



Nganampa Health Council

June 2022



This story was submitted to the National Best Practice Unit Tackling Indigenous Smoking (NBPU TIS) by Cyndi Cole, the TIS Coordinator for Nganampa Health Council. Many thanks to the Nganampa Health Council TIS team for sharing their story.

What area do you service?

The Nganampa Health Council's TIS team is based on Anangu Pitjantjatjara Yankunytjatjara (APY) Lands in the north west corner of South Australia.

Tell us about your success story

We have created a set of five videos:

- Tobacco rap song (Dem Mob)
- Smoking in pregnancy
- Smoking and sport
- Passive smoking – smoking around kids
- Quit stories.

We employed a filmmaker who had worked on APY Lands as an anthropologist and was known to Anangu. TIS worker Lee Lawrie and myself talked to the NHC board and community members about making the films



and what we wanted in them. We approached specific individuals who had quit to tell their quit stories in our videos: Zibeon Fielding (part-time TIS worker, marathon runner and Mimili Blues footballer), Phillip Marshal (coach of Pukatja Magpies) and Jontae Lawrie (singer for Dem Mob) - all great role models and champions for the TIS program. We also talked to Pukatja children and their families about being involved in filming, as well as pregnant women who had quit when they became pregnant or before they became pregnant about why they quit and their experience. We also targeted Anangu who were influential within the communities and who had quit to tell their stories. Having lived and worked on APY Lands for a long time, we were able to identify key people to talk to and to involve in our filming. We have developed the films over four years, with the latest one completed in 2021.



Who was the activity designed to reach?

We launched the videos at the local school and then shared them throughout the APY Lands and on Facebook. We have created a series of local films which people love to watch that give real life examples of people quitting or not smoking and which Anangu can identify and relate to. We are able to use these films with youth and pregnant women and also when we work with school kids. The videos encourage children to not take up smoking and to get them to encourage their families to not smoke around kids. Using identified sports people on the APY Lands to share their stories about why they didn't smoke or why they quit smoking puts an emphasis on being fit and being the best you can at sport.



Summary and conclusion

Lessons we have learnt from creating these videos:

- It always takes longer than you think it will.
- People love seeing films they can identify with and relate to.
- Filming is hard work and it is a balancing act to keep everyone happy (e.g. keeping kids involved without getting bored versus how many takes the camera person wants to do).
- It is important to celebrate the end of the project. We had an end of filming party, particularly for the children involved.

We plan to continue to gather quit stories from local community members and use these resources within our school education and on Facebook. We are working with one of our video stars and Pukatja Magpies coach Phillip Marshal on an under-10s Auskick program starting in Pukatja and then spreading to other communities. We will use the videos as part of this work to encourage kids not to take up smoking. We also plan to work with the new school AFL teams to encourage them not to smoke.

We have completed some short surveys with children after they watched the videos at their school to see what messages they had got from videos. We also keep records from Facebook on number of likes, shares and comments, as well as feedback from community when we are doing other TIS work or holding store displays. During our recent World No Tobacco Day 2022 store displays we asked people to sign a pledge about making homes smoke-free. Many said that they had seen the videos - especially the kids' one around passive smoking - and thought it was a good idea to protect their kids by not letting people smoke in homes. Other comments about our videos include: "It's good to hear stories from Anangu", "It is good to know that Anangu managed to quit" and "We notice how much energy Zib has on the football field and other Anangu who smoke aren't as fit and can't run as far".

Midwives will use the smoking and pregnancy video when meeting with pregnant women. Midwives have reported back pregnant women like to hear how other pregnant women have gone. We will continue to monitor smoking rates amongst Anangu pregnant women and youth, plus we do surveys around smoke-free homes so we can see if there are changes over time.