

Deadly Choices[®]



We would like to acknowledge the Traditional Owners of the land on which we meet on and pay our respects to our Elders past, present and future.



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DEADLY CHOICES – Overview

The Institute of Urban Indigenous Health first started Deadly choices in 2010 and was created as part of the Closing the Gap Initiative.

Deadly Choices came from the community and continues to be a community-influenced brand

Our main aim has always been to empower our mob to make healthy choices for themselves and their families, to stop smoking or reduce the uptake of smoking and to eat good food and exercise daily

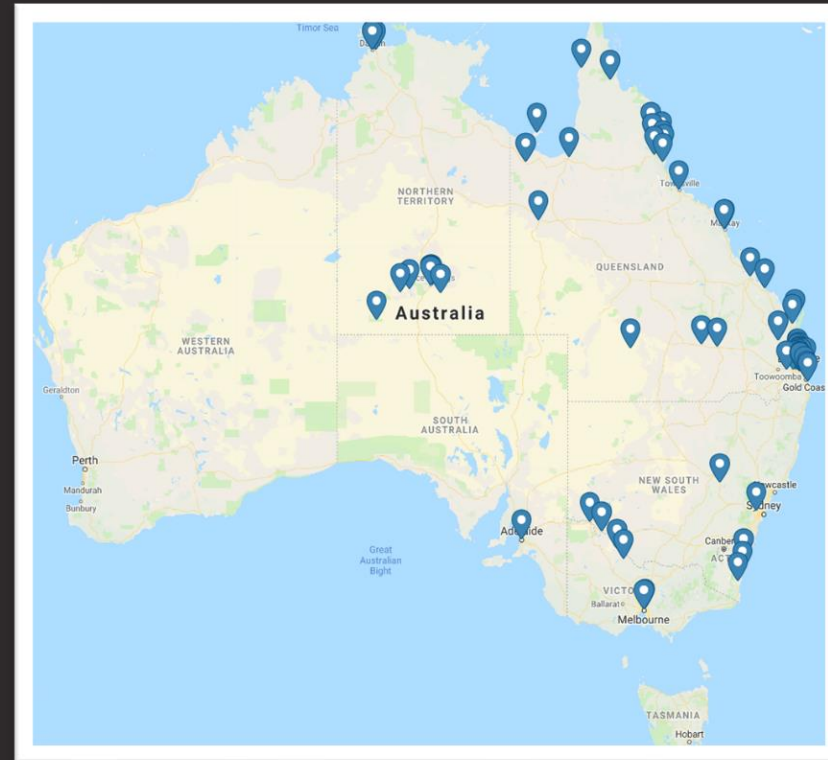
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DEADLY CHOICES – GROWTH

Currently

- 14 consortium members outside of SEQ
- Over 120 staff employed by the Deadly Choices Brand in QLD
- 20 Licensee partners across Australia
- 13 partnerships
- 9 Deadly Choices programs



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DEADLY CHOICES – CONSORTIUM

Southeast Queensland

- Moreton Aboriginal and Torres Strait Islander Community Health Services (MATSICHS)
- Yulu Burri-Ba (YBB)
- West Moreton
- Kalwun
- Brisbane Aboriginal and Torres Strait Islander Community Health Services (ATSICHS)

Far North Queensland & North west QLD

- Mamu Health Services – Innisfail, Tully, Ravenshoe
- Mulungu – Kuranda, Mareeba, Atherton
- IUIH Cairns
- Bynoe

North Queensland

- Townsville Aboriginal and Island Health Services
- Mackay Aboriginal and Torres Strait Islander Community Health Services

Central Queensland

- IUIH Rockhampton
- Galangoor – Hervey Bay

Southwest Queensland

- Cunnamulla Aboriginal Corporation for Health (CACH)

DEADLY CHOICES PROGRAMS & ACTIVITIES

Healthy Lifestyle Program

Tobacco Education Program

Good Quick Tukka Program

DC Fit Program

Traditional Indigenous Games Program

Senior Indigenous Games Program

Ambassadors



Building Strong Relationships

Why Deadly Choices create partnerships?

- To expand the DC campaign
- To expand our reach
- To utilize resources more efficiently

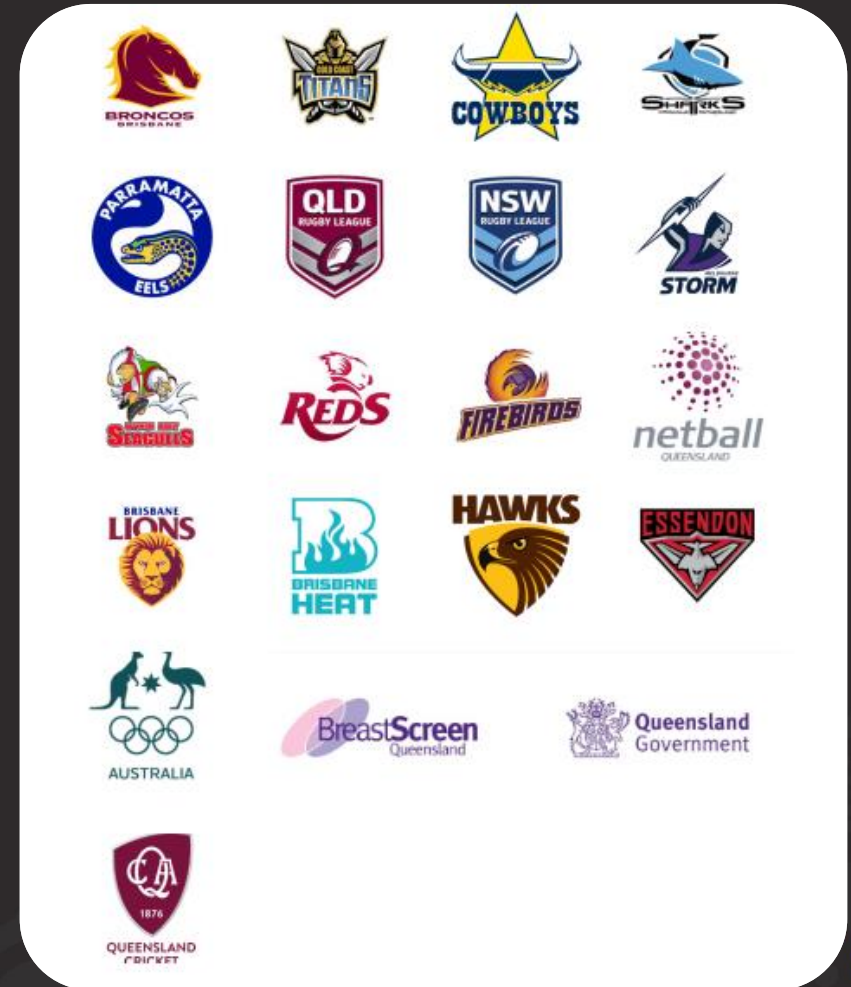


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Current Partnerships

Current

- Schools
- Tobacco Stalls
- Quitline
- AMS
- Mums & Bubs Services
- Queensland Murri Carnival
- Major sporting clubs



Outcomes of these partnerships

Tobacco program outcomes

- 175 Tobacco programs conducted in QLD
- 1,790 Tobacco program graduates

Quitline Referrals

- 246 Quitline referrals made

Tobacco Stall Data

- 2,210 Tobacco stalls held across the state
- 12,989 participants at stalls
- 12,856 community tobacco surveys completed

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Challenges

- Contractable Agreement
- Staff turnover
- Clinical Integration
- Having a better partnership review process
- Remote communities

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Reducing Smoking in Remote Areas

How does Deadly Choices reduce smoking in remote communities?

Junior Tobacco
Education
Program

Junior Online
Tobacco
Program

Senior Tobacco
Education
Program

Tobacco Stalls
& Local Smoke-
Free
Community
Events

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REMOTE COMMUNITY OUTCOMES

78 Tobacco
Stalls

186 Pledges

205 Tobacco
Surveys

3 Tobacco
Educational
Programs
28
Graduates

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Remote Communities – Challenges

- Access to Internet/Computers
- School Engagement/Participation
- Contractable Agreements
- Staff Turnover



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Mums and Bubs



- 6 week mums and bubs program
- Staff to be trained to deliver support to mums and advise NRT
- Referral pathways to Local AMS and hospitals

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Deadly Numbers





Deadly Choices
A DEADLY CHOICE
IS A HEALTHY CHOICE

⇒ DEADLYCHOICES.COM.AU ⇐



An illustration of a family consisting of a woman in a blue uniform, a man in a maroon and yellow jersey, two children, and a dog. The man's jersey has 'Deadly Choices' written on it.

Deadly Choices
A DEADLY CHOICE
IS A HEALTHY CHOICE

DEADLY PLACES
SMOKE-FREE SPACES



An illustration of a woman in a blue uniform, similar to the one in the family illustration, holding a child's head.



Questions

