

# ***Deadly Choices***



## ***Effective Monitoring & Evaluation: Measuring our impact***

National TIS Workshop, 3<sup>rd</sup> April 2019

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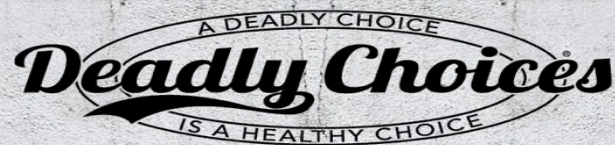


# A DEADLY CHOICE IS A HEALTHY CHOICE



## AGENDA

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



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## Introduction

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



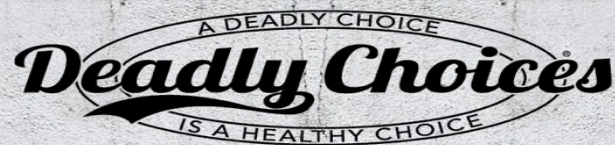


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## The Institute for Urban Indigenous Health (IUIH)

- Leads the planning, development, and delivery of comprehensive primary health care services
- Established in 2009 by:
  - ATSICHS Brisbane
  - Kambu
  - Kalwun &
  - Yulu-Burri-Ba



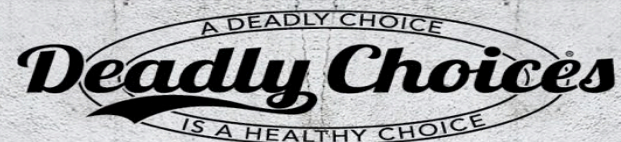


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What is Deadly Choices?

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





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## Deadly Choices Aims:

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

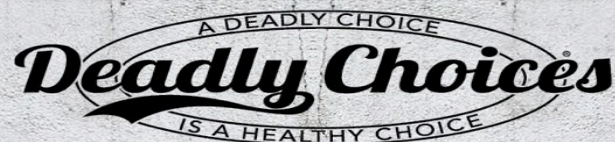
A promotional poster for the Deadly Choices health check. At the top, orange text on a blue background reads "GET YOUR 715 HEALTH CHECK AND GET A DEADLY CHOICES SHIRT!". Below this is a photo of five diverse people (three men and two women) wearing various Deadly Choices jerseys. At the bottom, a red box contains the text: "COMPLETE YOUR 715 HEALTH CHECK AT A PARTICIPATING ABORIGINAL MEDICAL SERVICE AND YOU CAN SCORE A DEADLY CHOICES JERSEY." To the right of the red box, smaller text explains: "A HEALTH CHECK COVERS ALL ASPECTS OF HEALTH, FROM MEASURING BLOOD PRESSURE AND SUGAR LEVELS, TO MENTAL AND EMOTIONAL WELLBEING. IT ALSO HELPS IDENTIFY ANY NEED FOR FOLLOW UP APPOINTMENTS WITH OTHER HEALTH PROVIDERS, SUCH AS DENTISTS, RADIOLOGISTS, OR OPTOMETRISTS." At the very bottom of the poster, a teal box says "BOOK YOUR HEALTH CHECK TODAY!".

GET YOUR  
**715 HEALTH CHECK**  
AND GET A  
**DEADLY CHOICES SHIRT!**

COMPLETE YOUR 715 HEALTH CHECK AT A PARTICIPATING ABORIGINAL MEDICAL SERVICE AND YOU CAN SCORE A DEADLY CHOICES JERSEY.

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**BOOK YOUR HEALTH CHECK TODAY!**





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## Deadly Choices activities



Education programs



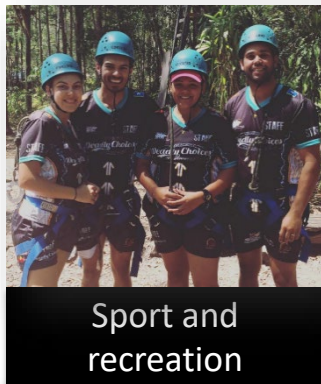
Tobacco cessation programs



Cooking programs



Community events



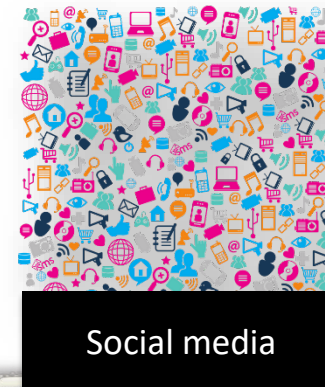
Sport and recreation



Leadership camps



Social marketing campaign



Social media



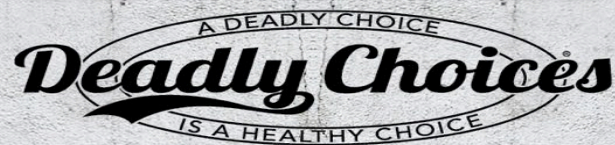
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## Tobacco Education Program



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



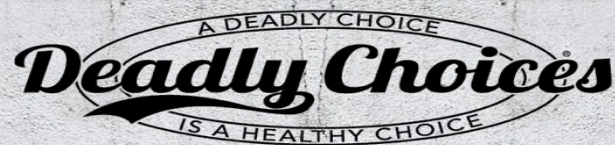


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## TIS 2016-2018: Data & Findings

- 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





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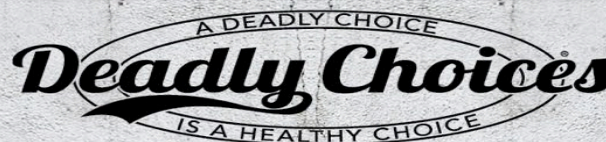
## Deadly Choices Evaluation Framework

### 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



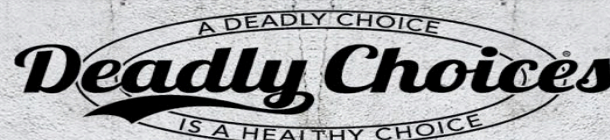


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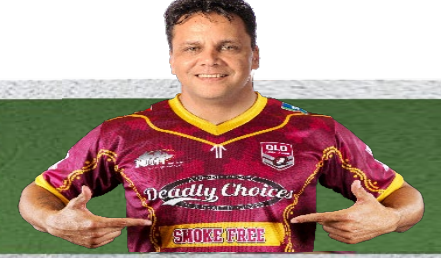
## Deadly Choices Program Logic

Resources (Inputs)	Activities	Outputs	Short-term Outcomes	Long-term Outcomes	Evaluation Measures
<b>Objective: Improved Tobacco, physical activity and nutrition outcomes for participants</b>					
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 <b>knowledgeable and confident about tobacco cessation,</b> physical activity and nutrition	<b>Reduced exposure to second hand smoke</b> <b>Improved access to effective smoking cessation support</b> <b>Increased smoking cessation</b> participation Community members engage in physical activity Improved eating behaviours Improved access to nutrition support	<b>Decreased uptake of smoking</b> <b>Increased cessation of smoking</b> 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



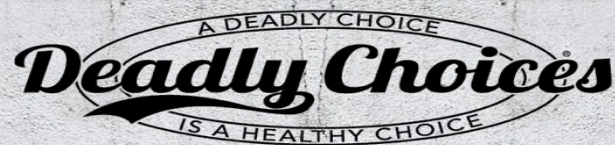


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## Deadly Choices Programs

- 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**



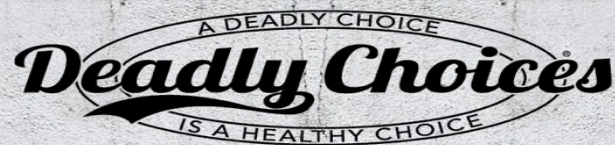


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## Types of Data Collection

- 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)



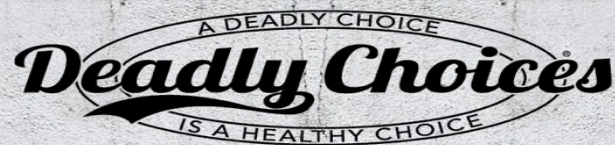


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## Qualtrics: Data Collection & Storage...

- Online software (don't need internet)
- Storage (and back up) in Australia
- UIH 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?

