

# Introducing Na Joomelah

National TIS Workshop - Darwin

7 - 8th March 2023



**NA JOOMELAH**  
Tackling Indigenous Smoking

# About Us

Na Joomelah is operated by the La Perouse Local Aboriginal Land Council, servicing the Sydney/Illawarra region.

**Na Joomelah (Na Joom – eh – lah)**  
translates to 'no smoking' in our language



# Meet Our Team

**Danny Allende** - Program Manager

**Jasmin Allende** - Project Officer

**Chelsea Winder** - Project Officer

**Bradley Russell** - Project Officer

**Kobi Ingrey** - Program Officer

**Tylah Mundine** - Communications Officer



# Our Brand



**NA JOOMELAH**  
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# Youth



- Co - Design
- Focus groups
- Focused on workshop delivery, resources and incentives for young people



## Workshop

- Building trust and 'no shame' factor
- Tree of Life
- Benefits of living a smoke/vape-free lifestyle
- Dealing with peer pressure
- Create anti - vape and anti - smoking messages for shared spaces



# Pregnant Women

- Co - Design
- Focus group
- How to best deliver smoke and vape - free education
- How to best engage with pregnant women
- Women of childbearing age



## Workshop

- Holistic Approach
- Building trust and 'no shame' factor
- Child - minding
- Wellbeing Activities
- Self-care incentives



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# Events



- Provide information and education, promoting the benefits of living a smoke and vape – free lifestyle
- Provide a range of Health Promotion material relating to Tackling Indigenous smoking
- Gain engagement through ‘hands on’ activations
- Opportunity for networking and relationship building

# Social Media

## Media Presence

- Consistent branding
- Reaching different demographics
- Friendly familiar faces from the community
- Engage with other organisations/businesses
- Social media is **FREE!**



**NURA  
YOGA**




BY JACQUI JARRETT

8 WEEK MODULE - EVERY MONDAY

**START DATE:** MONDAY 27TH FEBRUARY

**LOCATION:** YARRA BAY HOUSE  
1 ELAROO AVENUE, LA PEROUSE

**TIME:** 6:45AM ARRIVAL FOR 7AM START

TO REGISTER: TEXT **NURA JOGA** WITH  
YOUR NAME TO **0410 344 766**



## Applying Design Concepts

- Participants come up with their own smoke and vape-free messaging

**DROP THE JOOMS**

- Cigarettes contain nicotine, making them highly addictive
- Pack-a-day smokers spend \$15,000 on cigarettes every year
- Smoking causes 90% of all lung cancer
- Tabacco smoke and nicotine harm both mother and baby during pregnancy
- The life expectancy of a smoker is 10 years less than a non-smoker
- Tabacco is the leading cause of preventable death in our communities

LAPA DIVAS 2022

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Tackling Indigenous Smoking

CONTACT THE KOORI QUITLINE TODAY - 13 78 48

**DON'T PICK UP THE VAPE • YOU WON'T ESCAPE**

- Vapes contain nicotine, making them highly addictive
- The nicotine in one vape can = 50 cigarettes
- Vape aerosol is not water vapour
- Vapes can contain the same harmful chemicals found in cleaning products, nail polish remover, weed killer and bug spray

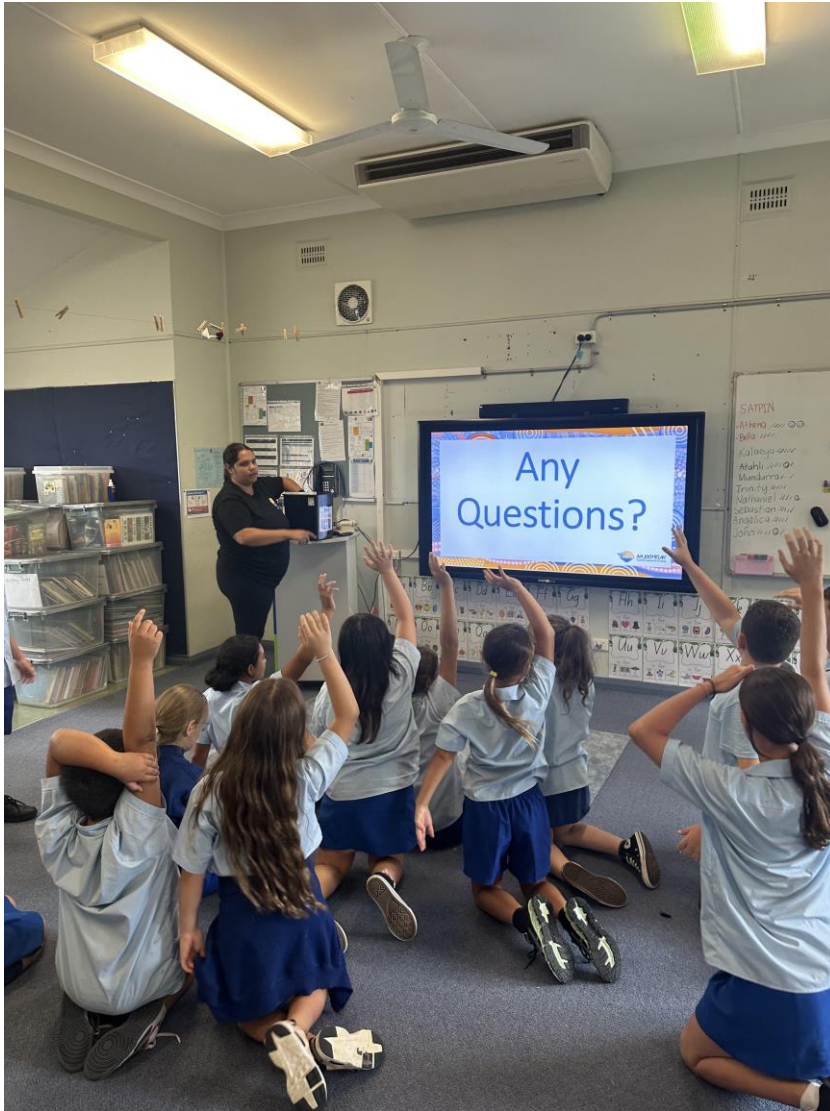
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# Monitoring and Evaluation

- Surveys
- Attendance records
- Tailored to demographics
- Good news stories
- Informal conversations
- Feedback from community
- Measuring impact

# Where to from here?



## Focusing on Vaping

- Na Joomelads (Males 18+)
- Holistic Approach
- Building trust and 'no shame' factor
- Wellbeing Activities
  
- Co - design of vaping resources with *Lung Foundation Australia*



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# Connect With Us!



@najoomelah



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najoomelah@laperouse.org.au



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