



Awabakal

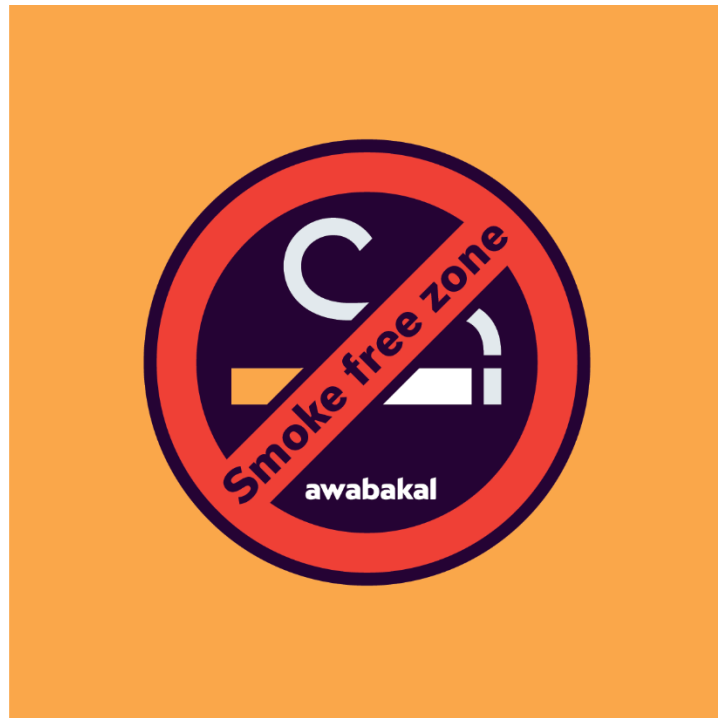
June 2021



This story was submitted to the National Best Practice Unit for Tackling Indigenous Smoking (NBPUI) by Awabakal. Many thanks to the Awabakal TIS team for sharing their story.

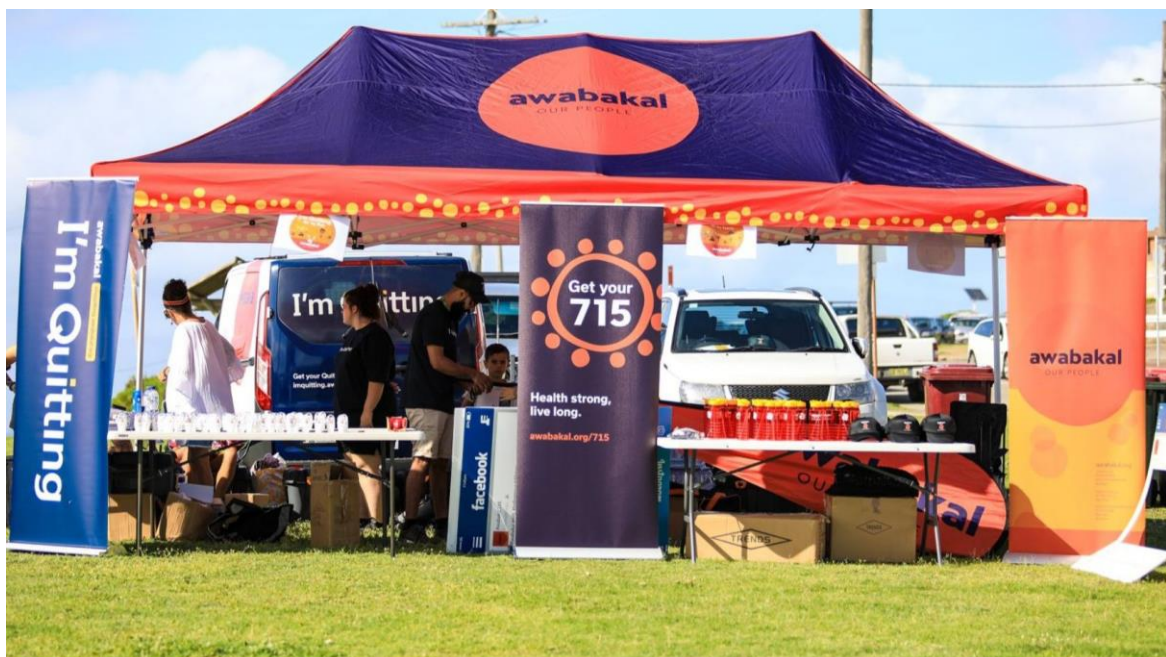
What area do you service?

The Awabakal TIS Team services the Newcastle, Lake Macquarie, Port Stephens and the lower Hunter Valley area. We are the leading medical provider for our people and have been providing services in the Newcastle Area and surrounds for more than 40 years. Our organisation employs over 170 staff and are also one of the largest Indigenous employers in our region. We provide services for over 8000 people and are continuing to expand rapidly to meet the community demand for culturally appropriate health services. Along with medical services, we assist with housing, NDIS aged care, mental health, dental and operate two early learning centres.



Tell us about your successful activity.

Awabakal's I'm Quitting program has been our primary TIS call to action campaign for the last five years. It is largely a social media-driven campaign that links community to a landing page, where they enter their contact details, how many quit attempts they have made and their closest Awabakal Clinic. We have found this a great way to create a recognisable brand and the campaign has also assisted to extend our program reach.





Who was the activity designed to reach?

The Awabakal TIS team worked with Headjam, a local creative design studio, to come up with a concept that would target our Aboriginal and Torres Strait Islander smokers. Our aim was to promote smoking cessation in community, with a particular focus targeting youth 15 to 25 by using social media as the medium to carry the message and information. We used plain and consistent branding for the campaign so it would become recognisable and familiar to the audience we were targeting and provide a 12-week support program with support and incentives. We worked with many talented and inspiring individuals to promote good choices, quitting education and awareness including Jack Wilson (Deadly Ninja Warrior), Gema Simon (Newcastle Jets), Newcastle Knights and Steven Oliver and felt this also assisted in reaching our target audiences.



Can you sum up what you have achieved through this activity?

Awabakal has worked extremely hard on our social media presence as our core tool for community engagement (particularly during COVID-19). We have strong community engagement and following and have grown our audience to over 8000 followers on Facebook. Our solid content strategy really helped when we were not able to engage face to face.

We did come across issues with tracking our data accurately and wanting to find more robust outcomes, which led to a recently created direct call to action and landing page that enables us to have a clear



conversion. Our online referrals now come through to the landing page using a system we can extract data and reports from. Challenges we have come across include accurately capturing outcomes and data, such as how many people we have supported to quit, how many successfully quit and what worked for them. Although we capture and attempt to source a lot of this through surveys and other means it often relies on responses and information from various sources.

We are currently working in partnership with the University of Newcastle to try and fill in some of the gaps in our knowledge. As our geographical footprint has expanded, we have found challenges in getting testimonials and personal experiences from the community. We have initiated TIS ambassadors across our clinics and working through a new process of internal reporting to assist with information gathering.

