



Killa Laana

Tackling Indigenous Smoking Program



Kiila Laana Success Story

- Introducing Kiila Laana's Muuku Pledge program
- Challenges
- Increase Facebook audience
- Collaborate through Facebook
- Success Stories



INTRODUCTION



3 month incentive:
Gardening and Art Supplies.
Helping the transition from having a break and smoking to having a break and doing a smoke-free activity.



Balranald Nurse Emma with
Muuku Pledge participants
Neville and Rhonda

CHALLENGES

Challenges we have encounter include;

- *Lack of followers to the Facebook page*
- *Low reach*
- *Low engagement*
- *Few Muuku Pledge participants*


Increase Facebook Audience :

July 2020

COMMUNUNITY FOCUS

Killa Laana at Maari Ma
Published by Sharon Hooker · 14 July 2020 · 🌐

What happens during an ATSI health check? Smiley Crawford takes us through the steps.



967 People reached 198 Engagements

15 11 comments 7 shares


Like Comment Share

967	198
People reached	Engagements
15	11 comments
	7 shares

TOBACCO INFORMATION

Killa Laana at Maari Ma
★ Favourites · 22 January 2020 · 🌐

Yet another good reason to stop. 12.5 % increase in cost per packet.. Let us help you quit. We have all the resources and specialist waiting to assist. 0880 829777.



7NEWS.COM.AU
Cigarettes to burn a bigger hole in smokers' pockets
A 12.5 per cent price hike will make the cheapest packs \$29, or more tha...

130 People reached 9 Engagements

2 1 shares

130	9
People reached	Engagements
2	1 shares

V's

INCREASE

COLLABORATE

Collaborate With Organisations and Programs

Building relationships with like-minded organisations

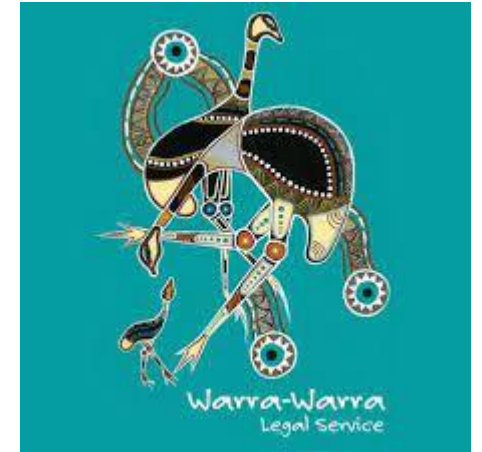
- Engaging in other sites'
- Encouraging organisations to engage with Kiila Laana Facebook
- Expanding the Kiila Laana audience.



WILCANNIA NEWS



ABC
BROKEN HILL



SUCCESS



17th – 23rd May 2021

Followers up - 900%

Engagements up - 758%

Post reach up - 429%

Killa Laana at Maari Ma
★ Favourites · 30 April ·

Can you imagine a future with no cigarettes? It is possible, with World No Tobacco Day reminding us not to take up smoking or try hard to quit if we do smoke. Muuku program has a dedicated education officer who understands the challenges in quitting and is here to offer support with proven ways to help reduce smoking. Take the Pledge and enjoy the benefits of a smoke - free future.

Why take the pledge?

The Muuku pledge is an incentive based program. If you're a smoker and have tried to quit before then you'll know how hard it can be to continue to stop the smoker long term. This program encourages you to stay smoke-free by offering you the chance to receive the gift you want at the end of the 12-month program. Throughout the program a Maari Ma health care provider will assist you along the way and help you achieve milestones which are rewarded with gifts to match the milestone. At the end of the 12 months if you have been able to reduce the amount of cigarettes smoked or have quit all together then you will receive your chosen approved gift.

WORLD NO TOBACCO DAY

muuku
smoke-free
PLEDGE
2021

#maarima f Killa - Laana at Maari-Ma

#COMMIT TO QUIT

STOP SMOKING
that's the idea

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

166 People reached 7 Engagements

4 1 share

Boost post

166
Reach

7
Engagements

4

1 share



Kiila Laana Education Officer Tiffany and Nurse Emma presenting the 2020 Muuku Pledge participants with their final incentive.

Neville continues to be smoke-free and Rhonda has reduced her tobacco dependency significantly and said she will continue to engage in the Kiila Laana program to reach her goal.

Over the last 12 months we have had the following:

- Total of 90 education sessions delivered. These include OVHS education sessions both theoretical and clinical guidance.
- 10 new frontline staff have undertaken initial theoretical tobacco management training over last 12 months.
- 7 non-frontline staff have undertaken theoretical training to deliver brief intervention and referral information to community.
- Total number of trained current frontline primary health staff = 37 (not including GPs) to deliver tobacco management support.
- Total number of trained current non-frontline staff to deliver brief interventions = 14



thank you