#### **Broome Regional Aboriginal Medical Service**



#### **Community Engagement Resource Development**



# Why local resources

- Community involvement
- Forms partnerships
- Empowers community members
- Culturally appropriate
- Fun and educational



- Can be themed by local events or seasons
- Meets program outcome requirements

# How

- Address major smoking related issues in community.
- Focus test idea with our community groups.
- Identify local ambassadors specific to topic and messaging.
- Plan what is required.
- Incentives for ambassadors
- Development of resources



Plan 4 way advertising approach

# The 4 Way Advertising Approach

• Posters

• Newspaper ad

Radio

• Other Social Media



# Mums And Bubs

SMOKE-FR

MUMS+BUB

"I never smoked and I don't allow smoking around my child"



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## **Dads And Bubs**

"I quit smoking for my kids! Do it for yourself, Do it for your family"





VISIT YOUR LOCAL ABORIGINAL MEDICAL SERVICE TACKLING INDIGENOUS SMOKING PROGRAM Follow us on social media: @nuff\_of\_the\_puff | nuffofthepuff.com.au

Andy also spoke on radio and at major Broome community events to tell his story of quitting . Documentary on Deadly Dads aired on SBS early this year.

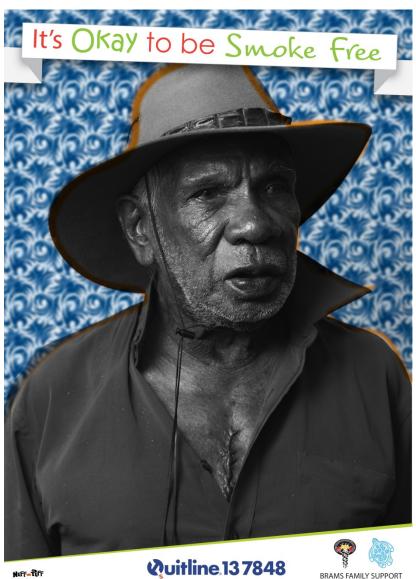






## Male Posters 2019





NUFF-PUFF

BRAMS FAMILY SUPPORT

**BRAMS FAMILY SUPPORT** 

## Female Posters 2019





NUFF-Puff

NUFF-RUFF

**BRAMS FAMILY SUPPORT** 

BRAMS FAMILY SUPPORT

## Paper AD

#### **IT'S OKAY TO BE DIFFERENT**



Radio ad for this campaign can be viewed on our BRAMS website along with much more

**BRAMS.org.au** 

 SMOKE-FREE FAMILY

 VISIT YOUR LOCAL ABORIGINAL MEDICAL SERVICE

 MUFF-FIFF

 TACKLING INDIGENOUS SMOKING PROGRAM

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# THANK YOU

### BRAMS Be Smoke-Free Family Support Team Broome Western Australia

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