



Geraldton Regional Aboriginal Medical Service

September 2022



This story was submitted to the National Best Practice Unit Tackling Indigenous Smoking (NBPU TIS) by Brent Walker, the Tackling Indigenous Smoking Educator at the Geraldton Regional Aboriginal Medical Service (GRAMS). Many thanks to the GRAMS TIS team for sharing their story.

What area do you service?

The GRAMS TIS team is based out of Geraldton and Carnarvon, covering over 528,000 square kilometres across the Midwest, Murchison and Gascoyne areas of Western Australia. The TIS program is a recognisable brand within our communities due to both our community education and event presence, as well as our media and advertising campaigns within the region.



Tell us about your success story

GRAMS is currently running two campaigns: “Respect yourself, respect your health, be smoke free” and “Respect yourself, respect your health, commit to quit”. Signage promoting these campaigns is displayed in various locations across the region. The TIS cars, which cover more than 40,000km per year, feature TIS advertising wraps.

As pictured above, TIS has large advertising signs at Active West Stadium, home of the WA National Basketball League's Geraldton Buccaneers. This stadium is utilised for Buccaneers home games, in addition to Geraldton and Midwest Basketball Games and Events. During school terms, the stadium is utilised for club and school trainings from 5am to 10pm daily, in an addition to hosting the bi-weekly Buccaneers games during the season. This has been a great investment and advertising opportunity for TIS to promote our program and messaging, in addition to increasing brand recognition.



Who was the activity designed to reach?

As well as the stadium advertising, which is seen by sports participants and fans who utilise the Active West complex, GRAMS is advertising on large signs and bus stops in high traffic areas around Geraldton. More than 14,000 cars per week travel past the TIS signage on the Northwest Coastal Highway, while 13,000 cars and 500 busses per week take a route past the Chapman Road signs. We are hitting a large number of local people with our messaging.





Summary and conclusion

The TIS wraps on our cars have been a great asset to the program, as the decals are very noticeable and visible; local kids get excited when they see our cars in their community! GRAMS will be holding our annual Family Fun Day in two weeks' time. This will be a great opportunity to survey participants about their knowledge of the Tackling Indigenous Smoking program, whether they know what we do in the community and if they have seen our new signage. It will offer a chance to gather information on this current campaign and use this data when making future plans.

