



Institute of Urban Indigenous Health

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What areas do you service?

The Institute for Urban Indigenous Health (IUIH) primarily caters to the Aboriginal and Torres Strait Islander communities living in Southeast Queensland. Our Deadly Choices program has now grown beyond the state of Queensland through multiple effective partnerships and activities that focus on improving health and wellbeing of Aboriginal and Torres Strait Islander communities across Australia.

Tell us about your success story

The IUIH's Deadly Choices program received a World No Tobacco Day 2021 award by the World Health Organization (WHO). The program was selected by the WHO for its outstanding contribution to the advancement of anti-smoking policies and measures, particularly around World No Tobacco Day. The IUIH is one among the six awardees chosen from the Western Pacific region for 2021.



The program has multiple components promoting smoke-free and healthy living messaging and is delivered in partnership with several stakeholders, especially Community Controlled Health services and National Rugby League/Australian Football League (NRL/AFL) clubs. Deadly Choices ran several events online to commemorate World No Tobacco Day in 2021. These included podcasts and other events on our Facebook page, Instagram and Twitter handles where DC ambassadors, medical professionals, Quitline and several others had yarns on various aspects of quitting smoking. We also ran an online tobacco survey on each platform, with every participant entered into a draw to win a signed Brisbane Broncos jersey.

Who was the activity designed to reach?

Aboriginal and Torres Strait Islander people and their families, especially in southern Queensland. The Deadly Choices program focusses on promoting healthy lifestyles for all by emphasising three key aspects: stop smoking, eat good food and exercise daily. Our events for the World No Tobacco Day also centred



around this focus. Comments on our posts indicated that our reach was far beyond southern Queensland, with people from New Zealand, Perth, Tasmania and several other places commenting on our posts.

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

The World No Tobacco Day events that were hosted on our Facebook page received wide coverage. Our posts and podcasts reached around 64,302 visitors with the message of quitting smoking, the various options to quit that Aboriginal and Torres Strait Islander communities can access and the importance of leading health lifestyles. Over the week promoting World No Tobacco Day, we saw that more than 78,150 people were reached across Facebook and Instagram. Our posts received 896 reactions, 204 comments and a total of 87 shares. The Deadly Choices consortium reaches up to 75% of Queensland's Indigenous population and has partnerships in other states and territories as well. Deadly Choices is currently one of the most recognised brands nationally and has built effective partnerships with several AFL/NRL clubs across Australia to carry the message of no smoking and adopting health lifestyles. The Deadly Choices program has an active social media presence across Facebook (94,035 followers), Instagram (19,300 followers) and Tik Tok (9000 followers). Overall, it was a highly successful event that reached out to a large number of Aboriginal and Torres Strait Islander families.