

Aboriginal and Torres Strait Islander Health: From Person to Population

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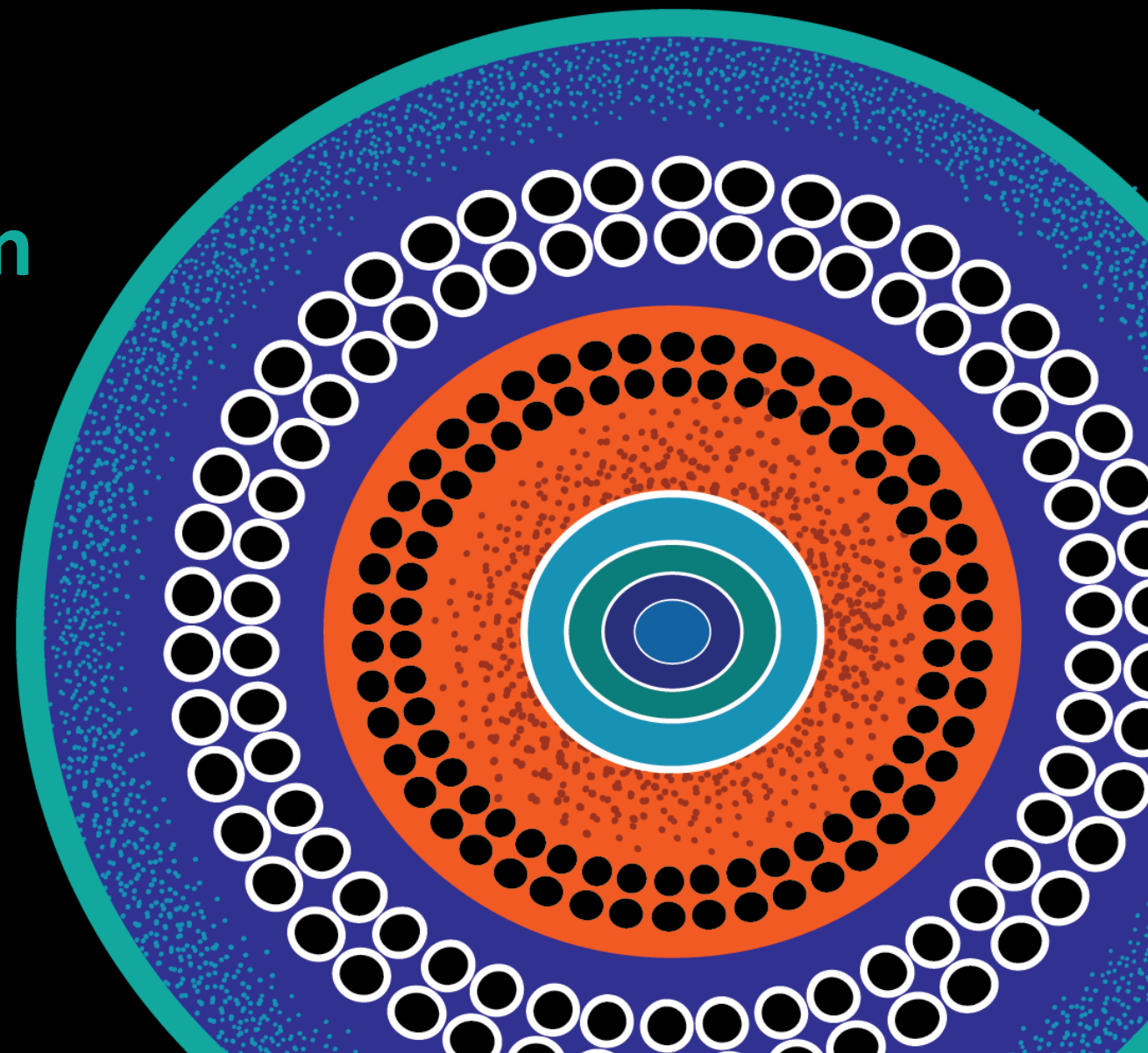
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Australian National University



Milne Bay, PNG



Our Team





Artist: Jasmine Sarin, a proud Kamilaroi and Jerrinja woman.

Effective tobacco programs are:

- Culturally responsive
- Respect a broader, Indigenous concept of wellbeing to address factors impacting health
- Comprehensive, multi-level programs that address the drivers of smoking

SMOKING RATES

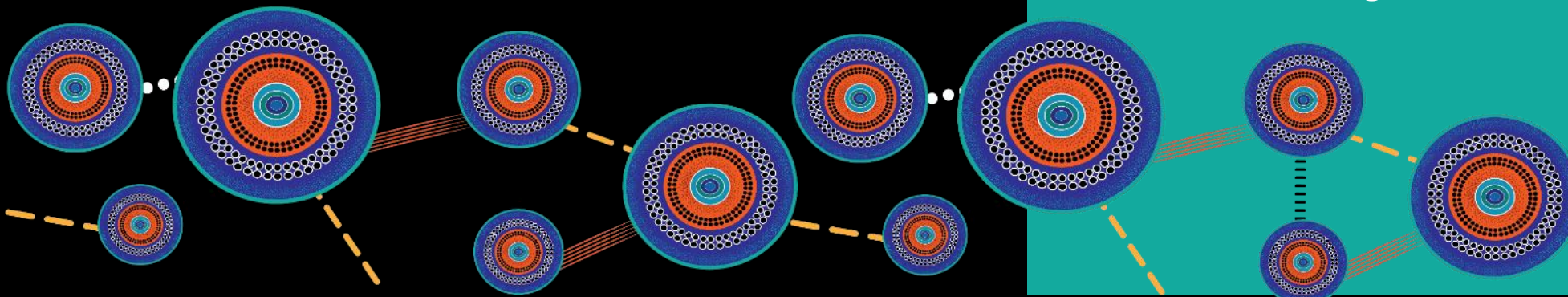
- % of people who smoke
- % of people who quit and stay quit
- % of women who smoke during pregnancy
- Smoking initiation

ATTITUDES TO SMOKING

- Behaviours related to quitting (e.g. calls to Quitline; stop smoking medications)
- Attitudes about smoking and quitting

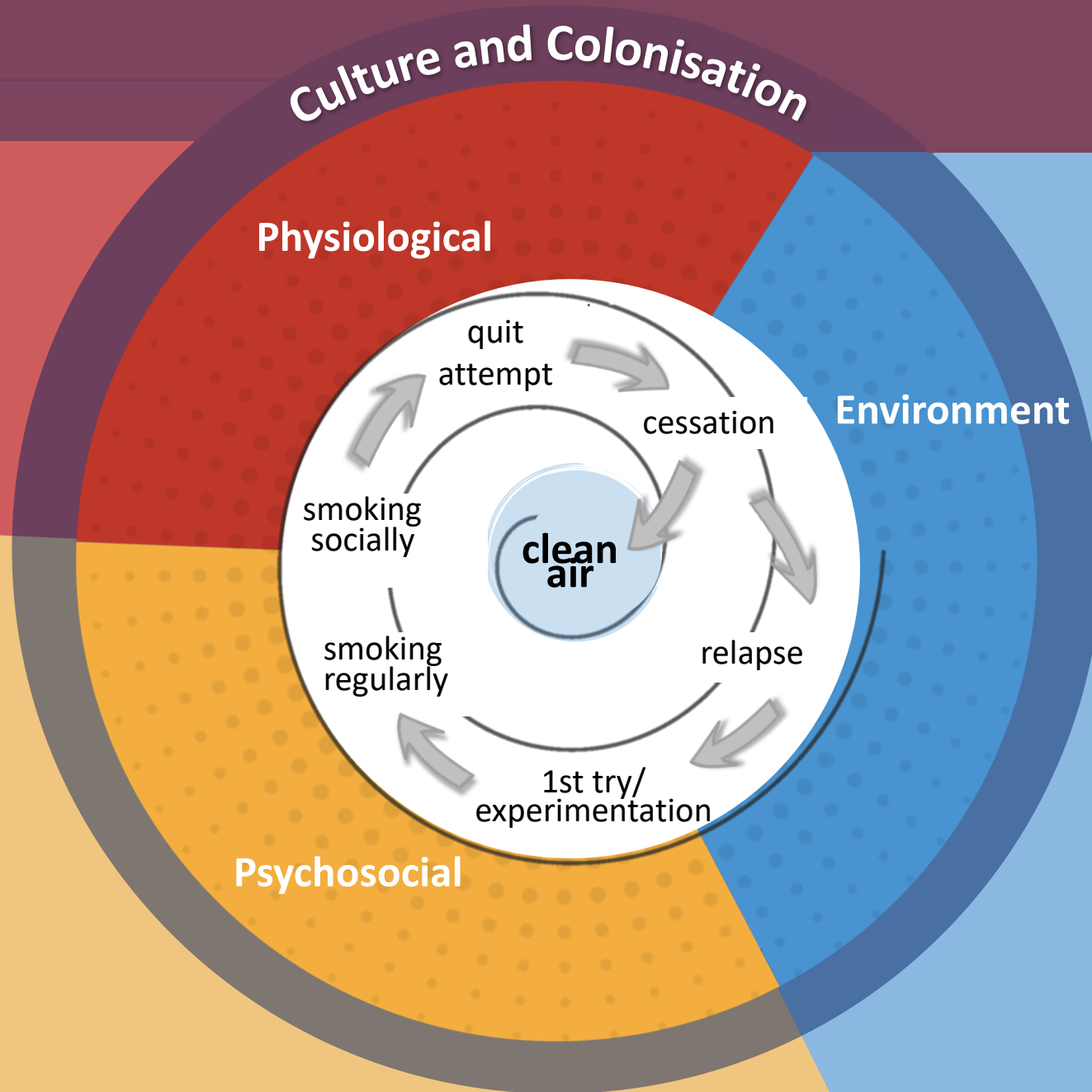
EXPOSURE TO SMOKING

- Second-hand smoke exposure, including such as smoke-free homes



Source: Colonna et al. (2020). *Review of tobacco use among Aboriginal and Torres Strait Islander peoples*. Perth: Australian Indigenous HealthInfoNet. <https://healthinonet.ecu.edu.au/key-resources/publications/40328/>

FACTORS THAT INFLUENCE SMOKING CESSATION



FACTORS THAT INFLUENCE SMOKING CESSATION

CULTURE

- determinants of health
- cultural safety

COLONIZATION

- Racism and discrimination
- dislocation
- introduction to tobacco

TIMING OF EXPOSURE

- in utero
- puberty and adolescence
- pregnancy

COMMUNITY NORMS

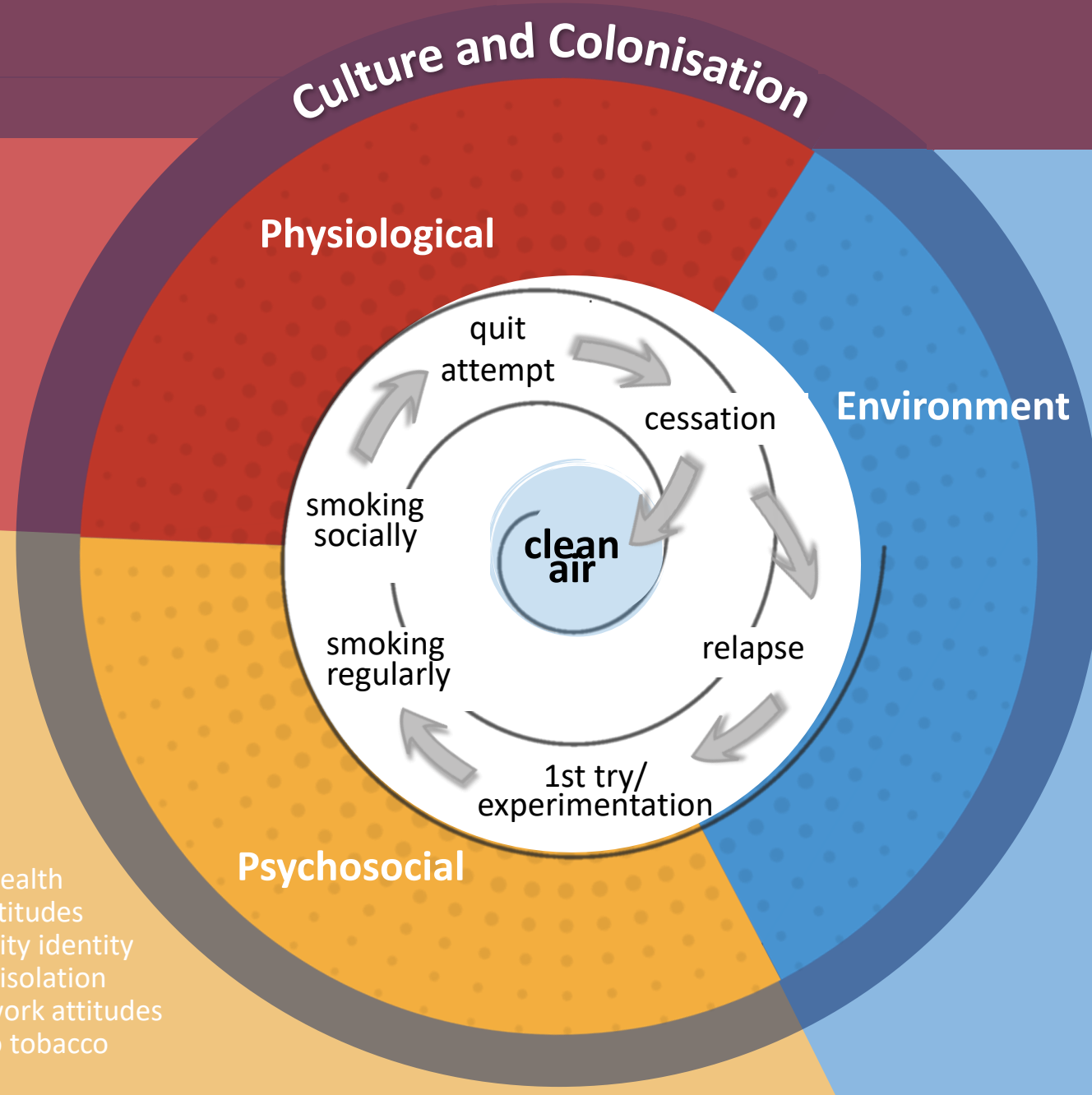
- attitudes towards smoking
- attitudes to culture
- socioeconomic context

VALUES & BELIEFS

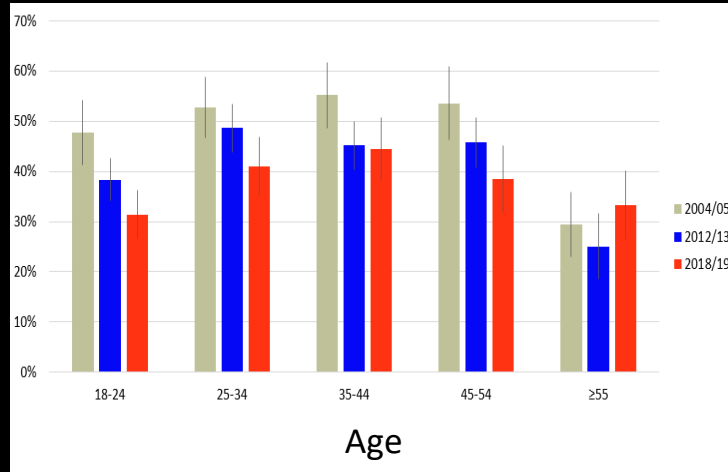
- knowledge(s)
- sovereignty & self-determination
- self-image
- perceptions of smoking norms

INFLUENCES

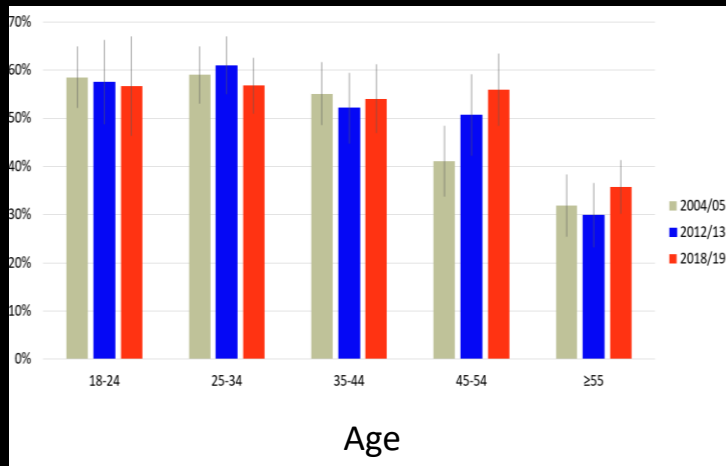
- cognitive dissonance
- individual choice
- self-esteem
- curiosity
- risks
- smoke-free policies
- mental health
- family attitudes
- community identity
- sense of isolation
- school/work attitudes
- access to tobacco



Demographic differences in smoking prevalence



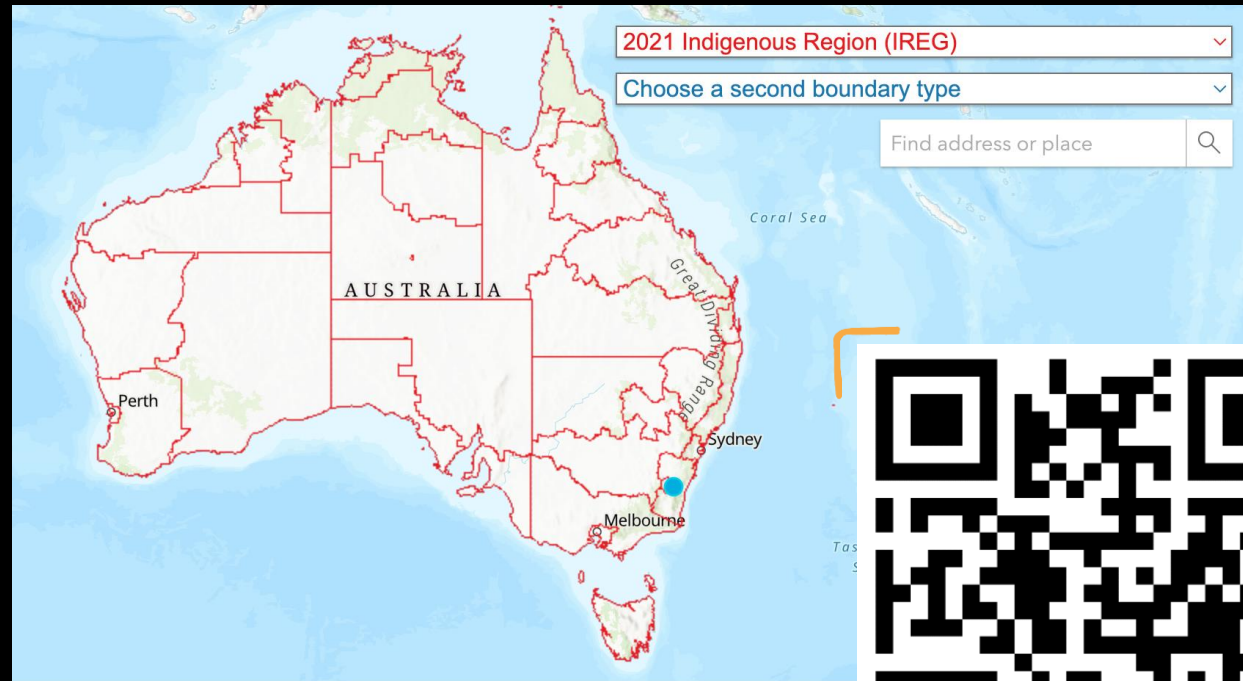
Urban/Regional



Remote

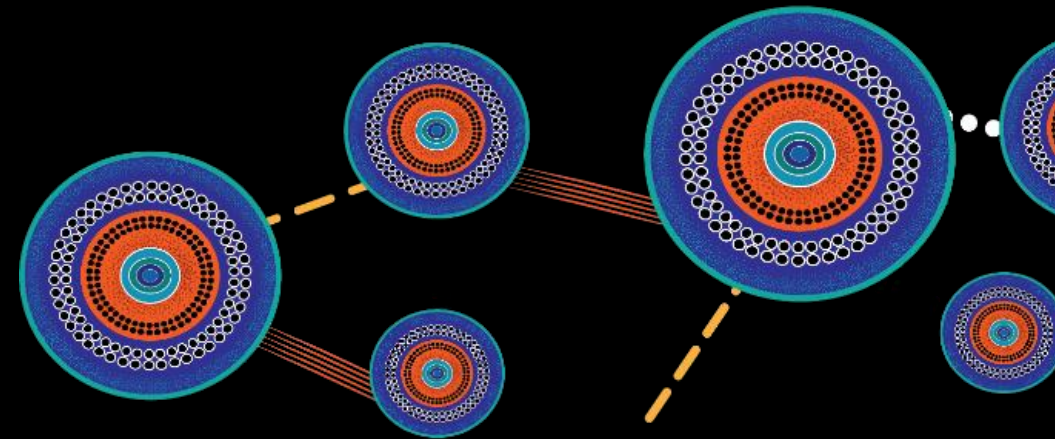
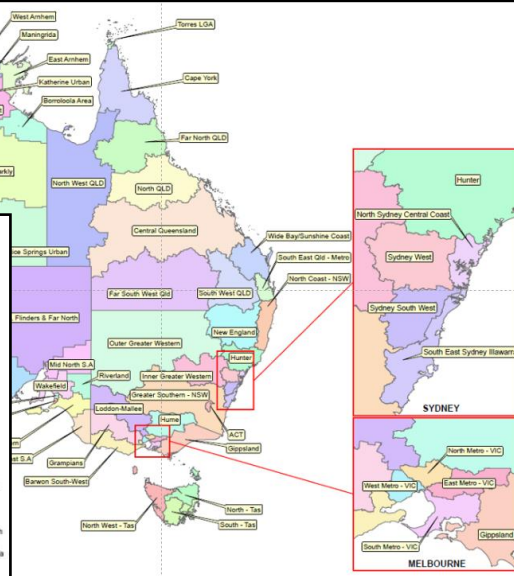
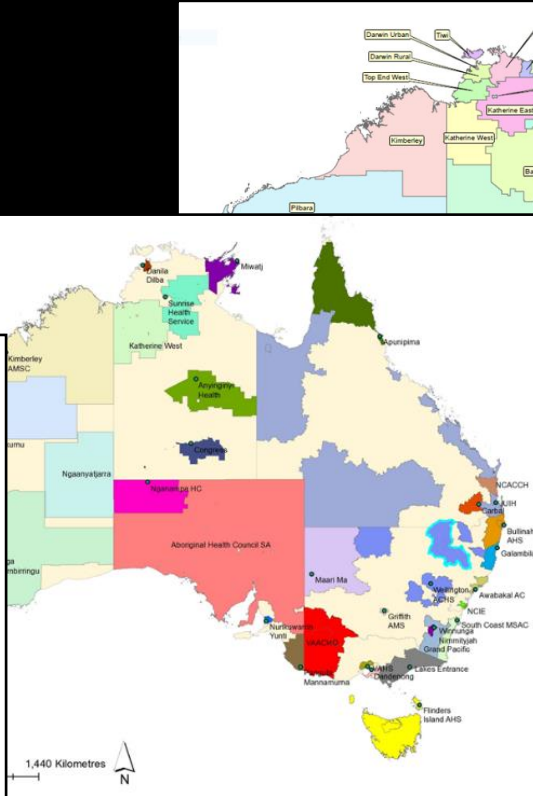
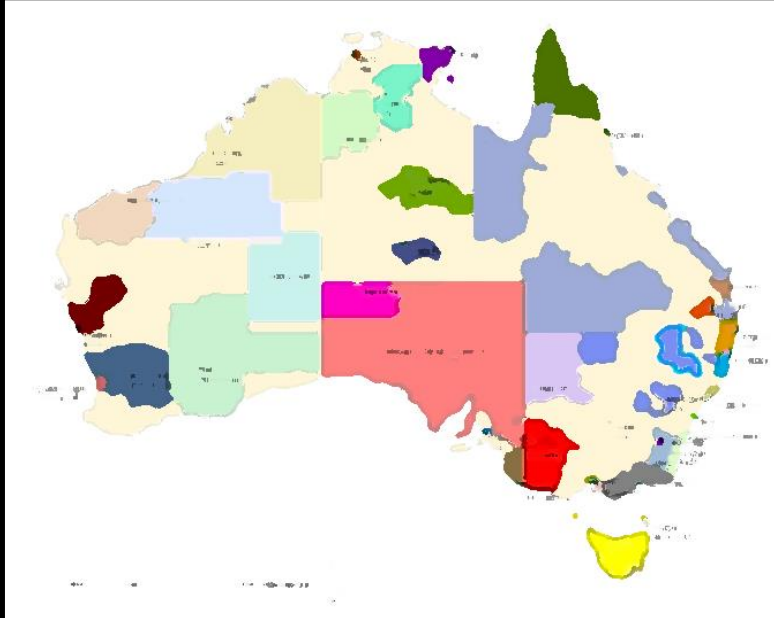
- 146, 300 people who smoke daily live in urban/regional areas
- 49, 000 people who smoke are from remote areas
- Lots of positive changes are happening, particularly in younger people in non-remote areas
- Some increases in remote and older age groups

For more information on your region please visit the ABS Indigenous region webpage:



<https://maps.abs.gov.au/>

Defining boundaries and intensity



Together, we came up with these activities:

SMOKEFREE POLICIES

- Smokefree workplaces
- Smokefree cars
- Smokefree homes
- Smokefree sport and community events

PROMOTIONAL RESOURCES

- Promotional posters
- Promotional pamphlets
- Promotional smokefree signs and branded vehicles

COMMUNITY EDUCATION & ENGAGEMENT

- Community education and training
- Community engagement, social activities and events

MASS MEDIA/SOCIAL MEDIA CAMPAIGNS

- TV media campaigns
- Radio media campaigns
- Print media campaigns
- Facebook social media campaigns
- Instagram social media campaigns
- Twitter social media campaigns

CESSATION SUPPORTS

- One-to-one or group smoking cessation support
- Provision of stop smoking medications
- Brief interventions

EVENTS

- World No Tobacco Day
- NAIDOC
- Fun runs

OTHER

- Anti e-cigarette/anti-vaping activities

Overall anti-smoking attitudes, knowledges and beliefs



76%
of current
smokers want to quit



60%
reported community dis
approval of smoking



Motivators
personal health, cost,
and health of family



- TIS areas compared to non-TIS areas were associated with significantly higher prevalence of:
 - of smoke free homes
 - **15%** among all participants, and
 - **18%** among people who smoke
 - indicators of lower nicotine dependence
 - smoking ≥ 21 cigarettes per day by **21%**
 - smoking a first cigarette within 5 minutes of waking by **13%**.

The Tackling Indigenous Smoking program: Mayi Kuwayu Study findings

Source: Cohen et al. 2021. Tobacco Related Attitudes and Behaviours in Relation to Exposure to the Tackling Indigenous Smoking Program: Evidence from the Mayi Kuwayu Study. *Int. J. Environ. Res. Public Health* **2021**, *18*, 10962. <https://doi.org/10.3390/ijerph182010962>

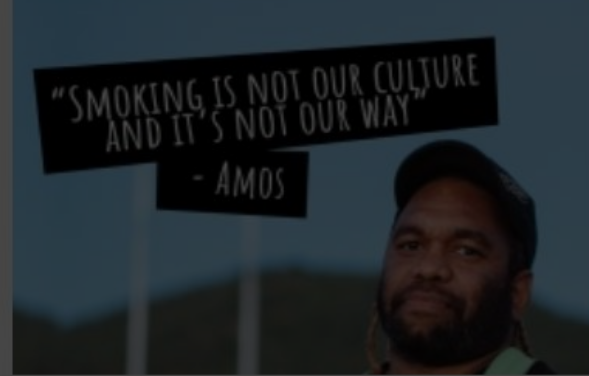
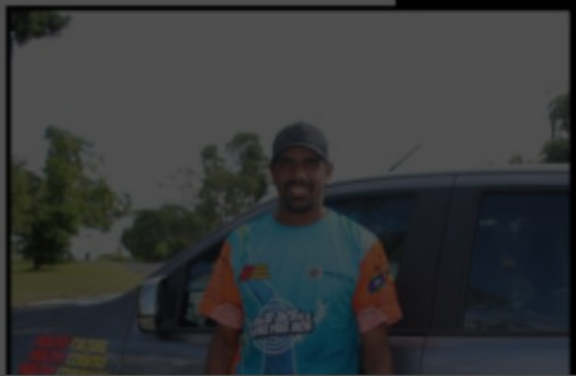
E-cigarettes and *confused* messaging?



A GATEWAY TO SMOKING

3x

Non-smokers who vape are three times as likely to take up regular smoking as nonsmokers who don't vape.

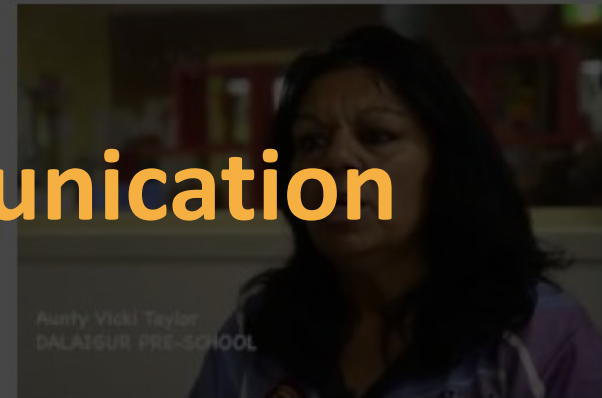


SolidMOB smoke free stories

What's your smoke free story? videos

Don't make smokes your story: real life stories

Anti smoking campaign: Jack Wilson, Australian Ninja Warrior Finalist



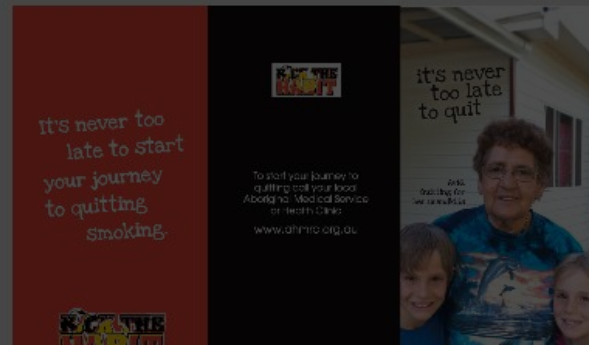
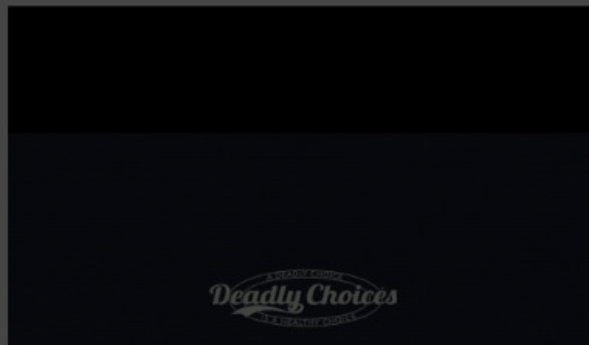
Locally tailored, culturally safe communication

Don't smoke - William Finau (rugby player - Newcastle Knights)

Dwayne Jones Quit story

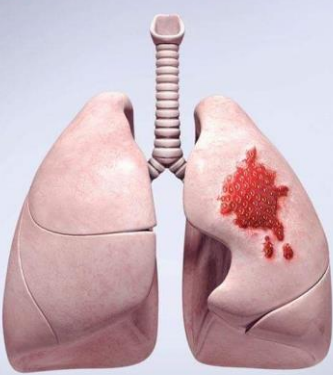
Carbal Can Tackle Indigenous Smoking

Smoke Free Community



Other than those TIS Reports, how do you want your information?

LUNG CANCER,
NOW AVAILABLE IN
STRAWBERRY.



Know the risks of FLAVOURED TOBACCO.
cancer.ca/flavours

Canadian Cancer Society Société canadienne du cancer

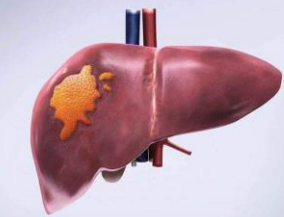
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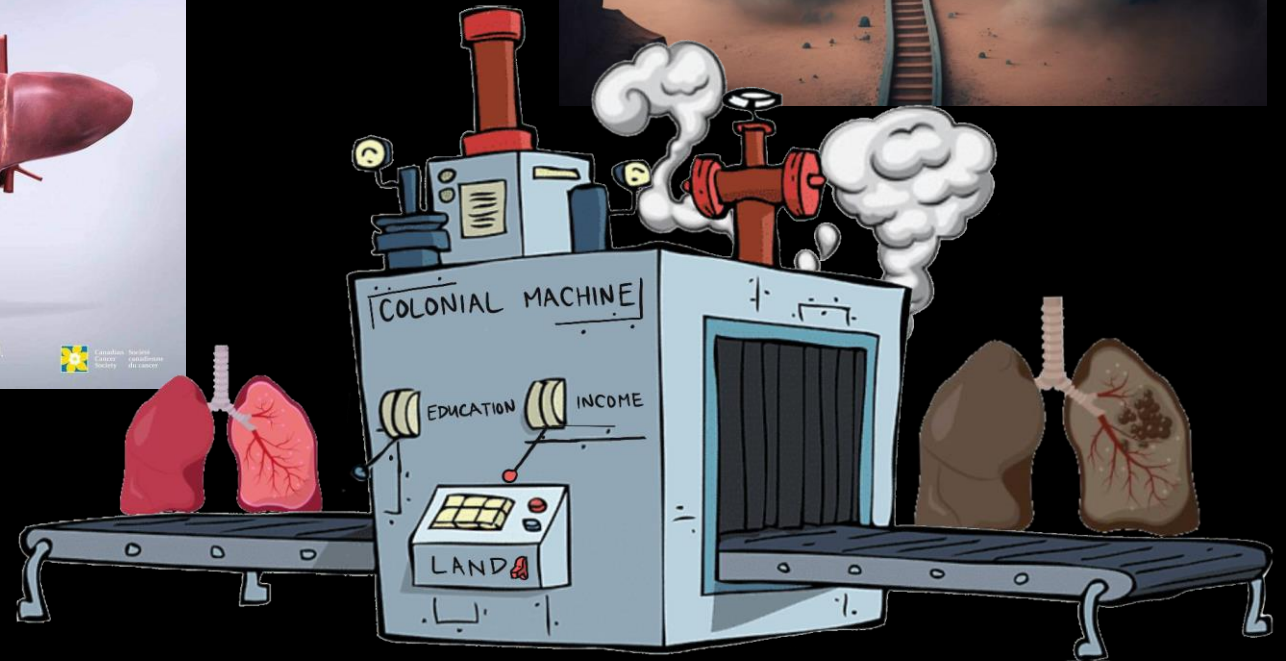
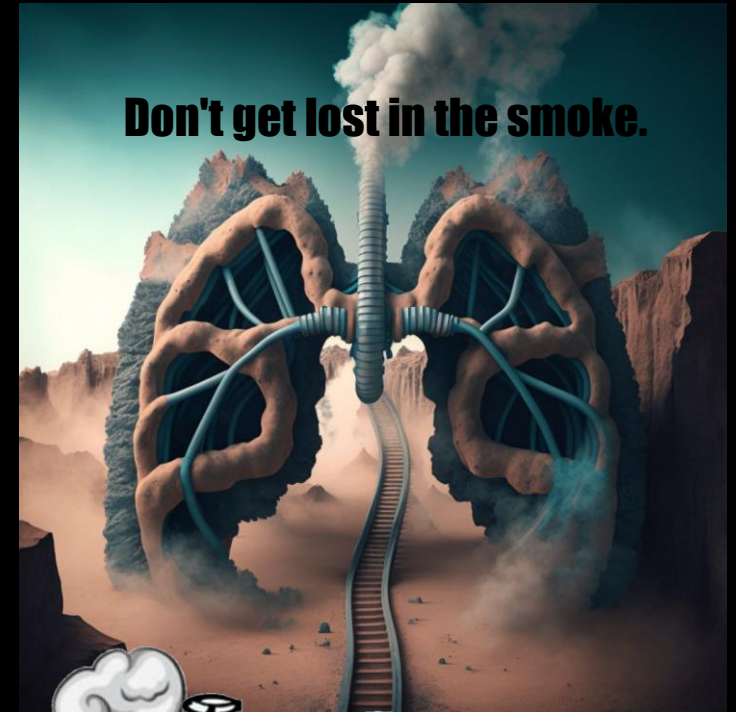
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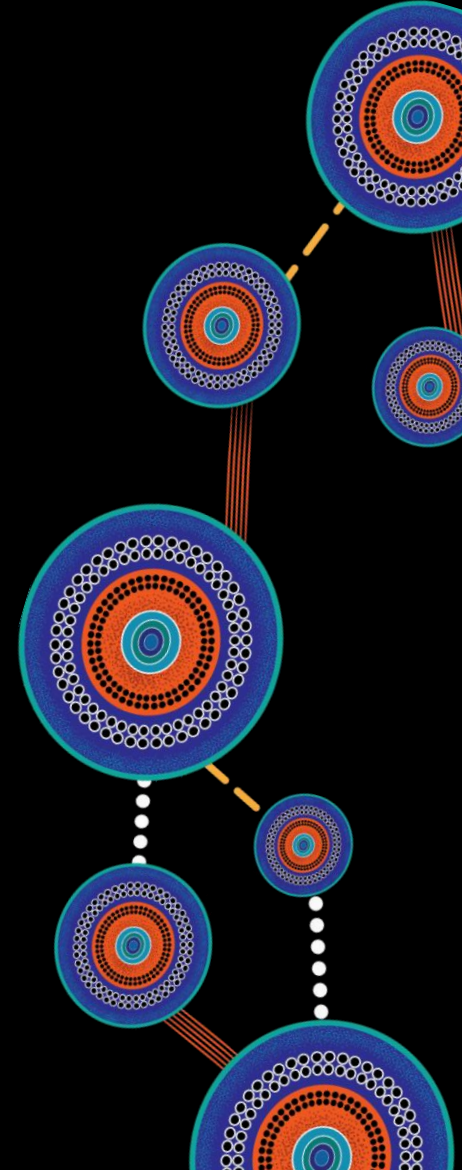
Key Questions



What are some key messages/imagery that resonate for your target group?



How do you want information from us?





Sharing Time



The Deadly News since 2004...



50 000
fewer daily smokers
= MANY LIVES SAVED



10% reduction



Contact us

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