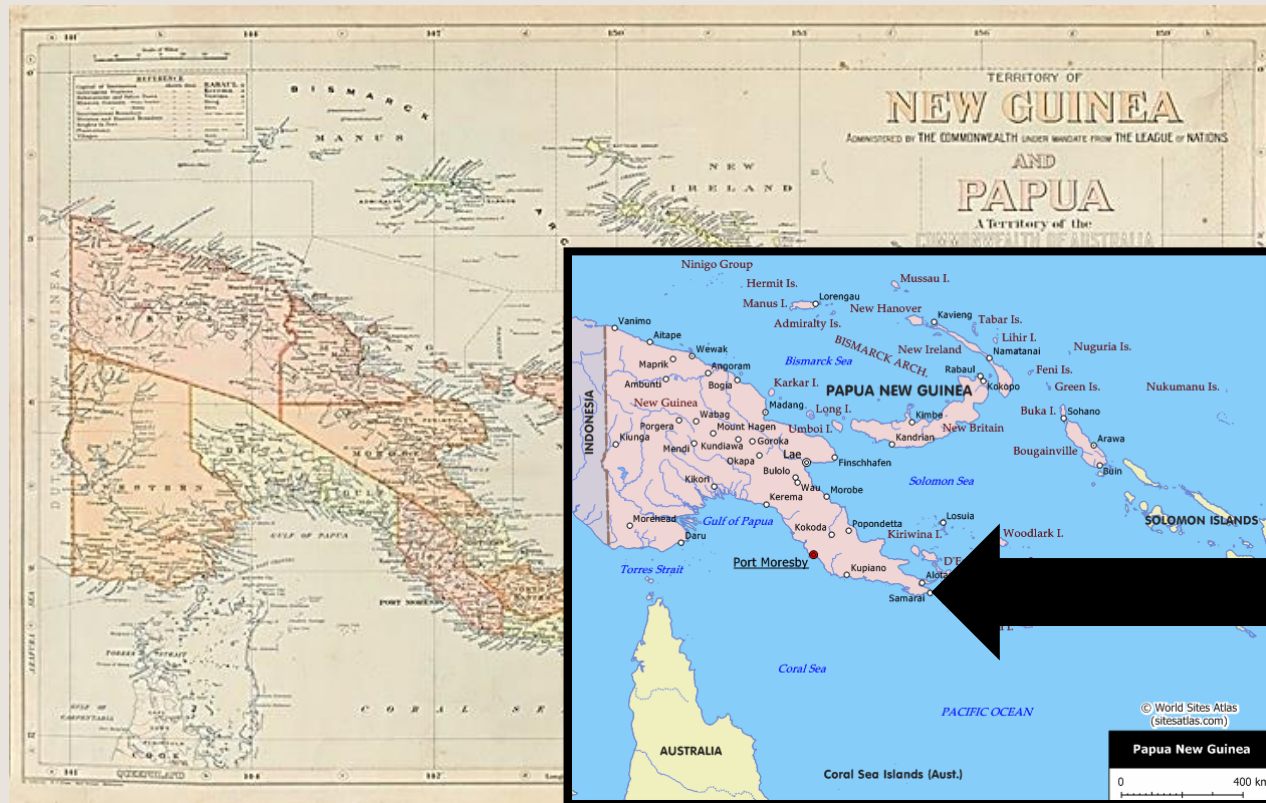


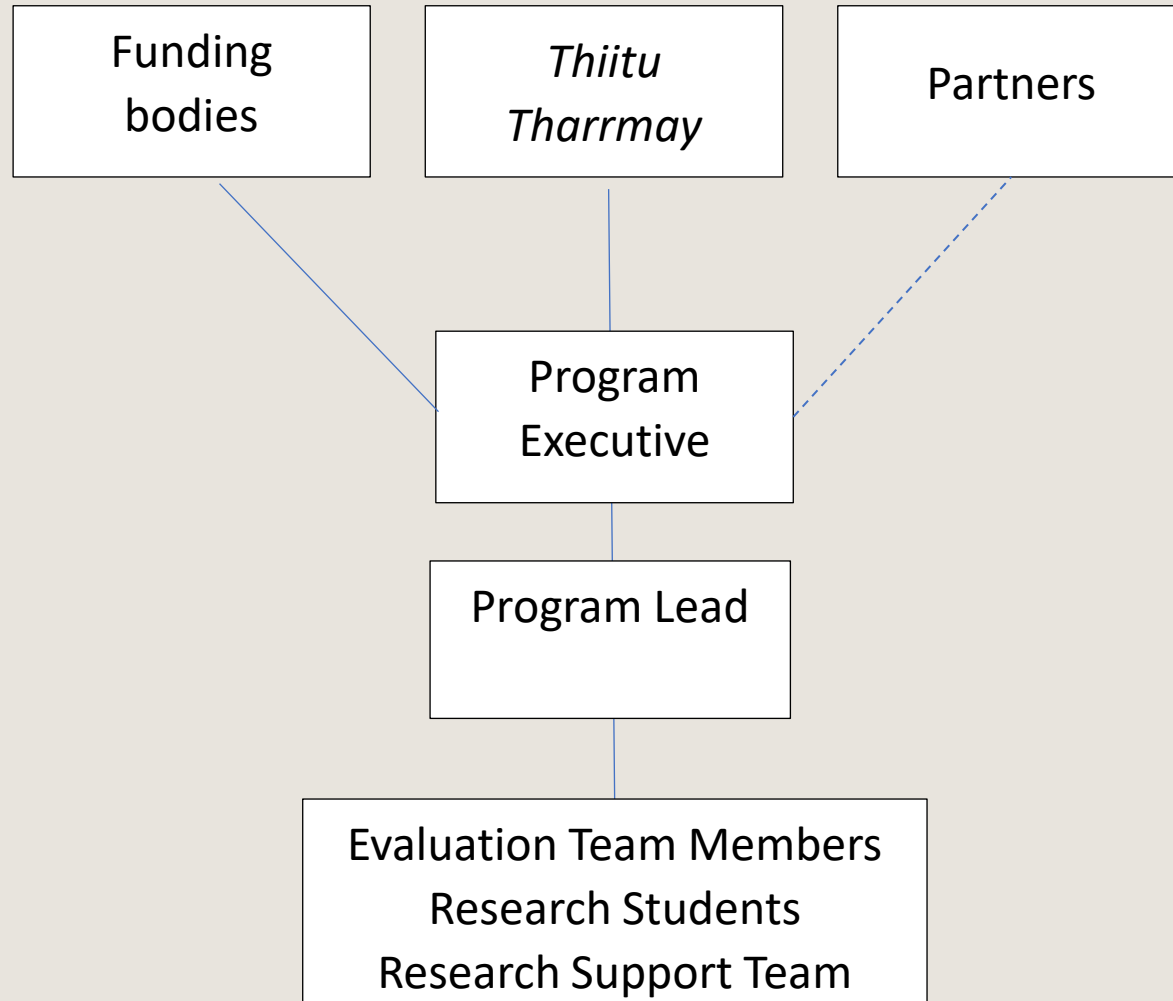
# Tackling Indigenous Smoking program impact and outcome evaluation

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Tobacco Free Program  
Aboriginal and Torres Strait Islander Health Group  
Australian National University  
25 May 2021

# Milne Bay, PNG



# Governance and accountability



## Thiitu Tharmmay: *to share knowledge* (Ngiyampaa)

- Aboriginal and Torres Strait Islander peoples
- Tackling Indigenous Smoking representatives

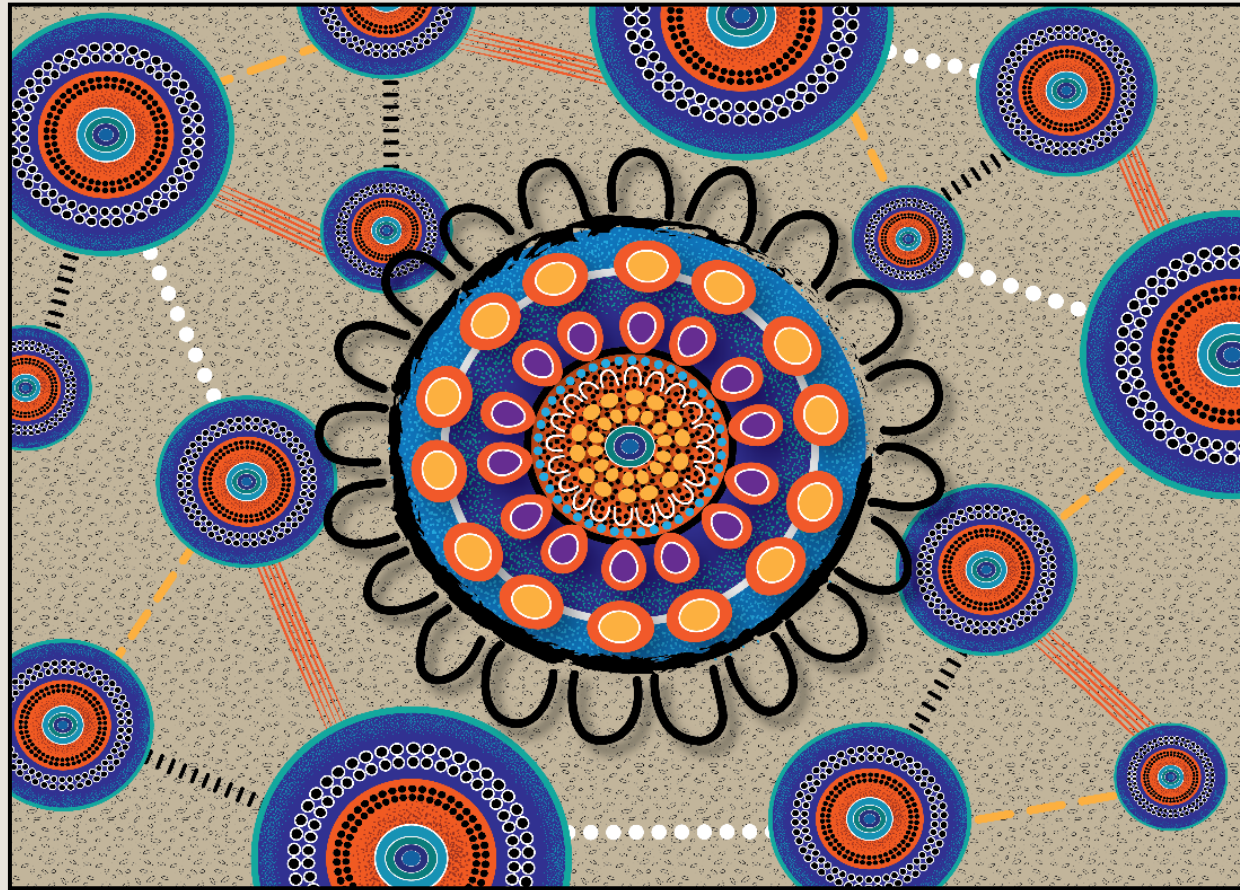
## Program Executive

- Ray Lovett (Wongaibon)
- Jill Guthrie (Wiradjuri)
- David Thomas
- Katie Thurber
- Raglan Maddox (Modewa Clan, PNG)

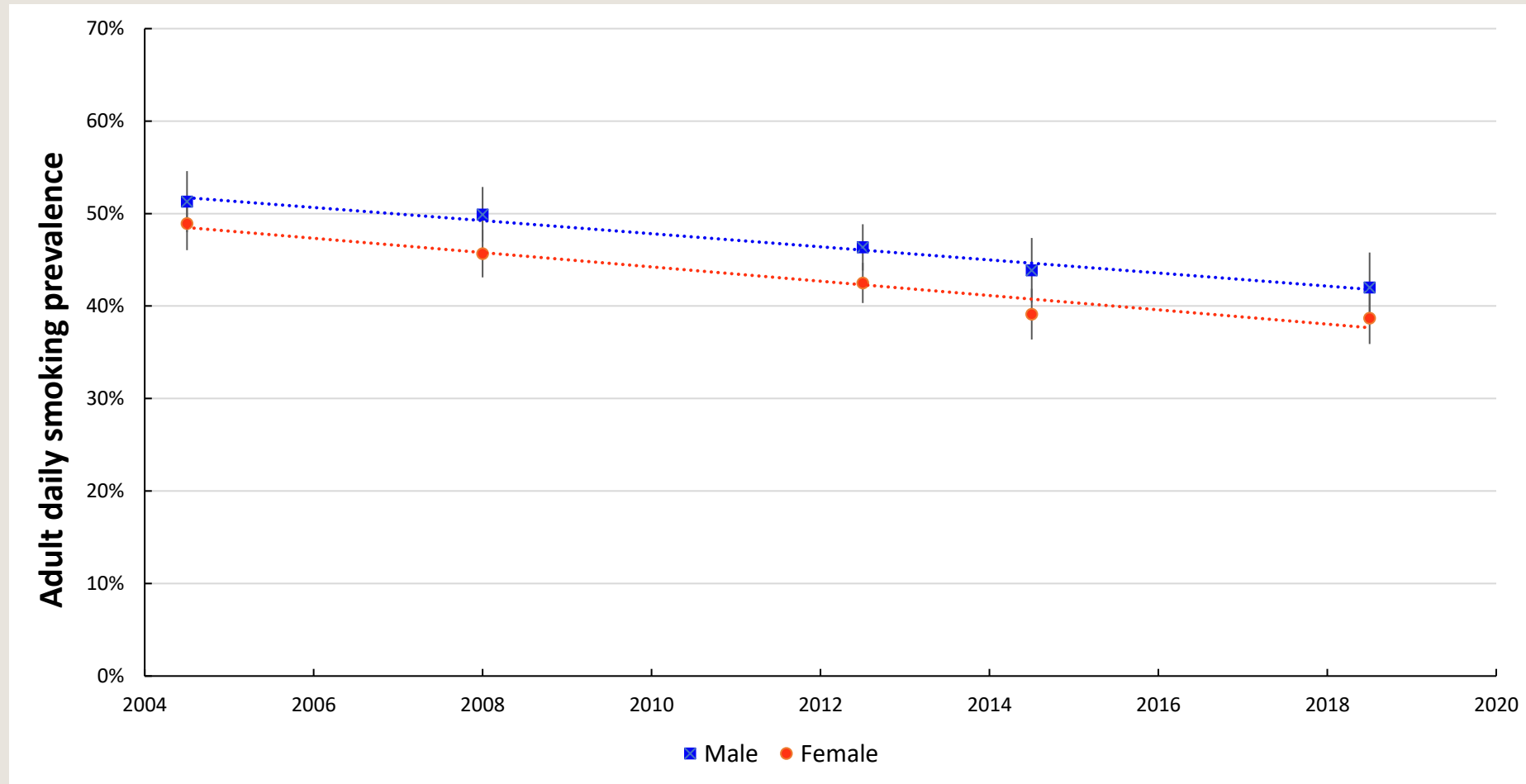


# Unity

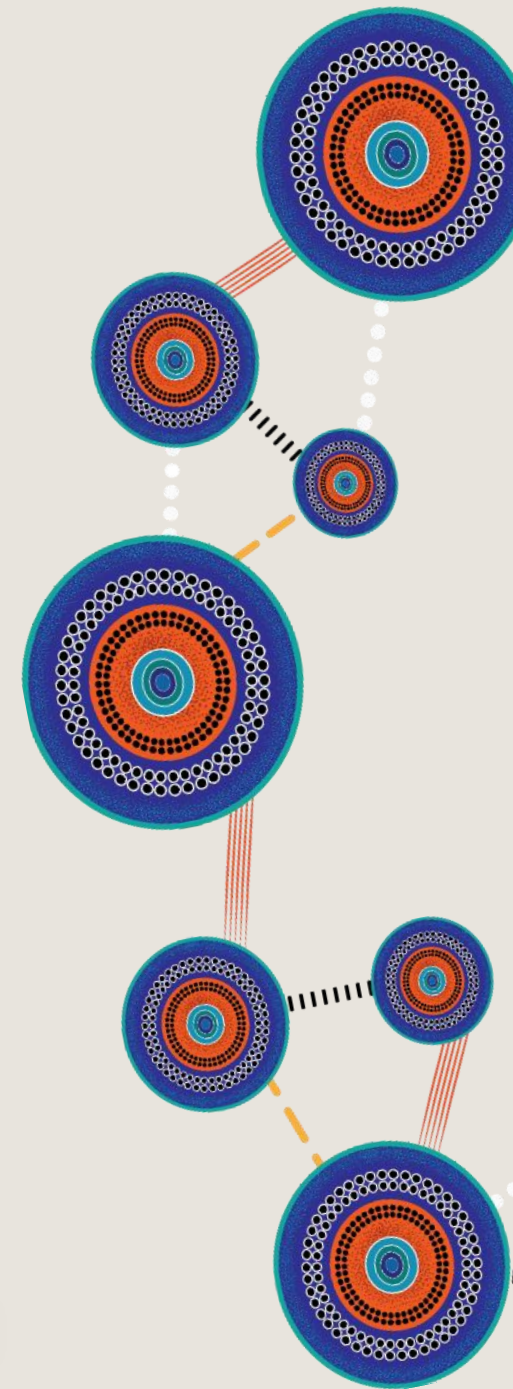
Jasmine Sarin  
Kamilaroi and Jerrinja woman



# Smoking rates are declining for Aboriginal and Torres Strait Islander people



Maddox, R., Thurber, K.A., Calma, T., Banks, E. and Lovett, R. (2020), Deadly news: the downward trend continues in Aboriginal and Torres Strait Islander smoking 2004–2019. Australian and New Zealand Journal of Public Health, 44: 449-450. <https://doi.org/10.1111/1753-6405.13049>



# We want to know the impact of the TIS program

Are smoking related-outcomes *different* in areas with TIS funding compared to areas without TIS funding?

This includes changes in:

## SMOKING RATES

- ☉ % of people who smoke
- ☉ % of people who quit and stay quit
- ☉ % of women who smoke during pregnancy
- ☉ Smoking initiation

## ATTITUDES TO SMOKING

- ☉ Behaviours related to quitting (e.g. calls to Quitline; stop smoking medications)
- ☉ Attitudes about smoking and quitting

## EXPOSURE TO SMOKING

- ☉ Second-hand smoke exposure, including such as smoke-free homes



# The tool

## Tackling Indigenous Smoking Program Activity Intensity Tool



Type of activities



Frequency of activities



Reach of activities



NO TIS TEAM

NO ACTIVITY

LOW  
ACTIVITY

MEDIUM  
ACTIVITY

HIGH  
ACTIVITY

# Together, we came up with these categories



## Smokefree policies

1. Smokefree workplaces
2. Smokefree cars
3. Smokefree homes
4. Smokefree sport and community events

## Mass media/social media campaigns

5. TV media campaigns
6. Radio media campaigns
7. Print media campaigns
8. Facebook social media campaigns
9. Instagram social media campaigns
10. Twitter social media campaigns

## Promotional resources

11. Promotional posters
12. Promotional pamphlets
13. Promotional smokefree signs and branded vehicles

## Community education & engagement

14. Community education and training
15. Community engagement, social activities and events

## Events

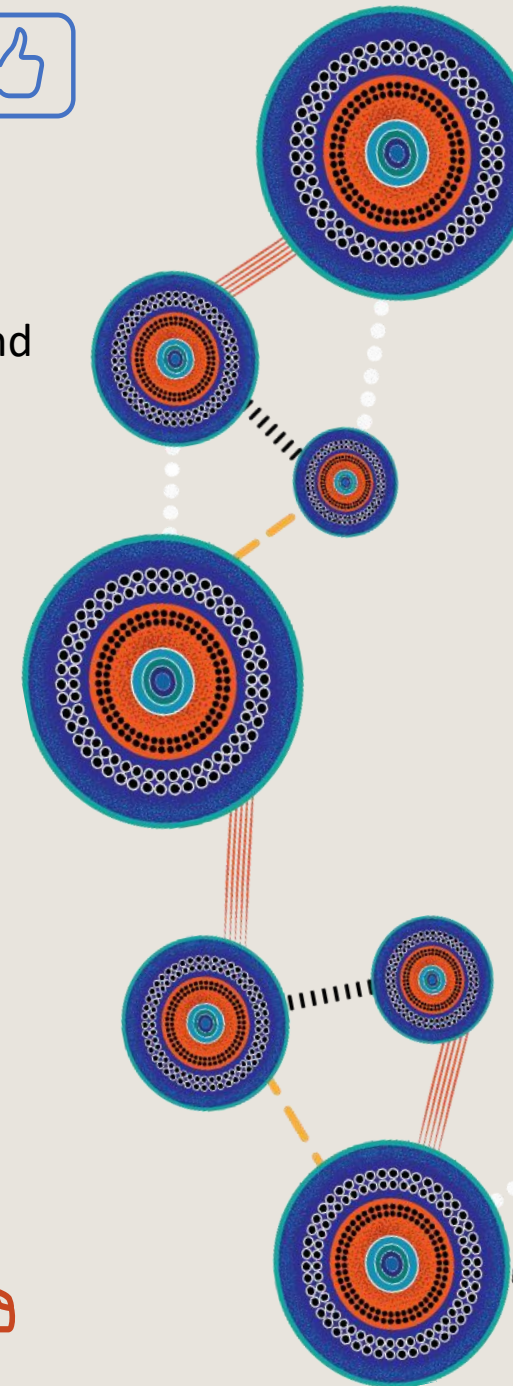
16. World No Tobacco Day
17. NAIDOC
18. Fun runs

## Cessation supports

19. One-to-one or group smoking cessation support
20. Provision of stop smoking medications
21. Brief interventions

## Other

22. Anti e-cigarette/anti-vaping activities
23. Other



# We're off to a good start, but there's more to go!

14 teams completed

20 teams finalising their data

6 teams yet to begin



The more teams that participate, the richer the data we have to evaluate how the TIS program is working!

