Deadly Choices

Effective Monitoring & Evaluation: Measuring our impact

National TIS Workshop, 3rd April 2019

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AGENDA

- Introduction: Deadly Choices
- Tobacco Education Program
- Survey: Findings
- Deadly Choices Evaluation Framework
- Program Surveys & Dashboards
- 2019 Jan – March Data

Introduction

- 186,482+ Aboriginal and Torres Strait Islander people reside in QLD
- 38% (67,462) live in SEQ

The Institute for Urban Indigenous Health (IUIH)

- Leads the planning, development, and delivery of comprehensive primary health care services

- Established in 2009 by:
  - ATSICHS Brisbane
  - Kambu
  - Kalwun &
  - Yulu-Burri-Ba

What is Deadly Choices?

https://www.youtube.com/watch?v=I-LpMW39gjA

A DEADLY CHOICE IS A HEALTHY CHOICE

Deadly Choices Aims:

To empower Aboriginal and Torres Strait Islander people to make healthy choices for themselves and their families

A DEADLY CHOICE
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Deadly Choices activities

Education programs

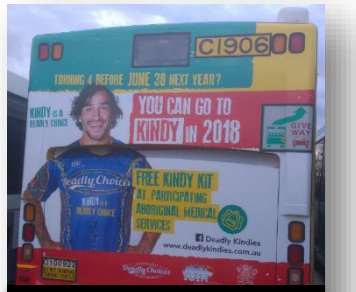
Tobacco cessation programs

Cooking programs

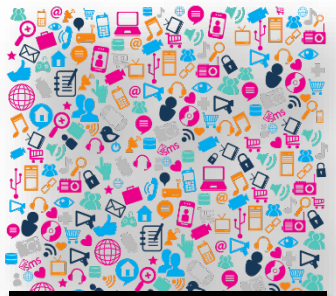
Community events

Sport and recreation

Leadership camps



Social marketing campaign



Social media

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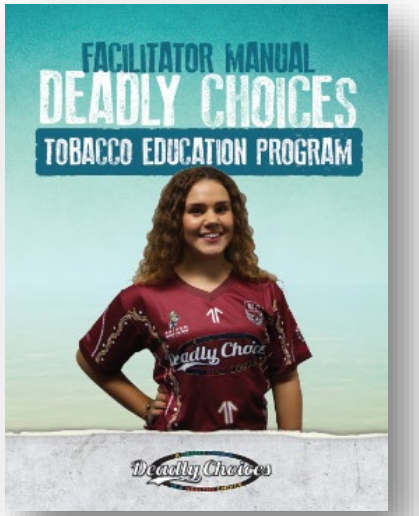
Tobacco Education Program



- 6 weeks
- Topics include: history; impacts of smoking; chemicals and addiction; quit supports and resources; passive smoking; *Deadly Places, Smoke-Free Spaces*.

TIS 2016-2018: Data & Findings

- Significant downward trend in smoking rates - 52% to 44% (one ACCHO 39%)
- Smoking in pregnancy – one ACCHO 29%
- 3,300 smoker interventions delivered
- 6,545 smoke-free pledges
- 28,666 people directly affected by the pledges

Deadly Choices Evaluation Framework

Objectives:

1. Improved tobacco, physical activity and nutrition outcomes for participants
2. Improved chronic disease outcomes
3. Improved knowledge and confidence of staff
4. Community engagement and representation

Outcomes:

- Decreased uptake of smoking
- Increased cessation of smoking
- Increased physical activity levels
- Increased intake of fruit and vegetables

Deadly Choices Program Logic

Resources (Inputs)	Activities	Outputs	Short-term Outcomes	Long-term Outcomes	Evaluation Measures
Objective: Improved Tobacco, physical activity and nutrition outcomes for participants					
DC staff time Participant time Financial resources Printed resources Online survey tool Equipment Social marketing costs Transport and accommodation costs Venue hire	6 programs per region Social marketing campaigns Community and sporting events Healthy public policy initiatives DC camps	Young people and adults **knowledgeable and confident about tobacco cessation**, physical activity and nutrition	**Reduced exposure to second hand smoke** **Improved access to effective smoking cessation support** **Increased smoking cessation** participation Community members engage in physical activity Improved eating behaviours Improved access to nutrition support	**Decreased uptake of smoking** **Increased cessation of smoking** Increased physical activity levels Increased intake of fruit and vegetables	Qualitative data Surveys of knowledge and attitudes Cross-sectional surveys of knowledge and attitudes Collection of behaviour change measures over time

Deadly Choices Programs

- Deadly Choices Healthy Lifestyle Education Program
- **Deadly Choices Tobacco Education Program**
- Deadly Choices Good Quick Tukka Program
- DC FIT
- Deadly Choices Senior Indigenous Games
- **Deadly Choices Community Tobacco Surveys**

Types of Data Collection

- Discovery Days (Grades 3-6)
- Focus Groups (Grades 7-12)
- Survey of knowledge and behaviour (Grades 7-12, Community Days, Sporting Events)
- Survey – Quality of Life (Seniors)

Qualtrics: Data Collection & Storage…

- Online software (don't need internet)
- Storage (and back up) in Australia
- IUIH has bought a subscription (Administrators)
- Design and build surveys/ dashboards/ reports
- Users have access to 24/7 support line
- Currently transitioning all data to Qualtrics…

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Demonstration:

- Surveys
- Dashboards
- 2019 Jan – March data
- Questions?

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