

# kiila laana

Maari Ma Health Aboriginal Corporation

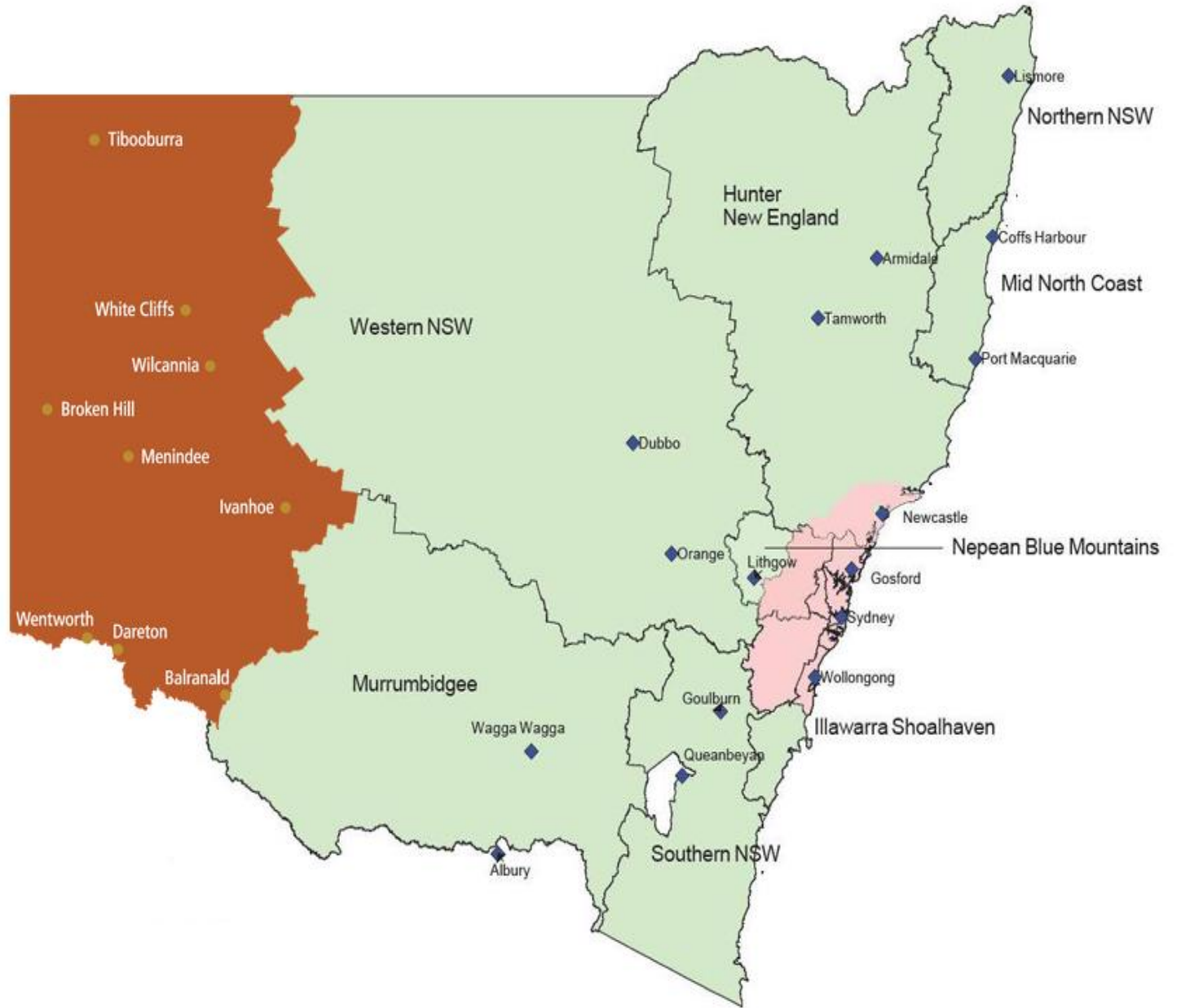
A tackling Indigenous  
smoking success story





## TIS funding zone: Far West NSW

- Sparsely populated region & geographically remote comprising an area of over 195,000sq kms.
- First Nation population is approximately 3866





# Muuku pledge: Indicator 2

## Overview of muuku pledge project:

- Developed & implemented “the muuku pledge” project as part of WNTD campaign 2020.
- 1<sup>st</sup> phase involved partnering with Maari Ma & Far West NSW Health primary health services across the region promoting muuku program (tobacco management) to promote WNTD 2020 & the “pledge”
- 2<sup>nd</sup> phase, 2 participants from Balranald engaged in muuku program & completed pledge project over 12 months as kiila laana team followed journey, providing incentives to motivate engagement & cessation.
- Participants from 2020 & 2021 have become ambassadors to promote the muuku program & muuku pledge as part of kiila laana World No Tobacco Day campaign activities including social media, traditional media and at community events sharing their journey & encouraging cessation.





# Muuku Pledge Ambassador activities

- A new partnership with local Maari Ma Early Years staffer on her muuku cessation journey was established in the last 6 months.
  - TIS media officer coordinated radio campaign for Broken Hill ambassador to share her journey on 2BH, Hill FM & 2 DRY FM aired across parts of the region
  - Ambassador has filmed interviews for kiila laana Facebook page to supplement the journey of 2020/21 participants posted on a regular basis given the increase in engagement they have sparked.
  - Our community partners have attended muuku pledge milestone and muuku pledge information events to yarn with potential participants and those already engaging.
  - Planning phase of television advertising with ambassador to promote muuku program/cessation to supplement the general kiila laana advert currently being aired on BKN7. In addition, coordination of airplay with Wilcannia radio.



# Target Population

- The focus of the ambassador partnerships is to provide local role modeling of smoking cessation experiences including promoting the benefits of accessing local support services (muuku program/muuku pledge projects) in order to motivate smokers/vapers across the Far West NSW region to manage nicotine addiction.



**Kiila Laana at Maari Ma**  
Published by Sharon Hooker · 8 December 2021 ·

Thank you Leeann for sharing your quit journey with us. Joining our muuku program is as easy as  
- leaving a message on here  
- calling Maari Ma on 08 8082 9777  
- speaking to a health care provider

0:41 / 1:25

85 People reached      22 Engagements      [Boost post](#)

You and 5 others      1 comment

[Like](#)      [Comment](#)      [Share](#)

**Kiila Laana at Maari Ma**  
Published by Sharon Hooker · 31 October 2021 ·

Leeann had the recording down in one take !!  
Legendary !!

56 People reached      4 Engagements      [Boost post](#)

You and 1 other

[Like](#)      [Comment](#)      [Share](#)

Comment as Kiila Laana at Maari Ma      [😊](#)      [📷](#)      [GIF](#)      [🗨️](#)

# Monitoring & Evaluation

- Qualitative & quantitative data collection
- Referrals/number of people wanting to engage in the pledge project in response to media activities. Including Expression of Interest/number of people seeking further information.
- Participation surveys (pre & post engagement) for the muuku pledge can provide insight regarding impact of the ambassadors
- Facebook data & responses (e.g.; engagement, shares, reactions)
- Feedback via community survey recently delivered in Broken Hill about kiila laana programs & branding using survey monkey tool (also posted on Facebook). This will be used at WNTD events to gain broader regional feedback.



**Kiila Laana at Maari Ma**  
Favourites · 19 May · 🌐

Congratulations Balranald resident Neville Murray who has completed the 2020 Muuku pledge. Stay tuned to hear more about Neville's Muuku Pledge journey. Maari Ma Health Balranald

LD NO TOBACCO DAY

muuku smoke-free PLEDGE 2021

#maarima 📌 Kiila - Laana-at-Maari-Ma #COMMIT TO C

2,577 498 Boost post

Performance for your post

2,577 People Reached

190 Reactions, comments & shares 📊

113 Like	11 On post	102 On shares
42 Love	8 On post	34 On shares
23 Comments	5 On Post	18 On Shares
13 Shares	13 On Post	0 On Shares

308 Post Clicks

73 Photo views	0 Link clicks	235 Other Clicks 📊
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NEGATIVE FEEDBACK

0 Hide post      0 Hide all posts

0 Report as spam      0 Unlike Page

Reported stats may be delayed from what appears on posts

# Impact

- In 2020, two people (Balranald) completed the 12 month muuku pledge becoming the first “Pledge” ambassadors. In 2021/2022 the participation rate has increased to 17 (Broken Hill & Balranald). 24% of the participants engaged more recently since the addition of our 3<sup>rd</sup> ambassador’s radio commercials aired and her interviews posted on Facebook.
  - 6 of the 7 (86%) from Balranald joined the 2021/2022 after hearing the 2020 participants share their journey at the WNTD event.
- Facebook posts featuring the Broken Hill ambassador’s cessation journey has shown an average reach of 176.5 with a reach rate of 31.25% from 8 posts in October in conjunction with the launch of the radio commercials. One of the 2020 ambassador posts late last year had a reach of 323 (reach rate of 57.2%).



# Conclusion

Partnering with local first nations people across the Far West NSW region to share their muuku pledge program experiences in person at events and via traditional and social media forums has increased engagement/referrals in 2021/2022 where we now have members of two communities participating. Our aim is to continue collaboration with local ambassadors to promote cessation commencing with kiila laana WNTD 2022 campaign activities and build the local leadership team to be more representative of the entire region to better target tobacco cessation in the individual communities across the far west region.

The muuku logo, featuring a red feather icon and the text "muuku be smoke-free".

join our  
**deadly**  
role models

join a  
smoke-free  
future

A QR code located in the bottom right corner of the graphic, intended for linking to the muuku program information.



# References:



<https://www.abs.gov.au/>

<https://www.aihw.gov.au>

<https://www.bing.com/images/search?q=far+west+nsw+map>

<http://www.healthstats.nsw.gov.au/>

Kiila laana Facebook Page

Kiila laana, 2022 "Tackling Indigenous Smoking Program 6- month Performance Reports 2021

<https://www.maarima.com.au/>