

# Deadly Choices TIS

A DEADLY CHOICE  
*Deadly Choices*  
IS A HEALTHY CHOICE



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# Partnerships



The Essendon Football Club has a partnership with Deadly Choices.

The partnerships aim is to support and implement a range of programs to bring about positive change across Northern Territory communities of the Tiwi Islands.

Tapping into the well-established relationship the Victorian AFL club has with its namesake, the Tiwi Bombers, provides the perfect vehicle to bring about desired change by encouraging community members towards taking control of their health.

Having the partnership with the Essendon Bombers has been important, they are able to also able to provide both Female and Male ambassadors and incentives as a driver.

# Population Health Approach

- 6-week Junior Tobacco Education Program  
(Animated series delivered across six sessions)
- 6-week Senior Tobacco Education Program
- 8-Week Healthy Lifestyle Education Program
- 8-week Junior Healthy Lifestyle Education program
- Tobacco Information Stall  
(Engagement tool to interact with Aboriginal and Torres Strait Islander community).
- Deadly Choices Smoke-Free Spaces – campaign targeting Aboriginal and Torres Strait Islander people to make or continue to have smoke-free environments in households, cars and community.
- Social Media – Educating and showcasing impacts from programs delivered, engagement and promotion.





# Data



- Since 1/01/2021 – 31/07/2021 the number of people from both Bathurst and Melville Island who have had a complete Health Check is **400**.
- Tiwi Bombers Women's Team; February to March 2021 the Tiwi Bombers women's 6 weeks exhibition game in the AFLNT Competition. During team gatherings I did tobacco information sessions and the team filled out surveys and the pledge.
- Tiwi Bombers Women's Team – Health checked
- Tiwi College Health expo – Introduction to healthy lifestyle with Senior boys and girls, Middle school boys and girls and the primary school students
- Delivered 2 x sessions of the tobacco program to the senior and middle school students (boys and girls) .

# Clinical Integration

- Strong partnership with the clinics on the island
- Able to support smokers more and can educate staff and community around tobacco
- Referral pathway clinics for community if they need further support
- Have made an impact with the clinics by increasing NRT access in the clinics for community as tobacco isn't a priority on the island



# Events



- Tiwi college health expo's
- Tiwi Bombers women's 6 weeks exhibition games
- Training TIWI college staff around tobacco cessation to be able to give the kids NRT with the support from IUIH and NT health





# GOOD NEWS STORIES



- Have had success with the Tiwi Bombers Women's Team delivering tobacco education
- Have built up a strong partnership with Tiwi College, they have reached out in relation to NRT
- The impact by having DC shirts have made available for community have had huge success with a lot of them booking in to get their health check



Questions?

