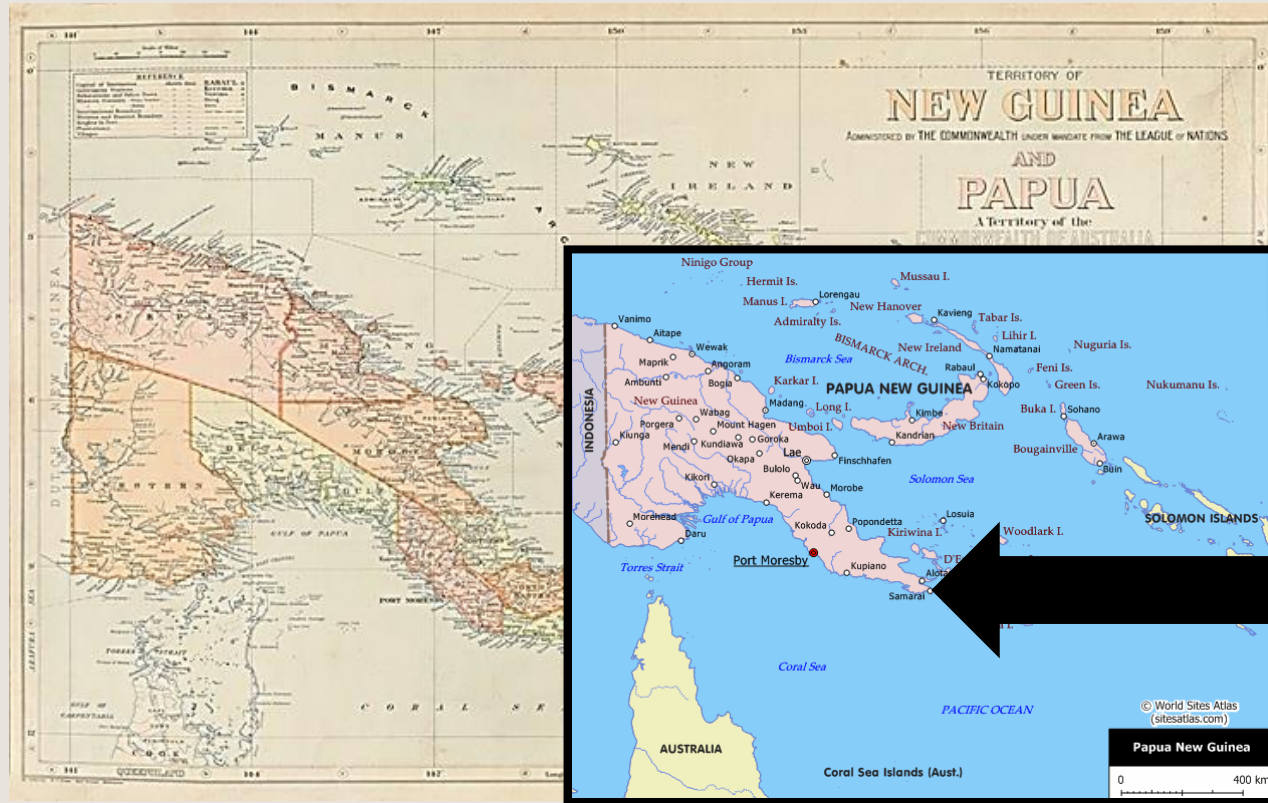


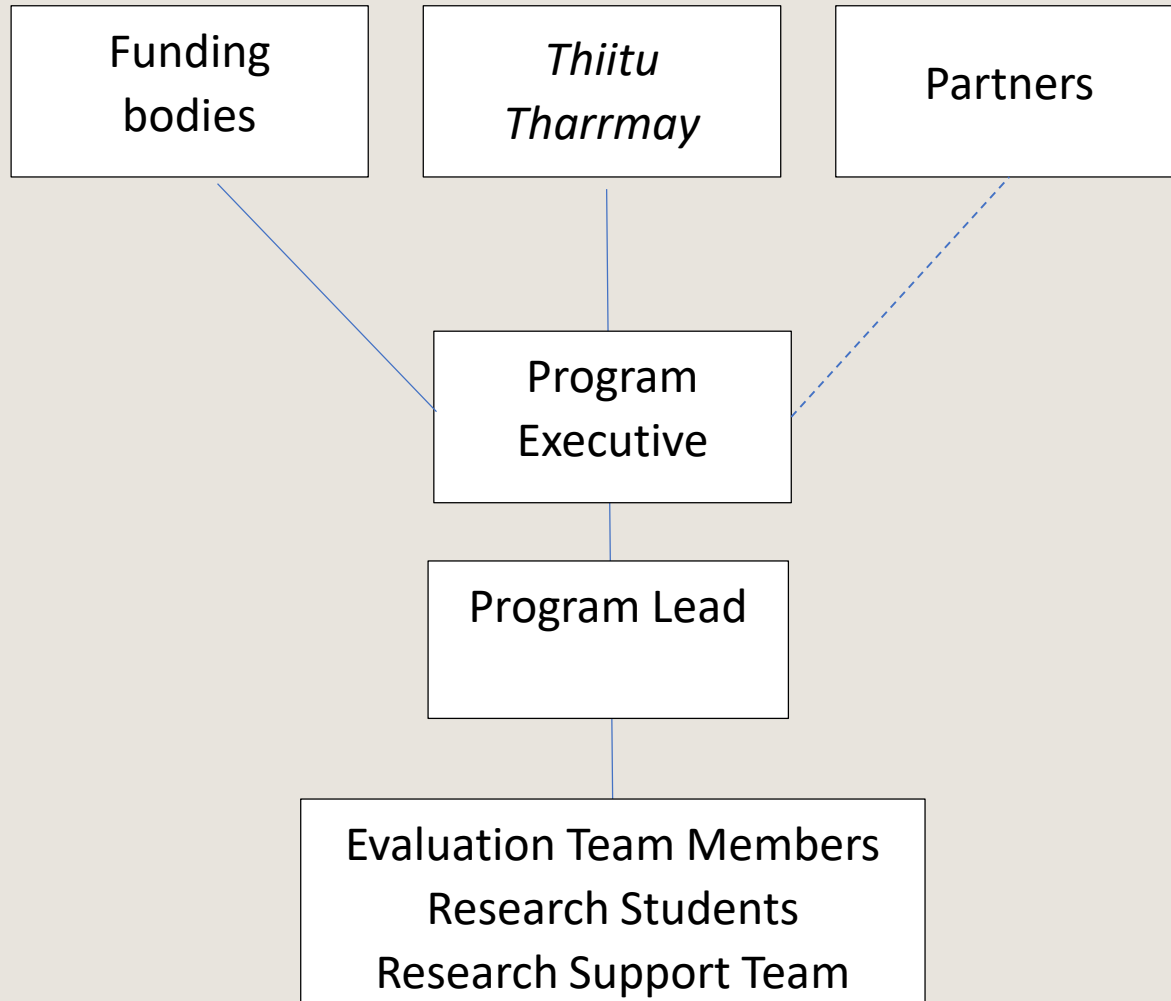
Tackling Indigenous Smoking program impact and outcome evaluation

Raglan Maddox PhD MPH
Tobacco Free Program
Aboriginal and Torres Strait Islander Health Group
Australian National University
17 June 2021
Raglan.Maddox@anu.edu.au

Milne Bay, PNG



Governance and accountability



Thiitu Tharmmay: *to share knowledge* (Ngiyampaa)

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

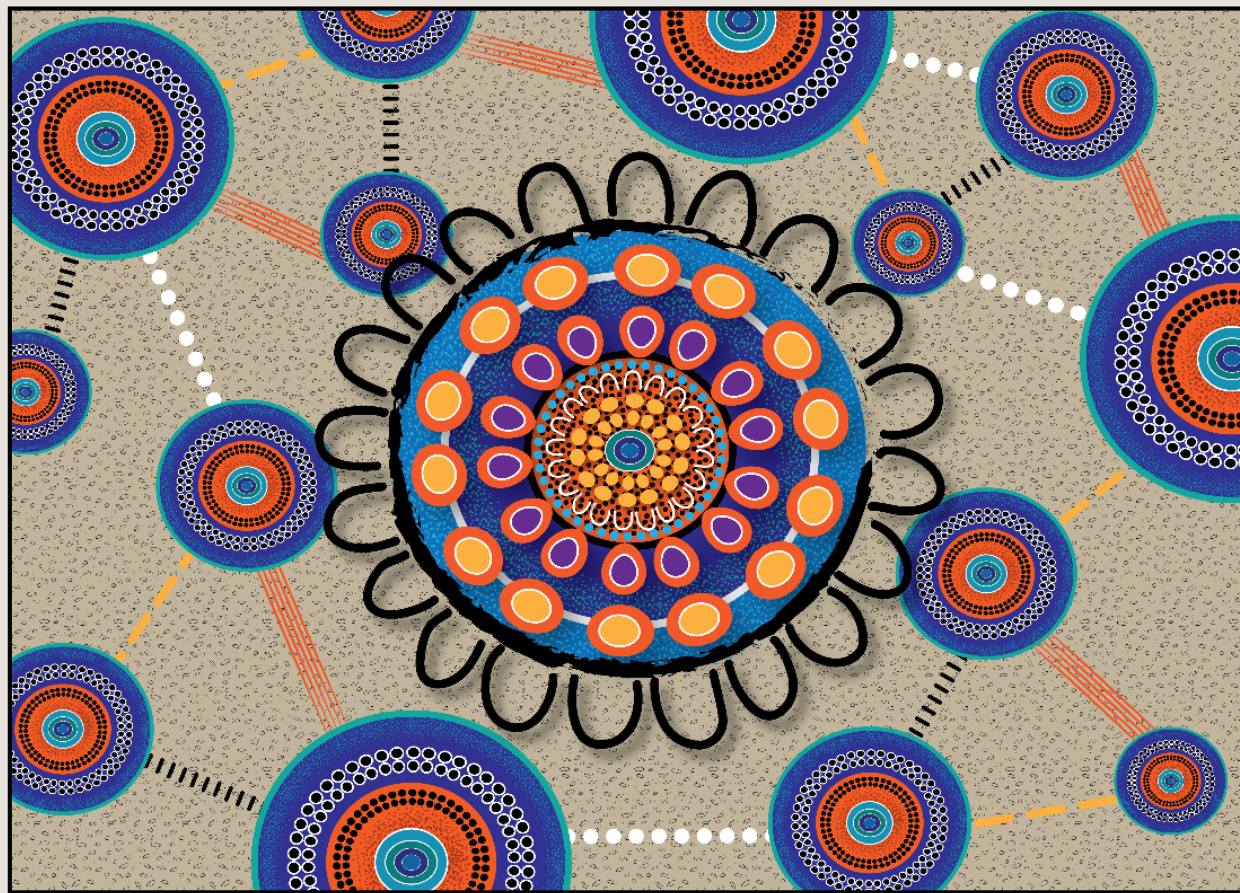
Program Executive

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



Unity

Jasmine Sarin
Kamilaroi and Jerrinja woman



Aboriginal and Torres Strait Islander: smoking and mortality

WHAT DID WE DO?



- ✓ completed smoking history survey
- ✓ Aboriginal and Torres Strait Islander peoples
- ✓ aged 45 and older

1,388 Aboriginal and Torres Strait Islander adults completed the *45 and Up Study* survey.

collect



10 years

We recorded who died over 10 years.

analyse



We analysed the data and are now sharing results.

share

Source: Thurber KA, Banks E, Joshy G, Soga K, Marmor A, Benton G, White SL, Eades S, Maddox R, Calma T, Lovett R. Tobacco smoking and mortality among Aboriginal and Torres Strait Islander adults in Australia. *International Journal of Epidemiology*. 2021 Jan 25.

WHAT DID WE FIND?

- 1 We found health risks linked to *current* and *past* smoking.
- 2 People who *never smoke* live an extra **10 years**, compared to those who smoke.
- 3 People who smoke have **4 times** the risk of early death.
- 4 More cigarettes  = increased risk of early death. **No amount of smoking is safe.**
- 5 Quitting smoking at any age = lower risk of early death.
- 6 Smoking causes **half of all deaths** of people aged 45 years and older. 
45+ years
- 6 Smoking causes **one third of all deaths** at any age. 
all ages
- 7  Smoking has taken away over **10,000** Aboriginal and Torres Strait Islander peoples lives in the last 10 years.

SO WHAT?



The negative impact of smoking on families and communities has always been underestimated.

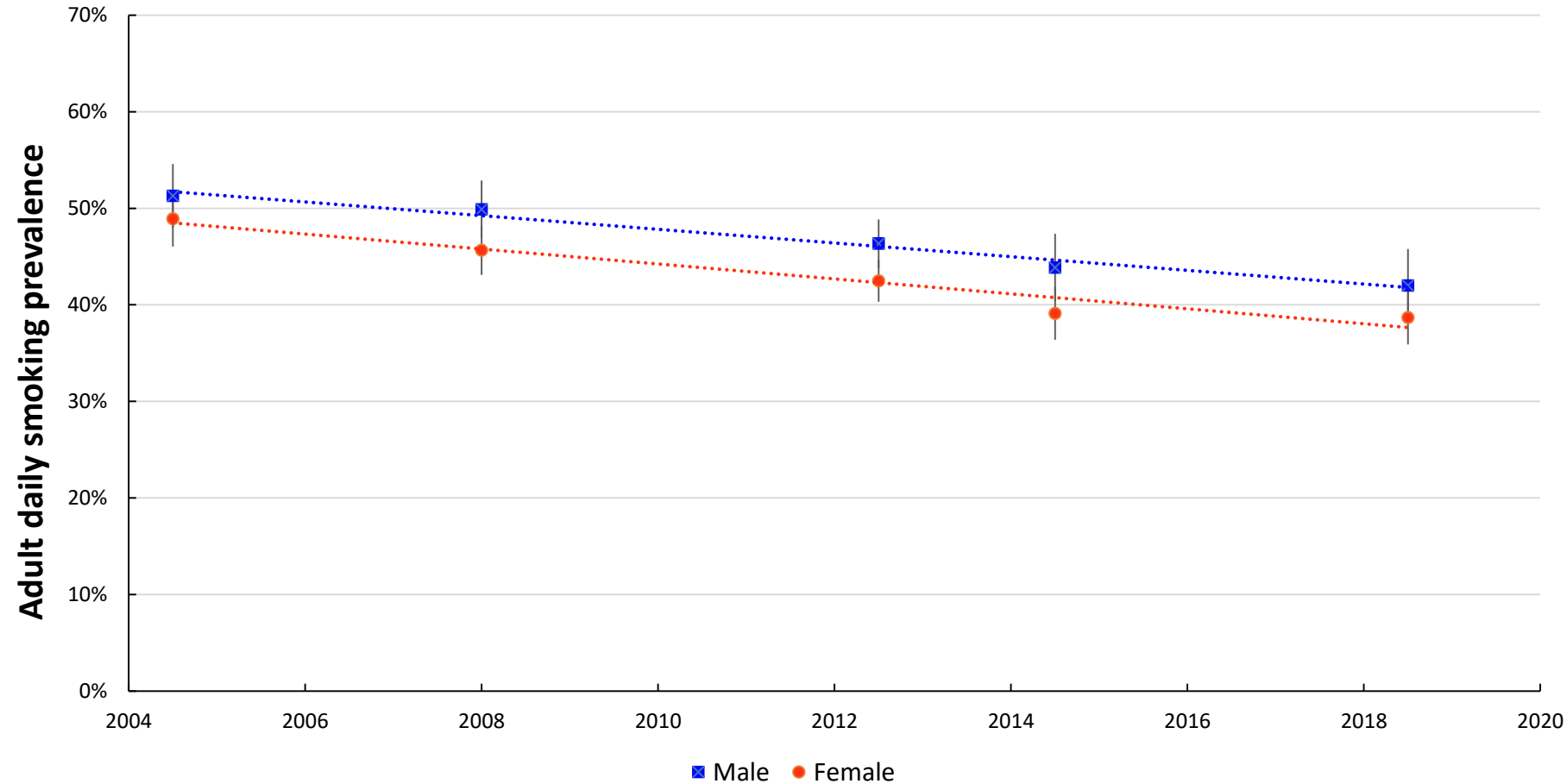


We have Aboriginal and Torres Strait Islander specific evidence about smoking and death - **for the first time.**

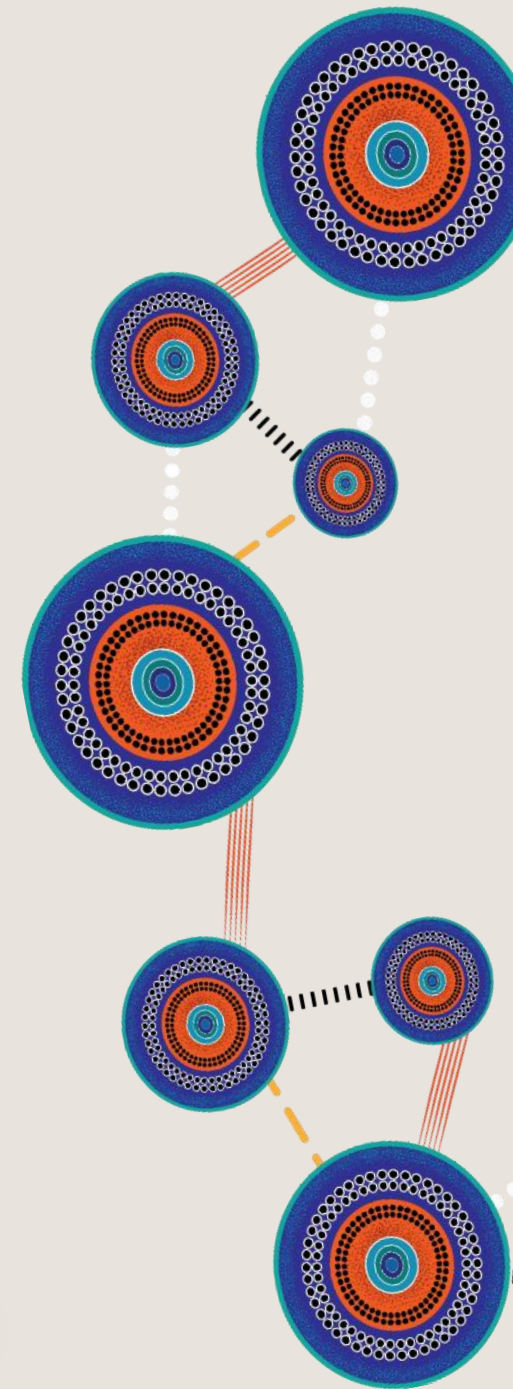


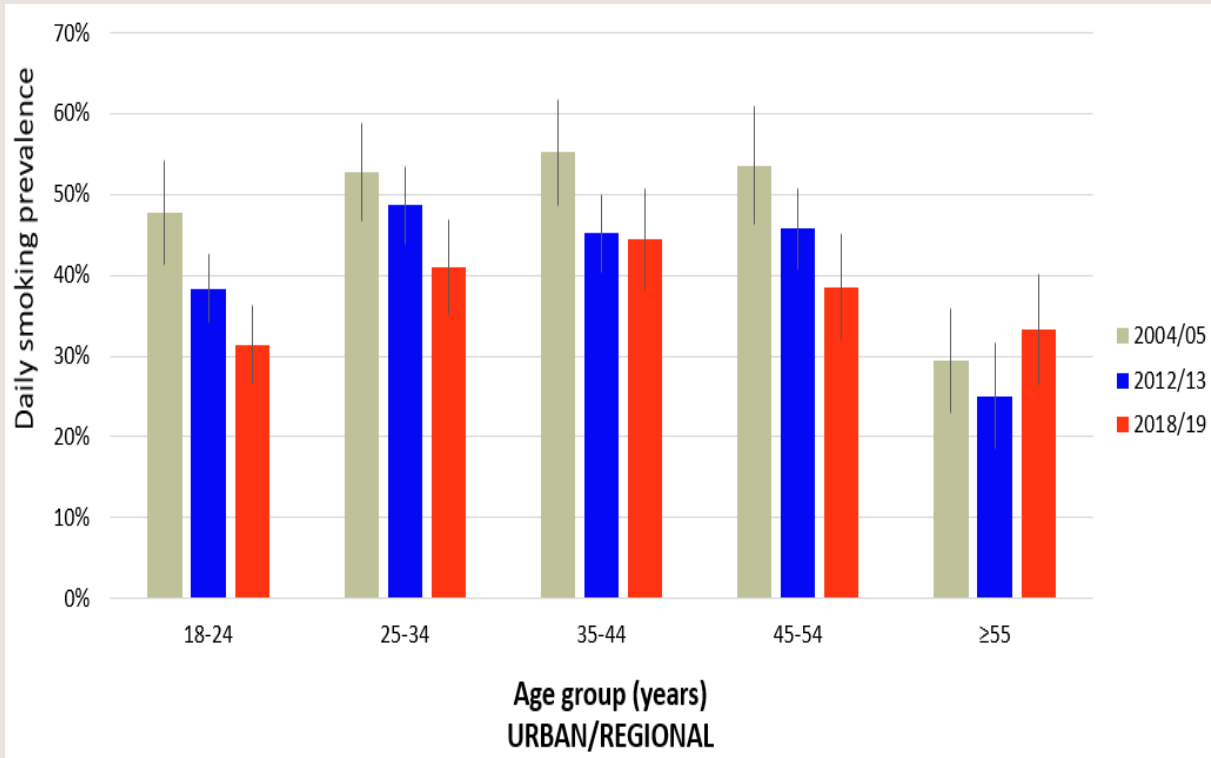
We need to expand tobacco **control efforts** because they are **saving lives.**

Smoking rates are declining for Aboriginal and Torres Strait Islander people

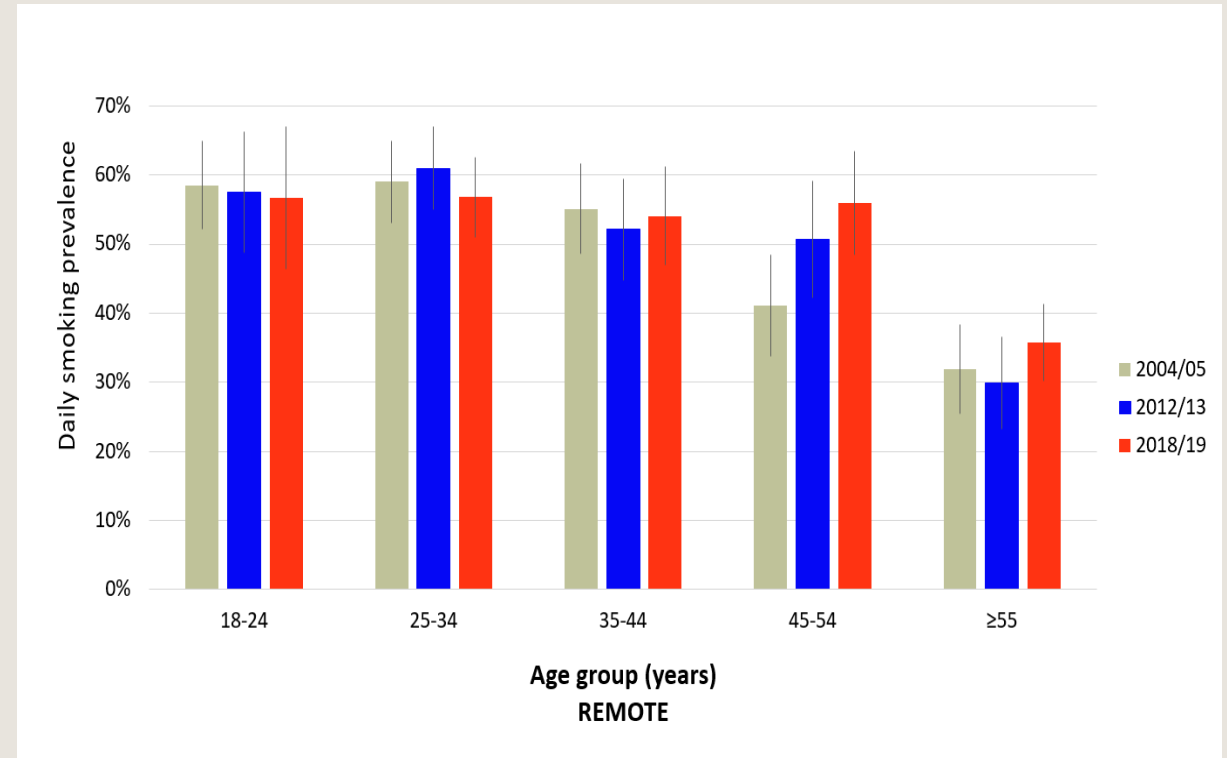


Maddox, R., Thurber, K.A., Calma, T., Banks, E. and Lovett, R. (2020), Deadly news: the downward trend continues in Aboriginal and Torres Strait Islander smoking 2004–2019. *Australian and New Zealand Journal of Public Health*, 44: 449-450. <https://doi.org/10.1111/1753-6405.13049>





*146,300 daily smokers living in urban/regional settings



*49,000 daily smokers live in remote areas

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



What are we going to do?

1. Define boundaries: mapping TIS areas

2. Analyse existing data

3. Analyse new data: *Mayi Kuwayu* Study

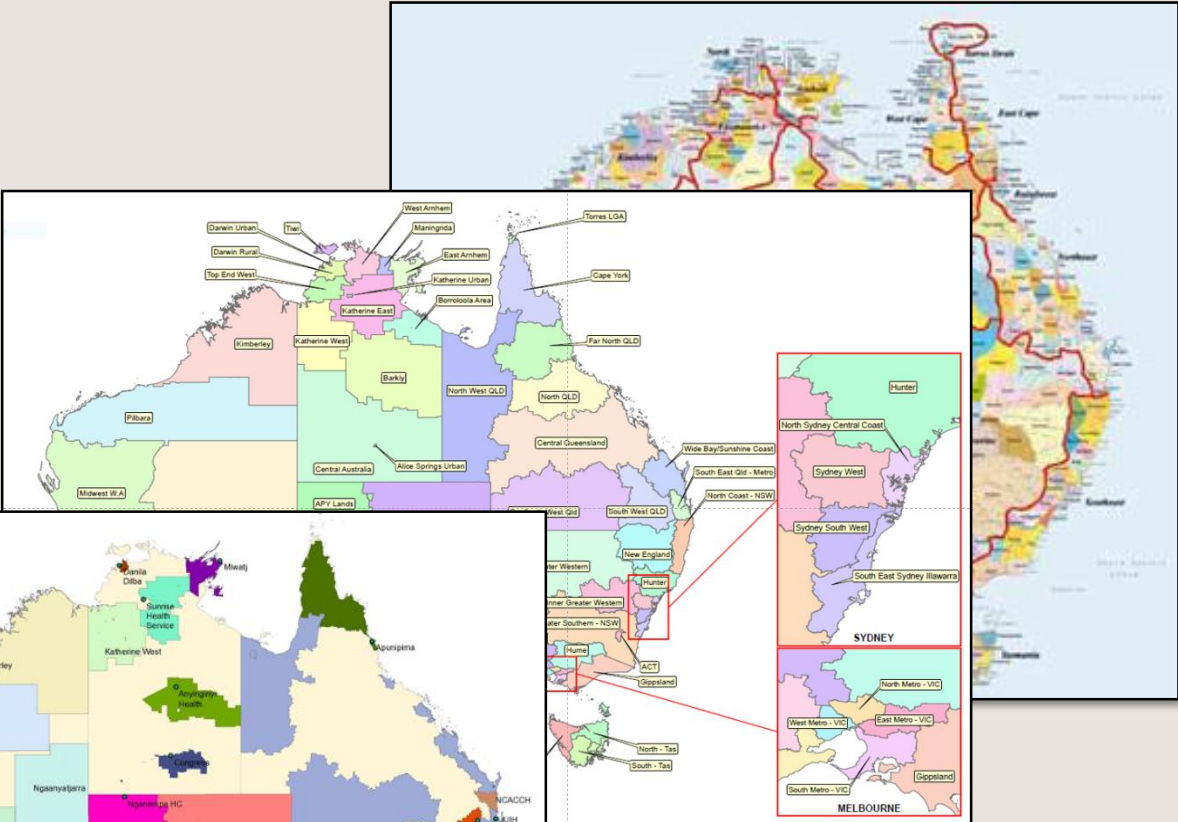
4. Bring findings together

5. Evaluation Report, publications, community feedback

Ongoing discussions and feedback



1. Defining boundaries and intensity



Tackling Indigenous Smoking Program Activity Intensity Tool

Project Title

Tackling Indigenous Smoking: Regional Grants Impact and Outcome Assessment General

Outline of the Project

We want to look at the changes in smoking for Aboriginal and Torres Strait Islander peoples living in areas with a TIS team, compared to those without one. To do this, we need to map out who is being reached by TIS services. We will begin by using the boundaries provided by the Department of Health from the TIS funding agreements. We would like to work with you to develop a more detailed understanding of service reach. We would like to know where your service has high levels of activity, moderate levels of activity, and lower levels of activity. We would also like to find out from you how these activity levels changed over time, and whether there were any times during the funding period that your team was unable to provide TIS services.

It is important to note that the information from this interview will not be published or shared with the Department of Health.

We are inviting all TIS Coordinators (or a representative from the TIS team) to participate in an interview. We would like at least one person from each of the 37-41 current TIS teams to be involved.

Use of Data and Feedback

The information you share with us will help us see if higher levels of TIS activity are linked to improvements in smoking outcomes. We will not share this information with other TIS services, or with other parties. We will provide the information from your service back to you, so that it can be used for future planning. We will provide updates on our research through the TIS Communique and may present at a TIS workshop. A summary of the evaluation findings will be made available to all participants.

Project Funding

This project is funded by the Australian Government Department of Health.



2. Analyse existing data / Data return & knowledge exchange

- No single data source can tell us everything
- No new data collection - analyse data that already exist

ABS nationally
representative surveys

The National Perinatal
Data Collection
(smoking during pregnancy)

Health services data

Pharmaceutical
Benefits Scheme
(stop smoking medications)

Quitline
(quit attempts)



The tool



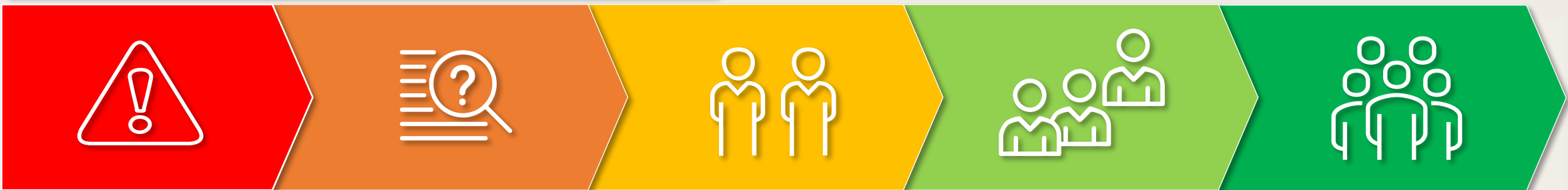
Type of activities



Frequency of activities



Reach of activities



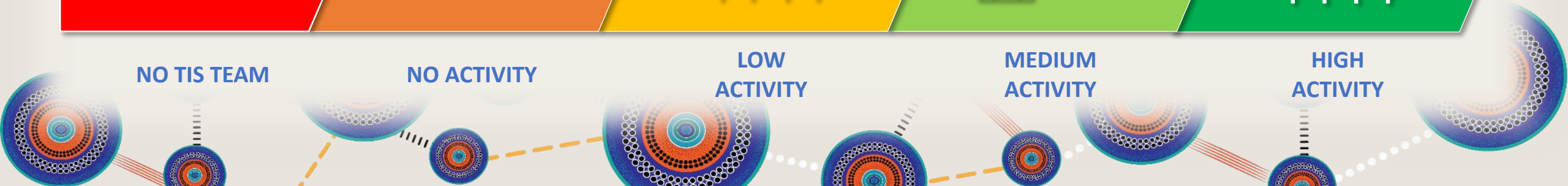
NO TIS TEAM

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 smoke free signs and branded vehicles

Community education & engagement

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

Events

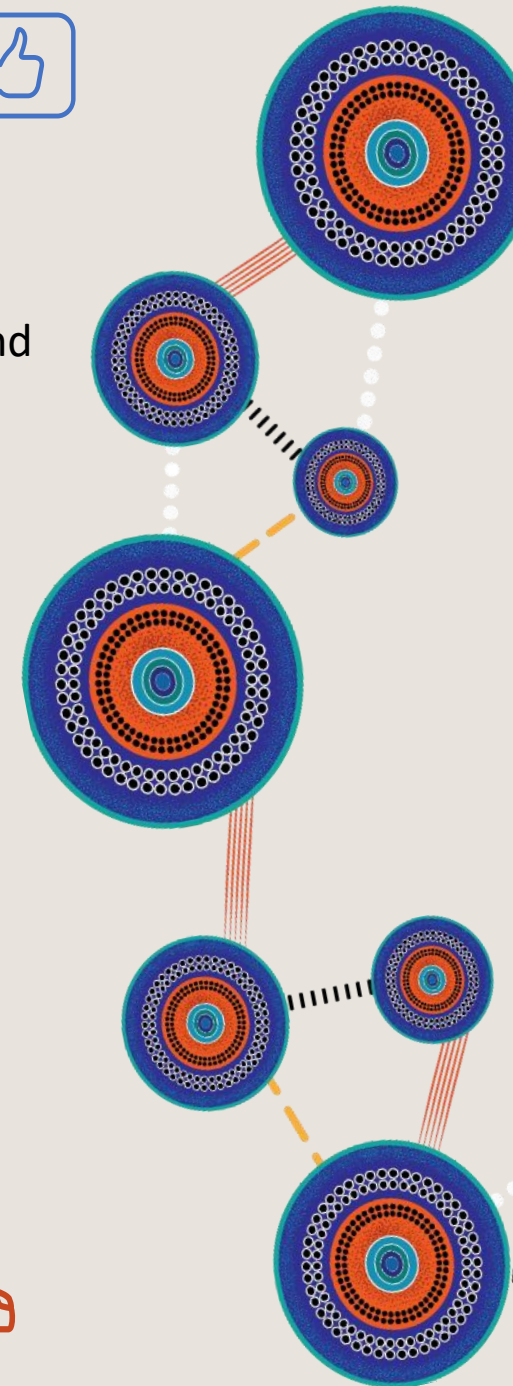
16. World No Tobacco Day
17. NAIDOC
18. Fun runs

Cessation supports

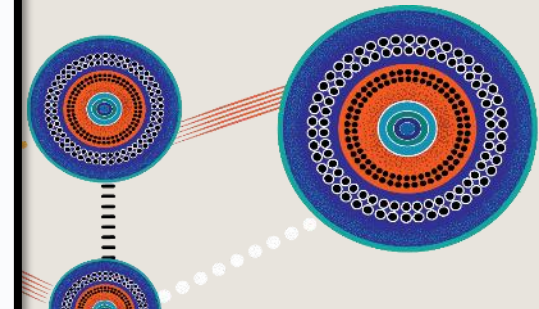
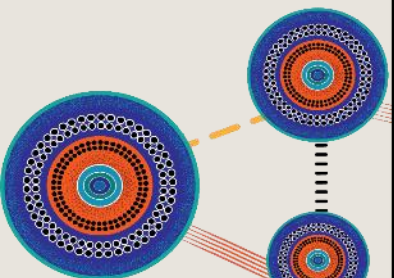
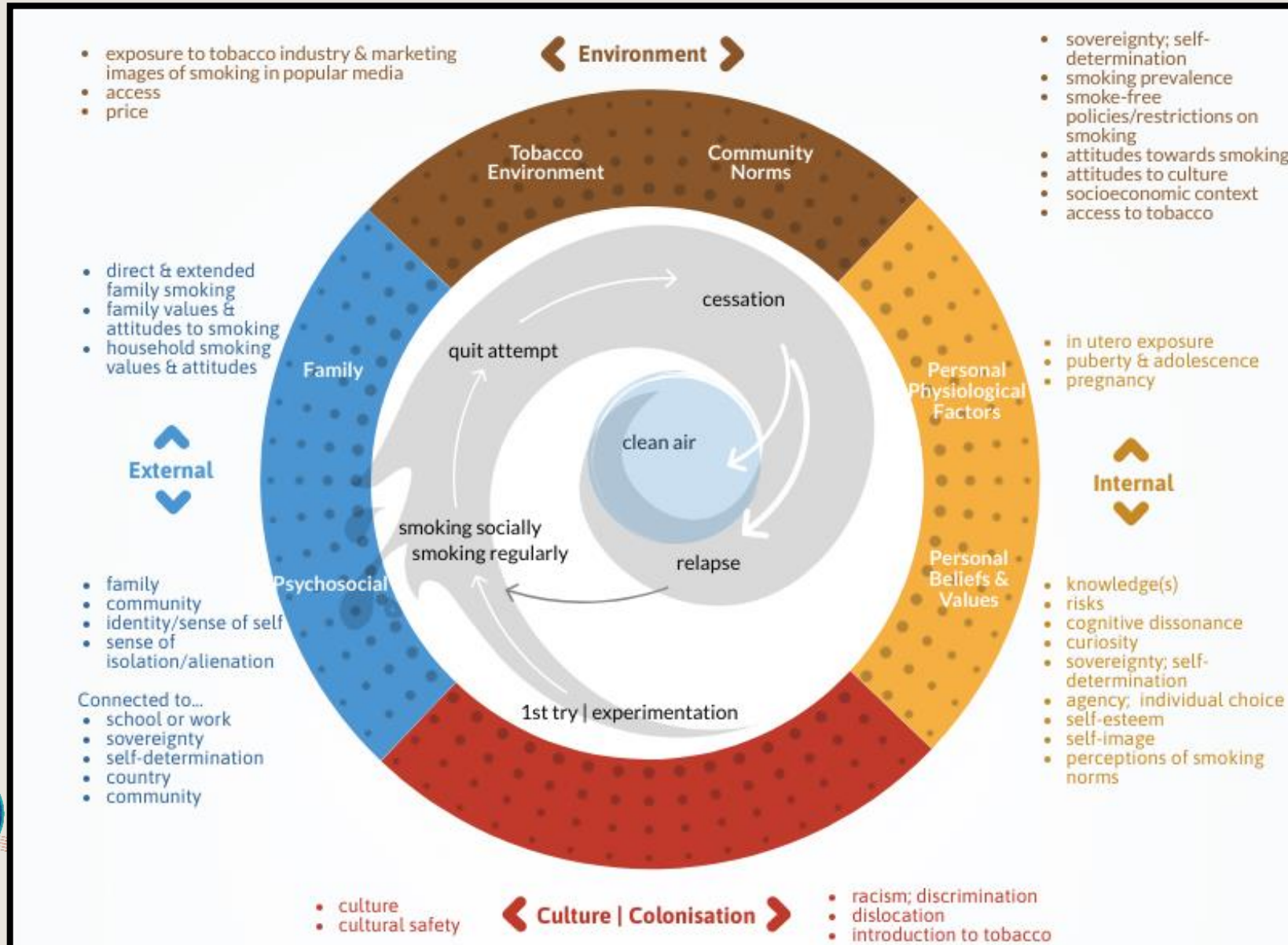
19. One-to-one or group smoking cessation support
20. Provision of stop smoking medications
21. Brief interventions

Other

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



Seeking feedback...



EXTERNAL Psychosocial

- family
- community
- identity/sense of self
- sense of isolation/alienation

Connected to...

- school or work
- sovereignty
- self-determination
- country
- community

Family

- direct & extended family smoking
- family values & attitudes to smoking
- household smoking values & attitudes

Personal Physiological Factors

- in utero exposure
- puberty & adolescence
- pregnancy

Personal Beliefs & Values

- knowledge(s)
- risks
- cognitive dissonance
- curiosity
- sovereignty
- self-determination
- agency
- individual choice
- self-esteem
- self-image
- perceptions of smoking norms

ENVIRONMENT

Community Norms

- community choice
- sovereignty
- self-determination
- smoking prevalence
- smoke-free policies/restrictions on smoking
- attitude to smoking
- attitudes to culture
- socioeconomic context
- access to tobacco

Tobacco Environment

- exposure to tobacco industry & marketing images of smoking in popular media
- access
- price

CULTURE

- culture
- cultural safety
- dislocation
- racism
- discrimination
- introduction to tobacco

COLONISATION

INTERNAL



The Deadly News since 2004...

**Many
lives saved**

9.8% reduction

**Almost 50,000
fewer daily
smokers**

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>

