



Bullinah Aboriginal Health Service

September 2021



This story was submitted to the National Best Practice Unit for Tackling Indigenous Smoking (NBPU TIS) by Bullinah Aboriginal Health Service's Solid Mob team. Many thanks to Solid Mob for sharing their story.

What area do you service?

Solid Mob are based in Ballina, Northern New South Wales. We cover to Tweed LGA in the north, along the eastern coastline to Grafton LGA in the south and out towards Baryulgil, Malabulgimah, Tabulam and Muli Muli in the west.

Tell us about your successful activity.

The Solid Mob team has been delivering a successful program called 'Protect your home, make it a Smoke Free Zone' doormat program, and was created to raise awareness to families and households on the effects of smoking, as well as exposure to second- and third-hand smoke in the home. The aim of the program is to promote the benefits of 'Smoke Free Living' by providing education to encourage and empower families to make healthier lifestyle choices.



Who was the activity designed to reach?

The Solid Mob TIS team wanted to reach the whole community to educate residents about the effects of second-hand smoking in Aboriginal and Torres Strait Islander households and communities. The project objective was to engage with 10 households across the TIS region to be Solid Mob ‘Smoke Free Home’ Ambassadors and provide 10 ‘My Home is a Smoke Free Zone’ doormats to households who register in the program and were willing to share their story. The program was promoted through Solid Mob’s social media platforms for households to nominate themselves to create a smoke-free home and raise awareness around the impacts of second-hand smoking. Households were required to fill out a survey stating why it is important to keep their homes smoke free and were reviewed by the TIS team based on survey respondents, locality and priority groups.



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

There were 22 respondents/households which includes an extended family of 55 adults and children and 100% of the respondents were Aboriginal households. All respondents agreed second-hand smoking is harmful and stated they have 'designated smoking areas' at their home. Respondents who received the doormat have participated in interviews and videos to tell us what difference or impact the doormat had in their community, and within their households. These stories were promoted and shared to Solid Mob's social media platforms and have reached over 3000 people.

One of our recipients said the doormat reinforces the message that their home is a smoke-free zone and starts the conversation about the health impacts of smoking. She said the mat reminds people who choose to smoke to 'butt out' before they come inside. The recipient also said she has moved outside seating away from windows to reduce second-hand smoke filtering into her home.

The program has encouraged community members to become TIS 'Smoke Free Home' ambassadors and to share their stories about the impact second-hand smoking has had on their own health and their families