



Stories from the Street

Carbal Medical Services

Presented by Tamika Campbell



The Activity

At Carbal we have created a social media campaign that uses photos and videos of real people in city scape who are either smoking or vaping. We've attached comments to these images that signify the inner thoughts of the person, ranging from a wish to stop smoking to the fact that they feel they can't break free.





The campaign was co-designed with our staff and a select group of community who indicated that they responded to personal stories that were to the point and touched an emotional spot.





After exploring different activities, the Stories from the Street campaign was born, ticking the short and sweet messaging, emotional touchpoint and utilising motivational interviewing techniques to encourage smoking cessation.



CARBAL TIS STORIES FROM THE STREET

**"I'VE REPLACED MY
ADDICTION WITH SO MANY
BEAUTIFUL THINGS"**



The Target Population

Our activity was aimed at a mixed demographic as it has appealed to both young and old but was certainly designed to appeal to youth and the under 40s primarily.



CARBAL TIS STORIES FROM THE STREET

"I FEEL STUCK WITH MY HABIT"





We wanted to capture the people who need to stop smoking now, before they have children or have an opportunity to reduce negative health implications.





The co-design group wanted the scope of the project to be broader than just Toowoomba and our region, which is why we deliberately went to Brisbane provided a city-scape feel reaching beyond our borders and demonstrating that we are part of a larger population.

M&E methods

The campaign for the activity is in progress so data is still being collected. Our social media analytics demonstrate that the Stories from the Street series thus far is proving to be the most popular social media campaign since the education bites from 2019-2020.



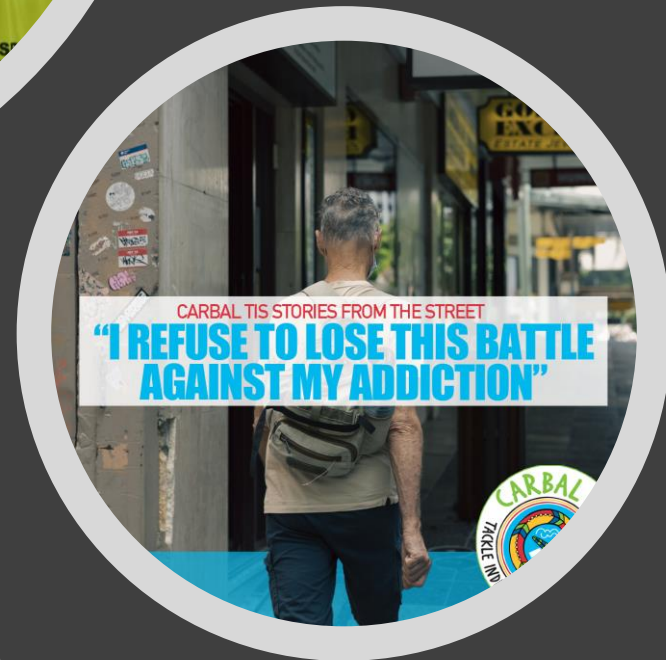


They have been accessed (averaging 1457 individual hits) mainly by youth and those under 40, but that is not a surprise given that social media is mostly accessed by this demographic.

Impact

Of the 1457 averaged individual hits we have had multiple comments that indicated change in all domains. Some comments include:





- Wow, this is powerful, makes me want to do something
- I didn't realise I felt the same way until I saw this
- I can relate to these people
- I want to quit too
- I didn't realise vaping wasn't good
- This story is my story

Conclusion

“Short stories that create an immediate emotional connection can change the way people think and feel about a given topic, in this instance, smoking and vaping”.

CARBAL TIS STORIES FROM THE STREET
“I’M ADDICTED TO ONE OF THE MOST ADDICTIVE SUBSTANCES ON THE PLANET”

CARBAL TIS STORIES FROM THE STREET
“I REFUSE TO LOSE THIS BATTLE AGAINST MY ADDICTION”

