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 Media Statistics Australia – June 2017
Social Media

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.

Sensis Media Statistics Australia 2017

- Facebook 94%
- Instagram 46%
- Snapchat 40%
- Twitter 32%
- LinkedIn 18%
- Pinterest 10%
- Google+ 10%
2014 survey:

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

(McNair Ingenuity Research, 2014)
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

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

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

First female Indigenous GP joins ranks
Shoalhaven Family Medical Centres has welcomed the first fe... southcoastregister.com.au
Q: Can Facebook 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"

To get help to quit contact your local health professional or visit www.giveupsmokesforgood.org.au
Quitline 137848

#QuitTip
Take it one day at a time.
Every morning say, "I’m not going to smoke today".
Unpopular posts

**SMokers have a 30% to 40% higher risk of diabetes than non-smokers.**

**Secondhand smoke hurts them too.**

Keep your whole family safe... Keep your car and home smoke-free.
children, Aboriginal content, new, positive & practical info.

gross, biomedical, sad, negative & indirect messages.
Q: Can Facebook 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?
Quit for you, quit for two! Contact a #YakaNgarali worker today and #StartTheJourney to a healthier family today.

YOU SMOKE. YOUR CHILD SMOKES!
TAKE YOUR SMOKE OUTSIDE.

By the time he is 6 years old your child would have inhaled the equivalent of 102 packs of cigarette.
Chat to a Congress Tobacco Action Worker today to help you quit.

#quittip #nospokes #smokefreewaytobe #dontmakesmoke

ON AVERAGE, SMOKERS GAIN 10 YEARS OF LIFE EXPECTANCY JUST BY QUITTING!

QUIT FACT

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
Why use social media?

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

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 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”.

5 Facebook tips

5 tips to make FB work for yr health service.

https://vimeo.com/237344850
Create an engaging FB post
- What’s your message?
- Why are you there?
- Share a fact about smoking
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.
• Film in landscape

• Where is the microphone?

• Where is the light?

• What 3 things do you want to say?
Question:

Can quit groups on Facebook help smokers quit?
Social media to enhance Indigenous tobacco control

www.menzies.edu.au

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