

Resource Development Advice to TIS teams

This advice follows the TIS program principles and is in line with how you should plan any activities.

The key things are that Resources should be:



Co-designed

Work with the community from the start of resource development because it shows respect for local Aboriginal and Torres Strait Islander knowledge. It also gives people ownership of resources and makes them more relevant and tailored to local culture – which means they will be more effective.



Accessible and relatable

Resources can take many different forms but whether you are developing posters, information leaflets, shirts, water bottles and so on it's important that they are accessible and relatable for your target audience. You will achieve this if you make sure to engage the community in the co-development of resources. So, use local language, local images, local ambassadors.



Outcomes focused

Think about what you want to achieve with these resources. Is there a particular group in the population you are focused on? During the development process keep checking that the resources will be 'fit for purpose'. This will help you to develop resources that have a clear message, are meaningful and will have impact.



Evidence-based

Make sure that you have correct and up to date information on any resources you develop such as posters or brochures. Information should be based on the science not hearsay or 'old wives' tales. You can make sure information is accurate and up to date by looking on the [TIS Website](#), or use other verified information sources such as [Tobacco in Australia](#). Talk to your Project Officer who will be able to provide you with up-to-date evidence on Tobacco control.



Strengths based

All the evidence tell us that most people are aware of the dangers of smoking. Resources that focus on the benefits of quitting smoking (or never starting smoking) are more effective for motivating and supporting Aboriginal and Torres Strait Islander people to be smoke free.



A call to action

Good health promotion is not just about sharing knowledge and information. Educational resources are a good starting point for changing attitudes and behaviour but are more effective when they include a call to action.

Make sure to talk to your project officer throughout the development process – they can give you feedback to make sure resources are in line with the above principles (and they can also act as a proof-reader, spotting those typos that are so easy to miss).

