

Free, Fresh & Fit



Griffith Aboriginal Medical Service

ACKNOWLEDGEMENT

The Free, Fresh & Fit team would like to Acknowledge and pay our respects to the traditional owners of the land on which we meet on today and extend that respect to elders past, present and emerging and to other Indigenous people here today.



INTRODUCTION

**We are the Free, Fresh & Fit Team
based at the Griffith Aboriginal Medical Service.**

We cover the Riverina area.

Our team consists of 5 Tackling Indigenous Smoking Workers and our Coordinator
Rebecca King.



“We all know the threat, don’t live with the regret”

WIN TV Advertising Campaign

In 2020 we made the decision to produce a range of TV commercials featuring local elders, sports champions and other well known community identities to promote & tell the story to reduce the prevalence of smoking in our communities.

We have continued this each year including 2022.

The TV commercials enable us to;

- Provide regional coverage

Allowing us to access all towns throughout our TIS region including the smaller towns we may not usually hit



- Reach our priority groups of youth, pregnant women and families

The ads focused on pregnant women/youth/generational smoking/ smoke free homes and cars/TIS programs

- Focus on population health promotion activities

SOUTHERN NSW GRIFFITH

TOTAL PEOPLE	68,800
PEOPLE 25-54	26,200
PEOPLE 16-39	22,300
PEOPLE 25+	44,800
PEOPLE 40+	32,600

WIN TV Advertising Campaign

We are currently showing three 30 second ads across the WIN TV broadcasting network.

244 commercials are being shown per month across the following stations;

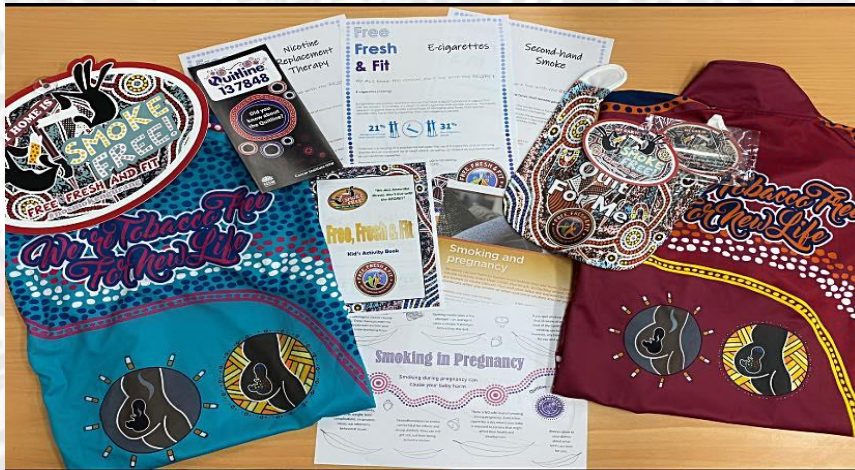
NINE (9 HD Digital)		7TWO (SD Digital)	
WIN (7 SD Digital)		7MATE (SD Digital)	
WIN (10 SD Digital)		BOLD (SD Digital)	
GEM (SD Digital) <small>*Inclusive of Wagga Signal</small>		PEACH (SD Digital)	
GO! (SD Digital) <small>*Inclusive of Wagga Signal</small>		Sky News Regional (SD Digital)	
9LIFE (SD Digital) <small>*Inclusive of SNW Agg</small>			

Show Video 1



Pregnancy and smoking Tv ad.mp4

SMOKING & PREGNACY



Show Video 2



TIS ad generational smoking.mp4



Show video 3



Free, Fresh & Fit tv.ad.mp4





THANK YOU
Any Questions?