

# What is working to tackle Indigenous smoking?

Lessons from Talking About the Smokes



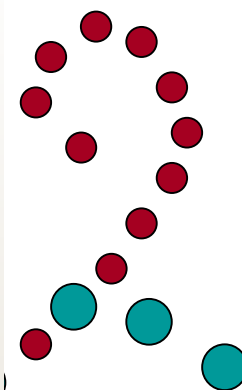
**David Thomas**

National Tackling Indigenous Smoking Workers workshop,  
Alice Springs, 2 April 2019





# Project sites





# Aboriginal & Torres Strait Islander people and organisations

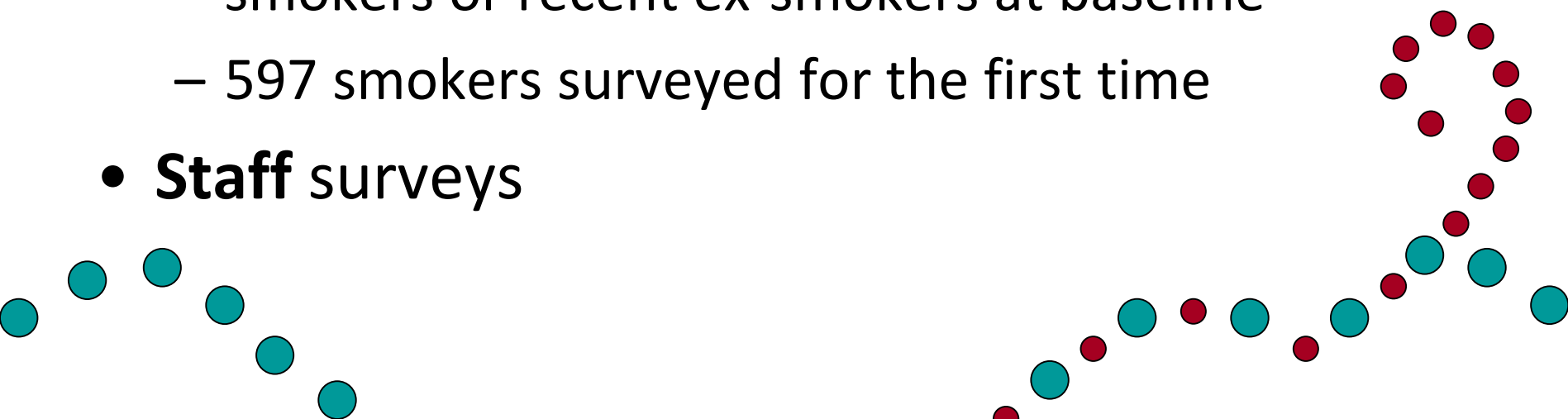






# Nearly 5,000 stories

- **Baseline** surveys April 2012-October 2013
  - 2,522 Aboriginal and Torres Strait Islander community members
- **Follow-up** surveys July 2013-August 2014
  - 849 recontact surveys: 49% of those who were smokers or recent ex-smokers at baseline
  - 597 smokers surveyed for the first time
- **Staff** surveys



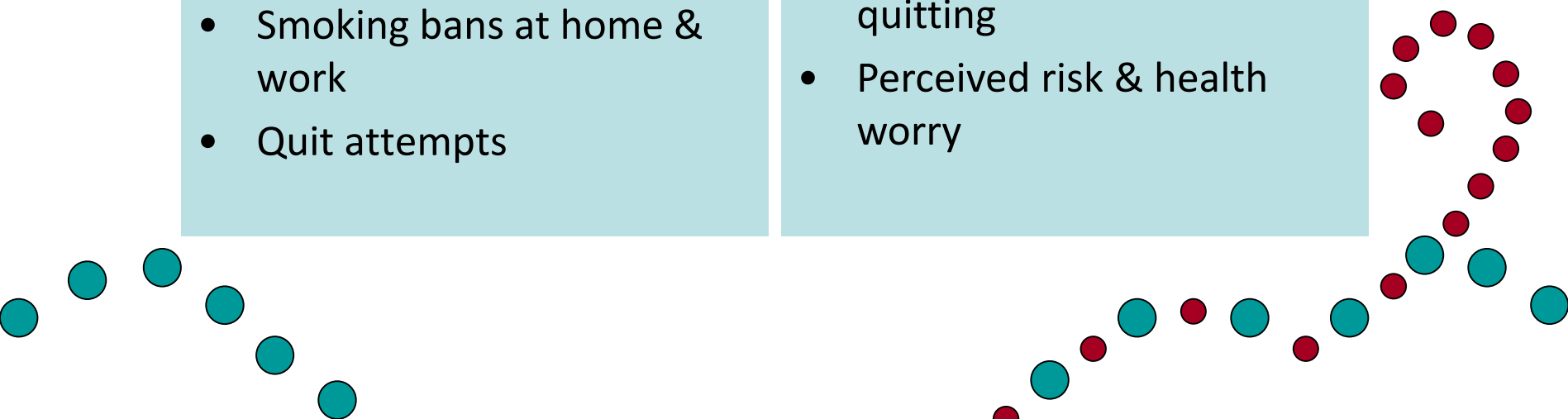


Talking  
About  
the  
Smokes

# What type of questions?

- Demographic information
- Smoking history & behaviour, including smokeless tobacco use
- Brands, prices & sources of tobacco
- Smoking amongst family & friends
- Smoking bans at home & work
- Quit attempts

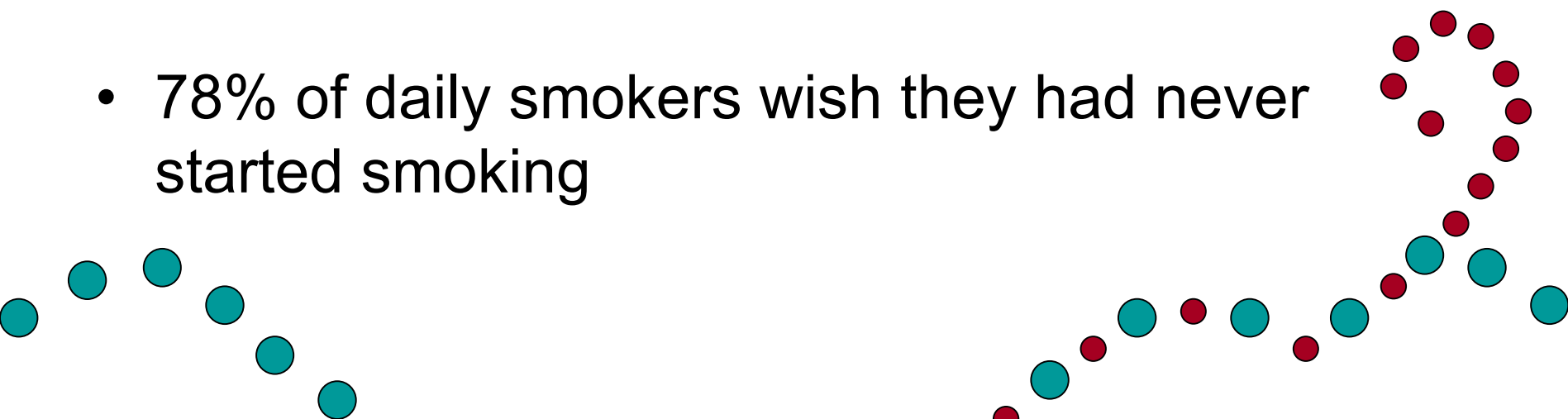
- Use of stop-smoking medication & other quit supports
- Knowledge of health effects of smoking
- Health warnings, advertising & information
- Thoughts about smoking & quitting
- Perceived risk & health worry





# Our message is welcome

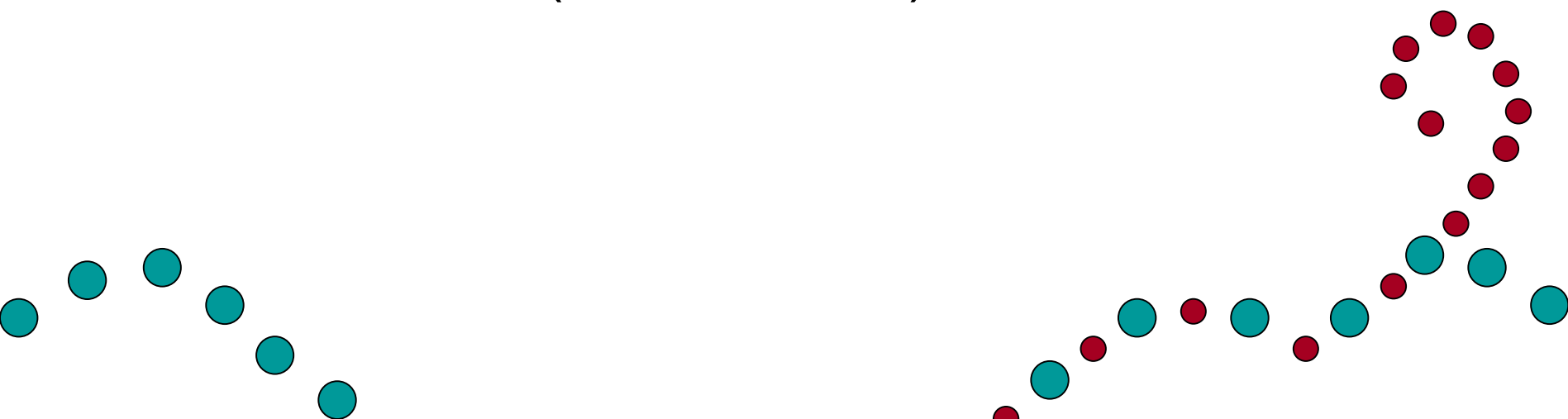
- 70% of smokers want to quit.
- Almost all report knowing the most harmful effects of smoking and secondhand smoke
- 78% of daily smokers wish they had never started smoking





# Smokers are trying to quit

- 48% of daily smokers had made a quit attempt in the *past year*.
- But **fewer** had managed to **stay quit** for at least a month (47% vs 60%)





# Staying quit, not just more attempts

- Motivation predicts starting not staying quit
- Increase smokers' confidence that they can successfully quit





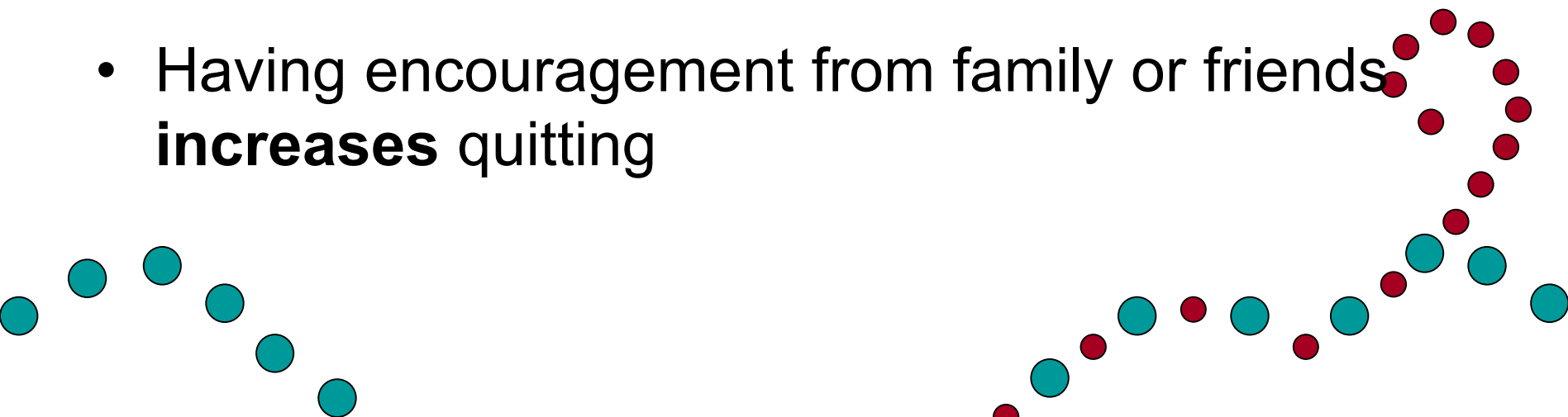


# Family and friends can help

- Having family and friends who smoke **decreases** quitting

BUT

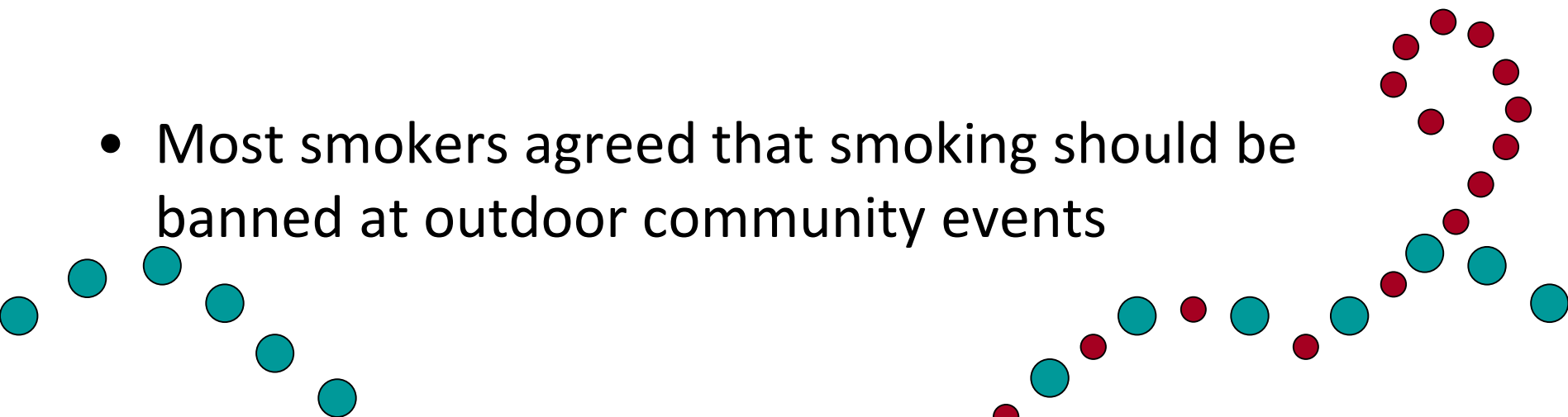
- Having encouragement from family or friends **increases** quitting





# Secondhand smoke

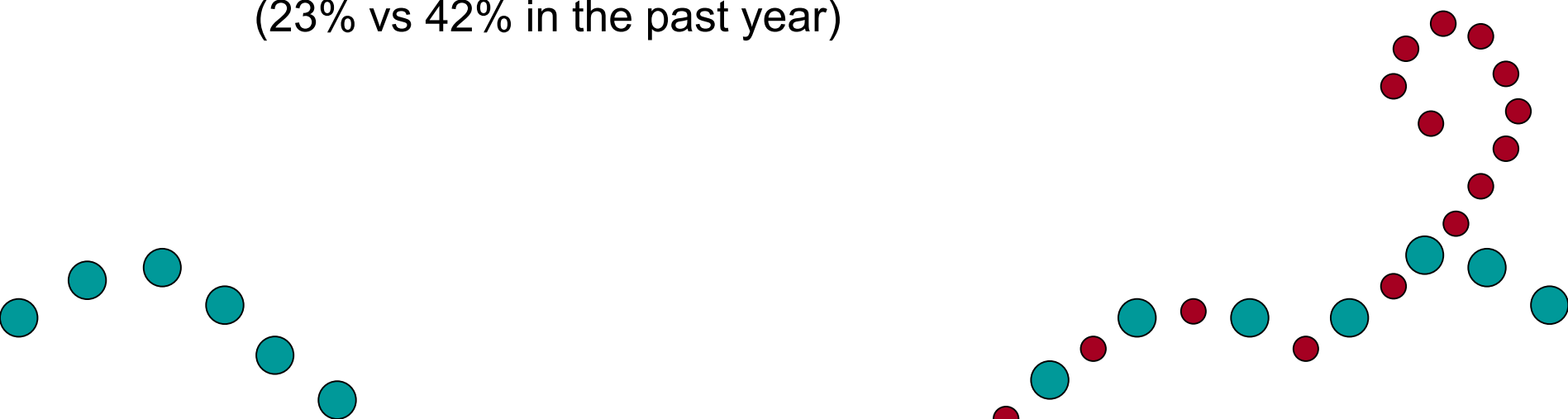
- 53% of daily smokers said smoking was never allowed anywhere inside home
- Most smokers agreed that smoking should be banned everywhere at AMSs
- Most smokers agreed that smoking should be banned at outdoor community events





# Health staff are doing well

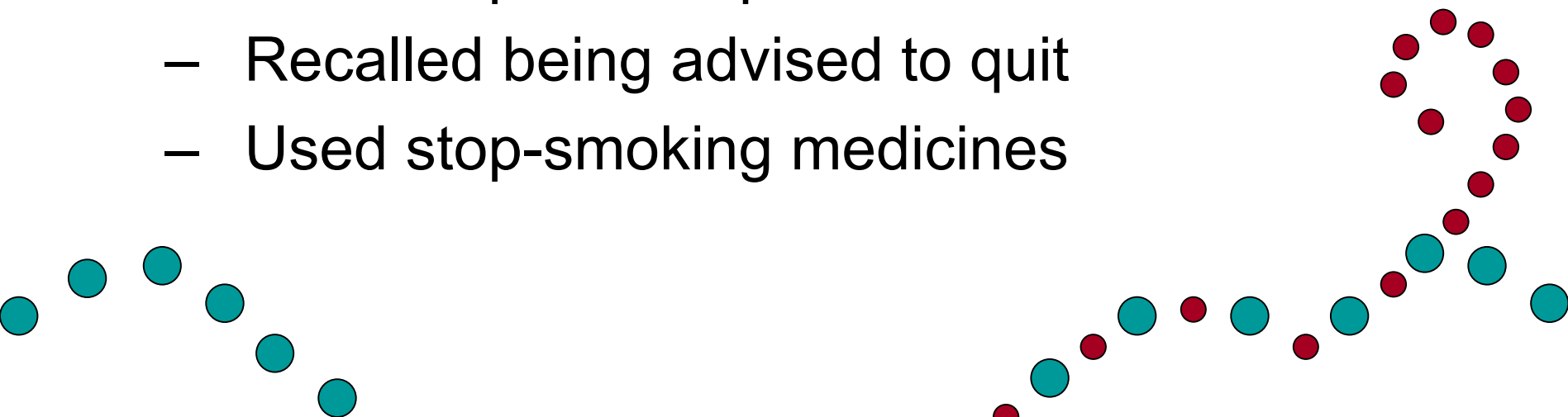
- 75% of daily smokers who had seen a health professional in the last year had been advised to quit.
  - More than among all Australian smokers (56%)
  - But fewer have used stop-smoking medicines (23% vs 42% in the past year)





# Dedicated funds and staff help

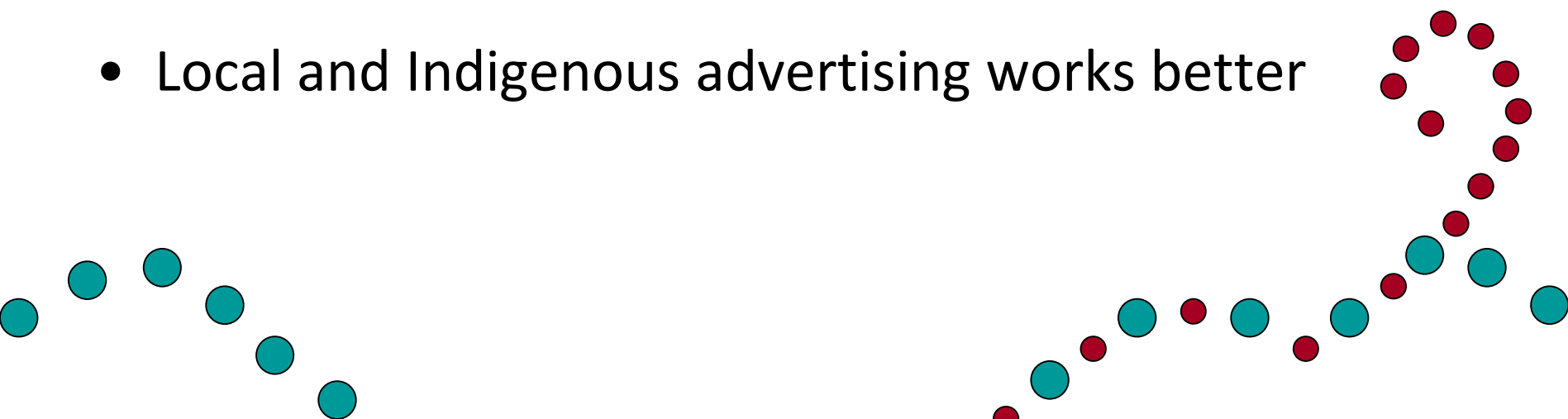
- If their local health service had
  - Dedicated tobacco control funds from any source or
  - Dedicated tobacco control staffthen more smokers had:
  - Made a quit attempt
  - Recalled being advised to quit
  - Used stop-smoking medicines





# Advertising works

- 85% smokers saw anti-smoking advertising in last 6 months
- More advertising exposure works better
- Local and Indigenous advertising works better







# Pack warnings work

- Pack warning labels increase **motivation** to quit and **knowledge** about smoking harms





# Cannabis

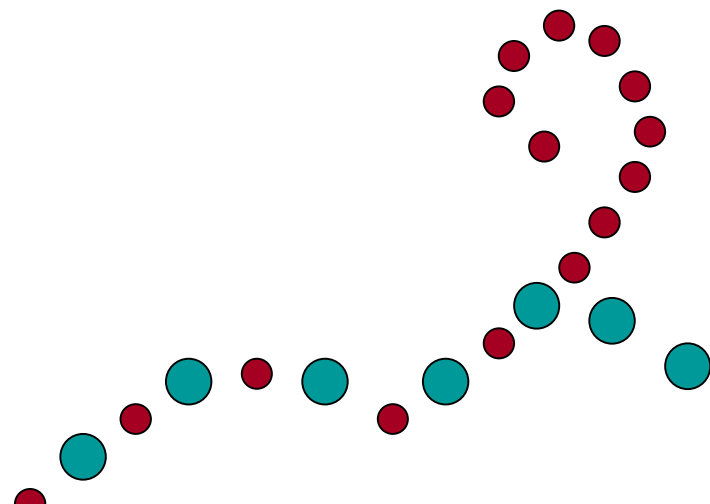
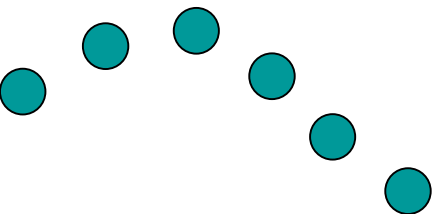
- Cannabis use is common among smokers
- Almost all these cannabis users mix it with tobacco





# E-cigarettes

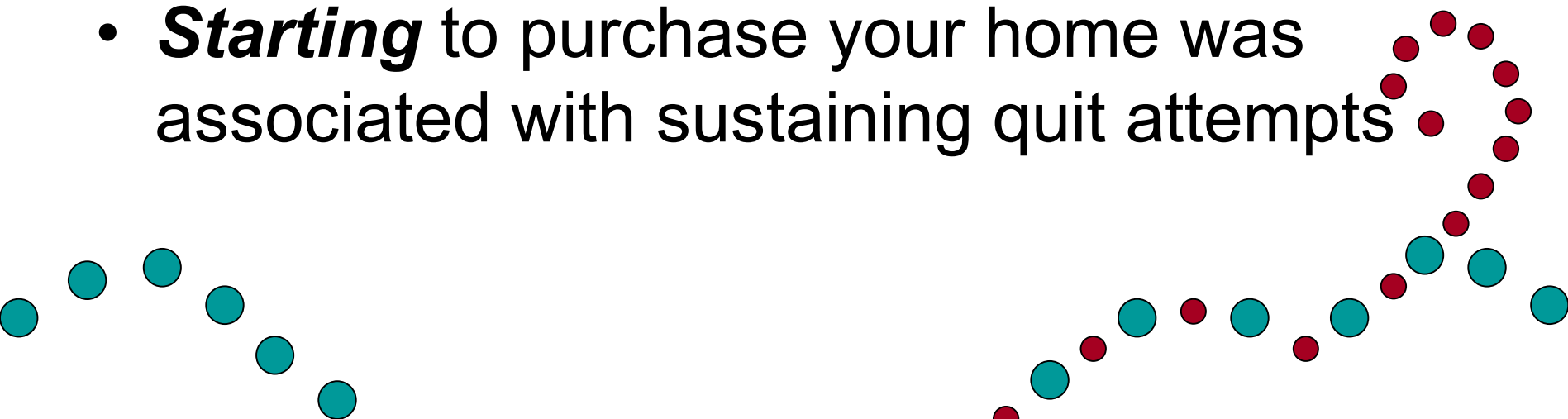
- 21% of smokers had tried an e-cigarette
- Only 22% of smokers agreed that e-cigarettes are less harmful than conventional cigarettes





# Social determinants

- Baseline disadvantage does ***not*** predict quitting before follow-up
- ***Becoming*** employed was associated with making and sustaining quit attempts
- ***Starting*** to purchase your home was associated with sustaining quit attempts

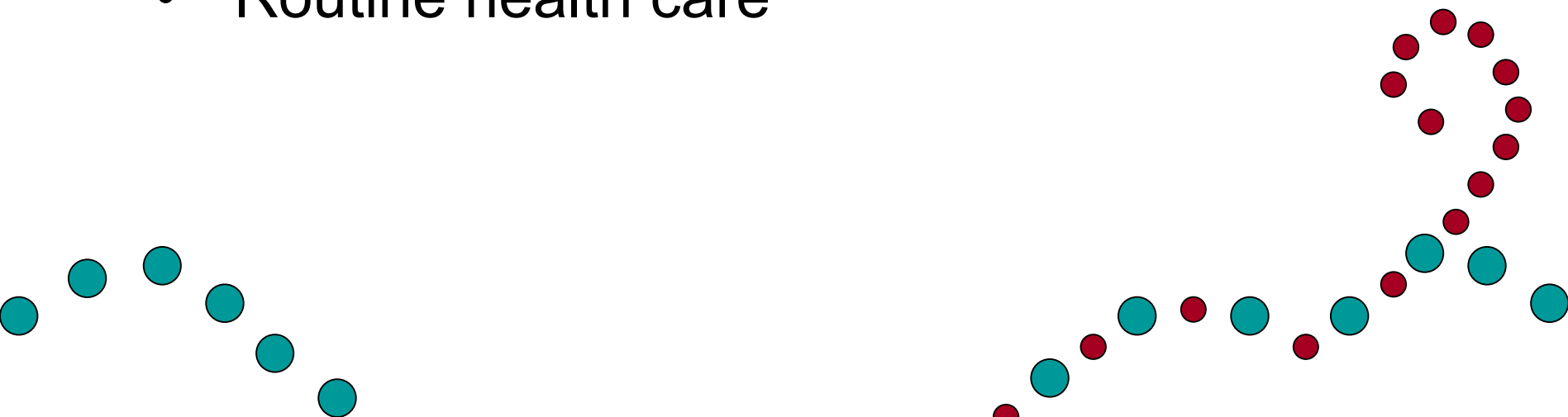




# Tackling smoking is possible

We need to continue investment in:

- Tackling Indigenous Smoking program
- Mainstream tobacco control
- Routine health care







# Acknowledgements

## Research Leadership Group

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