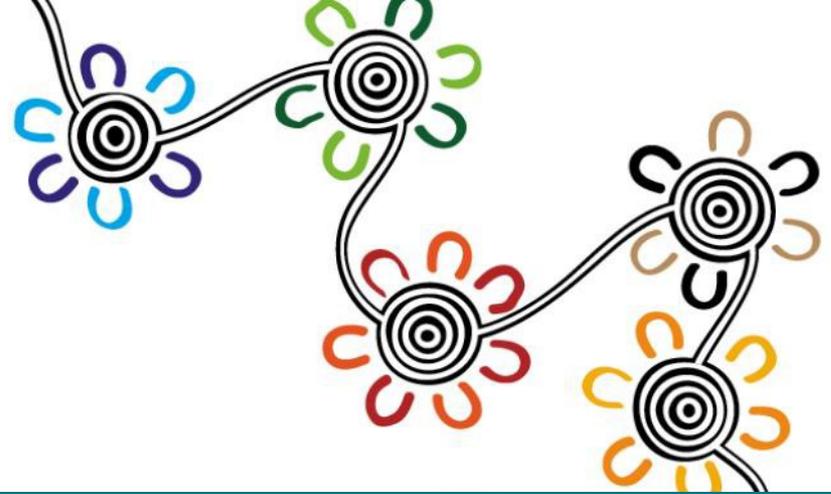


NATIONAL BEST
PRACTICE UNIT

**TACKLING
INDIGENOUS
SMOKING**



Good communications that lead to great partnerships

Steve Fisher

Northern Territory Workshop

15th August 2019



Australian Government

Department of Health

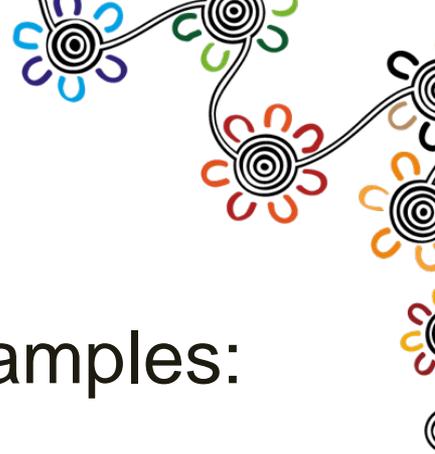


Two important questions for TIS workers
in talking about their work to other
people:

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

How do I get you interested?

We need to be engaging.

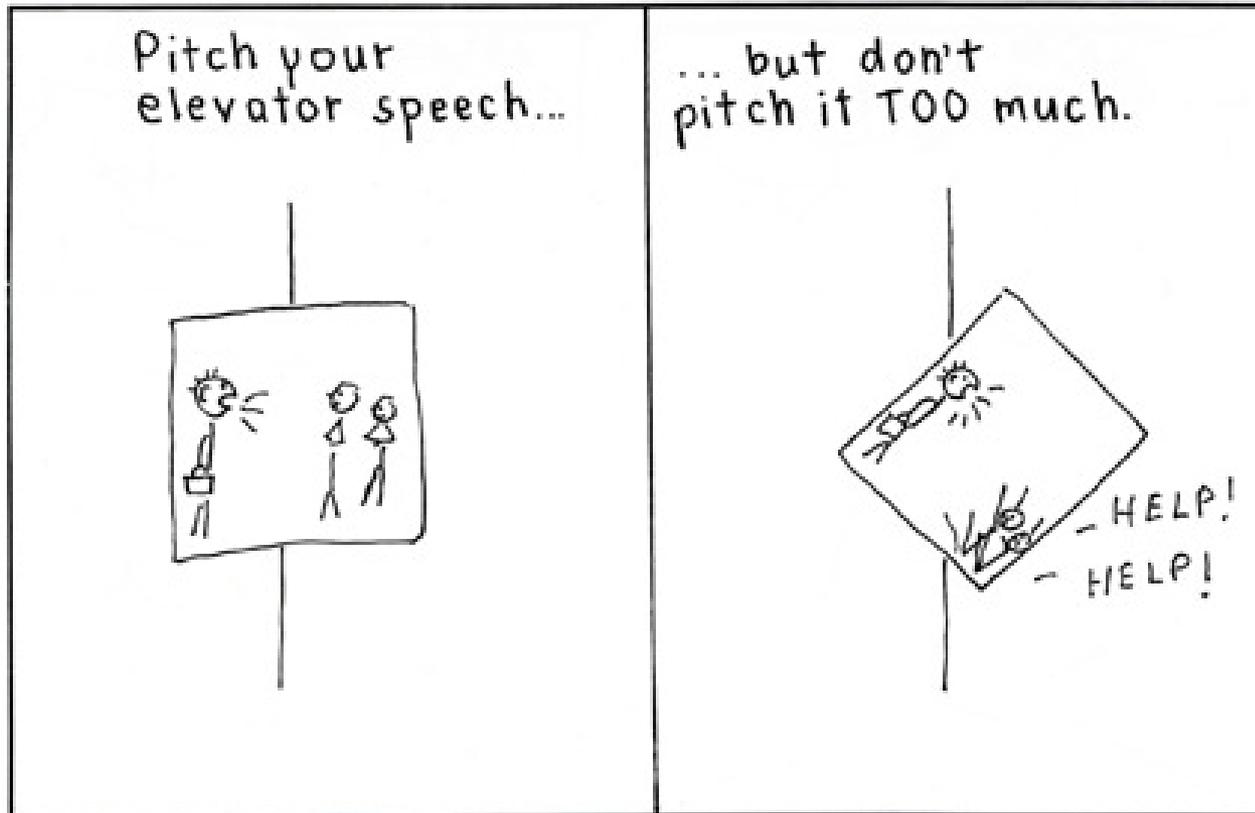
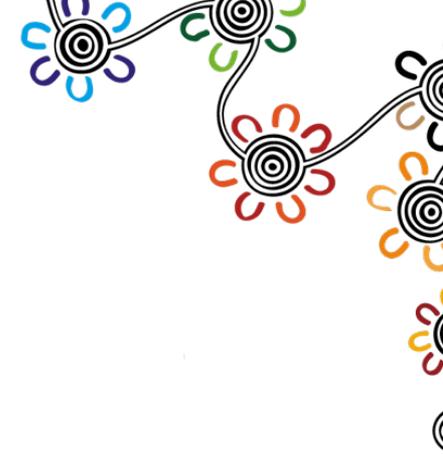


What does that look like? Here are two examples:

https://www.youtube.com/watch?v=_ryYsz1YDW4

<https://www.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 7th 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



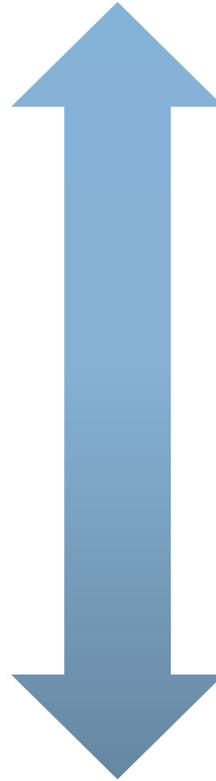
[QLD government & CheckUp Australia]

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]

