

# Cape York Tackling Indigenous Smoking Program

Sharing our Successes and Challenges



# Apunipima Cape York Health Council

## ● Tackling Indigenous Smoking Team



- Apunipima services 11 communities in Cape York
- Tackling Indigenous Smoking services are delivered to these 11 communities

# What we do...

## Tackling Indigenous Smoking Team

### Social Marketing

- TIS campaign
- Campaign videos & posters
- Education videos
- Social media pages
- Community Events
- Resource development

### Health Education

- TIS School Program
- Community stalls
- Men's/Women's group sessions
- World/National health day events
- Community events

### Quit support

- Brief interventions
- NRT referral
- Clinical services
- Quit support training

### Supportive Environments

- Promote and support smoke free places, homes and cars
- Promote, implement and support smoke-free workplace policies

# Social Marketing

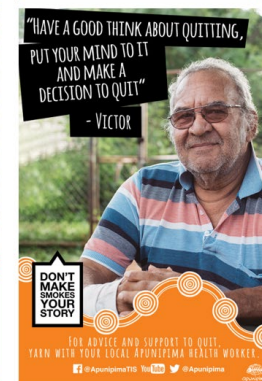
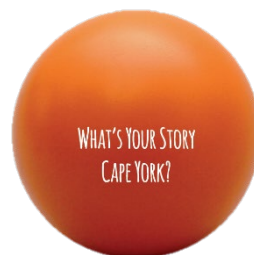
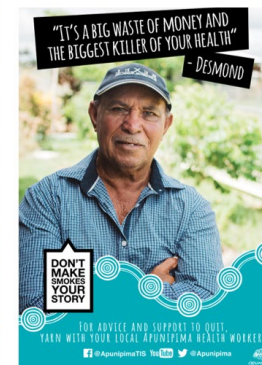
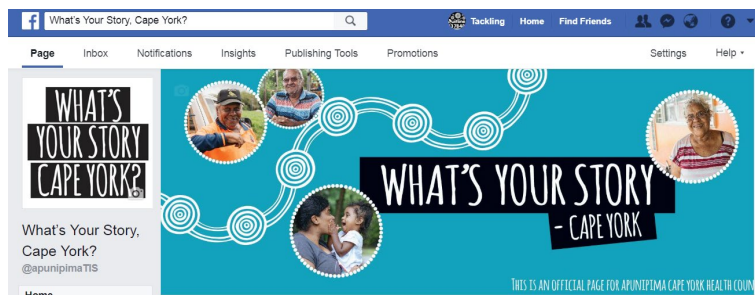
WHAT'S  
YOUR STORY  
CAPE YORK?

- Local social marketing campaign 'What's Your Story Cape York?' was launched in May 2017
- The local campaign aligns with the national 'Don't Make Smokes Your Story' campaign
- The development of local materials is an opportunity for community members to get involved






# Campaign Materials





# Social Marketing Evaluation

Community members reported that:

- Development of local materials provided an opportunity for them to become an active part of the campaign.
  - They were proud to see local people feature in the campaign.
  - Exposure to the campaign encouraged them to think about their smoking behaviours and to contemplate quitting.
  - Campaign messages and resources increased awareness and understanding of the health impacts of smoking and passive smoking and the benefits of smoke- free environments.
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# Health Education




## TIS SCHOOL

The health education component of the TIS Program at Apunipima puts an emphasis on youth. With this focus, Apunipima developed the TIS School Program.

## PROGRAM

The program evolved from sessions delivered at Mount Saint Bernard College in 2016 and has since been delivered throughout Cape York.





# Health Education

WHAT DO WE  
WANT TO  
ACHIEVE?

## Objective 1

To increase participant knowledge on the harms of smoking, the impact of second-hand and third-hand smoke, the benefits of smoke free environments, and strategies to quit smoking.

## Objective 2


To engage participants in activities that involve group work, practical activities and facilitate communication.

## Objective 3

To support participants to develop a tobacco awareness campaign resource that will be promoted

## Objective 4

To change participant attitudes to prevent uptake of smoking and encourage quitting





# Health Education

## Participation



## Activity Sheets

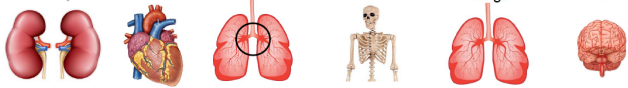
**WORKSHEET - MIX AND MATCH**

In this activity, draw a line from the chronic disease, to the body part you think it affects.

Stroke	Emphysema	Bronchitis	Coronary artery disease	Osteoporosis	Diabetes
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Kidneys	Heart	Bronchial tubes	Bones	Lungs	Brain
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## Survey

**PRE SURVEY - TIS PROGRAM**

Name: \_\_\_\_\_  
Community: \_\_\_\_\_  
Age: \_\_\_\_\_

**Instructions**  
Please complete the following questions by circling one of the answers listed below. Once you complete the survey please hand it to the facilitator.

**Indigenous smoking rates / Smoking and chronic disease**

- Please circle the answers you think are a type of chronic disease?
  - a) Cold and flu
  - b) Asthma
  - c) Lung cancer
  - d) Chickenpox
  - e) Kidney disease
  - f) Diabetes
- How many chemicals are in a cigarette?
  - a) 4000
  - b) 400
  - c) 12
  - d) 23%

**POST SURVEY - SCHOOL PROGRAM**

Name: \_\_\_\_\_  
Community: \_\_\_\_\_  
Age: \_\_\_\_\_

**Instructions**  
Please complete the following questions by circling one of the answers listed below. Once you complete the survey please hand it to the facilitator.

**Indigenous smoking rates / Smoking and chronic disease**

- What percent of Indigenous Australians smoke tobacco?
  - a) 47%
  - b) 23%
  - c) 95%
  - d) 4%
- Please circle the answers you think are a type of chronic disease?
  - a) Asthma
  - b) Chickenpox
  - c) Cold and flu
  - d) Sore throat
  - e) Lung cancer
  - f) Diabetes
  - g) Broken arm
  - h) Kidney disease
- How many chemicals are in a cigarette?
  - a) 200
  - b) 4000
  - c) 1500
  - d) 12

**Benefits of quitting / Nicotine Replacement Therapy**

- Can you get healthy after you quit smoking?
  - a) True
  - b) False
- Circle all of the following that are types of Nicotine Replacement Therapy?
  - a) Lollipop
  - b) Lozenges
  - c) Gum
  - d) Patch
  - e) Syrup
  - f) Inhaler
  - g) Band-Aid
  - h) Paste

**How addiction works / 2<sup>nd</sup> and 3<sup>rd</sup> hand smoke**


- What chemical does the brain produce when we smoke cigarettes?
  - a) Dopamine
  - b) Gangrene
  - c) Jelly Bean
  - d) Carbon Monoxide

# Applied Learnings





# What's next?

- Apunipima will continue to develop and promote their local social marketing campaigns **What's Your Story, Cape York?**
  - TIS staff aim to increase participation from Cape York young people in the **TIS School Program**
  - Work with stakeholders and community champions to develop and deliver TIS material to engage community members/groups
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# Questions?

**‘What’s Your Story, Cape York? – Don’t Make Smokes Your Story’**  
campaign resources: <https://www.facebook.com/apunipimaTIS/>



## Contacts

Dallas McKeown

Program Advisor - Health Promotion Strategy

[dallas.mckeown@apinipima.or.au](mailto:dallas.mckeown@apinipima.or.au)