



Wheatbelt Tackling Indigenous Smoking

November 2021



This story was submitted to the National Best Practice Unit for Tackling Indigenous Smoking (NBPU TIS) by the Wheatbelt TIS team. Many thanks to the Wheatbelt TIS team for sharing their story.

What area do you service?

Wheatbelt Tackling Indigenous Smoking team is based in four hub sites of Western Australia's Wheatbelt region: Northam, Moora, Narrogin and Merredin. The team covers the entire Wheatbelt region, taking in 44 local government areas and an area of approximately 157,000 square kilometres.





Tell us about your success story.

The Boodjari Yorga Ngamari-Free event was held in Pingelly at the Pingelly Recreation and Cultural Centre. Ngamari-free education was provided to participants and mothers were treated with a cultural maternity/child photo shoot with a key focus of capturing expecting mothers and promoting ngamari-free pregnancies.

The aim of this event was to provide a culturally safe environment for mothers to be/new mothers and their partners/family and promote healthy ngamari-free pregnancies. The event also aimed to connect families with service providers and achieve a collective impact through partnerships and collaborations with others who support tobacco control in the Wheatbelt region.

The Southern and Eastern TIS team attended the event along with the following stakeholders: Boodjari Yorga midwife, Aboriginal Health Workers, clinical nurses, MYFAC and the Wheatbelt Aboriginal Health Service Sexual Health team. The TIS team liaised with these organisations to come together and engage with the mothers and their families. TIS in partnership with the Boodjari Yorga midwife contacted expecting mothers who are currently on the books of the BY program to come along to this event. Seven families (around 22 adults and children in total) attended the event, with four mothers participating in the photo shoots. The TIS team conducted Tobacco Brief Interventions with the attendees and those who smoked were given quit advice and information on support services available.





Who was the activity designed to reach?

Mothers to be and/or those who have young children or are planning to become a mother. We used TIS Boodjari Yorga campaign resources specific to the target group as well as partnerships with other service providers. This event engaged with three of the 20 expecting mothers in the area and four other new mums or expecting to be mothers.



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

TIS event surveys were distributed and completed by attendees (both mothers and partners/grandmothers). All respondents rated the event as very good and agreed the information provided was easy to read and understand. All respondents did not smoke inside the home or car, with 57% stating they learnt something new about smoking through the TIS activities. The team were able to capture 30% of their priority population for the event (boodjari yorgas). This event also provided the opportunity for intervention through prevention, as some attendees were planning to be mothers again or have recently given birth. Data collected indicates the benefits of having a smoke-free home and car was understood by most attendees and 100% of the boodjari yorgas were going through their pregnancy ngamari-free!

Initially we had about eight boodjari yorgas express interest, so the bad weather may have been a factor in the lower turnout, as well as families having to head out of town at the last minute. We will have a post-event discussion on how we can aim to increase attendance of the BY priority group and of those outside the BY program. We will also include the midwife in the discussion about identifying barriers. We had initially looked to run the ngamari-free education sessions in a group, but since families came through in dribs and drabs we had discussions with individual families around smoke-free pregnancies and smoke-free homes. Overall it was a successful event that had a positive impact on the community and increased the reach of the messaging around the importance of ngamari-free pregnancies.