



**KATHERINE WEST  
HEALTH BOARD**  
Aboriginal Corporation

# Big Rivers Tackling Indigenous Smoking.



# About Katherine West Health Board.

KWHB is based in Katherine, Northern Territory, and services the remote communities to the west, towards the WA border.

Our region covers approximately 160,000 square kilometres.

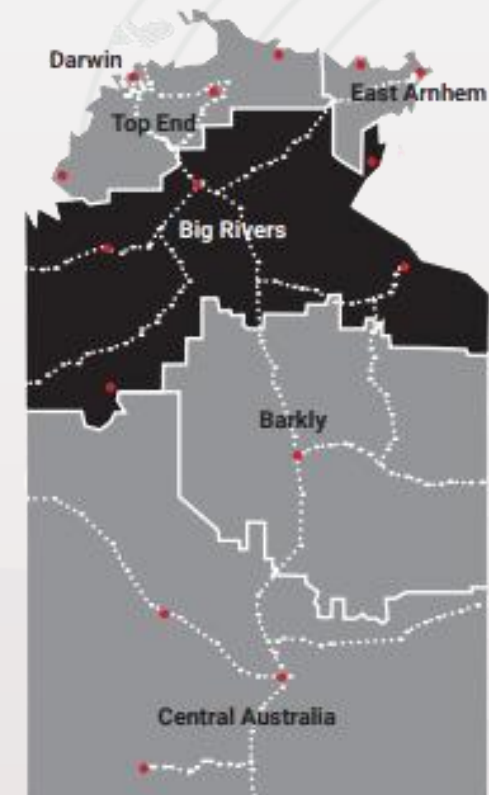


# The Big Rivers Region.

As of 2023, KWHB are the lead organisation to deliver the TIS Regional Tobacco Control Grant across the Big Rivers region in partnership Wurli Wurlinjang Health Service, Sunrise Health Service, and the Northern Territory Government.

The Big Rivers region encompasses 31 remote towns and communities between the WA border and QLD border.

It covers approximately 360,000 square kilometres.

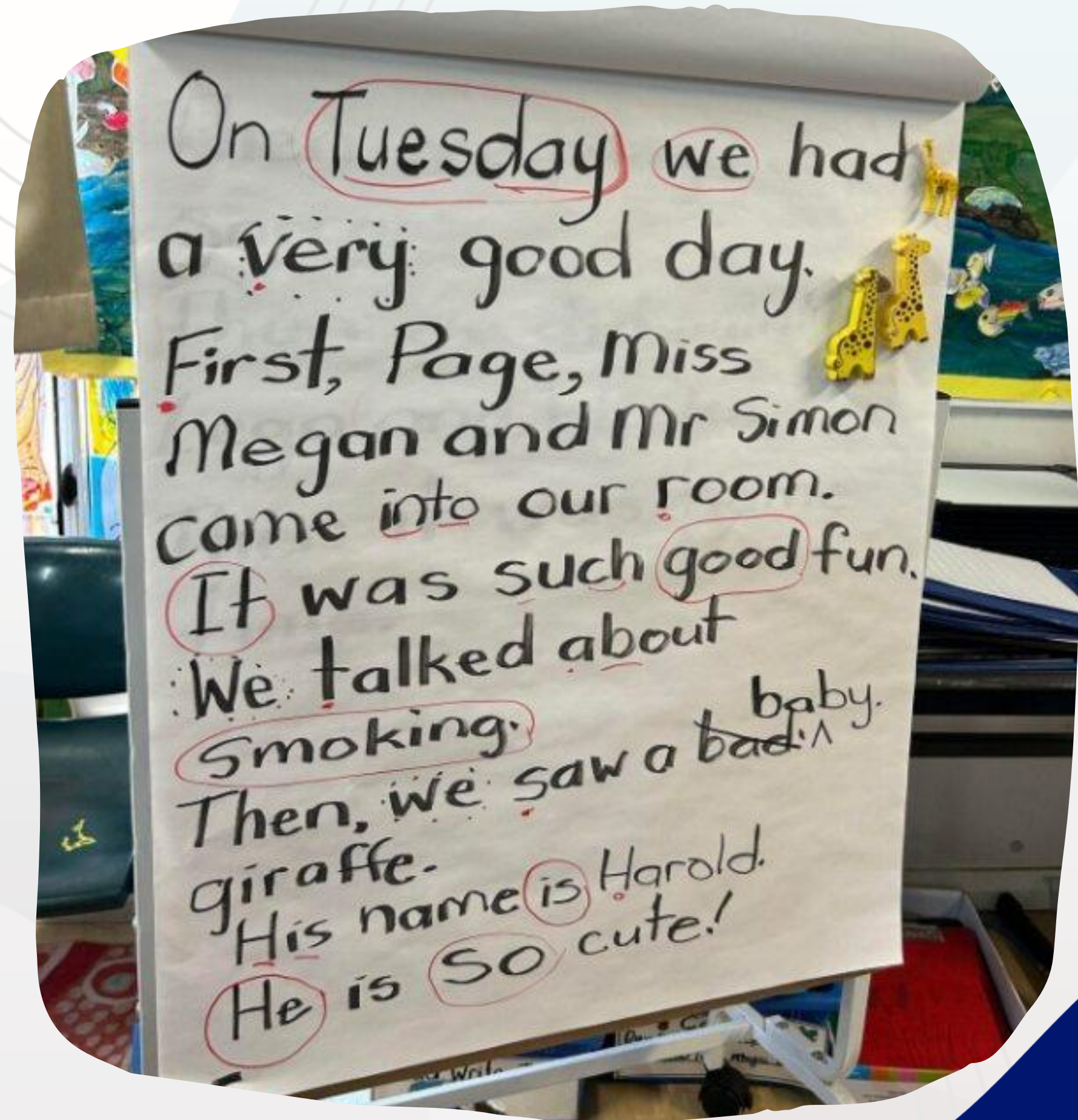


The focus has been school-based education and a community event.

#### School Based Education -

- Pre-Knowledge Activity.
- Body Knowledge.
- What's in a Cigarette.
- Smoke Free Spaces.
- Filming messages for community and family.

The filmed messages were then shown at a community-wide healthy BBQ and movie event.



**22 schools were visited in 12 weeks,  
with 1,817 community engagements.**

**This was possible through a strong  
partnership with Life Education NT.**



# Call to Action.



I dream.....  
Robinson River

# The Unexpected and Key Take Homes.

- Diversity of health literacy and tobacco terminology across the region.
- Importance of partnerships.



# What's next.

- 12 x TV commercials to be filmed across the Big Rivers region.
- Launching our social media platforms.
- Re-visiting schools for education sessions.

## TV FILMING



**The Big Rivers tobacco program are making community videos to go on TV.**

We are looking for community actors & smoke-free stories.

### Filming dates:

★ **Lajamanu** - Monday 15th April and Tuesday 16th April

If you would like to be involved or have a smoke-free story to share, yarn with the health centre coordinator.





**Jessica Hagley - Regional Manager Big Rivers Tackling Indigenous Smoking.**

[jessica.hagley@kwhb.com.au](mailto:jessica.hagley@kwhb.com.au)

**Megan Elshaw - Health Promotion Coordinator Big Rivers Tackling Indigenous Smoking.**

[megan.elshaw@kwhb.com.au](mailto:megan.elshaw@kwhb.com.au)

**Simon Cooper - Health Promotion Officer Big Rivers Tackling Indigenous Smoking.**

[simon.cooper@kwhb.com.au](mailto:simon.cooper@kwhb.com.au)

**Carmen Smith - Social Marketing Coordinator Big Rivers Tackling Indigenous Smoking.**

[carmen.smith@kwhb.com.au](mailto:carmen.smith@kwhb.com.au)



**KATHERINE WEST  
HEALTH BOARD**  
Aboriginal Corporation