



Apunipima Cape York Health Council

July 2022



This story was submitted to the National Best Practice Unit Tackling Indigenous Smoking (NBPUS TIS) by Carrie Rofe, the TIS Team Leader at Apunipima Cape York Health Council. Many thanks to the Apunipima Cape York Health Council TIS team for sharing their story.

What area do you service?

Apunipima Tackling Indigenous Smoking program is based in Cairns and provides tobacco control education and information to 11 Cape York communities. Our service delivery areas are spread out over 140,000 square kilometres and we deliver services by fly-in/fly-out and driving in and out of communities, depending on weather and other factors.

Tell us about your success story

In early July, Tackling Indigenous Smoking Team supported the local community-controlled NGO Pormpur Paanth in hosting their annual youth summit. Pormpur Paanth is based in Pormpuraaw, which is situated 650 kilometres from Cairns. The organisation provides vital services to the local community including child care, homeless and temporary accommodation, preventative education, intervention, crisis and responsive care, domestic and family violence therapies, alcohol and other drug counselling, and advocacy and support for families, young people and children.



As part of the Pormpur Paanth Youth Development program and their commitment to social inclusion and youth engagement, the week-long event featured many activities to engage with young people and the wider community including Ninja Warrior activities, an arts and cultural day, health promotion activities, a movie night, futsal, dance-off disco, elders' stalls and a colour fun run. Other popular events included the sunrise and sunset beach walks and mindfulness sessions held on the beach each afternoon.

The TIS team facilitated activities and events throughout the week and hosted stalls at the school as well as facilitating activities held at the oval. Our educational resources (Smokes and Ladders mats, Smokey Eyes, giant cigarette and tar jar) were great tools to engage with the community and the interactive games provided much interest. This enabled our team to have conversations about the health impacts of smoking, including effects on vision/eye sight and chronic disease.

We also held sessions with the women's groups and conducted activities where we delivered education on the dangers of smoking, second-hand smoke, smoking during pregnancy and promoted Quitline. The week was a fantastic opportunity to engage with the youth of Pormpuraaw and coincided with NAIDOC Week. It was a great way to effectively share some really important TIS messaging.



Who was the activity designed to reach?

The activity was a youth summit, so it was designed to reach, engage and educate youth between the ages of 12-24 years. Meetings were held months prior to collaborate with the local youth group and gauge their thoughts and ideas on how they saw the week working and what activities they wanted. This created a buy-in from youth, as they designed and had direct input into the event and activities. Events and activities were varied and ran for no longer than an hour so as to maintain interest and participation.



Summary and conclusion

Based on participation alone the event was a huge success, although it was challenging to gather pre- and post-evaluation from participants as the health promotion activities were smashed with attendees. During the end of event evaluation, TIS discussed how we could better obtain feedback and monitor and evaluate the sessions. We discussed for the next event we will offer participation prizes and will give out wristbands; while doing that we will conduct a quick survey on the level of knowledge of the health promotion topic. We will also simplify our methods of evaluation, including using paddle pop sticks in red, green and yellow to rate effectiveness of the sessions. We also realise we needed more staff involved to assist with capturing monitoring and evaluation data.

