



Wellington Aboriginal Corporation Health Service – Quit B Fit

December 2022



This story was submitted to the National Best Practice Unit Tackling Indigenous Smoking (NBPUI TIS) by Darren Green, Chief Executive Officer at Wellington Aboriginal Corporation Health Service. Many thanks to the Quit B Fit TIS team for sharing their story.

What area do you service?

Quit B Fit is a TIS program operating out of Wellington Aboriginal Corporation Health Service, New South Wales. Quit B Fit covers the central and north western regions of NSW including the Orana and also New England.

Tell us about your success story

Quit B Fit held the first of a series of community health promotion and education events focused on the benefits of quitting smoking and quitting vaping, as well as critical messages for those who don't smoke or vape to never take up smoking or vaping. The Coonamble Pledge Event: Amazing Race: Walking Away From Smoking was also a mechanism to bring in partners with resources for referrals and support to quit.

Quit B Fit held a number of community consultations that invited all local services to the table to design a program that suited the local population. This was to ensure our event was tailored to how the community and local services thought it would be best to get the TIS campaign messages out through Quit B Fit. Local partners and champions included Quitline, Coonamble AHS, Coonamble Council, Mission Australia, Clontarf Academy, Coonamble primary and secondary schools, Coonabarabran DCJ, Redi.E Aboriginal Corporation and the Department of Education.



Who was the activity designed to reach?

Participating teams used QR codes that captured information including smoking status, age groups, sex, postcode location and pledges to quit and make cars and homes smoke-free. Our target audiences included youth (through schools), current smokers (information captured through QR code), ex-smokers (captured through QR code) and non-smokers (captured through QR code).





Summary and conclusion

Coonamble Pledge Event: Amazing Race: Walking Away From Smoking held on 30 November was successful in:

- Promoting the national TIS brand
- Bringing in more than 120 participants (in 12 TIS ambassador teams) from across the community and services for a community health prevention and promotion event
- Capturing information from each of the ambassador teams that will now be analysed for focus area action and follow-up
- Creating our first content for the Quit B Fit podcast and YouTube channel
- Creating our first content for our TV commercial campaign, set to run through the Australia Open tennis championship on WIN television in January 2023
- Capturing data as a mechanism for mapping how many Coonamble people we need to quit smoking as part of an incremental plan to reach the 27% goal over the next three years (in line with National Preventive Health Strategy targets)
- Creating teams of TIS champions and ambassadors who will work with the Quit B Fit team on future TIS campaigns in the Coonamble community with services, families and individuals
- Building the capacity of the Quit B Fit team around how innovation needs to central to health promotion
- Working closely with Quitline to strategise on data collection for action across our priority groups.

