

Smoking Cessation TVC's Campaign

What's your smoke free story?

Katherine West Health Board



KWHB

- Lajamanu – 558km
- Kalkaringi – 462km
- Daguragu – 471km
- Nitjpurru – 417km
- Yarralin – 383km
- Lingara – 410 km
- Timber Creek – 288km
- Bulla - 350km
- Amanbidji – 450km



Background

- Sense of ownership and relatability
- Increase reach
- TIS National Performance Indicators 1, 3 & 5



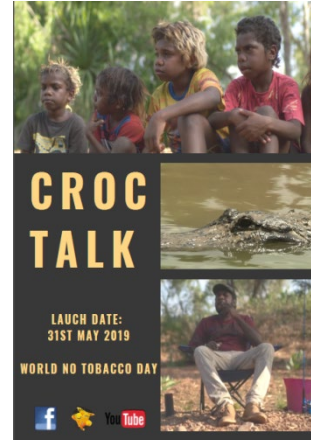
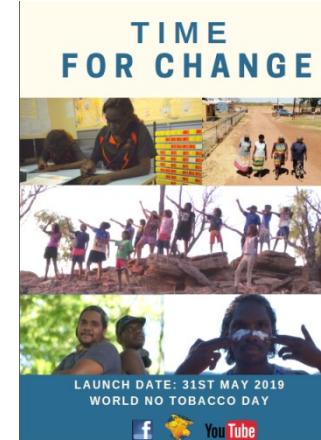
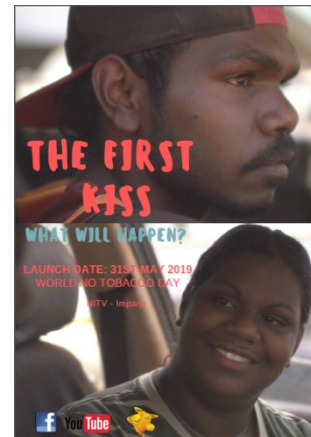
Project Plan - 2017

- Stage 1 – Finalise scripts for 8x TVC
- Stage 2 – Community consultation & scouting participation
- Stage 3 – TVC Shooting



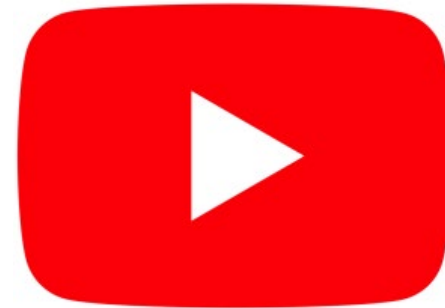
Project Plan - 2018

- Stage 4 – Edit and community feedback on concept
- Stage 5 – Approval 8x TVC



Project Plan 2019

- Stage 6 – Broadcast Preparation
- Stage 7 – NITV & Imparja 12 months & KWHB social media handles



@KatherineWestHealthBoard

The Launch Date.....

WORLD
NO TOBACCO
3 DAY ≡

3 MAY

KWHB are having a

MOVIE NIGHT

to show the NEW
"What's your Smoke Free Story?"
TV Commercials

Yarralin Football Oval
Thursday 30 May, 5 PM



Smoke Free Event 

Community Launch Night

Project Plan 2019/2020

- Stage 8 – Evaluation



Strengths & Challenges



Breathe Easy

