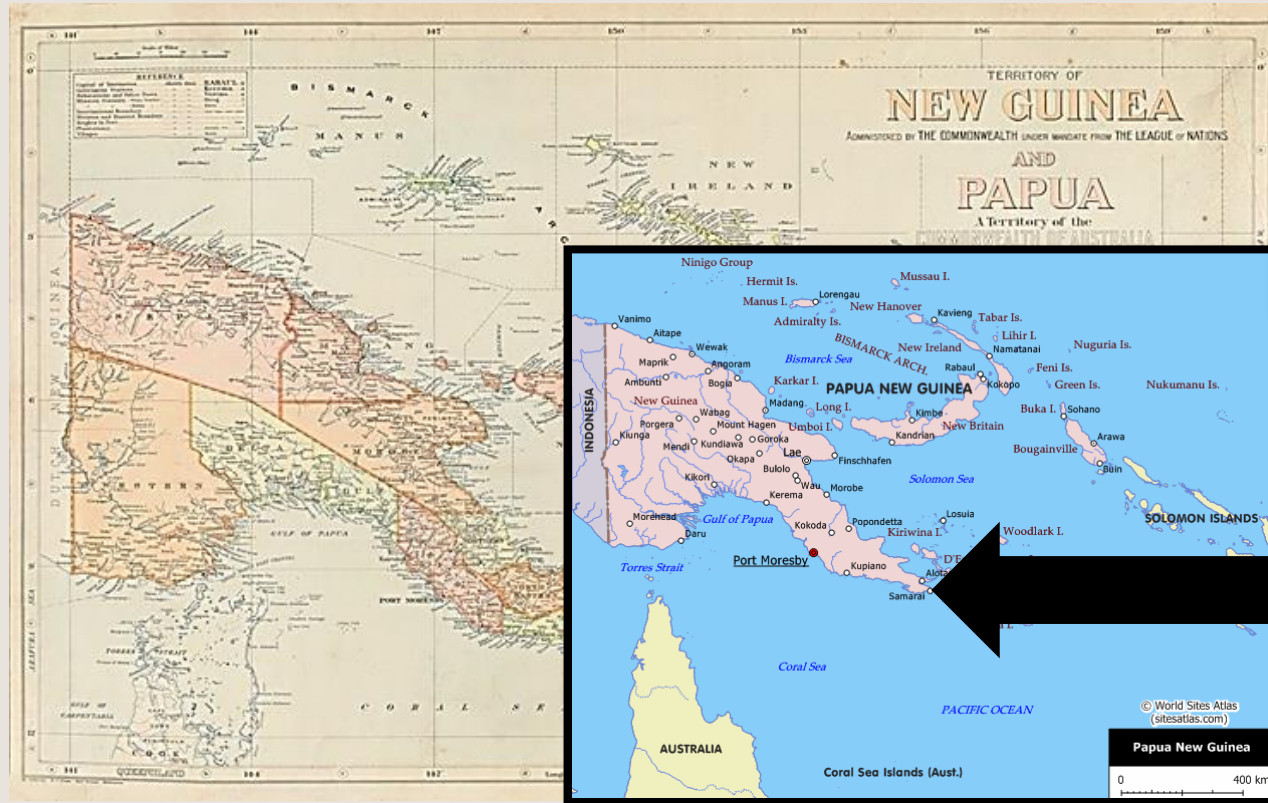


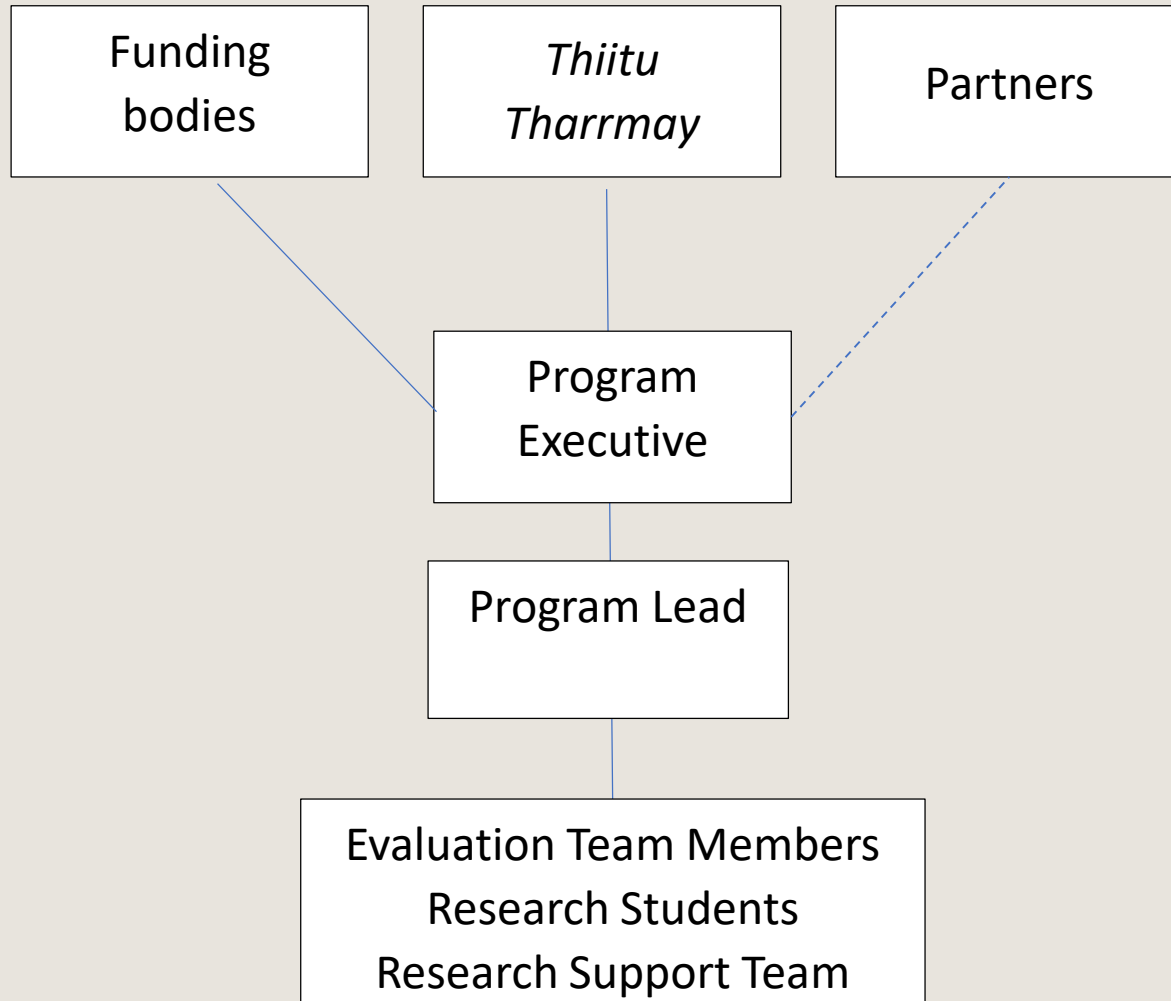
# Tackling Indigenous Smoking program impact and outcome evaluation

Raglan Maddox PhD MPH  
Tobacco Free Program  
Aboriginal and Torres Strait Islander Health Group  
Australian National University  
21 July 2021  
[Raglan.Maddox@anu.edu.au](mailto:Raglan.Maddox@anu.edu.au)

# Milne Bay, PNG



# Governance and accountability

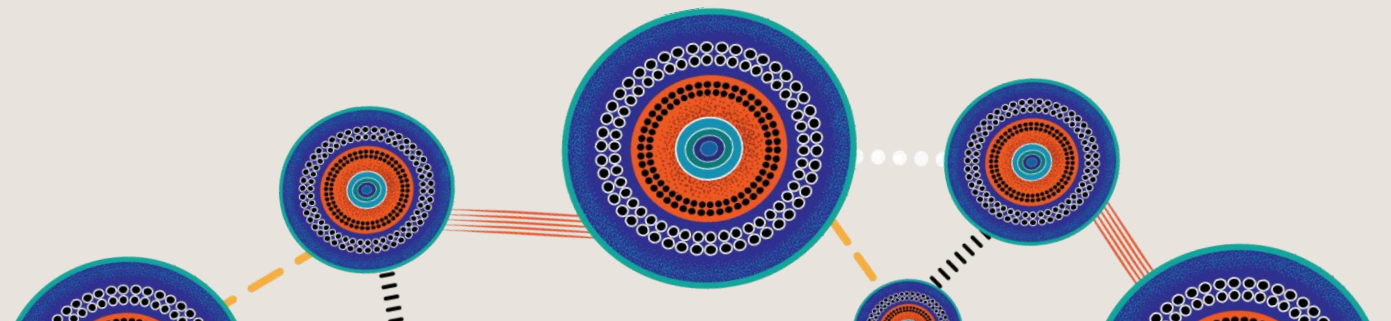


## Thiitu Tharmmay: *to share knowledge* (Ngiyampaa)

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

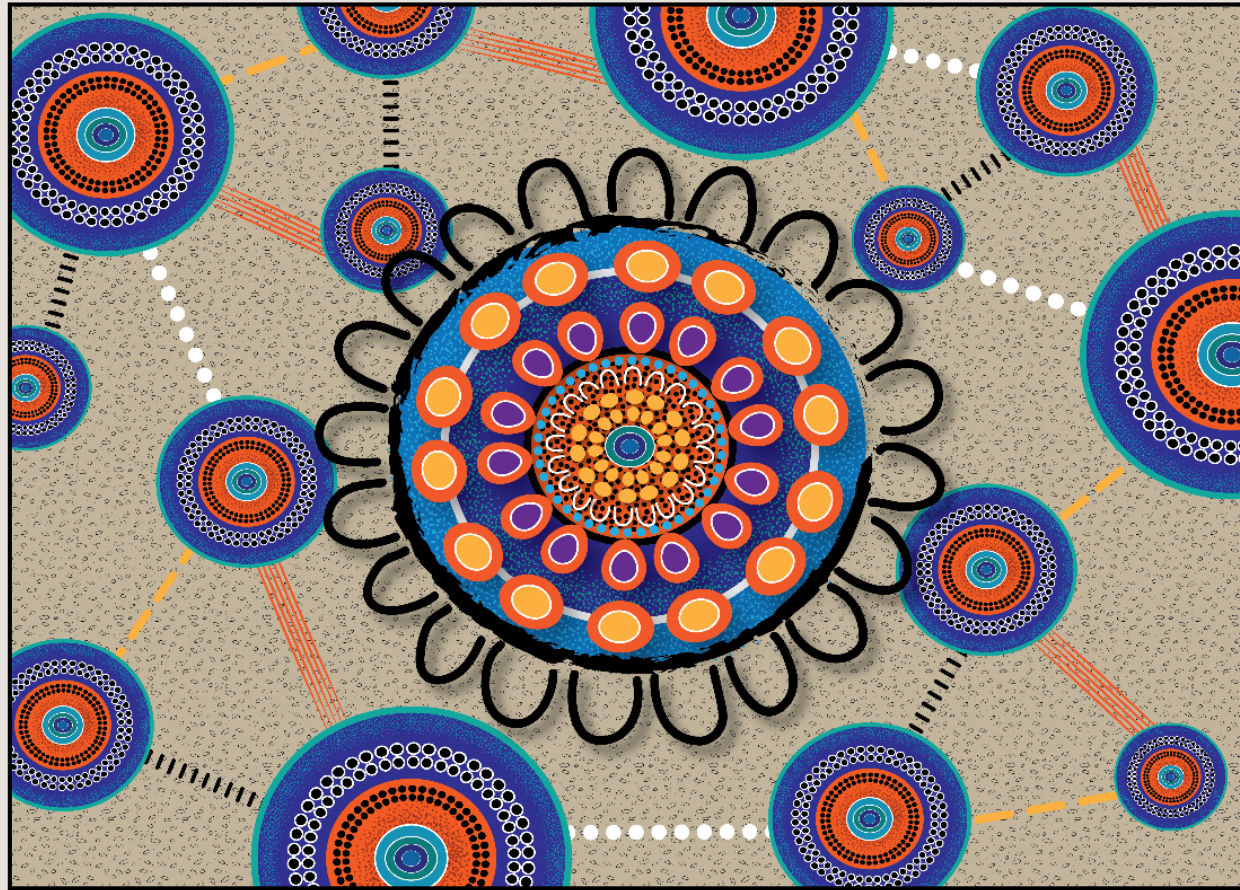
## Program Executive

- 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.

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.



Smoking causes **one third of all deaths** at any age.



7  Smoking has taken away over **10,000** Aboriginal and Torres Strait Islander peoples lives in the last 10 years.

**Source:** Thurber et al. 2021. Tobacco smoking and mortality among Aboriginal and Torres Strait Islander adults in Australia. International Journal of Epidemiology.

## SO WHAT?



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

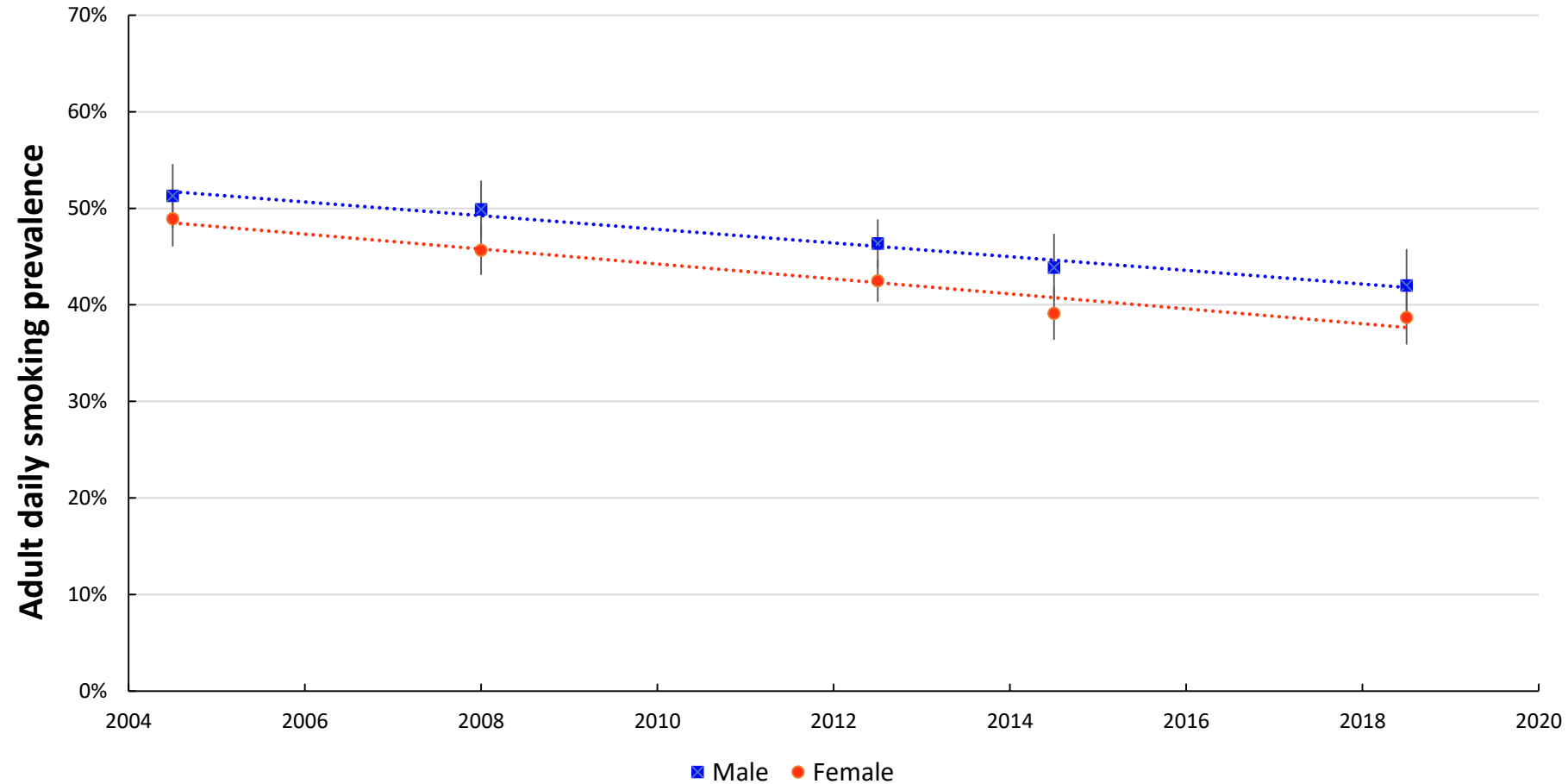


We have Aboriginal and Torres Strait Islander specific evidence about smoking and death - **for the first time.**

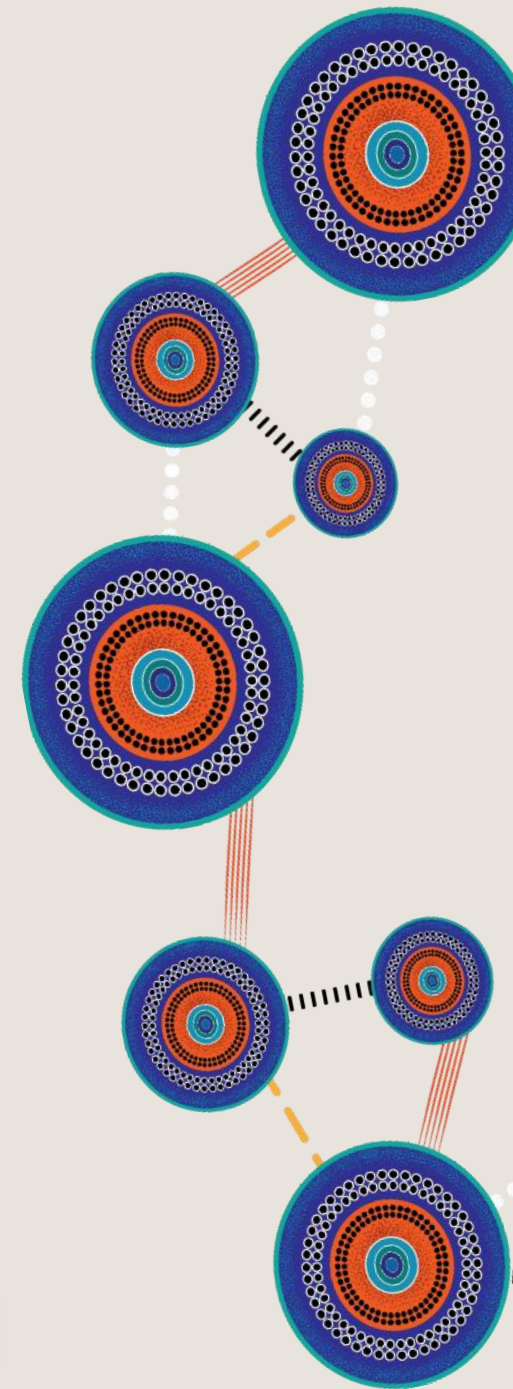


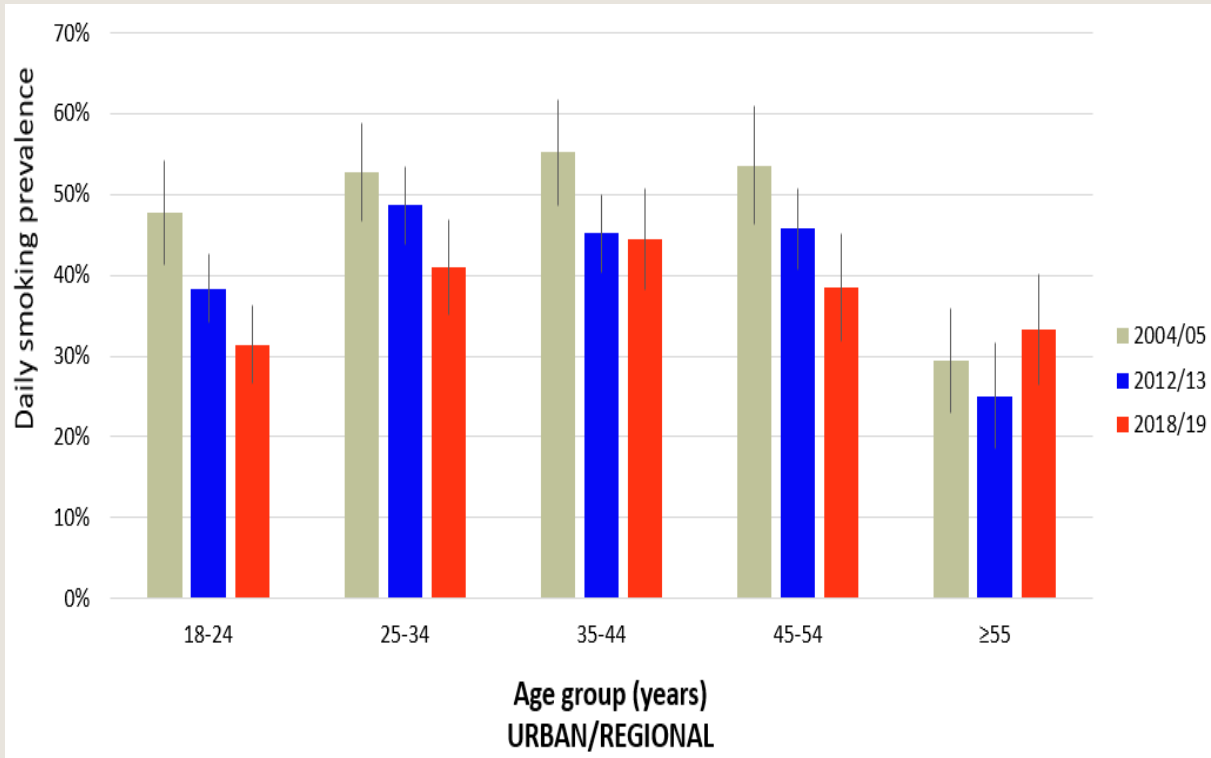
We need to expand tobacco **control efforts** because they are **saving lives.**

# Smoking rates are declining for Aboriginal and Torres Strait Islander people

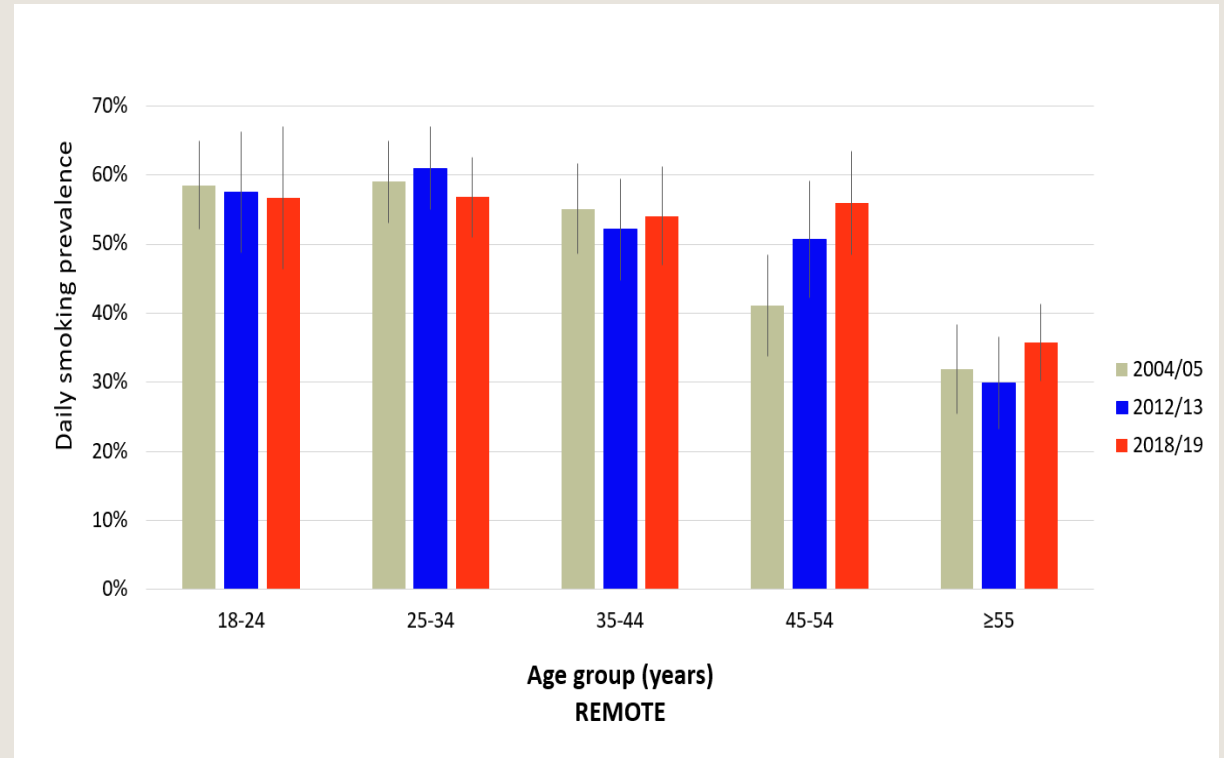


Maddox, R., Thurber, K.A., Calma, T., Banks, E. and Lovett, R. (2020), Deadly news: the downward trend continues in Aboriginal and Torres Strait Islander smoking 2004–2019. *Australian and New Zealand Journal of Public Health*, 44: 449-450. <https://doi.org/10.1111/1753-6405.13049>





\*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

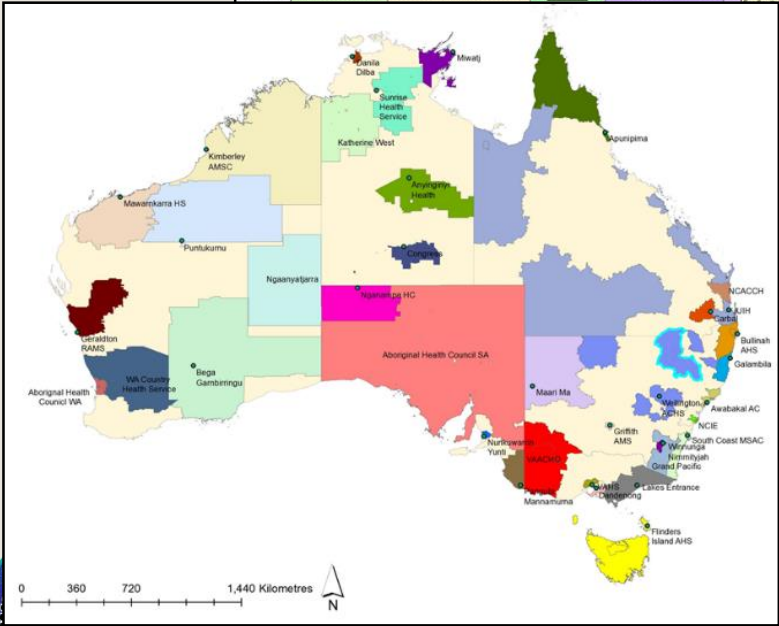
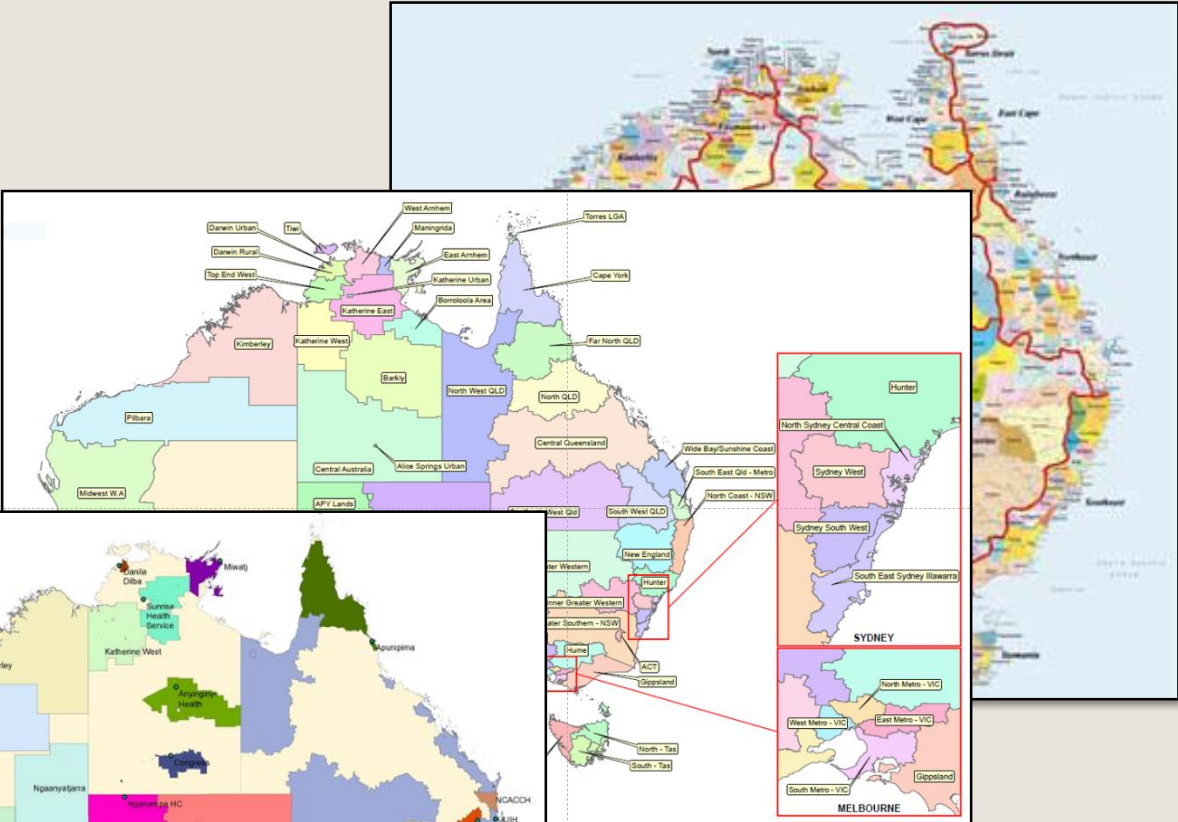
4. Bring findings together

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)

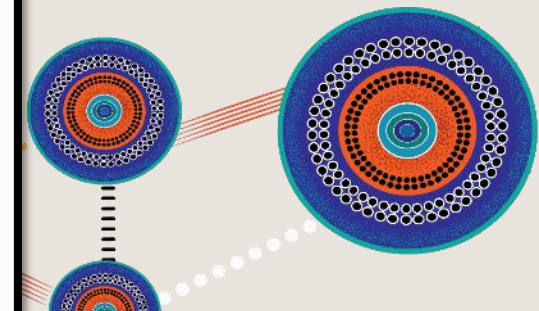
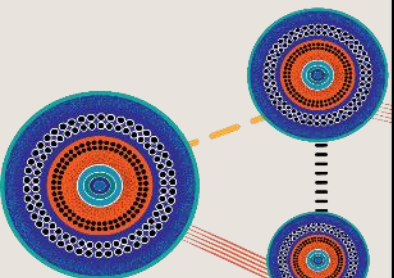
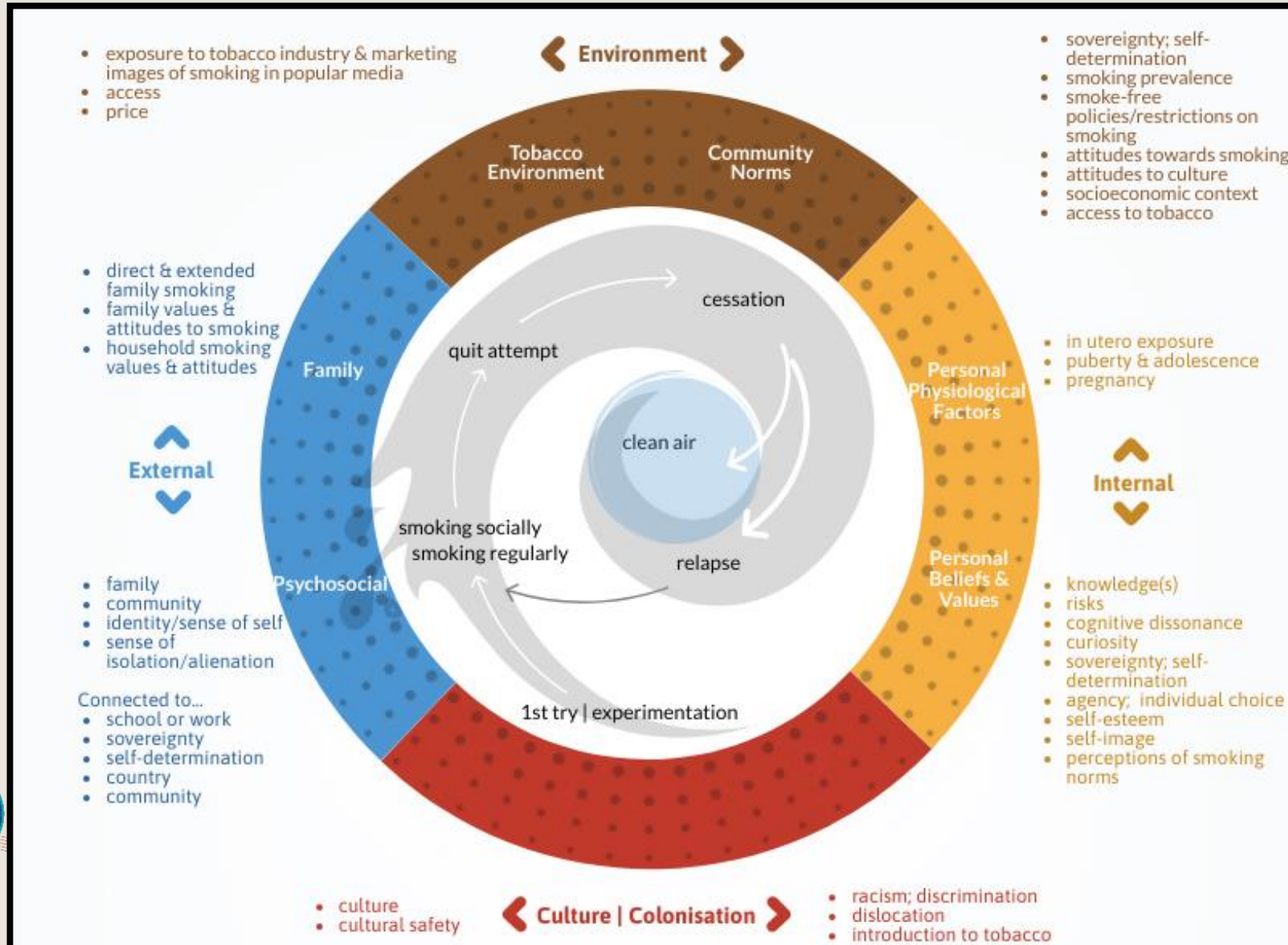
Health services data

Pharmaceutical  
Benefits Scheme  
(stop smoking medications)

Quitline  
(quit attempts)



# 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 tool



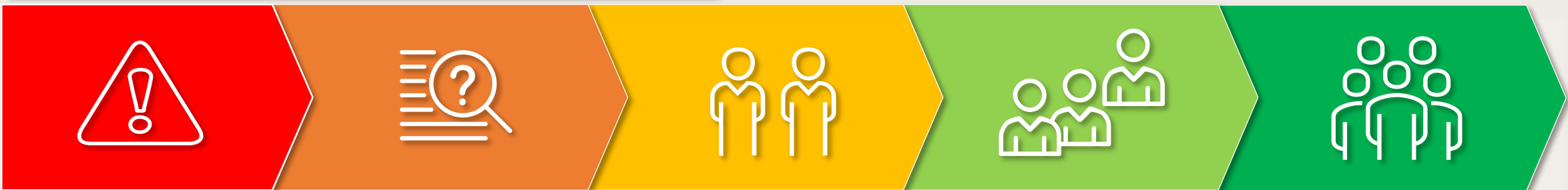
Type of activities



Frequency of activities



Reach of activities



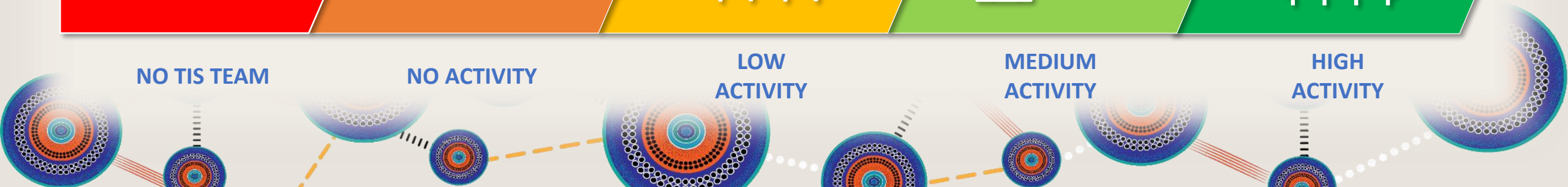
NO TIS TEAM

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

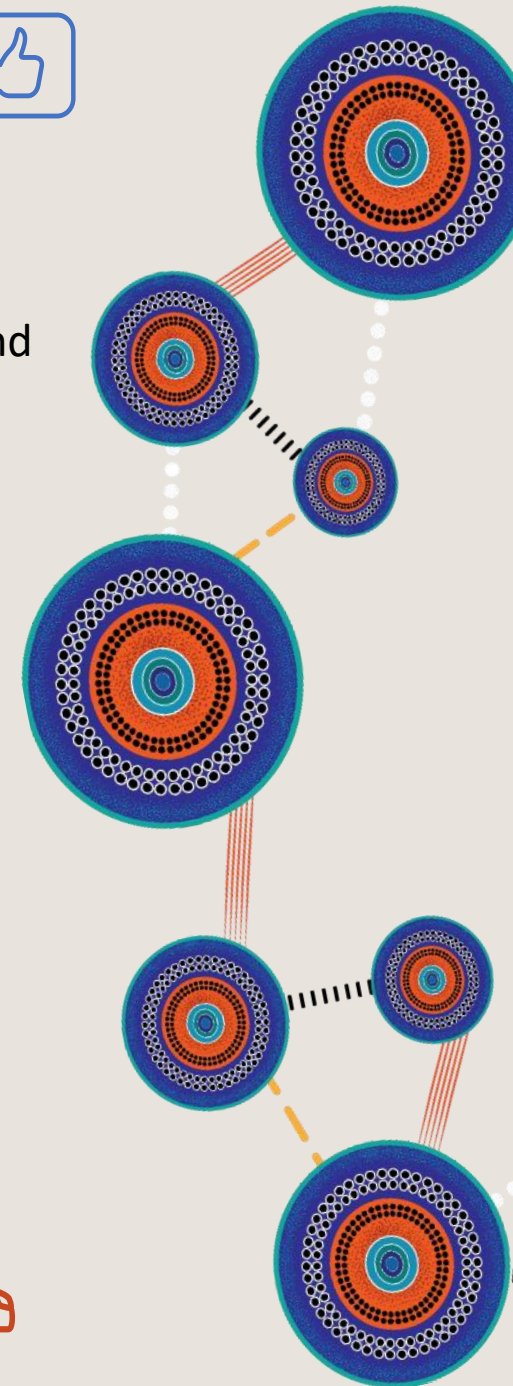
16. World No Tobacco Day
17. NAIDOC
18. Fun runs

## 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





# 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>

