

**A SOLID MOB IS A
SMOKE FREE MOB**

Jingji Walla

Bullinah Aboriginal Health Service



**HEALTHY CULTURE
HEALTHY COUNTRY
HEALTHY COMMUNITY**



ACKNOWLEDGEMENT TO COUNTRY

I would like to acknowledge and pay my respect to the Kaurana people, the traditional custodians of the land we meet on today, and pay my respect to Elders past and present and those emerging. I would also like to extend that respect to Indigenous people here today.



TOBACCO CONTROLLED PROGRAMS



- Juhm Free Jarjums
- Pregnant women, mothers/carers of young children focus group
- Social Media – key health tobacco messages
- 'Our Home is a Smoke Free Zone' doormat
- Smoke Free Cars
- Ambassadors / Role Models
- Smoking cessation support/referral pathways
- Elders' focus group surveys
- School NAIDOC Activities
- AMS/AHS Tobacco Education Sessions

**'Protect your home, make it a
'Smoke Free Zone'
Doormat Program**



**OUR HOME IS
A SMOKE
FREE ZONE**



Project Aim:

- **Raise awareness of the effects of smoking as well as exposure to second and third hand smoke within the home**
- **Promotes the benefits of smoke free homes, cars and environments**

Project Objectives:

- **Engage with families to register in the program**
- **Educate residents about the effects of exposure to second hand smoke**
- **Profile and story sharing with families**

SUCCESS STORIES

- Provides an opportunity for individuals to share their quit smoking stories and talk about their understanding on the health impacts of second and third hand smoke.





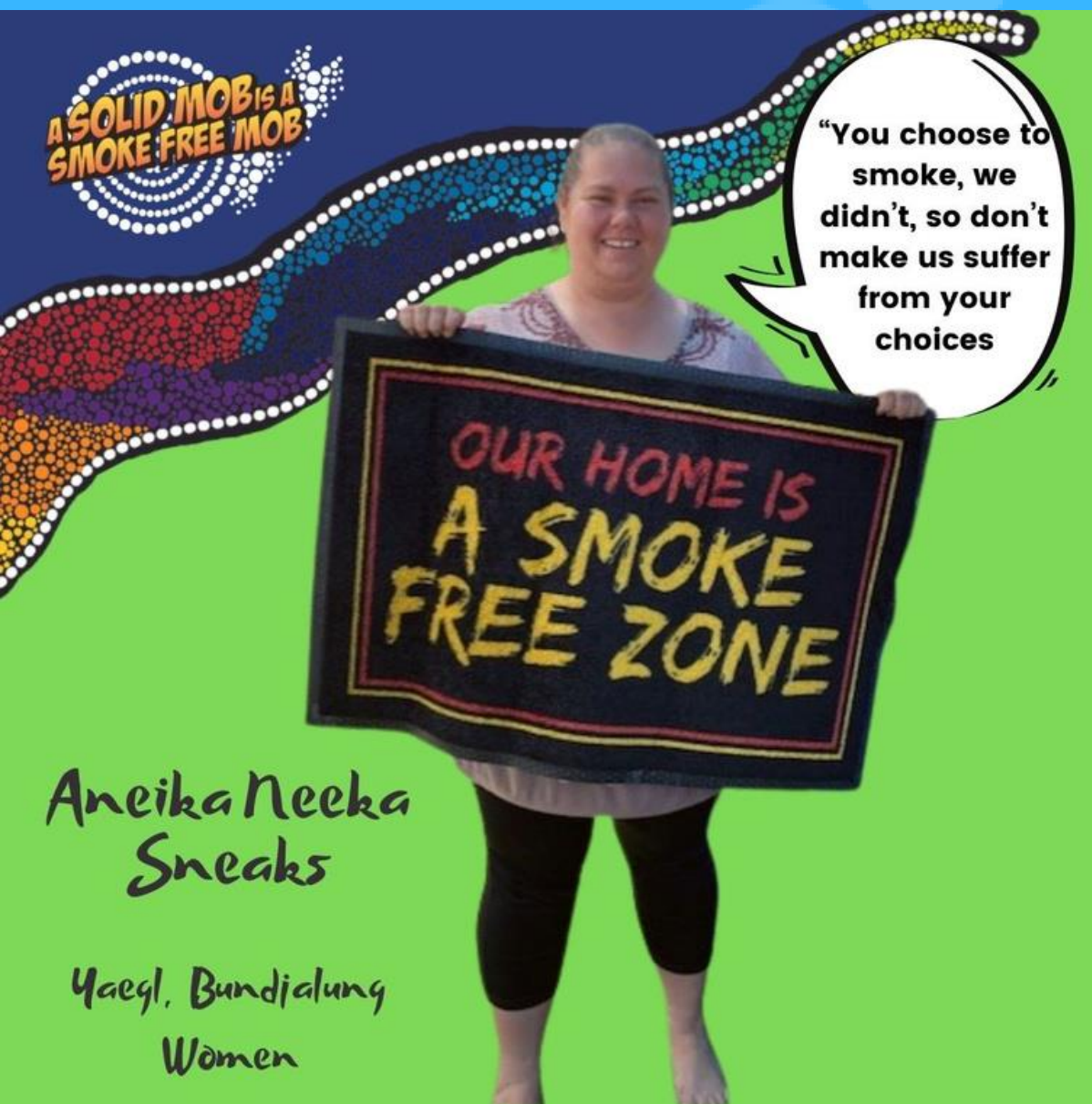
- **Starts the conversation with family and community members about the health impacts of smoking**



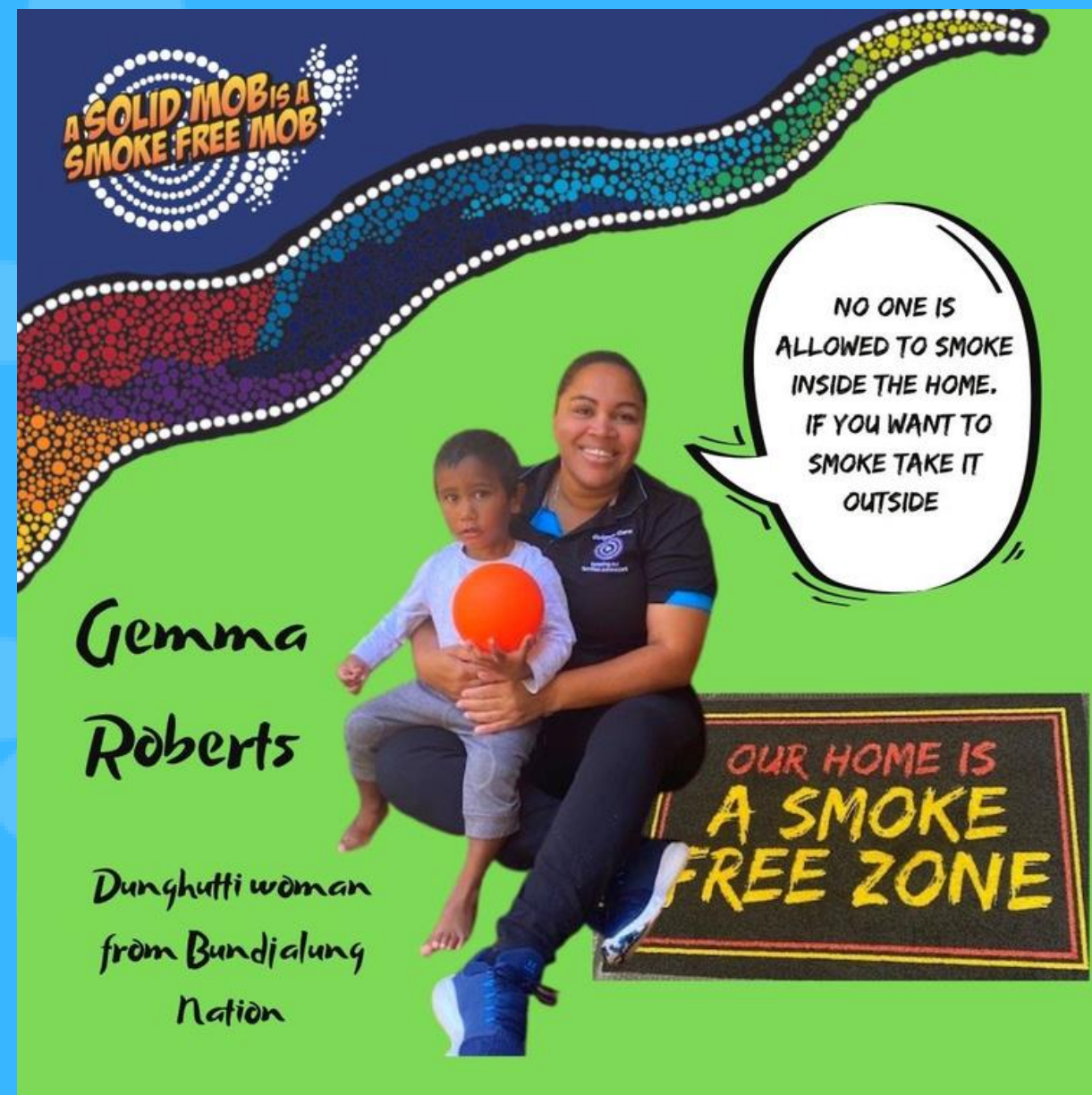


- Reinforces the message when family and friends come to visit, smoking is not permitted in the home





SOCIAL MEDIA COMMUNITY STORIES



EVALUATION



- **100% of respondents are Aboriginal Households**
- 10 respondents (100%) live in the TIS Northern Rivers region
- Some respondents were ex-smokers, and some people living within the home were smokers
- 100% of respondents (10) agreed second-hand smoke was harmful
- 100% of respondents stated they had taken steps to deter families and visitors smoking in the home, and have designated smoking areas outside the home
- 100% of respondents stated they share Solid Mob's key messages around second and third hand smoke via social media, and within communities

CONCLUSION/OUTCOME



The TIS team continues too::

- **Engage with families who participated in the program to see if the doormat has had a positive impact on reducing smoking within homes**
- **Raise awareness on the health impacts of second hand smoke in the home and car**
- **Continue to promote the population health promotion program within the Northern Rivers Region**
- **Continue to engage with families and individuals in promoting smoke free homes and cars**
- **Provide opportunities for community members to share their stories through our social media platforms**