



**Aboriginal Health Council**  
of South Australia Ltd.

# Maternal Health Tackling Smoking Program

## Presenters

Ngara Keeler and Sarah Agius



## **Acknowledgment of Country**

- We would like to acknowledge the Ngunnawal people, the traditional Owners and Custodians of the land on which we meet today, and pay my respects to Elders past, present and emerging.
- We would like to extend that acknowledgement and respect to Aboriginal and Torres Strait Islander colleagues and visitors who are with us today.



# Maternal Health Tackling Smoking (MHTS) program

- The program is funded through Drug and Alcohol Services South Australia and is part of an overarching Tackling Indigenous Smoking approach.
- Objectives of the program are to reduce the prevalence of smoking among pregnant Aboriginal women and their families in South Australia (SA). Ensuring that Aboriginal Children are born healthy is paramount to improving Aboriginal health and is pivotal to Closing the Gap between Indigenous and non-Indigenous health.
- Although there have been positive results in SA reducing the rates of Aboriginal women smoking during pregnancy much work is still required.



## **Milestones of the MHTS Program**

- On average, 1,000 Aboriginal babies are born in SA every year. In 2010, when the program commenced, 52.9% of pregnant women were smokers.
- In 2017 smoking rates had decreased to 41.3 %. There is a correlation between the effective and popular ‘Stickin it Up the Smokes’ social marketing campaign which continues to encourages women to make quit attempts by delivering smoke-free messages, engaging with local ambassadors/role models as part of a coordinated approach to supporting pregnant women and the increased number of Aboriginal women making successful quit attempts during pregnancy.



## Elements of the MHTS Program



- Empowering women through education and information
- Well women's pamper day and group activities
- 1 to 1 brief interventions, referrals, and follow up support



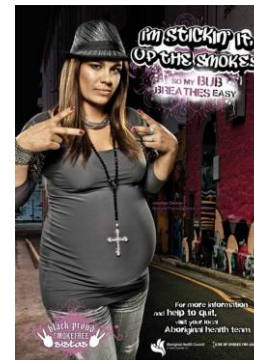
# Elements of the MHTS Program

- Maternal and AMIC Workforce Education and Support
- Building supportive and two way partnerships
- Development and distribution of culturally appropriate pregnancy resources



## Elements of the MHTS Program

- 2 phase comprehensive Statewide Social Marketing Campaign (Ambassadors, website, Facebook, resources and videos)
  - 2011 Stickin it Up the Smokes, black proud smoke-free Sistas (SIUTS)  
<https://www.youtube.com/watch?v=ZqIXhslhqy8>
  - 2018 Through the Eyes Children
  - SIUTS Facebook





# What's New for AHCSA

- New CEO and MHTS Project Officer
- Stronger partnership with the Pepi Pod Project

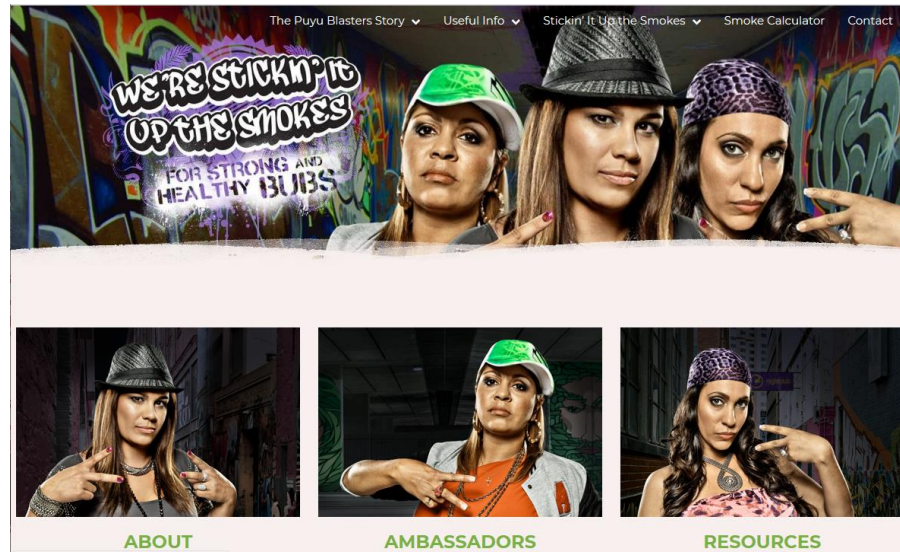






## What's New

- <https://www.puyublasters.com.au/stickin-it-up-the-smokes/about/>





# What's New

- Bump to Bub Flip Chart resource for health professionals
- Smoking in Pregnancy information packs for health professionals and clients
- [New Resources](#)





## Plan for the next 4 months

- Development of an Indigenous Smoking in Pregnancy Action Plan
- Increase Ambassador opportunities for tackling smoking in our communities in partnership with the TIS Programme
- Complete the Smokerlyzer on-line education project
- Maintain partnerships and foster new partnerships for a coordinated approach to addressing Indigenous smoking in pregnancy
- Continue with program elements





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