

Perth WA Social Marketing

*Working in collaboration with other
AHCWA health programs*



Meet AHCWA's Tackling Indigenous Smoking Team!



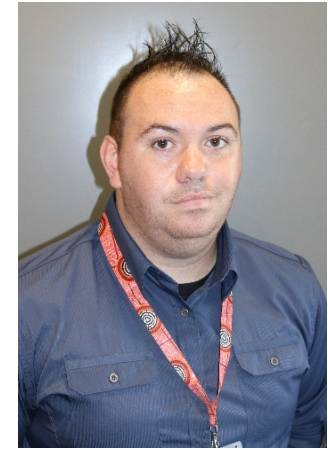
Tricia Pearce
*Tackling Indigenous
Smoking
Coordinator*



Rickesha Burdett
*Tackling Indigenous
Smoking
Educator*



Dawn Flanagan
*Tackling Indigenous
Smoking
Educator*



Zachary Alexander
*Tackling Indigenous
Smoking
Educator*



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Geographical outreach

The Programs geographical outreach delivery expands from it's primary location in the Perth CBD:

North to Butler

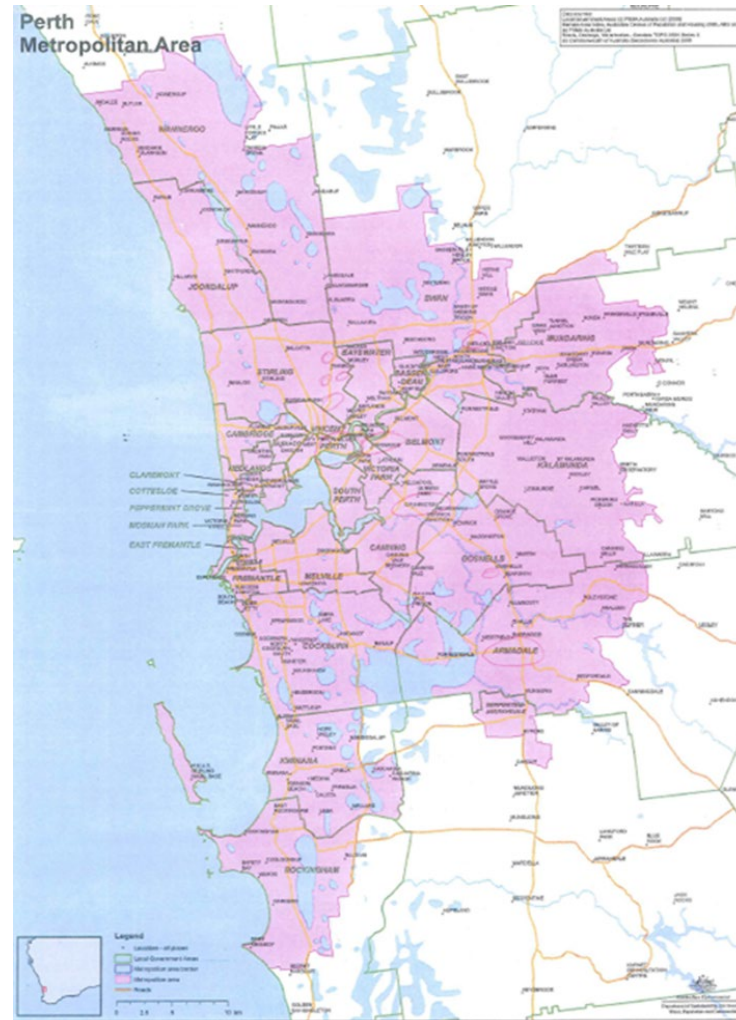
North East to Stoneville

South East to Armadale

South to Mandurah

Anywhere between these points

**provide support and assistance to
AHCWA's ACCHS Member
Services**



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AHCWA Ear Health Partnership

In 2018 the AHCWA Tackling Indigenous Smoking Team formed a partnership with the AHCWA Ear Health program, to educate community members about the detrimental health effects of ear disease with the linkage to passive smoking.

Through this partnership the TIS program expanded its '*NO Smoking*' messaging, by implementing signage being placed on the AHCWA ear shaped bouncy castle also known as '*the Koobarninyi*' meaning '*Big*' and '*dwank*' meaning '*Ear*'. (using local Noongar language).

The '*Koobarninyi dwank*' is taken out to community events, where it is used as an educational tool, to not only educate the children but also the parents / and carers.



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How smoking can affect the ears

Smoking and even second hand smoke can put you at risk of developing regular ear infections such as otitis media and tinnitus.

People who do quit smoking, or even decide to smoke away from others can improve not only their own health and lower their risk of developing ear infections, but also the health of others around them.

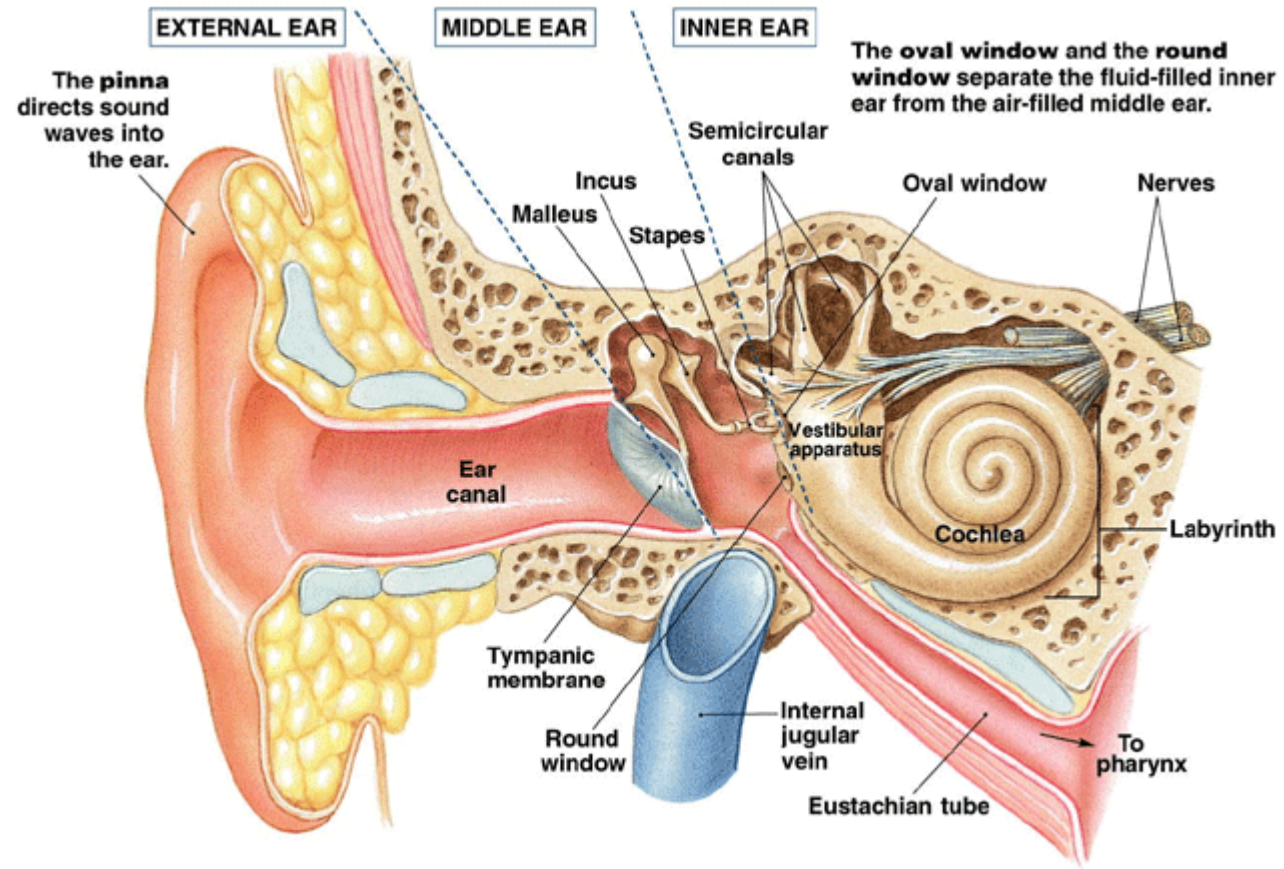
The AHCWA TIS team and the AHCWA Ear health team, look forward to continuing its promotion and education to the wider community.



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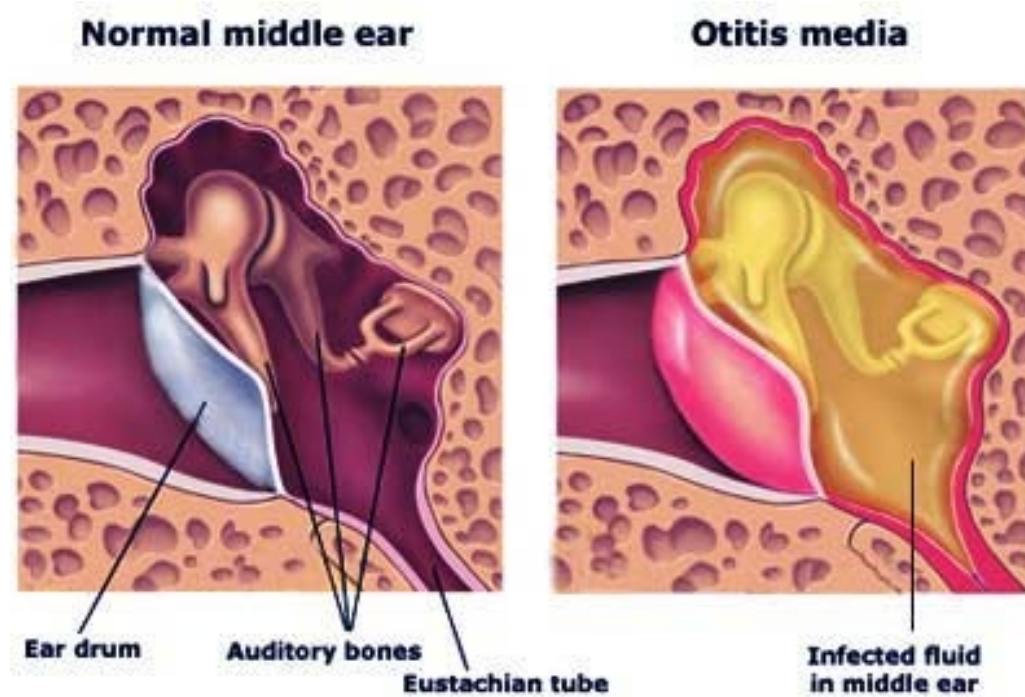
Ear Anatomy



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Normal vs Otitis Media



Otitis media is an infection of the middle ear which is located behind the eardrum. Respiratory illnesses are contributing factors that cause fluid build-up and abnormal pressure of the Eustachian tube. It is most common in pregnant mums carrying an unborn child/ or children who are exposed to second hand smoking.

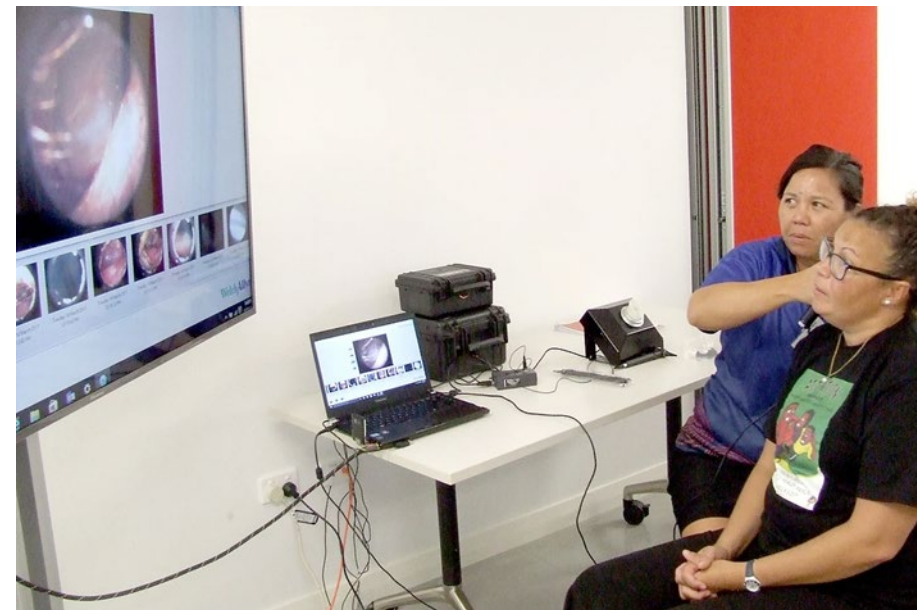


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Video Otoscopy

Video otoscopy is the use of an **otoscope** (this is an instrument used to look in the ears) that has a very tiny **video** camera that transmits images to a television screen. These scopes use fiber optics to transmit a very bright light that illuminates the ear canal.



Signs & Symptoms

common symptoms:

- Otolgia (ear pain)
- Pulling of the ear
- Irritability
- Fever

other symptoms:

- Anorexia
- Vomiting
- Diarrhoea
- Otorrhoea (Runny Ears)
- May be relatively “Silent”



Evaluation

***‘capturing our mob’s feedback,
through E Surveys’***



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What is an E Survey?

An E survey is a method of capturing data through an electronic format

Survey Monkey is the E Survey system the TIS team introduced in July 2017 to collect community feedback, using Ipads.

During the period July 2017 to December 2018 the TIS team where able to capture:

Individual Interactions: **1134**



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AHCWA Tobacco Survey

* 1. Do you smoke?



Yes



Sometimes



No



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other survey questions?

- Have you thought about Quitting?
- Why don't you want to Quit?
- Have you thought about reducing your smoking?
- Have you heard about the 'Quit Smoking' support Apps?
- Would you use or recommend the 'Quit Smoking' support Apps to family or friends?
- Would you call or recommend someone to the Quitline?
- Would you consider having a smoke-free home or car?
- Does our stall display, have relevant information and visual aids to help someone to quite smoking?
- Would you recommend your family or friends to the AHCWA Tackling Smoking Team, to help them quit smoking?



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* 11. What is your age?

12-17

18-24

25-34

35-44

45-54

55+



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◀ 12. What is your Nationality?

Aboriginal

Torres Strait Islander

Both

Other (please specify)



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* 13. Where was this survey conducted?

DYHS

KEMH

Community Event

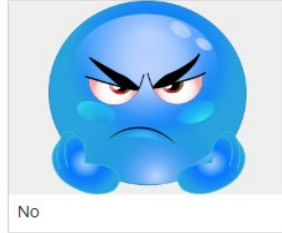


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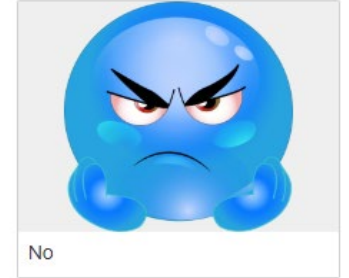
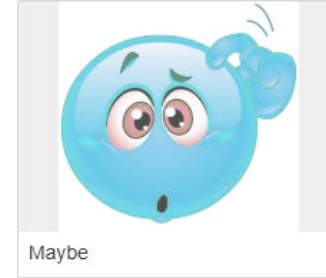
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'Koobarninyi' Health Event Children's Survey

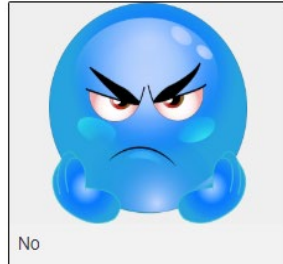
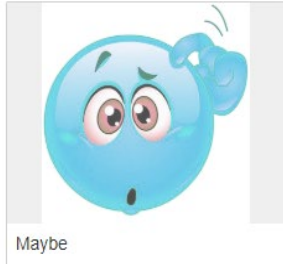
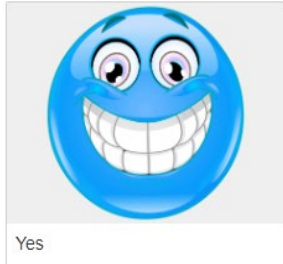
* 1. Did you enjoy the bouncy castle?



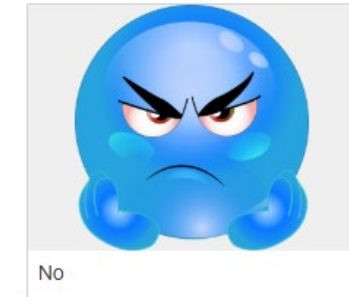
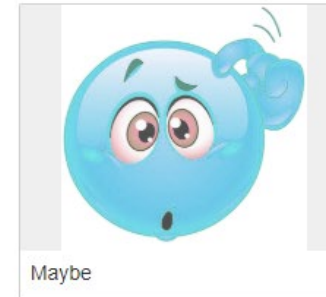
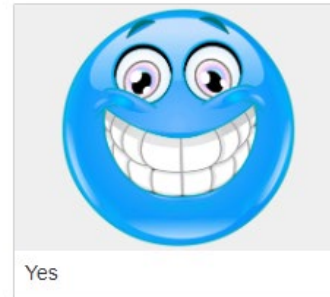
* 2. Would you tell your friends and family about it?



* 3. Would you go on it again?



* 4. Did you like the activities?



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The Key Message

Take the opportunities that arise in forming partnerships, to assist in widening your 'quit smoking' outreach messaging



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QUESTIONS

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‘Quit Today for a healthier tomorrow’!!



Thank you



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