

# Tackling Indigenous Smoking program impact and outcome evaluation

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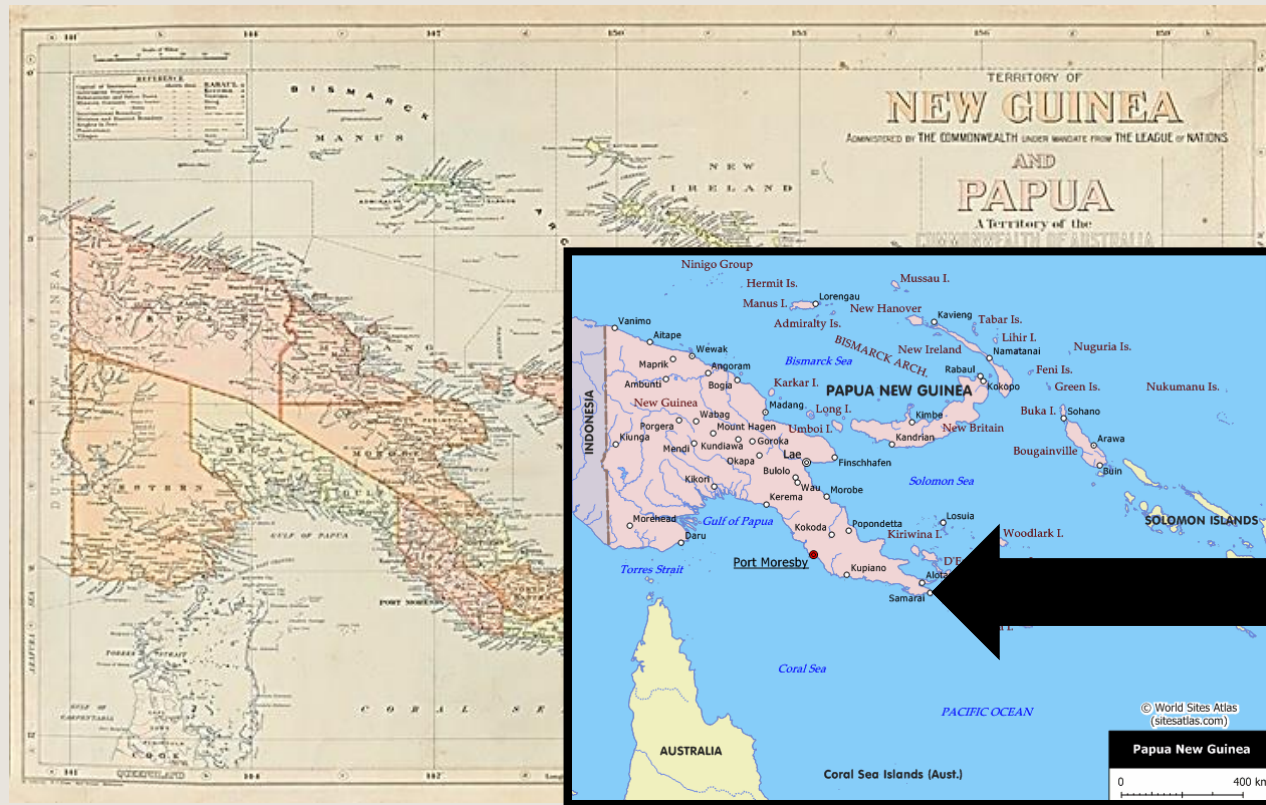
Tobacco Free

Aboriginal and Torres Strait Islander Health Group

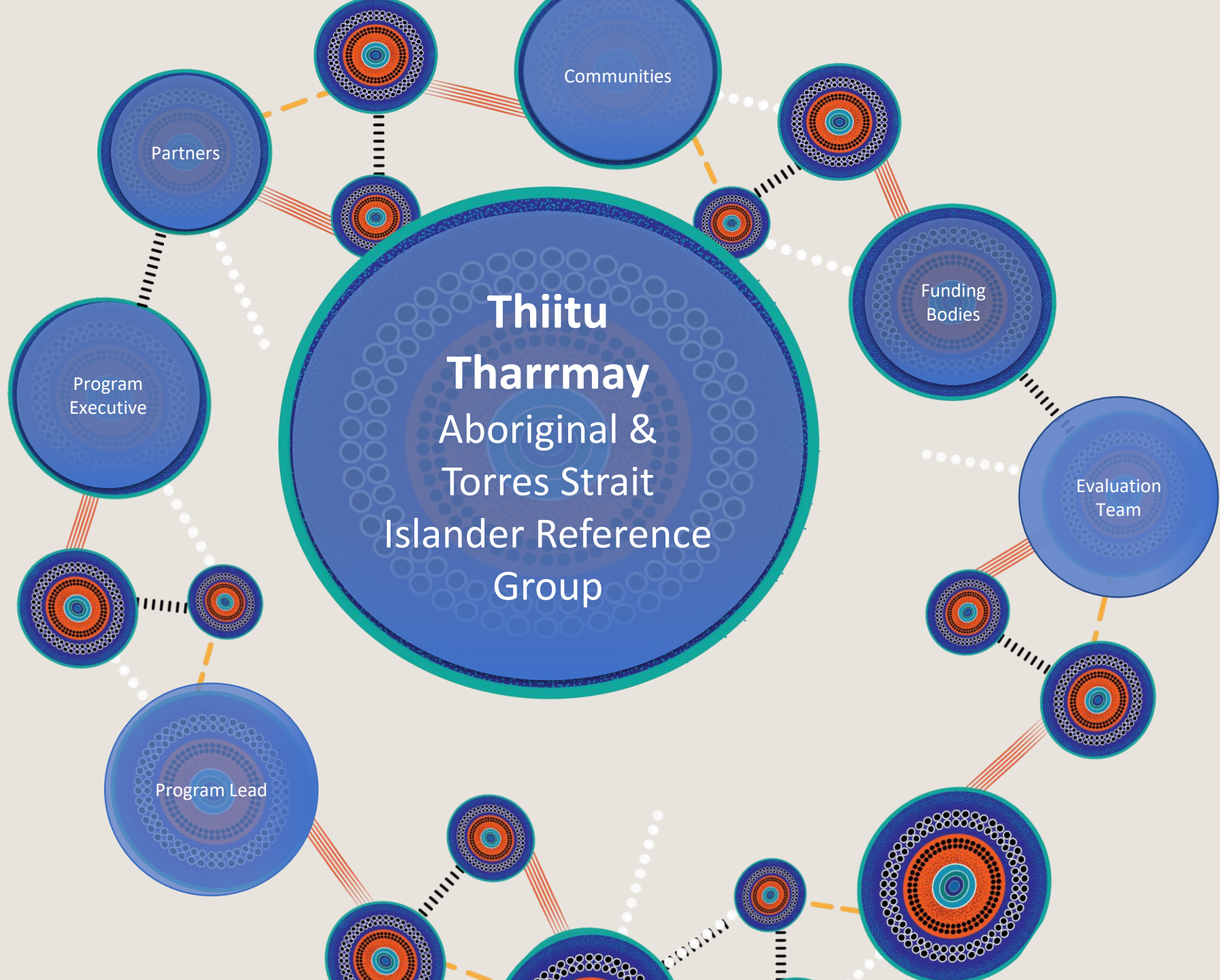
Australian National University



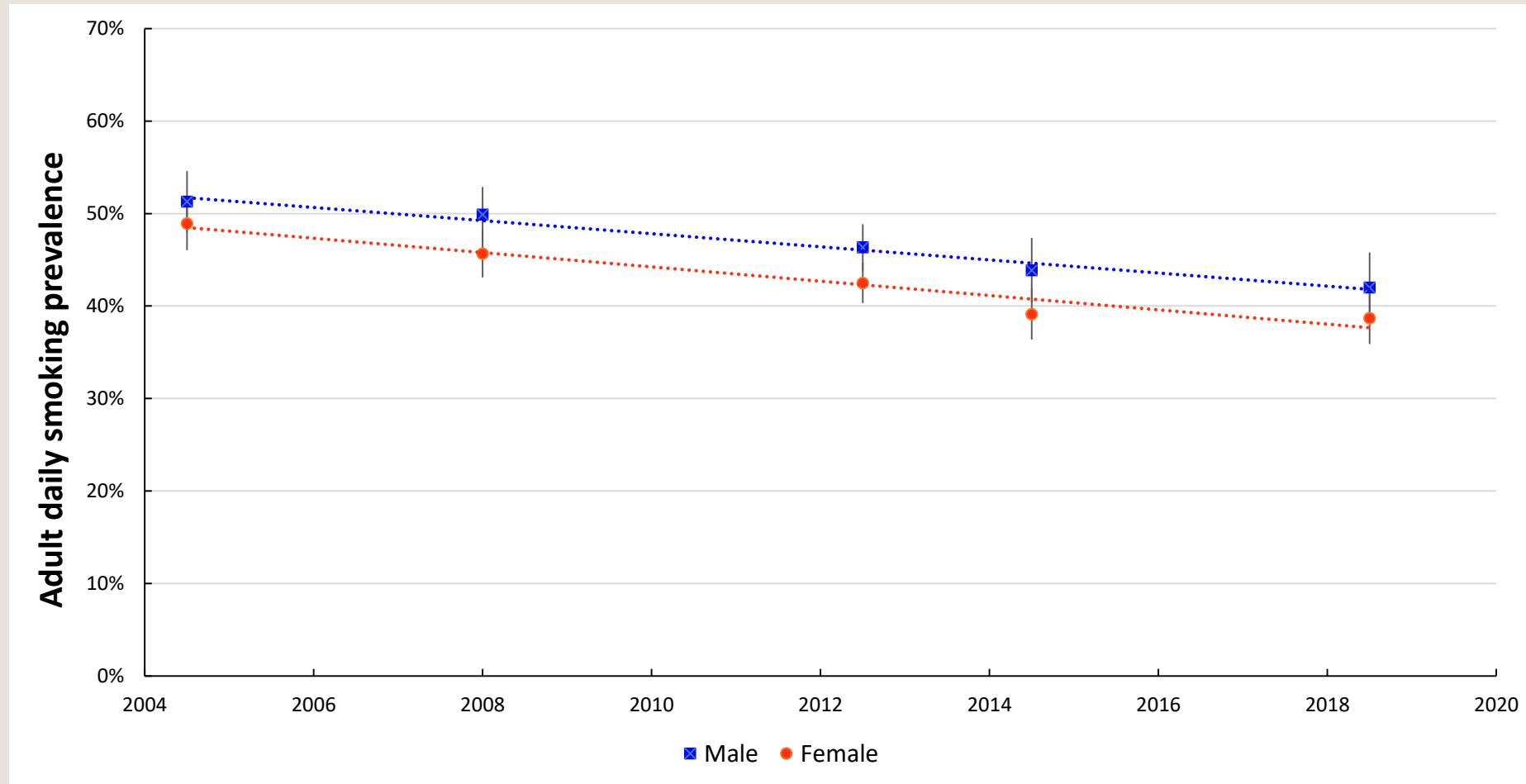
# Milne Bay, PNG



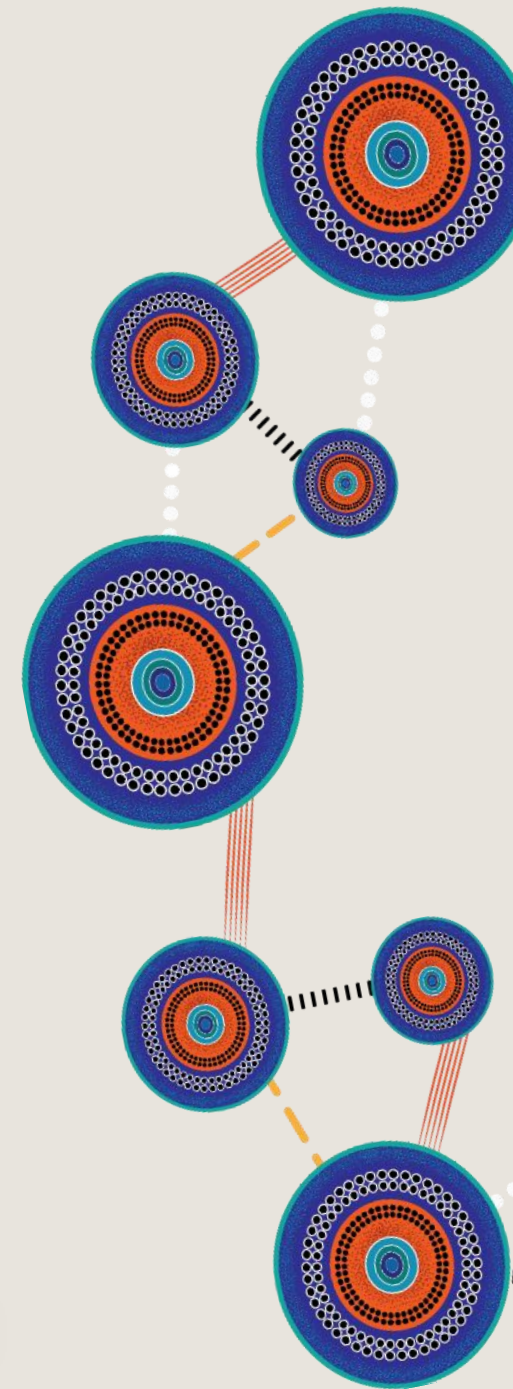


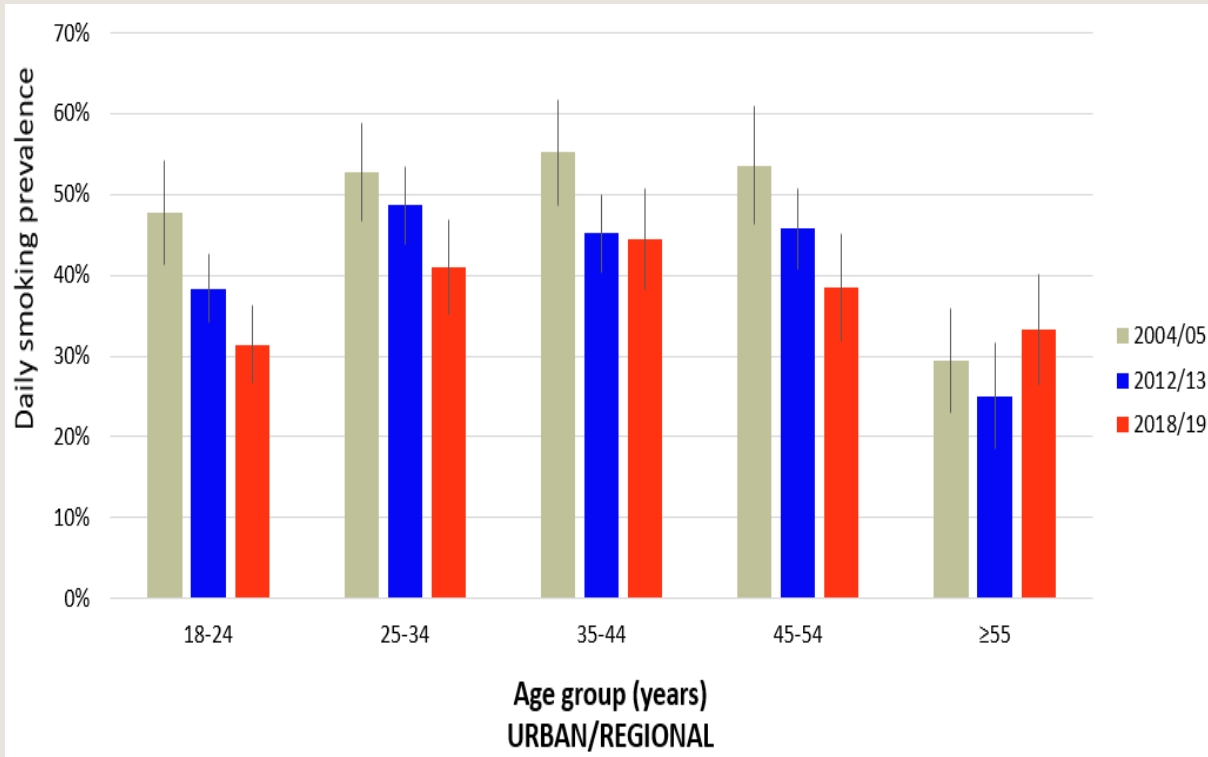


# Smoking rates are declining for Aboriginal and Torres Strait Islander people

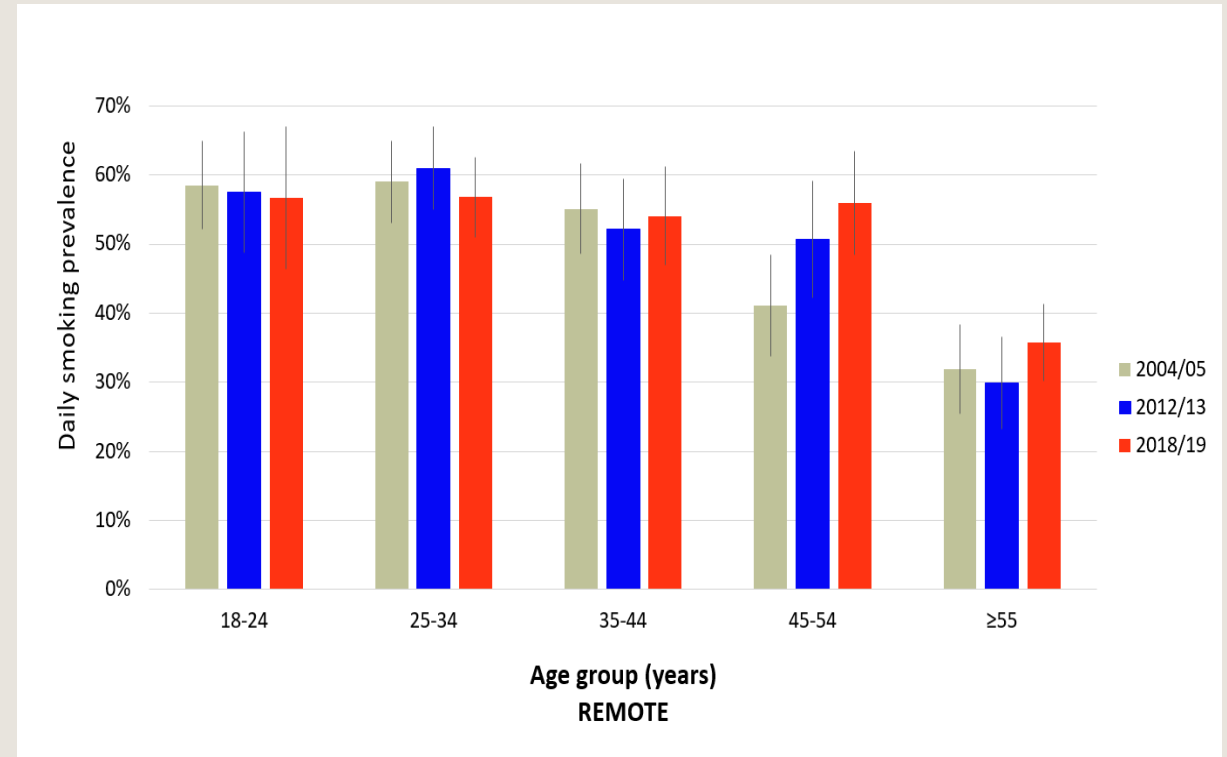


Maddox, R., Thurber, K.A., Calma, T., Banks, E. and Lovett, R. (2020), Deadly news: the downward trend continues in Aboriginal and Torres Strait Islander smoking 2004–2019. *Australian and New Zealand Journal of Public Health*, 44: 449-450. <https://doi.org/10.1111/1753-6405.13049>





**\*146,300 daily smokers living in urban/regional settings**



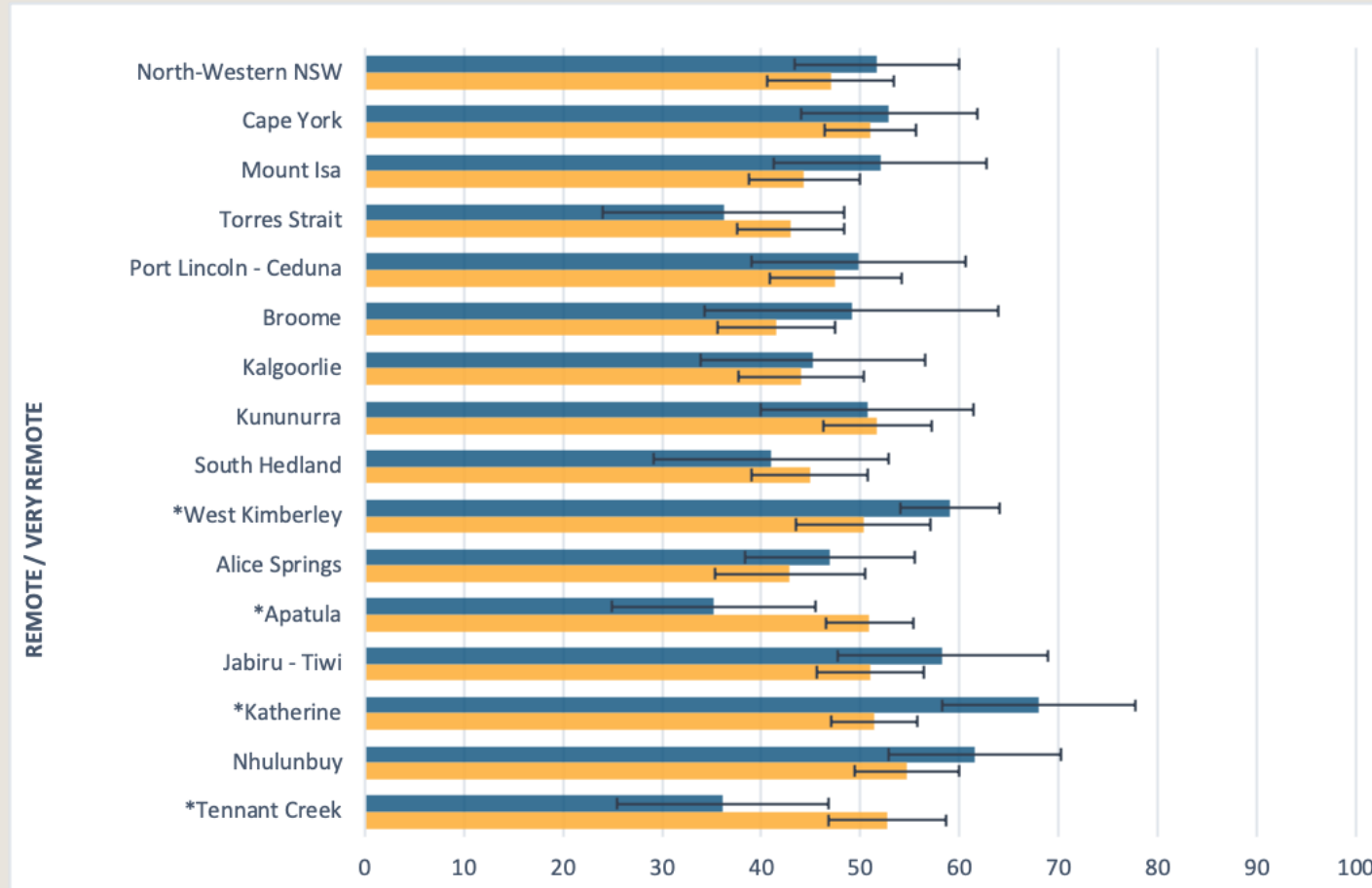
**\*49,000 daily smokers live in remote areas**

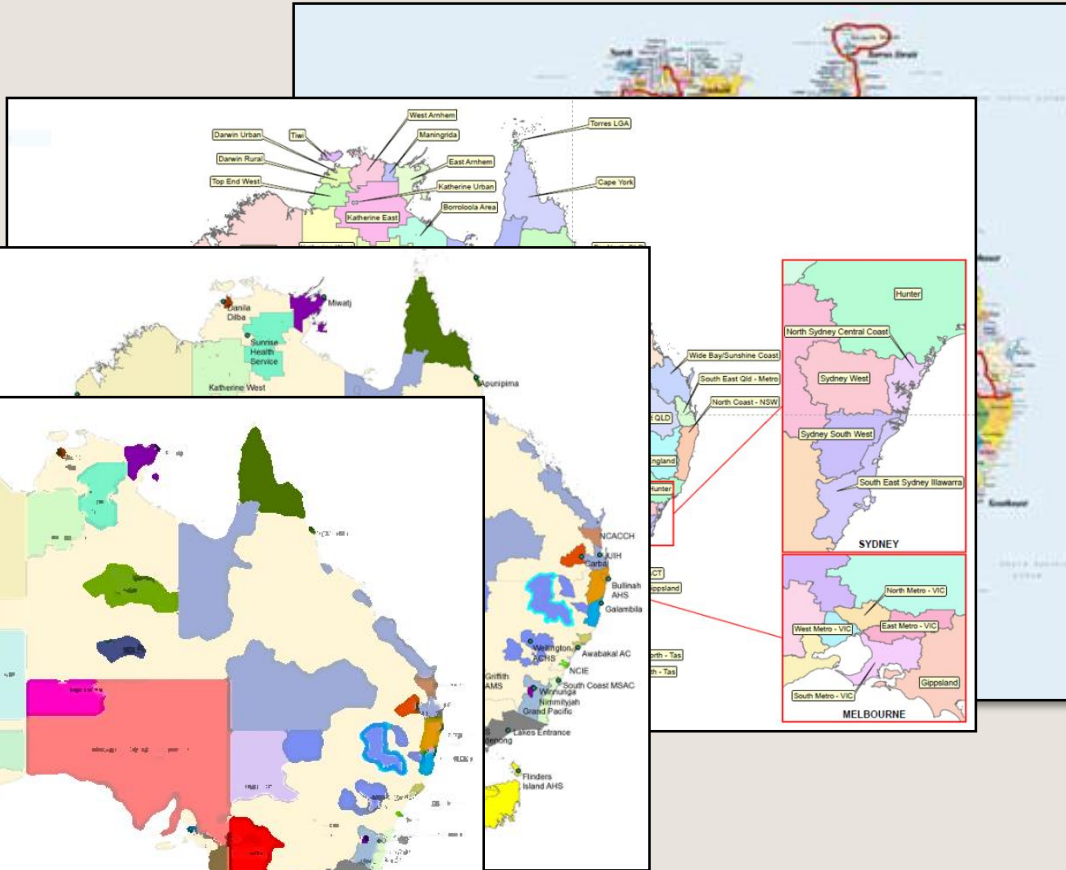
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# Daily Smokers by Indigenous Region 2012/13-2018/19





## Project Title

## Outline of the Project

It is important to note that the information from this interview will not be published or shared with the Department of Health.

### Use of Data and Feedback

Project Funding

This project is funded by the Australian Government Department of Health.





# 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 smokefree signs and branded vehicles

## Community education & engagement

14. Community education and training
15. Community engagement, social activities and events

## Events

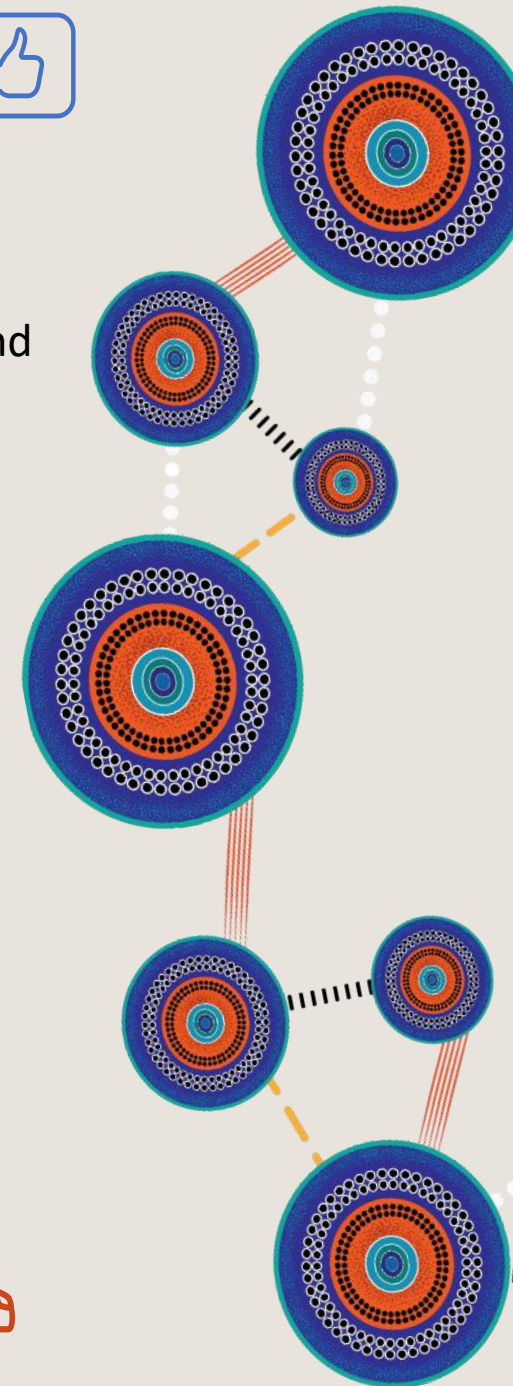
16. World No Tobacco Day
17. NAIDOC
18. Fun runs

## Cessation supports

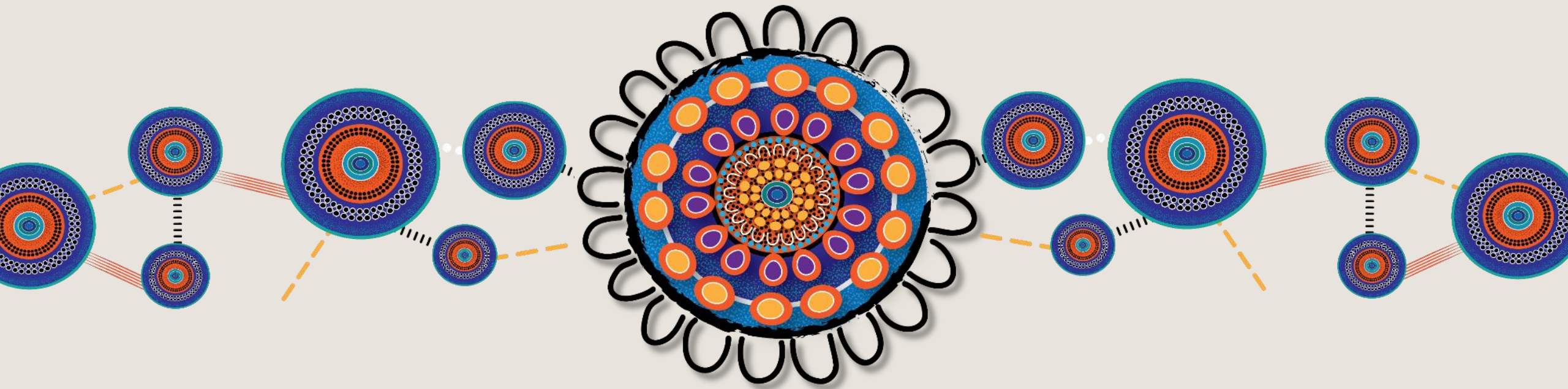
19. One-to-one or group smoking cessation support
20. Provision of stop smoking medications
21. Brief interventions

## Other

22. Anti e-cigarette/anti-vaping activities
23. Other







## ABS TIS Coverage

- TIS Coverage: approx. 75% of the Aboriginal and Torres Strait Islander adult population
- Non-TIS Coverage: approx. 130,000 (119,000-145,000) adults, including:
  - 56,000 (46,000, 66,000) current smokers may not have access to TIS.
- TIS exposure is lowest in remote areas

	TIS-exposed					Non-TIS-exposed			
	Overall	By geographical context				Overall	By geographical context		
		Urban	Regional	Remote			Urban	Regional	Remote
Total population									
n	358,000 (374,000, 341,000)	133,000	169,000	56,000 (72,000, 39,400)		128,000 (113,000, 145,000)	52,000	38,000	38,000 (22,000, 55,000)
%	73.6 (76.8, 70.2)	71.7	81.6	59.7 (76.2, 41.9)		26.4 (23.2, 29.9)	28.3	18.4	40.3 (23.8, 58.1)
Current smokers									
n	155,000 (165,000, 144,000)	41,000	81,000	33,000 (44,000, 23,000)		56,000 (46,000, 66,000)	18,000	16,000	22,000 (12,000, 33,000)
%	73.5 (78.4, 68.5)	69.4	83.9	60.0 (78.5, 41.1)		26.5 (21.6, 31.5)	30.6	16.2	40.0 (21.5, 58.9)
Female current smokers of reproductive age <sup>a</sup>									
n	57,000 (60,000, 52,000)	14,000	28,000	14,000 (17,000, 9,000)		21,000 (17,000, 25,000)	7,000	6,000	7,000 (4000, 12,000)
%	73.2 (77.5, 67.5)	66.6	82.1	65.6 (81.2, 44.4)		26.8 (22.5, 32.5)	33.4	17.9	34.4 (18.8, 55.6)
Young current smokers <sup>b</sup>									
n	31,000 (34,000, 29,000)	9000	16,000	7000 (10,000, 5000)		11,000 (8000, 13,000)	2,000	4,000	5,000 (2000, 7000)
%	74.5 (81.1, 69.4)	80.7	80.6	58.4 (82.4, 40.0)		25.5 (18.9, 30.6)	19.3	19.4	41.6 (17.6, 60.0)

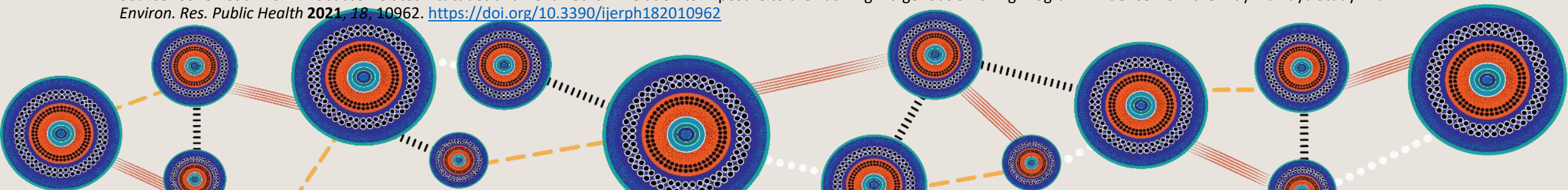


# The Tackling Indigenous Smoking program: Mayi Kuwayu Study findings

TIS areas compared to non-TIS areas were associated with significantly higher prevalence of:

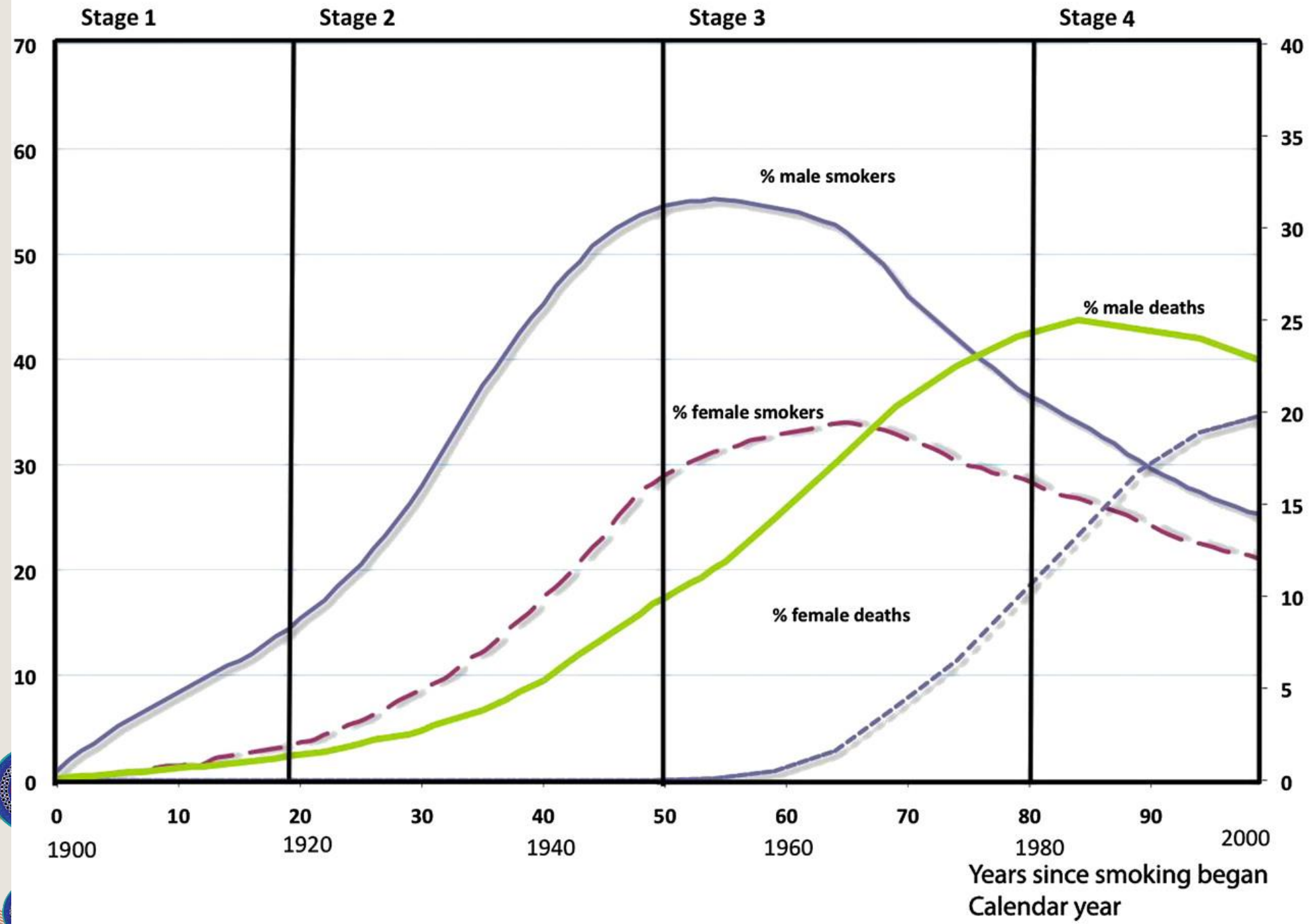
- of smoke free homes
  - **15%** (PR 0.85;95%CI:0.74,0.97) among all participants, and
  - **18%** (PR0.82, 95% CI: 0.70, 0.95) among people who smoke
- indicators of lower nicotine dependence
  - smoking  $\geq 21$  cigarettes per day by **21%** (PR 0.79;95%CI:0.62,<1.00),
  - smoking a first cigarette within 5 minutes of waking by **13%** (PR 0.87;95%CI:0.76,<1.00).

**Source:** Cohen et al. 2021. Tobacco Related Attitudes and Behaviours in Relation to Exposure to the Tackling Indigenous Smoking Program: Evidence from the Mayi Kuwayu Study. *Int. J. Environ. Res. Public Health* **2021**, *18*, 10962. <https://doi.org/10.3390/ijerph182010962>



% Adults who smoke

% of all deaths attributed to smoking





## WHAT DID WE FIND?

- 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.

## 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.**

# Effective program characteristics

- ◎ Multi-faceted, incorporating multiple aspects, involving collaboration with different sectors
- ◎ Culturally safe
- ◎ Use holistic approaches to address the social determinants of health

## 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

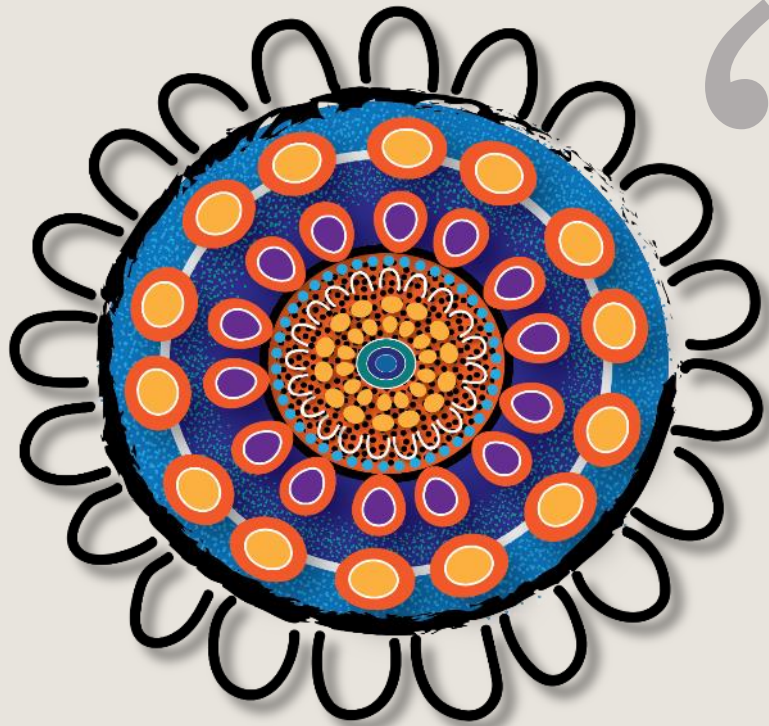
- ◎ Second-hand smoke exposure, including such as smoke-free homes

**Source:** Colonna et al. (2020). *Review of tobacco use among Aboriginal and Torres Strait Islander peoples*. Perth: Australian Indigenous HealthInfoNet. <https://healthinfo.net.ecu.edu.au/key-resources/publications/40328/>





# The WHO Framework Convention on Tobacco Control



“

*...the need to take measures to promote the participation of [I]ndigenous individuals and communities in the **development, implementation and evaluation** of tobacco control programmes that are **socially and culturally appropriate to their needs and perspectives...***

”

# Next steps and questions

Data	Status
ABS nationally representative surveys (2002-2018/19)	<i>Crude analysis underway</i>
National Perinatal Data Collection (NPDC)	Pending jurisdictional release
Health services data (nKPI)	Pending release: Department of Health
Pharmaceutical Benefits Scheme (PBS)	Pending release: Department of Health
Quitline	<i>Analysis underway</i>
Mayi Kuwayu Study	Wave 1 complete

- TIS Teams
- Department of Health
- ANU TIS Evaluation Team:
  - Shavaun Wells
  - Rubijayne Cohen
  - Eden Barrett
  - Emily Colonna
  - Christina Heris
  - Katie Thurber





# The Deadly News since 2004...

**Many  
lives saved**



**9.8% reduction**

**50k**

**Almost 50,000  
fewer daily  
smokers**

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