

# Smoke & vape free pregnancy



TALKING ABOUT  
**TOBACCO** USE



NATIONAL CENTRE OF  
**INDIGENOUS**  
EXCELLENCE

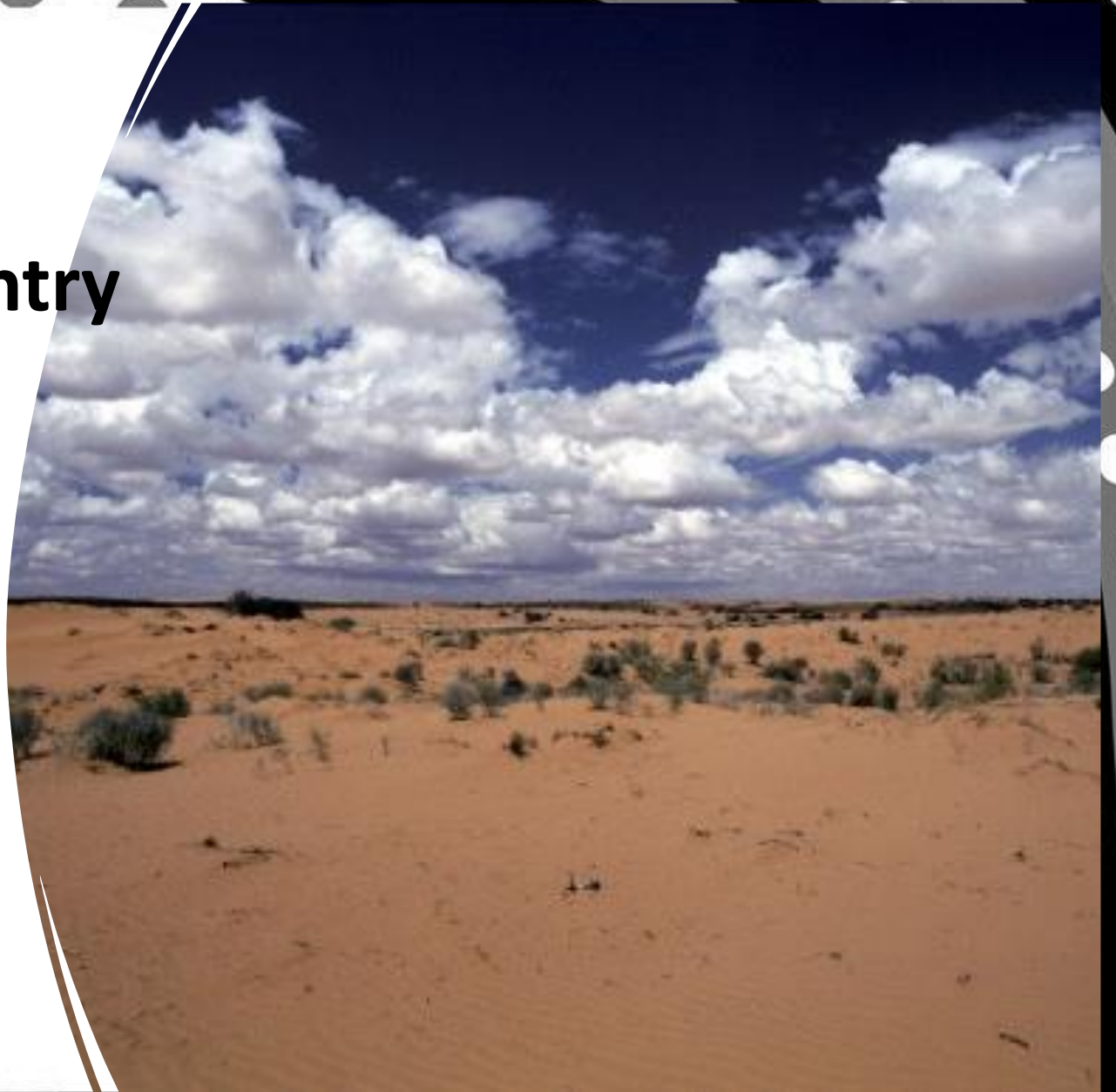
Maia Dowd, Leanne Aldridge, Matt Merritt, Ayesha Flood & Steven Davis

# Acknowledgement of Country

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We would like to acknowledge & pay our respects to the Traditional Custodians of the Land we are standing on today, the Kurna People of the Adelaide Plains.

We would like to extend that respect to all Aboriginal and Torres Strait Islander Mob here today as well as our non-Indigenous brothers & sisters



# EVIDENCE BASED

- Class by Professor Renee Bittoun
- Recorded & transcribed
- Edited to the simple facts



# IMAGE NARRATIVE DEVELOPMENT

Panel 1: Image of a coffee cup with a cigarette. Text: "People PAIR smoking with times, places, activities and people"

Panel 2: Image of people at a beach. Text: "People are less likely to have an urge to smoke in places where they can't smoke, e.g. places of worship, the beach."

Panel 3: Image of nicotine replacement therapy products. Text: "You can use Nicotine Replacement Therapy, e.g. gums, lozenges, inhalator or spray during and after exposure to their particular cues."

Panel 4: Image of a coffee cup with a cigarette. Text: "The more exposure to the environmental cue, without smoking, the sooner the associations and desires to smoke go away."

Annotations for 'Where and When 2.0':

- "Having a cue like the coffee cup or a cigarette in the hand makes you think of the coffee shop."
- "the word 'prohibited' makes you think of places where you can't smoke"
- "Put the name of the NRT's underneath the images and delete the text"
- "orange" (referring to a color change)
- "change the images and desires with nudges"
- "First & last slide same environment, but introduce kid"
- "Acknowledge the nudge. Nudges will wear off"

Annotations for 'Where and When 3.0':

- "Great coffee!"
- "Make it look indoor, both drinking coffee"
- "People are 'nudged' to smoke by certain activities, times, places and people"
- "coffee shop, coffee, don't"
- "Inside the window of an aeroplane"
- "People are less likely to have an urge to smoke in places where it's prohibited"
- "gum, lozenge, inhalator and spray during and after exposure to these 'nudges'"
- "You can use Nicotine Replacement Therapy such as gums, lozenges, inhalator and spray during and after exposure to these 'nudges'"
- "Add small spray effect, small smoke"
- "The more exposure to the 'nudge', the sooner the associations and desires to smoke go away"
- "The more exposure to the 'nudging', the sooner the associations and desires to smoke go away"
- "You're NEVER TOO OLD IF NEVER TOO LATE TO QUIT SMOKING!"
- "Call the Koori Quitline today 13 78 48"
- "Call the Koori Quitline today 13 78 48"
- "You're NEVER TOO OLD IF NEVER TOO LATE TO QUIT SMOKING!"
- "Call the Koori Quitline today 13 78 48"

Final storyboard layout:

- Top Left: "People are 'nudged' to smoke by certain activities, times, places and people" (with coffee and cigarettes icons)
- Top Middle: "People are less likely to have these 'nudges' in places where smoking is prohibited" (with beach and airport icons)
- Top Right: "Stay inside the coffee shop, don't be tempted to drink your coffee on the street where you could have a ciggie with it" (with coffee shop and street icons)
- Bottom Left: "You can use Nicotine Replacement Therapy such as gums, lozenges, inhalator and spray during and after exposure to these 'nudges'" (with NRT products)
- Bottom Middle: "The more exposure to the 'nudges', without smoking, the sooner the associations and desires to smoke go away" (with people playing sports)
- Bottom Right: "You're NEVER TOO OLD IF NEVER TOO LATE TO QUIT SMOKING! Call the Koori Quitline today and ask for their Aboriginal Advisors 13 78 48" (with Koori Quitline logo and phone number)

# FOCUS GROUPS



- Do you think the look and feel of the messages will appeal to our Community?
- Would you share these messages with your Mob?
- Do these messages change the way you think about smoking and vaping?
- What, if anything, would you change about these messages?

# FOCUS GROUPS



One of our Elders said,

*“I will share Mum and Bub’s message with Mob to encourage them to do what is best and I will support them”*

One of our young women said,

*“I will share smoke free messaging with family and friends every day. I will annoy family with the message that nicotine destroys mental health and well-being”*

# STARTING A FAMILY



**Hey, you Mob!  
You trying to start  
a family?**



**Things moving  
a little slow?**



**Smoking & nicotine may  
reduce Mum's chances  
of getting pregnant**



**Smoking & nicotine  
may also cause  
impotence for Dad!**

Talk to your GP about  
using Nicotine Replacement Therapy  
before pregnancy, or.....



Call the  
Koori Quitline

**13 78 48**

Ask for one of their  
Aboriginal Advisors



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# SMOKE FREE PREGNANCY



Nicotine from smoking & vaping absorbed by Mum quickly crosses into Bub's blood stream



Smoke Free Bub!



Bub actually receives more nicotine than Mum when she lights up



Bubs exposed to nicotine may be born addicted, experience learning difficulties, future hardships & may become smokers when nicotine takes control



Chat to your doctor about using Nicotine Replacement Therapy during pregnancy



Quitting smoking and vaping during pregnancy greatly reduces issues for both Mum & Bub

Call the  
Koori Quitline

13 78 48

Ask for one of their  
Aboriginal Advisors



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THE INSTITUTE OF  
INDIGENOUS EXCELLENCE



# BUB IS BORN



**Smoking  
around the Home,  
Bub or Mob?**



**Chemicals from Third Hand Smoke  
(THS) can stick to surfaces  
around the home**



**Often bub will touch  
these surfaces. It can be the  
couch, toys, carpets  
and clothes**

**Safer out the home**  
**Safer away from Mob**  
**Safer Smoke Free**



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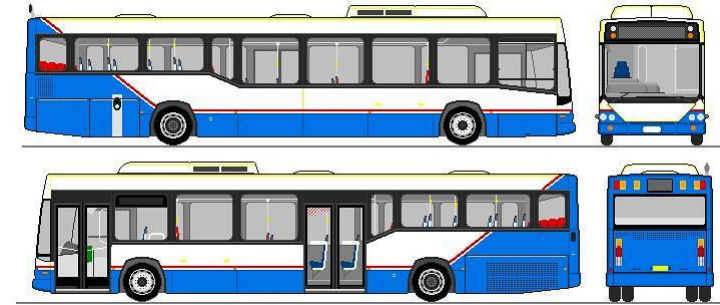


TALKING ABOUT  
TOBACCO USE



# A BUS! WHY A BUS?

- Bus advertising reaches large populations
- Bus advertising turns heads
- Buses are everywhere
- Buses are huge
- Buses can't be turned off
- Buses work 7 days a week
- Bus advertising offers flexible campaign duration, format, start dates & locations
- Between 7am-7pm public bus routes reach approx. 95% of households

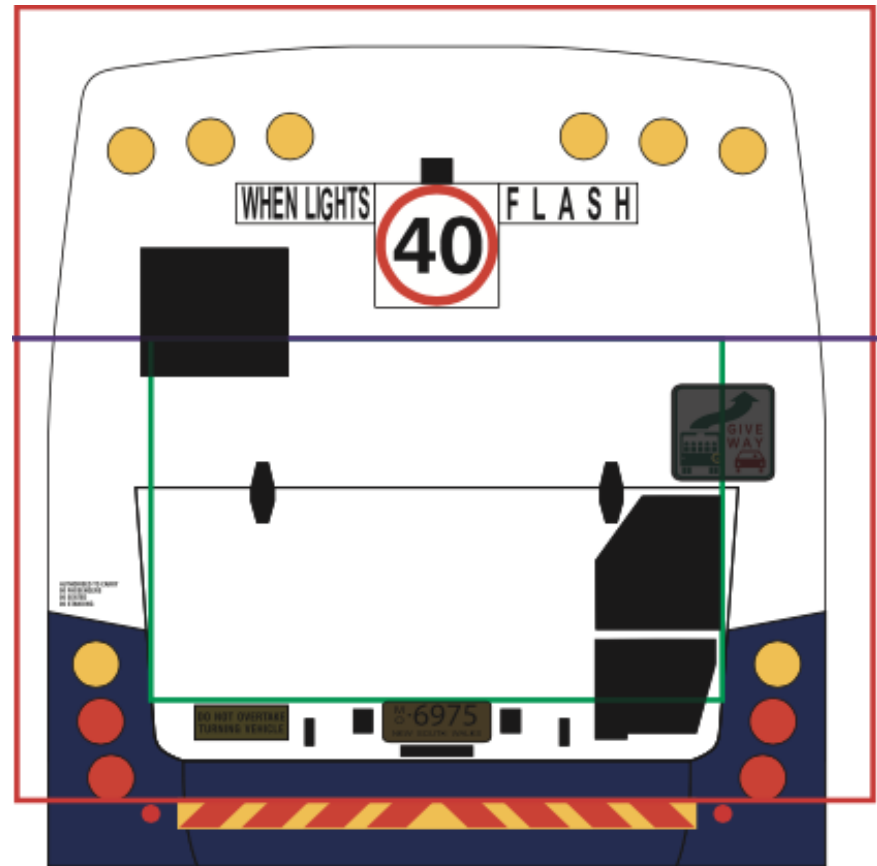
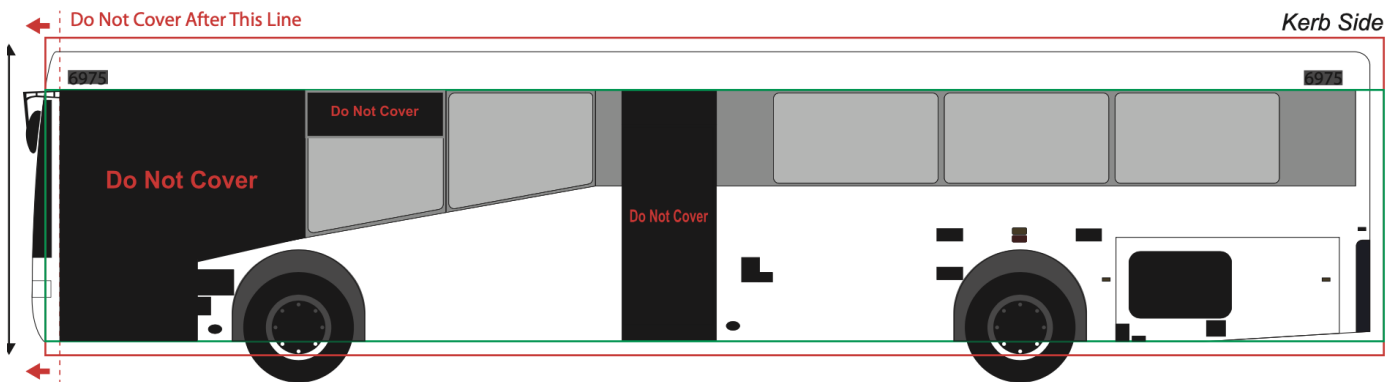
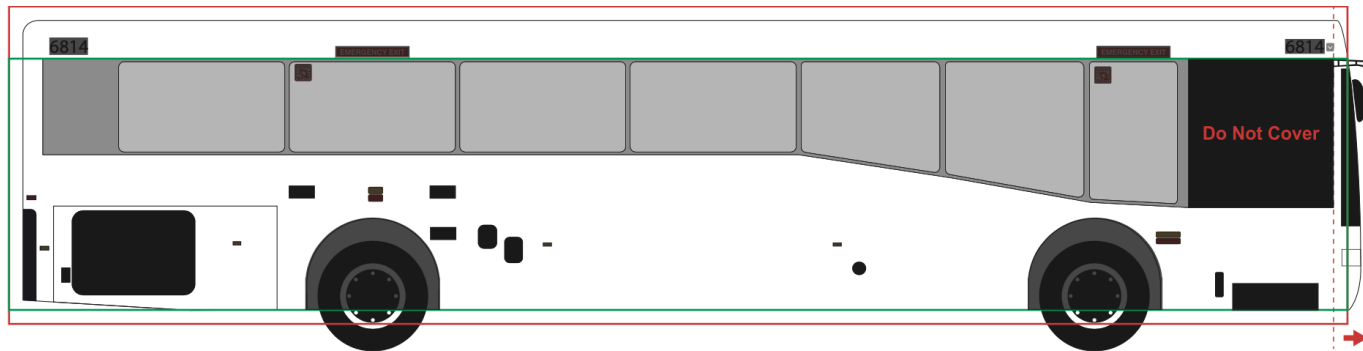


## CAMPAIGN COLLATERAL



- **5** full bus wraps
  - **5** Metro back panels
  - **8** Cityside panels
- 
- A total of **18** buses with “Smoke & vape free pregnancy” messaging for **8-12** weeks

# BUS TEMPLATE

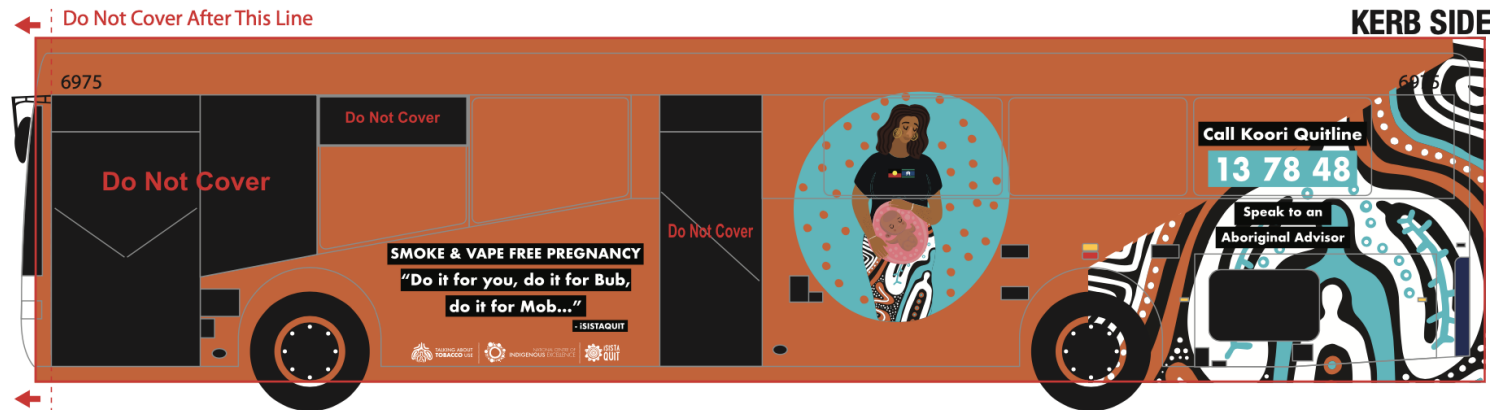


# GRAPHICS & TEXT



iSISTA  
QUIT

# FULL BUS WRAPS



# METROBACKS

**SMOKE & VAPE FREE PREGNANCY**

**"DO IT FOR YOU, DO IT FOR BUB,**

**DO IT FOR MOB"**

**- iSISTAQUIT**

**Call Koori Quitline**

**13 78 48**

**Speak to an  
Aboriginal Advisor**



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iSISTA  
QUIT



@tatu\_ncie #TATU



# CITYSIDES

**SMOKE & VAPE FREE PREGNANCY**  
"DO IT FOR YOU, DO IT FOR BUB,  
DO IT FOR MOB" - ISISTAQUIT



**Call Koori Quitline**  
**13 78 48**  
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 @tatu\_ncie #TATU

**SMOKE & VAPE FREE PREGNANCY**  
"DO IT FOR YOU, DO IT FOR BUB,  
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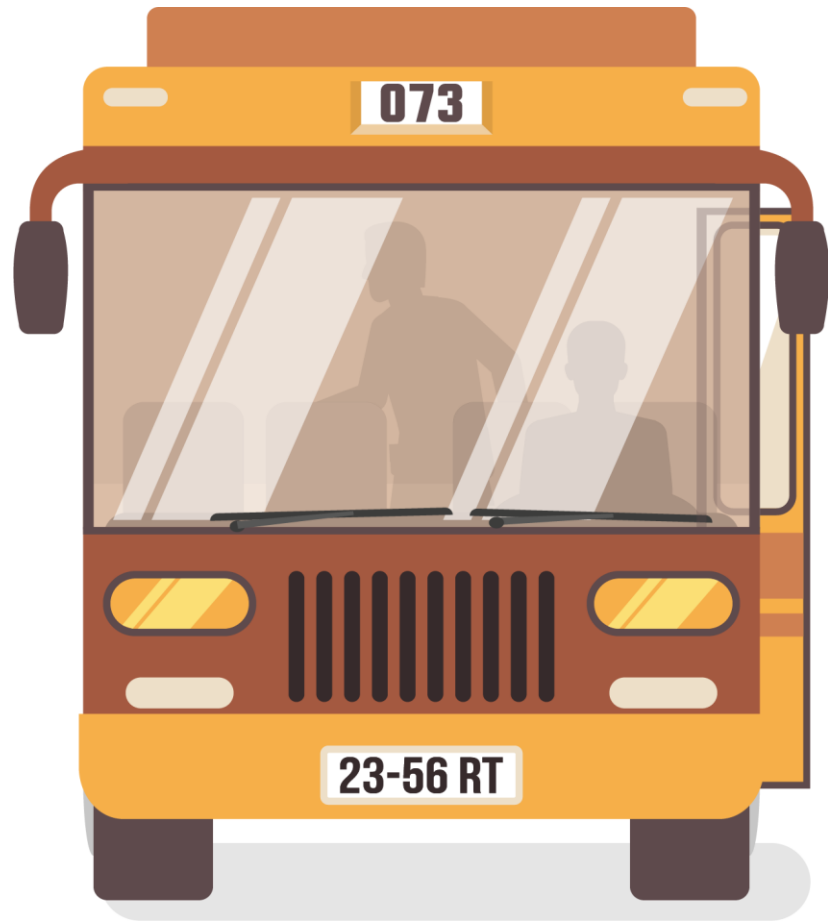
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 @tatu\_ncie #TATU

## TIMELINE



- 1 - Create rough bus design
- 2- Meet with comms team
- 3- Apply updates
- 4- Meet with comms team
- 5- Final changes made

# CROSS PROMOTION



Nicotine from smoking & vaping absorbed by mum quickly crosses into Bub's blood stream

tatu\_ncie  
Sydney, Australia

tatu\_ncie TATU would like to wish everyone a very Merry Christmas holiday

Stay SAFE, stay HEALTHY, stay Smoke FREE  
And we look forward to catching up in 2022

#AboriginalQuitline #QuitBeFit #IndigenousExcellence #theNCEI #TATU #TraditionalSmokeHeals #TobaccoSmokeKills

14w

View Insights

Liked by thencie and 19 others

DECEMBER 24, 2021

Add a comment...



**SOUTH EAST BLOCK PARTY**  
BIDJIGAL LAND

**FRIDAY 8 APRIL 2022**  
CORAL SEA PARK | MAROUBRA | BIDJIGAL LAND

**3 - 8pm**

featuring **headline performance** from Maroubra's own  
**KOBIE DEE**

To celebrate Youth Week 2022, Weave and Randwick Council, together with Kobie Dee, are throwing **South East Block Party** on Bidjigal Land.

This year is our second South East Block Party event. A free event to showcase local talent, bring young people together and celebrate community.

**FOOD | LIVE PERFORMANCES | SPECIAL GUESTS | BASKETBALL | ACTIVITIES**

For more information please contact Mardi at Weave | [mardi@weave.org.au](mailto:mardi@weave.org.au)  
**This is a drug and alcohol free event.**





2025

Call Koori Quitline

13 78 48

SMOKE & VAPE FREE PREGNANCY

"Do it for you, do it for Bub,  
do it for Mob..."

Speak to an  
Aboriginal Advisor

PROUD TO BE SMOKE  
& VAPE FREE

@toku\_noie #TATU

DO NOT OVERTAKE  
TURNING VEHICLE

2025 ST



END SCHOOL  
ZONE 40



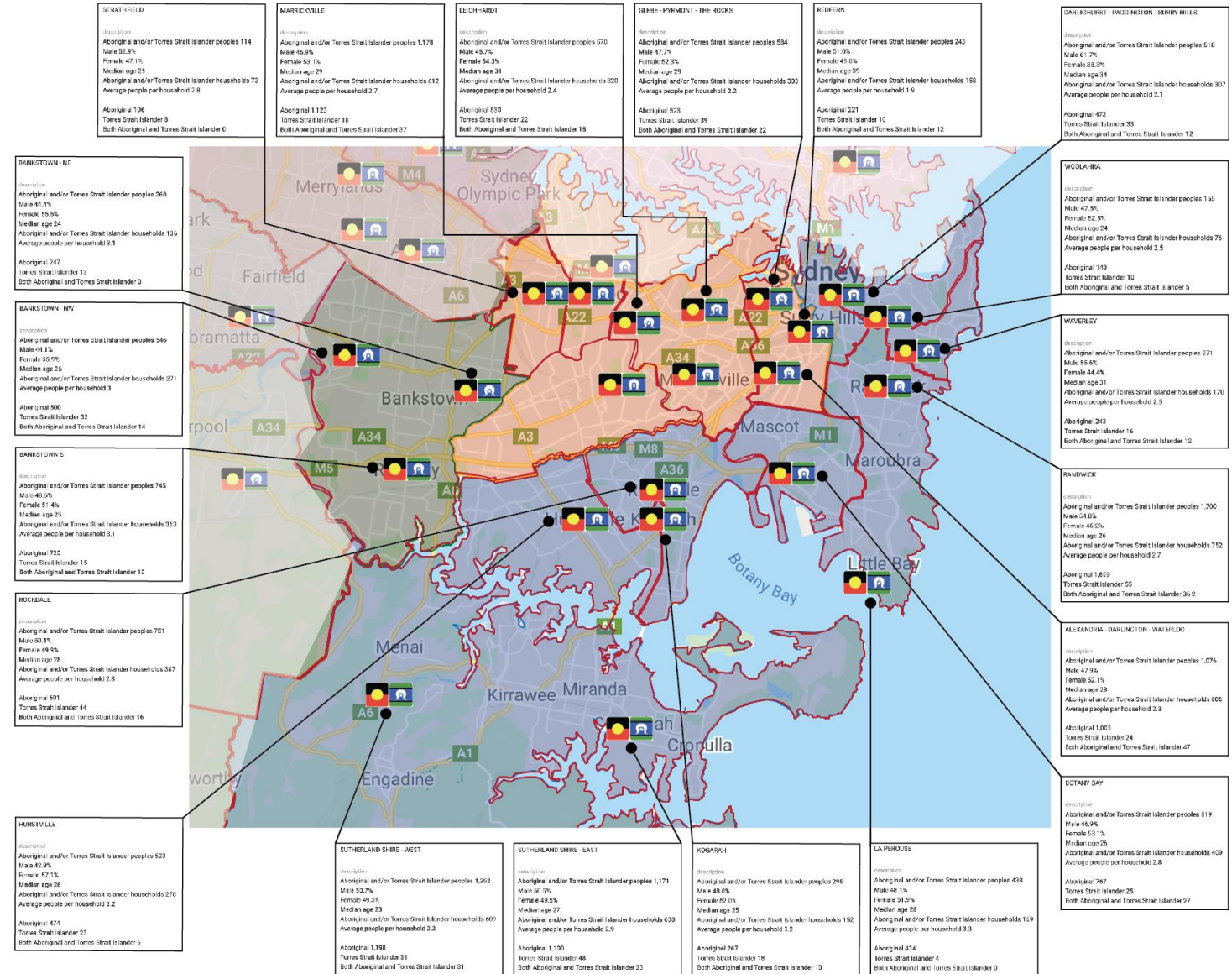
## PARTNERSHIPS



*“Do it for you, do it for Bub, do it for Mob”*

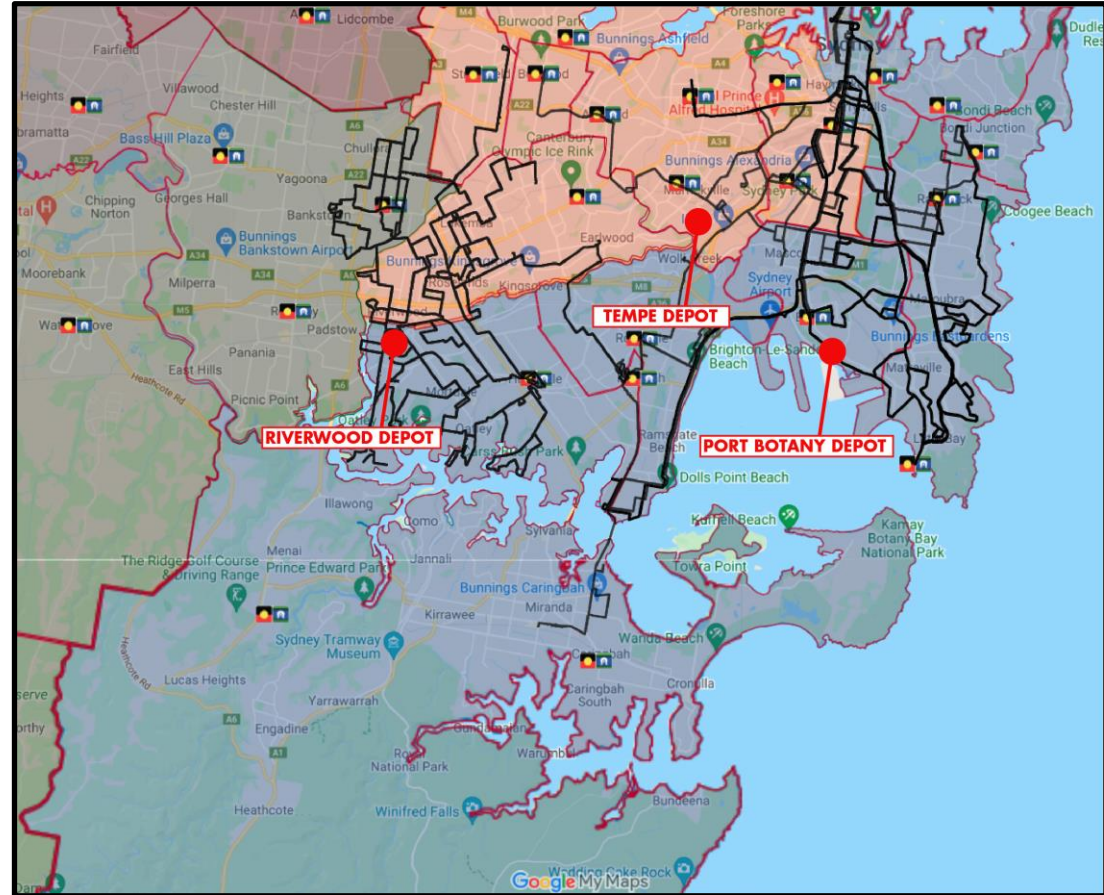
# REACH

- **17,500** Aboriginal and/or Torres Strait Islander people
- **9,000** First Nations households
- **626 sq km**



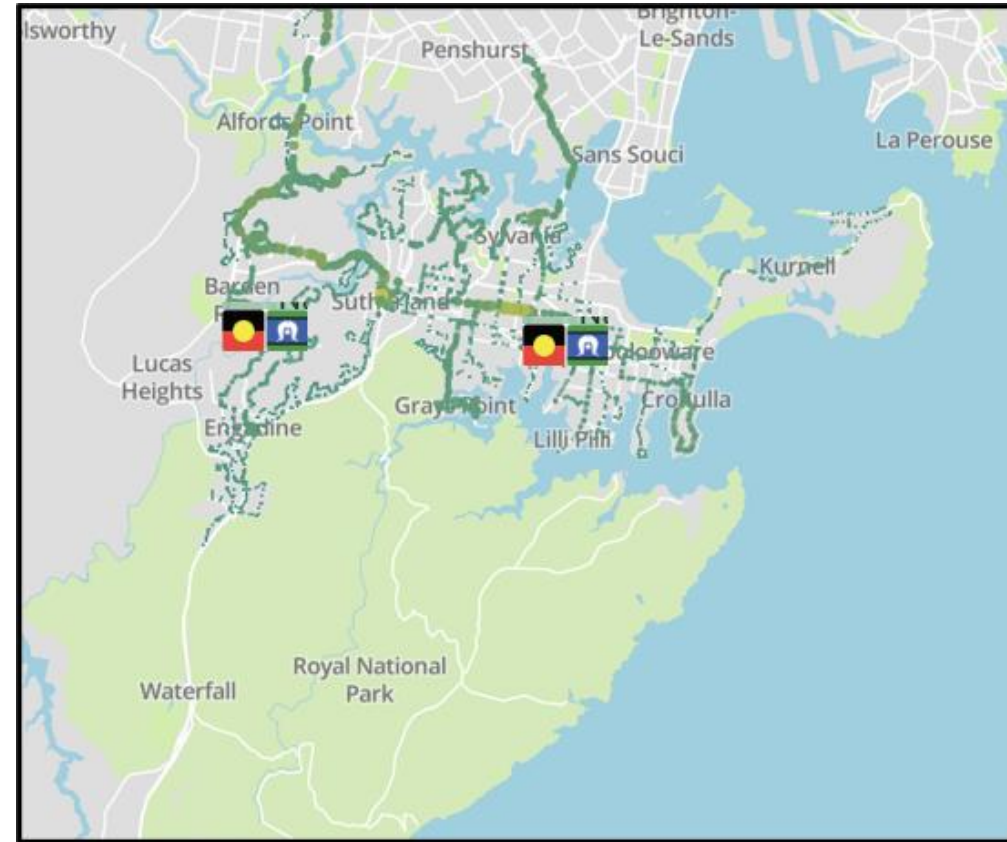
## Bus depots and routes associated with the JC Decaux account

- Port Botany
- Tempe
- Riverwood



## Bus depots and routes associated with the Moove Media account

- Menai Bridge
- Taren Point







# MONITORING & EVALUATION

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- Working with Koori Quitline to analyse any increase in calls to the Koori Quitline
- Recording relevant posts and comments on Social Media
- Recording anecdotal evidence, e.g., yarns in Community
- Pop-up street surveys in those communities reached
  - Did you see the bus?
  - How did it change the way you thought about a smoke and vape free pregnancy?

# CONCLUSION

## CHALLENGES

- Meeting Deadlines
- Attention to detail
- Understanding the full scope of project – still revealing itself

## FUTURE

- Smoke free homes & cars, anti-vaping for a Youth audience.

TATU would like to thank the following partners for their collaborative work in the development of this campaign

- iSISTAQUIT
- Koori Quitline
- Professor Renee Bittoun
- NBPU

TATU would like to thank the following organisations for their help in developing our messages

- Tribal Warrior Aboriginal Corporation
- Mudgin-Gal Women's Centre
- Kurranulla Aboriginal Corporation



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