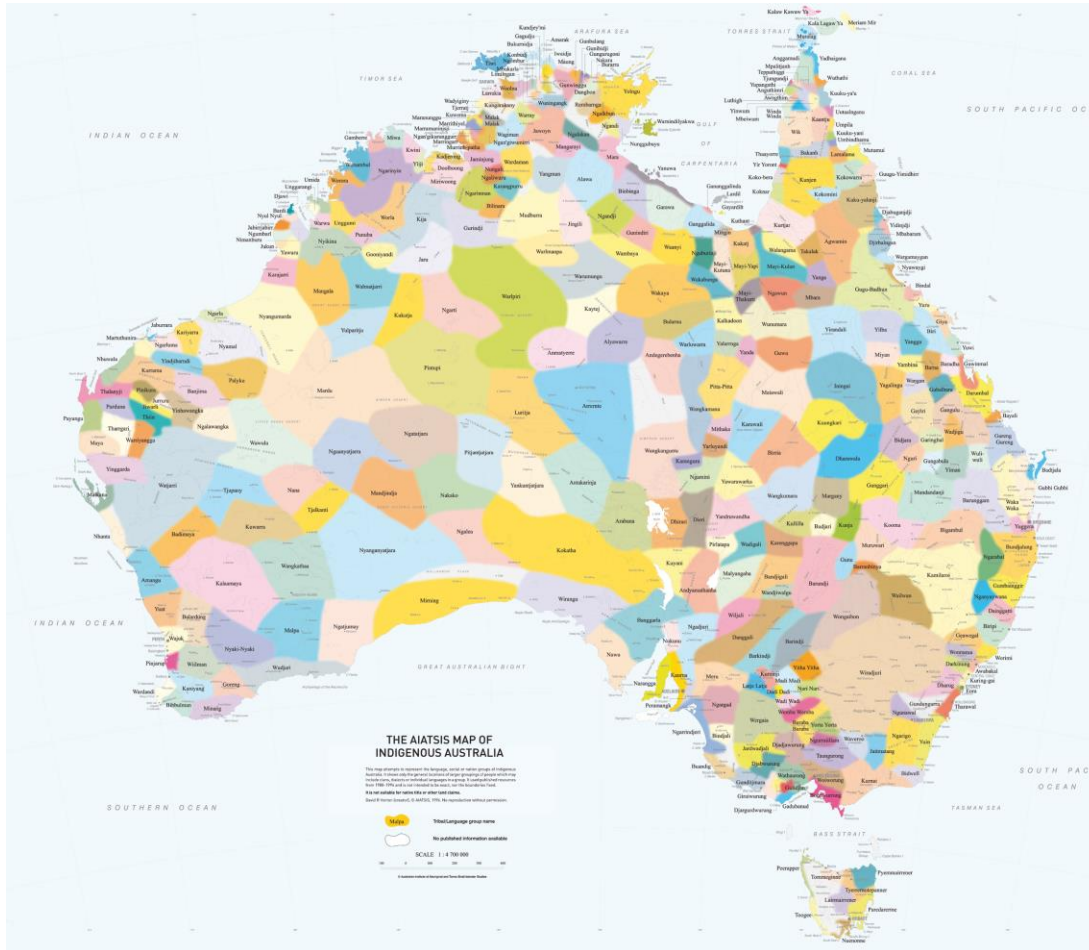
94% use Facebook

Social networking sites used this year



Sensis Media Statistics Australia 2017

- Twitter - professionals, politicians, activists and journalists. Advocacy.
- Instagram - compelling pictures or short videos to share a catchy message. Make it personal.
- Snapchat – connect with younger social media users. Make it youthful.



2014 survey:

60% of Indigenous people use Facebook compared to 42% of the Australian population.

(McNair Ingenuity Research, 2014)

Social media to enhance Indigenous tobacco control



- 3 year project - started in 2016.

STUDY 1

- 23 community based researchers, identified as Aboriginal or Torres Strait Islander, from Darwin, Alice Springs & Nhulunbuy
- Approx. 1200 Facebook posts related to health

1200 health posts  Less than 20 tobacco related

STUDY 2

- 300 quit smoking messages shared on personal FB pages over 6 months

STUDY 3

- Worked with Danila Dilba, Miwatj Health and Congress to support them to share tobacco control messages.

Mental health. Food. Aboriginal identity



RUOK? R U OK Day
15 Jul at 11:23am • Health & Fitness

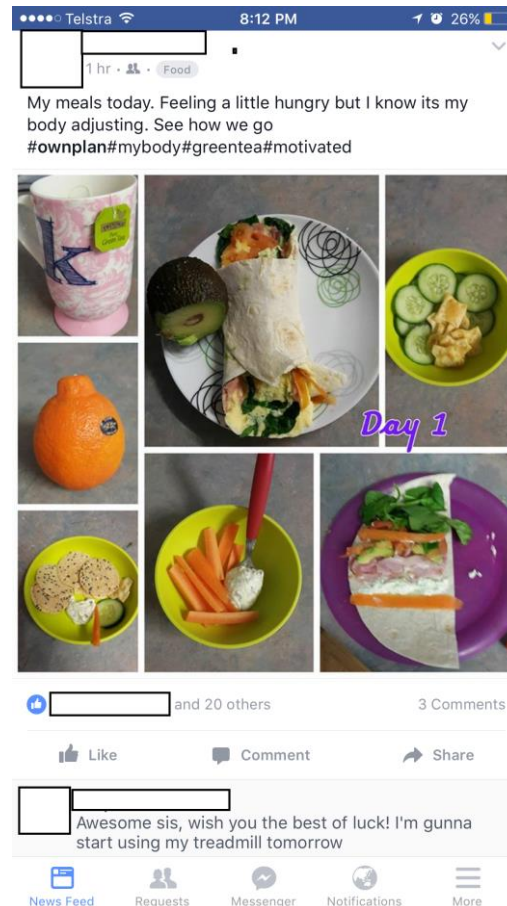
Help peel back the mask by starting a conversation with three simple words, 'Are you ok?'.
Find tips here: www.ruok.org.au/how-to-ask

#MENTALILLNESSFEELS LIKE

I HAVE TO WEAR A MASK EVERY DAY




MUSIC FUNNY HEALTH & FITNESS



Telstra 8:12 PM 26%

1 hr • Food

My meals today. Feeling a little hungry but I know its my body adjusting. See how we go
#ownplan#mybody#greentea#motivated



Day 1

and 20 others 3 Comments

Like Comment Share

Awesome sis, wish you the best of luck! I'm gunna start using my treadmill tomorrow

News Feed Requests Messenger Notifications More



and shared a link.



First female Indigenous GP joins ranks
Shoalhaven Family Medical Centres has welcomed the first fe...
southcoastregister.com.au

5 hrs •

and 23 others 1 Comment

Like Comment Share

Alternative medicine. Family support. Smoking

[redacted] shared a link.
10 hrs · Food · Health & Fitness



Activate Lemon's Hidden Cancer and Inflammation Fighting Powers By FREEZING Them Like This
*A new study has shown for the first time how limonoids, natural compounds...

THEHEARTYSOUL.COM | BY THE HEARTY SOUL

See more from The Hearty Soul. Like

Like Comment Share

[redacted] and 3 others

[redacted] Very interesting! Thanks for sharing. I will certainly give it a go!
Like · Reply · 9 hrs

Write a comment.

[redacted] added 3 new photos.
19 hrs · 🌐

Nan,s birthday...great day...



Like Comment Share

[redacted] and 22 others

[redacted] Awesome family pics!!! Love them xx
Like · Reply · 9 hrs

[redacted] Hey booboo...you ok....
Like · Reply · 2 hrs

[redacted] and 2 others shared Doctors's video.
Yesterday at 9:53am · 🌐



Like Comment Share

1

[redacted] Fuk th [redacted]
Like · Reply · 21 hrs

Write a comment.


[redacted] shared Doctors's video.
21 hrs · 🌐 · Health & Fitness

Omg discusting ...so happy I gave up smoking ...6 yrs ago

Like Comment Share


4

View all 2 comments

Q: Can  be used effectively to reduce smoking and improve health?

 Did the post get a reaction or comment?

 Did the post lead to behaviour change?

 Is there a relationship between online and offline behaviour?

Popular posts



“
STORIES
ABOUT
SMOKERS
NEVER
END WITH
HAPPILY
EVER
AFTER
”

Hunter
Wiranga Mub

To get help to quit contact your
local health professional or visit
www.giveupsmokesforgood.org.au

Quitline 13 7848



#QuitTip

Take it one day at a time.
Every morning say, “I’m not going
to smoke today”.



**DON'T
MAKE
SMOKES
YOUR
STORY**

Popular posts



<https://www.youtube.com/watch?v=lqbLe4EnmEM>

Popular posts



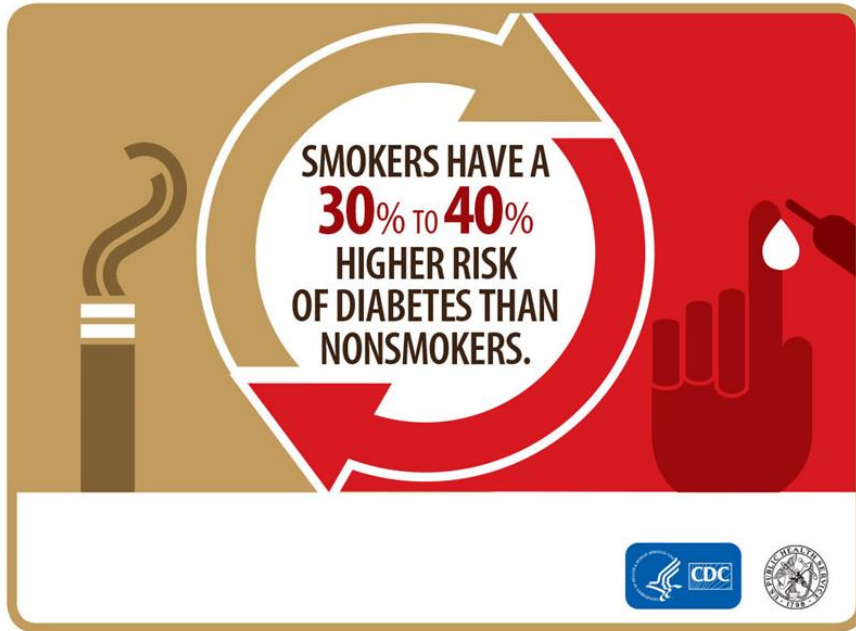
<https://vimeo.com/220741839>

Unpopular posts



<https://www.youtube.com/watch?v=7ctaMwtHwUo>

Unpopular posts






children, Aboriginal content, new, positive & practical info.




gross, biomedical, sad, negative & indirect messages.


Q: Can  be used effectively to reduce smoking and improve health?



 Did the post get a reaction or comment?

It doesn't matter.

 Did the post lead to behaviour change?

It may have.

 Is there a relationship between online and offline behaviour? **Yes**

- Q: How are  messages received on  when they are shared by Aboriginal health services?



Danila Dilba
Health Service



Miwatj Health
Aboriginal Corporation

Educational posts



Miwatj Health Aboriginal Corporation

Published by Emily Osborne [?] · 29 June at 15:58 · 🌐

Quit for you, quit for two! Contact a #YakaNgarali worker today and #StartTheJourney to a healthier family today.



5,931 People Reached

151 Reactions, comments & shares

| | | |
|--------------------|------------------|----------------------|
| 86 Like | 6 On post | 80 On shares |
| 3 Love | 0 On post | 3 On shares |
| 3 Wow | 0 On post | 3 On shares |
| 4 Sad | 1 On post | 3 On shares |
| 3 Angry | 0 On post | 3 On shares |
| 7 Comments | 2 On Post | 5 On Shares |
| 45 Shares | 43 On Post | 2 On Shares |
| 138 Post Clicks | | |
| 39 Photo views | 0 Link clicks | 99 Other Clicks ⓘ |

NEGATIVE FEEDBACK

2 Hide Post 3 Hide All Posts
0 Report as Spam 0 Unlike Page



Central Australian Aboriginal Congress

Published by Jen Pauli [?] · 13 September at 07:00 · 🌐

Chat to a Congress Tobacco Action Worker today to help 3,532 people reached

#quittip #nosmokes #smokefreethewaytobe #dontmakes

[View Results](#)



👍❤️😄 88

6 Comments 14 Shares 🗨️

[Like](#) [Comment](#) [Share](#)

Chronological ▾



Laura Higgins Les Mclaughlin

[Like](#) · [Reply](#) · [Message](#) · 👍 2 · 13 September at 14:21



Sharmayne Anita Asera Kenlock Savo

[Like](#) · [Reply](#) · [Message](#) · 👍 1 · 16 September at 23:21



Tanya Glazer Laker This is absolutely wonderful to see this on social media!
Raising awareness ❤️

[Like](#) · [Reply](#) · [Message](#) · 👍 2 · 17 September at 13:38



Tanya Glazer Laker John Davis

[Like](#) · [Reply](#) · [Message](#) · 👍 1 · 17 September at 13:38

3,532 people reached

👍❤️😄 88

6 Comments 14 Shares 🗨️

[Like](#) [Comment](#) [Share](#)

Why use social media?



- **Increase trust and credibility**
- **Increase awareness of your service**
- **Make staff approachable**
- **Health education**
- **Advocacy – influence policy**

Sticky SUCCESS: **Simple, Unexpected, Concrete, Emotional, Stories**

Sticky STEPPS: **Social currency, Triggers, Emotion, Public, Practical value, Stories**

A 'sticky' message: **“understandable, memorable, and effective in changing thought or behaviour”**.

Positive v's Negative messages

“Positive emotional appeal, closely followed by testimonial”.



Messages designed to elicit fear and negative feelings “such as guilt and shame have a tendency to promote inaction rather than compliance”.

Source: Kite J, Foley BC, Grunseit AC et al. (2016) Please Like Me: Facebook and Public Health Communication. PLoS One 11, e0162765.

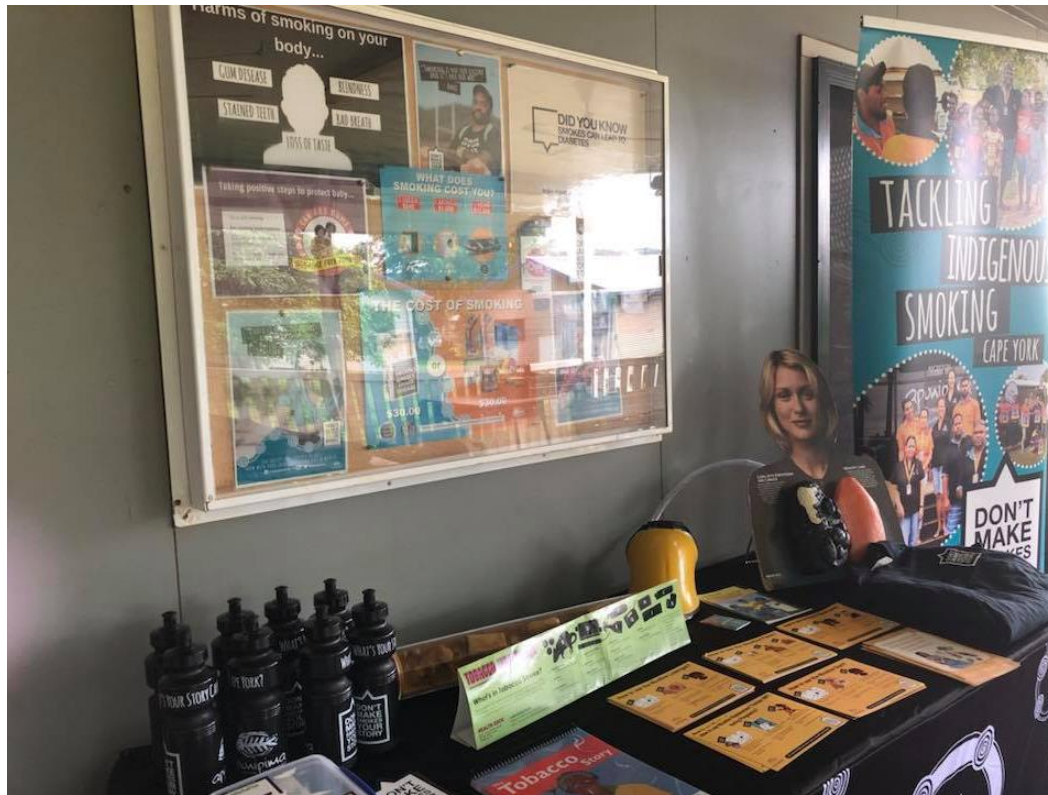
Key TM, Czaplewski AJ (2017) Upstream social marketing strategy: An integrated marketing communications approach. Business Horizons.

5 Facebook tips



<https://vimeo.com/237344850>

Facebook posts



Create an engaging FB post

- What's your message?
- Why are you there?
- Share a fact about smoking

Check out our Tackling Indigenous Smoking corner at the [redacted]
Indigenous Knowledge Centre 😊

#WhatsYourStory [redacted]
[redacted] Aboriginal Council



Like Comment Share

Write a post that people will share:

- Are you an ex smoker?
- Share a bit of your story?
- Yr fav quit tip?
- Yr fav fact about quitting?

Provide something of value to your audience.



<https://www.facebook.com/DanilaDilbaHealth/videos/518589091873821/>

VIDEO

- Film in landscape
- Where is the microphone?
- Where is the light?
- What 3 things do you want to say?

What's next?

Question:

Can quit groups on Facebook help smokers quit?

Social media to enhance Indigenous tobacco control

www.menzies.edu.au

Partners: Danila Dilba, Miwatj Health, Central Australian Aboriginal Congress and AMSANT

Contact: vicki.kerrigan@menzies.edu.au