

### #smokefreemob



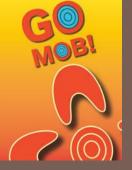








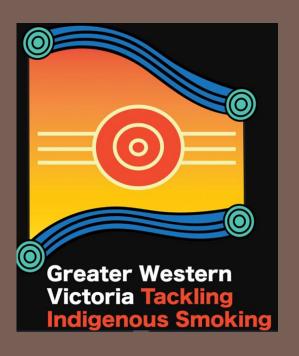






#gwvtis #strongmob

#### THE EVOLUTION OF...





Tackling Indigenous Smoking with Positivity and Empowerment...

#### This is us...

VACCHO is the grant recipient, overseeing a consortium of ACCO's delivering TIS activities and events for the Greater Western area of regional Victoria.

ACCO's involved in this consortium are:



The Greater Western Victoria Tackling Indigenous Smoking Consortium has evolved over the years to consolidate all marketing, messaging and promotion under the one banner – GOMOB! This has given our consortium greater consistency throughout participating ACCO's but more importantly, a greater regional focus of branding that is not reliant of place-based activities & events.

## Turning a negative into a positive...

- Anecdotal evidence gathered from our ongoing community engagement proved that an 'unsolicited' discussion (or introduction) regarding smoking was more than likely to be met with a negative reaction. Eg: "I know it's bad, I don't need someone telling me that!"
- Similarly, we were hearing that people were not watching ads – turning to another channel.



A smoke-free campaign that doesn't mention smoking...

Banners from Display trailer













## On display for all to see...



S SPORT RURAL OPINIO



Connect to Country Healthy lifestyle event 20-22 Nov



Harsham Yorta-Yerta woman Alicia Albanese and her daughter Elise feature on the current Goolum Goolum quit smoking billboard in Hersham. Photo CONTRIBUTED

#### THE HORSHAM TIMES

#### Firebrace Street billboard site of new GOMOB! Quit campaign

Oct 27 2020 | Updated October 27, 2020





Alicia Albanese didn't need a second thought to give up the cigarettes when she found out she was pregnant with her daughter Elise.

That decision has meant a smoke free environment for her 15 month old daughter to grow up in.

"I was smoking for two years and then fell pregnant with Elise, and early on I decided I needed to quit smoking," she said.

"I just knew I had to do it."

Now Ms Albanese and her daughter will be front and centre in a new campaign by Goolum Goolum Aboriginal Cooperative in Horsham which is focused on smoking while pregnant and around toddlers.

The pair will be depicted on a billboard on the corner of Firebrace Street and Roberts Avenue for the next three months as a reminder to put mothers' and babies' health first.

Broad scope messaging – Placed Based approach...

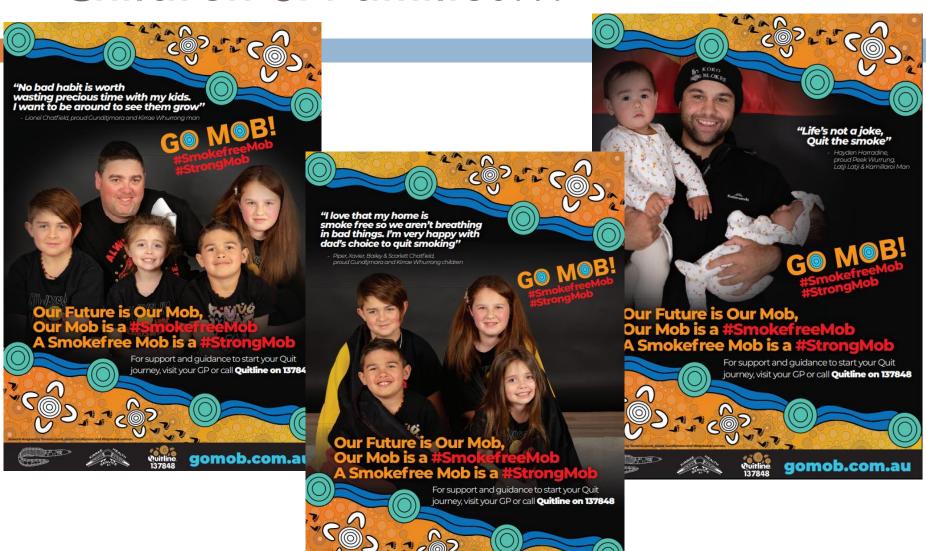




# Our pregnancy champions...



### Children & Families...



gomob.com.au

# Our Elders engagement...



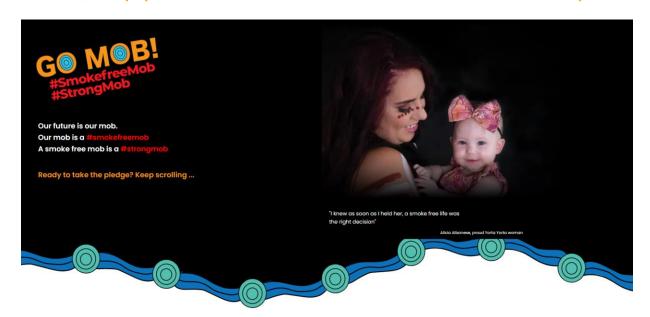
# #SmokefreeMob areas...



## Initiating the conversation...

□ GOMOB! pledge for #SmokefreeMob Homes and

Cars. <a href="https://www.goolumgoolum.org.au/gomob">https://www.goolumgoolum.org.au/gomob</a>



#### Take the pledge

I am taking the pledge to protect our kids, our families, our Mob from passive smoking – making my home, car, workplace, entertainment and/or kids play areas #smokefreemob zones.

## Engagement & data collection...

- Every community engagement activity/event is a potential GOMOB! #SmokefreeMob engagement opportunity.
- Pledge tracks episodes of engagement.







#### **#Smokefreemob Car Kit**

- Sun shield
- Car mats (4)
- Bumper sticker
- · Air freshener



#### **#Smokefreemob Home Kit**

- Door Mat
- · Bluetooth speaker
- Photo frame fridge magnet
- USB drive

### Questions?

