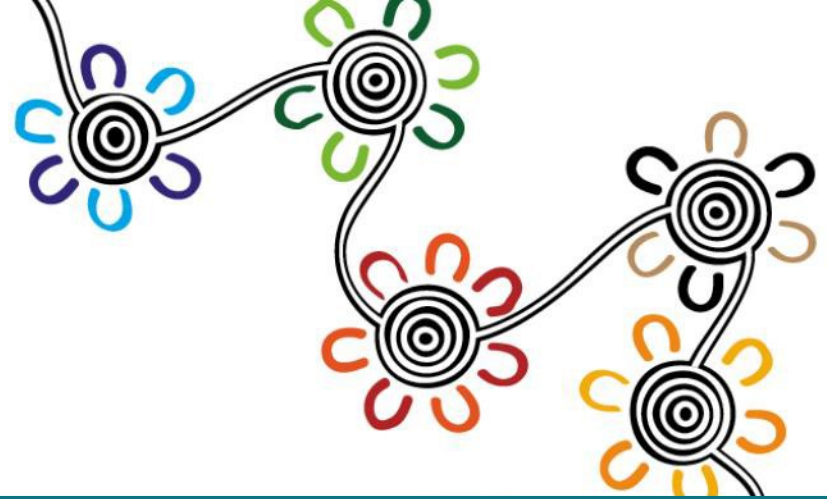


NATIONAL BEST  
PRACTICE UNIT

**TACKLING  
INDIGENOUS  
SMOKING**



# Good communications that lead to great partnerships

Steve Fisher

Northern Territory Workshop

15<sup>th</sup> August 2019



Australian Government

Department of Health



Two important questions for TIS workers in talking about their work to other people:

Why should you be interested in what I am telling you?

How do I get you interested?

# We need to be engaging.

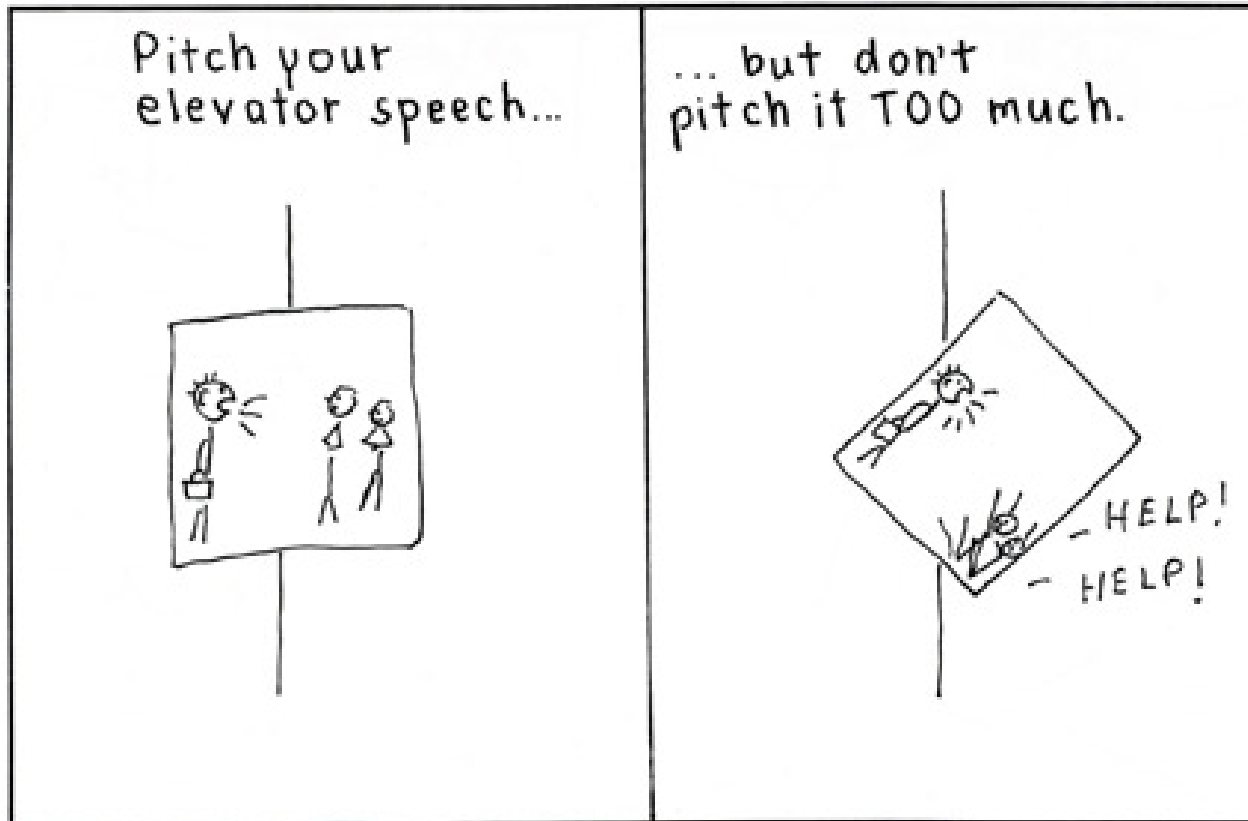
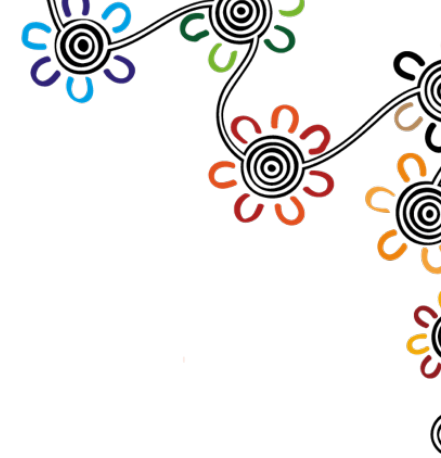


What does that look like? Here are two examples:

[https://www.youtube.com/watch?v=\\_ryYsz1YDW4](https://www.youtube.com/watch?v=_ryYsz1YDW4)

<https://www.nintione.com.au/newsroom/videos/interplay-project-rosemary-gundjarranbuy/>

# The classic 'Elevator Pitch' (Mary G's 'the room that goes ping')



# How it works

The idea is to be disciplined enough to get your message across to someone in a lift before it reaches the 7<sup>th</sup> floor.

**Who you are**  
Name and organisation



**What you do**  
What TIS does in your area



**Why audience should engage with you**  
Why is this important to the other person



# Ways of practising the pitch for TIS



## **Vision Pitch**

describes a desired future



## **Question Pitch**

begins with a question to engage reader



## **Twitter Pitch**

description using 140 characters or less



## **Pixar Pitch**

6-sentence formula used to describe every Pixar film story



## **Client-led Pitch**

starts with a description of what clients ask for and need

# Tips for writing an 'Elevator Pitch'



- Get attention: think relevant, not recent
- Learn about your audience
- Be specific
- Focus on skills-base
- 'Connect the dots'

# Partnerships for Tackling Indigenous Smoking



## What we can offer

Connection to  
community

Expertise on tobacco  
related topics

Resources for quit  
support and prevention

## What we can gain

Amplify our messages

Expertise on other  
topics

Greater ability to  
deliver resources

and more...



# The value of partnerships

Partnerships enable us to:

Incorporate diverse thinking and values

Share workloads and resources

Develop new service models

Access new people to work with

Better Outcomes



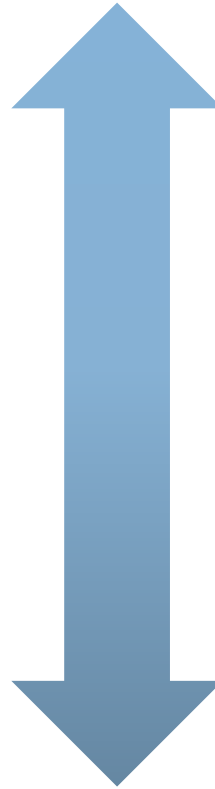
[QLD government & CheckUp Australia]

# Types of partnership



## Continuum based on:

- Commitment
- Change required
- Risk involved
- Levels of interdependence
- Power
- Trust
- Willingness to share turf



**Networking**

**Coordinating**

**Cooperating**

**Collaborating**

[VicHealth]

# Ingredients for success

- Open, quick communication
- Clear purpose
- Mutual commitment
- Enthusiasm from both sides
- Add value for both partners
- Respect
- Patience
- Careful planning



[QLD government & CheckUp Australia; VicHealth 2011]

# Thanks for participating.



NATIONAL BEST  
PRACTICE UNIT  
**TACKLING  
INDIGENOUS  
SMOKING**