

# Population Health Promotion for Tackling Indigenous Smoking

- Internet - reliable sources e.g.:
  - ⇒ TIS Website <https://tacklingsmoking.org.au/>
  - ⇒ Tobacco in Australia <https://www.tobaccoinustralia.org.au/home.aspx>
- Journals/peer reviewed papers
- WHO

## M&E

- Focus Groups
- Yarning Circles
- Success stories
- Local surveys

## Performance report

## Evidence Based Activities

- Global Research
- Local Evidence
- Community Values
- Professional expertise

## Outcomes focus

- Short to medium term
- Attitudes
  - Beliefs
  - Intentions



## Multi-method Approach

- Social Media
- In language resources
- Face to face activities
- Events
- Physical/interactive
- Role models/champions
- Common branded, place based messages and themes
- Family group cultural activities
- Local community expertise to design resources e.g. local artists
- Local workforce with local connections
- Using local language in messaging
- Sharing good resources
- Relationship building

## Multi-level Action

Individual  
**Community**  
State and territory  
National

