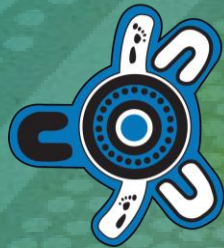


NO DURRI

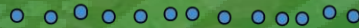


...FOR THIS MURRI...[®]

Tackling Indigenous Smoking



NCACCH



ACKNOWLEDGEMENT TO COUNTRY

We would like to pay respect to the
Traditional Owners of the land on which we
meet today.

Topics covered

- Program introduction
- NCACCH Well Persons Health Check Day
- Djum Baal - School Interactive Program
- Social Marketing
- Case Studies
- Community Surveys

The No Durri For This Murri® Team

- TIS Coordinator (Sunshine Coast) – Karen Kairupan
- TIS Officer (Sunshine Coast) – Krystal Sidaway
- TIS Officer (Gympie) – Vacant

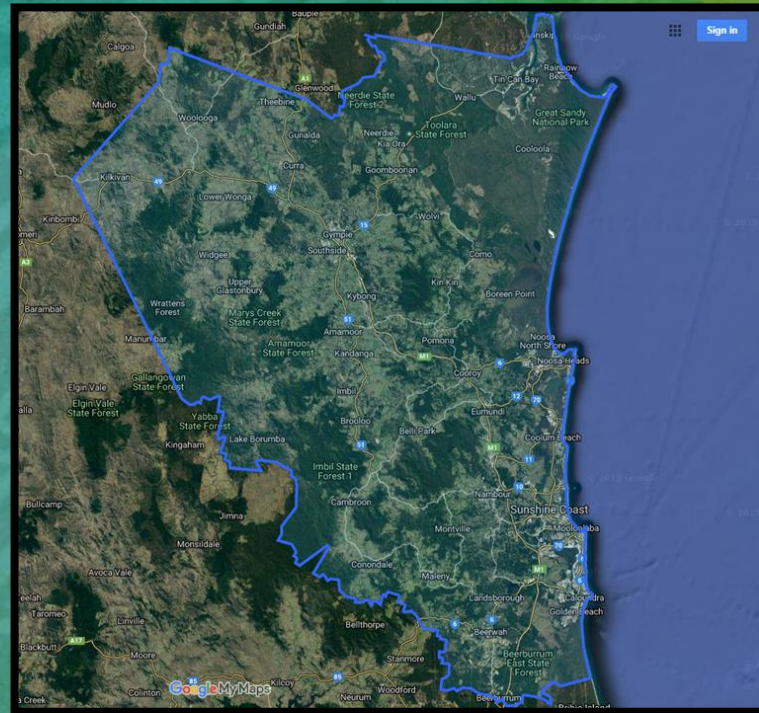
The No Durri For This Murri® TIS program has been funded since mid 2018.

Service Delivery Area

Sunshine Coast and Gympie Region.

The Aboriginal and Torres Strait Islander population is 8274

Our Traditional Custodians are the
Gubbi Gubbi/ Kabi Kabi & Jindaburra people.



NCACCH Well Persons Health Check Day



Djum Baal - School Interactive Program



Social Marketing



NO DURRI

FOR THIS MURRI...

24 hours
Lungs will start to clear of mucus

12 Weeks
Circulation improves and lung capacity increases by 30%

1 year
The risk of coronary heart disease is half of a continual smoker

5 years
The risk of mouth cancer is significantly decreased

10 years
The risk of lung, bladder, kidney and pancreas cancer has significantly decreased

This Program is funded by:

Quitline 137848 **NCACCH**

With your local pharmacist for more information



TO COLOR: Slightly dampen brush or cotton swab and use the magic color palette to paint.

Dr Kiah's daily healthy tips

Smoke-free homes and cars A good night's sleep

Be active Water is best

Eat healthy Brush your teeth

NCACCH **NO DURRI**

FOR THIS MURRI Talking Indigenous Smoking

KEEP BUBBA HEALTHY

NANNA BILL'S MUM'S & BUB'S PROGRAM

Count of alcohol in your blood is actually the same amount in your breast milk

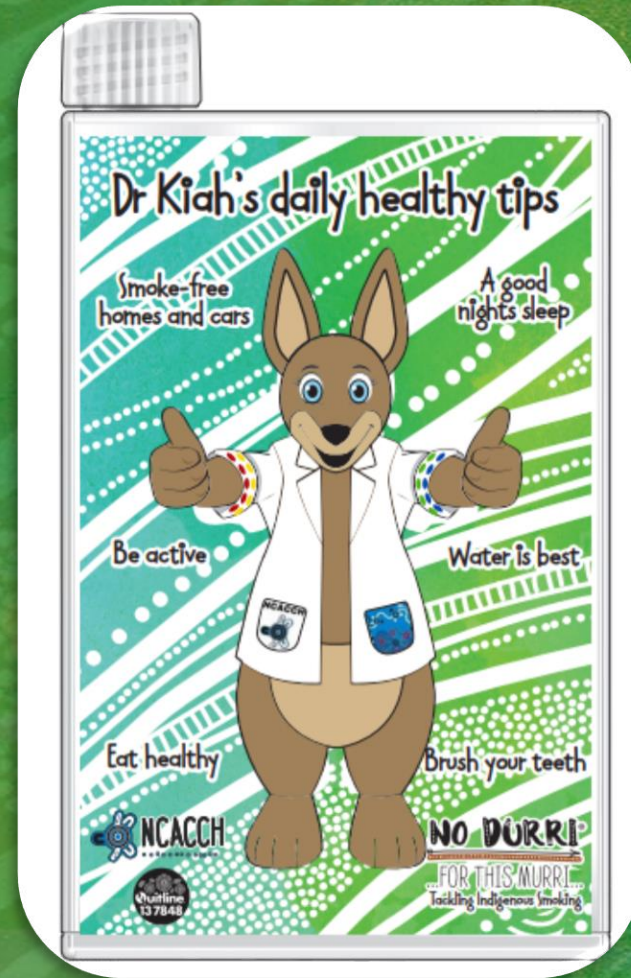
Mom's health matters

Keep bubba safe. Vaccinate on time, every time.

Safe to know and car smoke-free

Don't drink and drive

Don't drink and breast-feed





No Durri For This Murri is with North Coast Aboriginal Corporation for Community Health.

31 May 2020 · 🌐

Today is World No Tobacco Day! Our mates Dr. Kiah and Nurse Kaity are sharing the message to kids about the dangers of smoking. The Tobacco Industry has a moto "Hook em young, Hook em for LIFE!" We are hoping to raise awareness today and all throughout the year to our community to protect our Bub's, Elders and families from the dangers of smoking and second smoking.

#ND4TM #TacklingIndigenousSmoking #WNTD



3 REASONS WHY QUITTING MATTERS DURING PREGNACY

Smoking during pregnancy can lead to low birth weight, these babies often face serious health problems due to being born small

Smoking doubles the chances of placenta problems which puts mum and baby in danger

Babies of smoking mothers are more susceptible to weaker lungs, asthma and respiratory issues



Social Marketing Survey

NO DURRI
FOR THIS MURRI...
Tackling Indigenous Smoking

The healthiest spaces
are smoke-free places

Take the Pledge & Together Lets Clear the Air

SHINE
137246

Do you identify as:

- Aboriginal
- Torres Strait Islander
- Both
- Neither

Are you a NCACCH Health Access Card holder?

- Yes
- No

Are you currently a:

- Smoker
- Non-Smoker
- Ex-Smoker

Have you seen the following "No Durri for This Murri®" marketing items around?

Have you see the "No Durri for This Murri®" T-shirts?	Yes	No
The Sunshine Coast Public Bus?	Yes	No
The Sunshine Coast Public Taxi's?	Yes	No
Gympie Public Bus 1?	Yes	No
Gympie Public Bus 2?	Yes	No
Did you hear the "No Durri for this Murri®" Radio ad on HOT 91 or Zinc 96?	Yes	No
Do you know about the "Lets Clear The Air" Pledge?	Yes	No

Case Studies

“I started smoking at 14 and by 20 I was hooked, by now at age 57 I could have bought a beach front house at Coolum”

~ Mark



NO DURRI ...FOR THIS MURRI Tackling Indigenous Smoking

Are you ready to quit? Thinking about quitting? Wondering how you can just make your home a safer environment for your mob?

We are sharing the stories of members of your community who have been there and done it. This is John* from the Sunshine Coast region and his journey into being smoke free.

John (68) has been smoke free for nearly 6 years but it wasn't the easiest journey to giving up the durris. John's story starts when he was just 10 years old, "We used to sneak smokes, we would sneak Rothmans from family and go smoke them out the back, underneath the cactus bushes." This means that John had been smoking for over 50 years when he finally managed to kick the durris.

Like most ex-smokers,

he went through a wide range of methods when quitting. When enquiring how many times he had 'quit' over the years his response was direct, "I tried a lot.... I give up counting it was that many times." So, what made this time different? What method finally worked for John? "Just the support I got from Lyndelle and ND4TM, I started with the patches, then the lozenges, then the spray, we tried just about everything (NRT). ND4TM

"Don't ever stop trying to quit, just keep trying. As soon as you give up it has got you beat."

was always there for a yarn, being there for moral support and would talk to me about my cravings." John explained. "One of the things I learned quickly though was cutting back didn't work. While your feeding the habit it will keep coming back. As soon as you get anxious or some-

thing goes wrong, you reach for a smoke."

As we now know, John is smoke free, but what were some of the tricks that took him from someone that smoked 35-45 cigarettes a day, to being completely smoke-free? "I used to have 3 rolled up smokes next to me at all times and before I would smoke them, I would say yes, I want it, but do I need it? And if you got the right answer to that, you can do it!"

Whilst this method may not work for everyone, it was John's strong will that pushed him through. He took it not as something he needed to struggle through but as a challenge he had to rise above to beat. Rather than looking at the negative of how he was feeling while going through his quitting journey, he looked at the success he would gain through claiming this victory over the durri's. "When I was finally done, I threw the cigarettes away." John went on to explain that this strong-willed philosophy was what he used when giving advice to other

NO DURRI ...FOR THIS MURRI Tackling Indigenous Smoking

people, "Don't ever stop trying to quit, just keep trying. As soon as you give up it has got you beat." John added, "You have got to have the guts to say I can do it and with the fortitude to stick with it."

The two main reasons John decided to quit the smokes were for health and financial benefit. What he didn't realise at the time, was that not only did he start feeling better from all the toxic effects of smoking leaving his system, but with the extra money he was able to afford to live and eat healthier as well. John was spending anywhere

between \$35-\$40 a day on tailor made and about \$80-\$100 a week when he switched to pouches. Coming to terms with the fact this was having a huge impact on him financially John explained, "That's when I realised that the sooner, I get away from this the better

I will be in my pocket, I gave the cigs away and now I can eat better. Everything about me is healthier, I don't eat more than what I did but the food is better because I can afford it. I eat more fresh veggies and fruit for starters." When I delved deeper into the other health benefits he has experienced from quitting a 50 year habit he said, "Still knocking around me breathing, but I still get out and do some exercise, but I'd say I wouldn't be able to do it if I was still on the smokes. The breathing is hard enough as it is." Adding that his health has improved all over, "I'm feeling genuinely healthier. Being able to breathe more, not coughing. Overall just feeling better."

If you are going through it, find a family member or friend to get a referral to quitline, I don't have to do this alone 3) Treat it as a challenge to rise above, quitting is a positive and there is no failing, only finding new ways to quit 4) Quitting smokes can benefit your health in several different ways.

If you want to be like John take the pledge to-day and make sure you get in contact with your local GP or Quitline on 137848

*Name has been changed to John for privacy reasons.

So, there you go, another Deadly community member that has made the choice to be smoke free. What did we learn from John's journey? 1) You are never too old or too far gone to make the decision to be smoke-free 2) Find a support network to talk about what

Community Survey

- The Survey showed that:
- The highest response rate was from community aged 36-40 years of age with 14%
- 2.6% said they had a pregnant woman in their household that currently smokes
- 39.6% of households has someone who smokes inside the house
- 16.8% said that someone smokes inside their car
- 52% of homes are smoke-free households

- 79% of identified smokers have tried quitting smoking at some point
- The least favoured method to help quit smoking was Quitline.
- The highest method used to quit smoking was cold turkey 81%.
- The highest reason for not quitting was:
 - Too much stress 45%
 - Not ready 36%
 - Could not resist the cravings 30%

77% surveyed said they know about the "No Durri for this Murri[®]" Program

When asked if they have heard or seen the NCACCH "No Durri for this Murri[®]" Messaging.

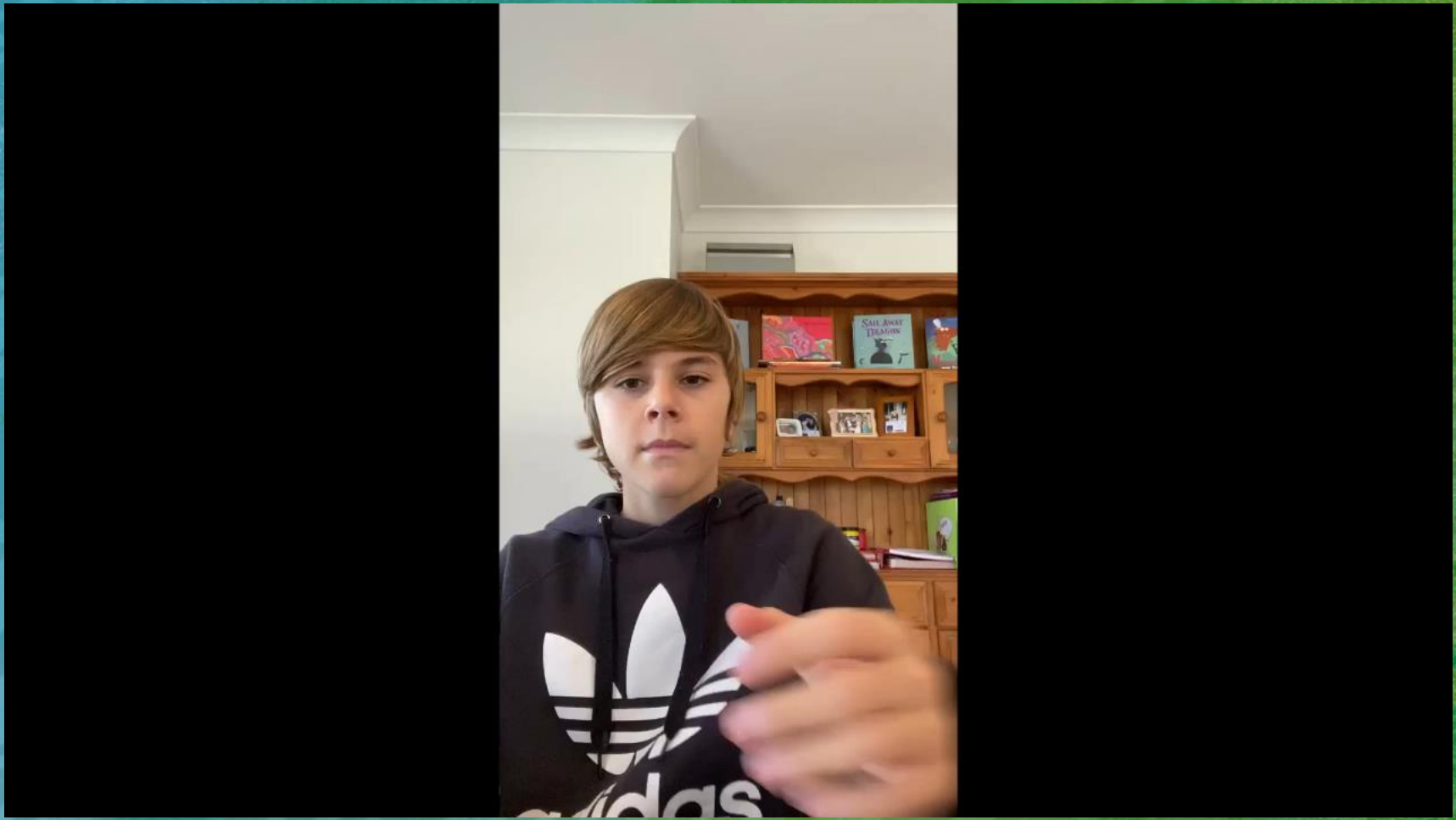
The top 4 responses were:

1. Had heard/seen it through NCACCH 69%
2. Facebook 36%
3. Community event 33%
4. Bus advert 24%

Community Feedback

Some of the responses received from the question “Would you like to share any comments, feedback and/or suggestions about the "No Durri for This Murri[®]" Program were:

- I think this campaign shines a light on the problem smoking has not only This Murri but all people trying to kick the Durri
- I think that the people who have been in charge of getting the message out the community have done a fantastic job as I have seen this initiative quite regularly. Also the staff at NCACCH are very helpful with all initiatives regarding the health programs for indigenous peoples. And are always checking to see that your need are met every time you speak to them! Fantastic job regarding the health initiatives and how well you look after the indigenous population.
- I think it's an amazing program which helps support and encourage us to stay strong minded and stay focused on the end goal of giving up





Questions

*Thank
You!*

