



North Coast Aboriginal Corporation for Community Health

May 2022



This story was submitted to the National Best Practice Unit Tackling Indigenous Smoking (NBPUI TIS) by Karen Kairupan, the TIS Coordinator for North Coast Aboriginal Corporation for Community Health's No Durri for This Murri TIS team. Many thanks to the No Durri for This Murri team for sharing their story.

What areas do you service?

The No Durri for This Murri TIS Team is located on the beautiful Sunshine Coast, Queensland. We service the Sunshine Coast, Noosa and Gympie Regions. Our Traditional Custodians are the Gubbi Gubbi/Kabi Kabi and Jindaburra people.

Tell us about your success story

In late 2020 the No Durri for This Murri team decided they wanted to have more of a presence up in the Gympie region. The TIS Officer researched the local advertising companies and billboard space around our region. We settled with a billboard in Gympie placed on the M1 Bruce Highway. This would be the second billboard for the ND4TM team. The first was a four-storey LED screen at the Sunshine Coast University Hospital (SCUH).



When designing the Gympie billboard, we wanted to continue with the design used for the SCUH campaign, as brand recognition was one of the objectives. After the artwork was completed and installed, we were underwhelmed with the outcome. We had feedback from some of our NCACCH board members, who weren't happy with the size, colours or the location of the billboard. Fortunately, the advertising company was happy to change the design at no extra cost if they could have more input into the artwork. The new artwork was installed within four weeks.



The original billboard design, which was revised to improve its appeal

Who was the activity designed to reach?

The billboard was designed to target all of the community. We aim to encourage smokers to think about their smoking behaviours and ultimately engage with a health professional or with Quitline. We also wanted to empower non-smokers and young ones to push for smoke-free environments. The messaging was aimed at our Aboriginal and Torres Strait Islander population by using local jargon in our team's name. Our call to action for community is "the healthiest spaces are smoke-free places". With the billboard being situated on the Bruce Highway in Gympie, the average daily traffic past this location is 21,758 people.



Murris urged to quit the durri in new campaign

By ALF WILSON



THE North Coast Aboriginal Corporation for Community Health (NCACCH) is encouraging Indigenous people to give up smoking through the 'No Durri for This Murri' campaign.

NCACCH is an Aboriginal Community-Controlled Health Organisation that services the Sunshine Coast and Gympie region.

The 'No Durri for This Murri' Tackling Indigenous Smoking team strives to increase health literacy rates in the region through delivering early intervention and smoking cessation activities including yarning circle, education and accurate information materials to the Aboriginal and Torres Strait Islander communities.

With their localised campaign, they aim to

assist community to make informed decisions on quitting smoking and creating safe environments by clearing the air of cigarette smoke.

The 'No Durri for This Murri' team is part of a national strategy and is one of the 41 organisations partaking in the Tackling Indigenous Smoking initiative.

While tobacco smoking is declining in Australia, it remains disproportionately high among Indigenous people.

NCACCH recently surveyed the Sunshine Coast and Gympie community which had 386 community members participate with 95% identifying as Indigenous.

The survey showed that 31% identified as smokers, 41% ex-smokers and 52% of households are smoke-free.

When asked "Why did you quit?", the number one reason was for health and second was for family.

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A Koori Mail news story in response to the No Durri for This Murri billboard promotion

Summary and conclusion

We are getting people's attention! The ND4TM TIS Team received an email enquiry from a journalist who works for the Koori Mail. Mr Alf Wilson was travelling home to Townsville when he spotted the No Durri for This Murri billboard. He was intrigued about the billboard and the program, stating to us he would like to do a story for the Koori Mail. This was a great opportunity for us to showcase the ND4TM program. The article featured in the Survival Day issue of the Koori Mail, 26 January 2022.

The No Durri for This Murri billboard is now set to be evaluated at an upcoming major community event being held in Gympie in early June 2022. The billboard will have been showcased for eight months by the time of the planned evaluation, so we look forward to collating feedback from the community.