

Broome Regional Aboriginal Medical Service



Community Engagement Resource Development

Central Arrernte People The Traditional Owners and Custodian Of Mparntwe (Alice Springs)



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

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



**SMOKE-FREE
MUMS+BUBS**



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"I want my first baby to have the best start in life, that's why I quit smoking"



**SMOKE-FREE
MUMS+BUBS**



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**SMOKE-FREE
MUMS+BUBS**

*"I gave up smoking
when I found
out I was pregnant"*



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**SMOKE-FREE
MUMS+BUBS**

*"I quit for my baby,
you can too!"*



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Dads And Bubs



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

**SMOKE-FREE
DADS+BUBS**

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365

**Smoke
Free
Days**

small steps lead to brighter future

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.

Paper Ads

MISSING!

20-30yr • MALE • ABORIGINAL • NON-SMOKER

**HAVE YOU SEEN THIS MAN? IF YOU HAVE PLEASE CONTACT
YOUR LOCAL TACKLING INDIGENOUS SMOKING TEAM
AT BRAMS FOR YOUR REWARD : 91921338**

FOR SUPPORT VISIT YOUR LOCAL ABORIGINAL MEDICAL SERVICE

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**DONT GET CAUGHT
IN THE FLOOD
QUIT THIS
WET SEASON**



DON'T get **WINDED** from **SMOKES**

TACKLING INDIGENOUS SMOKING PROGRAM

To find out more, contact the local TIS Coordinator in your area
Find more information about smoke-free workplace policy and
education please feel free to visit our webpage
Broome TIS Coordinator David Batty on 0891944839
or davidb@brams.org.au

Follow us on social media: Instagram: @nuffofthepuff | facebook.com/nuffofthepuff



Male Posters 2019



Female Posters 2019



Paper AD

IT'S OKAY TO BE DIFFERENT



SMOKE-FREE FAMILY

VISIT YOUR LOCAL ABORIGINAL MEDICAL SERVICE
TACKLING INDIGENOUS SMOKING PROGRAM

NUFF-PUFF Follow us on social media: @nuff_of_the_puff | nuffofthepuff.com.au



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

BRAMS.org.au

THANK YOU

BRAMS Be Smoke-Free Family Support Team
Broome Western Australia

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