



Wugen Wal-Yan
(Healthy Lungs)



DERBARL
YERRIGAN
HEALTH SERVICE

Tackling Indigenous Smoking Program

Social media/marketing campaign



Acknowledgment of Country

We would like to acknowledge the Whadjuk people of the Noongar nation, the traditional custodians of the Land on which we present today. We acknowledge the Elders – past, present and emerging.

About our Team

WUGEN WAL-YAN

Health Lungs in Noongar language

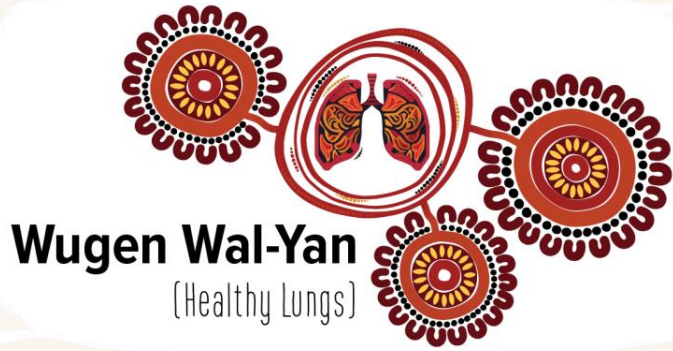
We are based at Derbarl Yerrigan Health Service Corporate Office

The name Derbarl Yerrigan is the Whadjuk Noongar name for the Swan River.

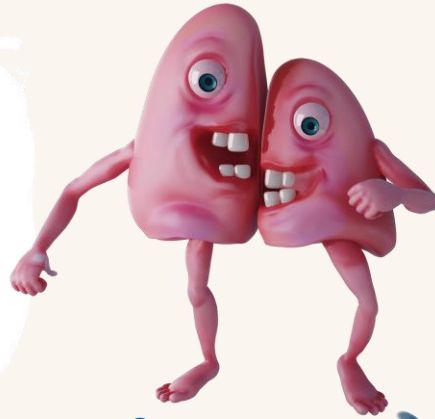
We currently service IREG 505 / Perth Metro.



Logo:

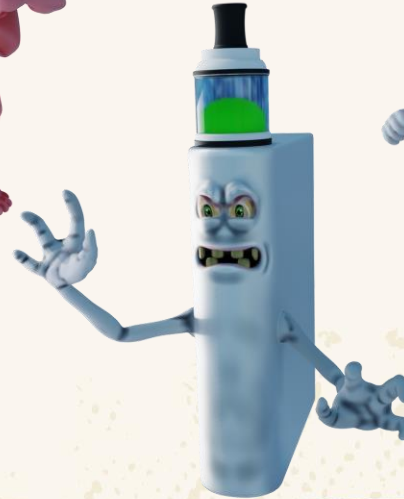


Mascot's



Mr & Mrs Lungs

Mrs Vicious vape



Mr Nic O'tine



Social Media

Where do we advertise?

We do most of our advertising on social platforms as we are trying to target the youth vaping.

Platforms we target are:

- Facebook Post
- YouTube
- Spotify
- Instagram
- TikTok
- Google ads
- Amazon Prime

Activity:

Anti vaping & Smoking social media ads.

Where and when did it take place and who was involved:

We have run numerous social media ads over the last 7 months, our TIS team use our Indigenous team members to design and guide the ads.

How was the activity designed – did you consult with community for example?

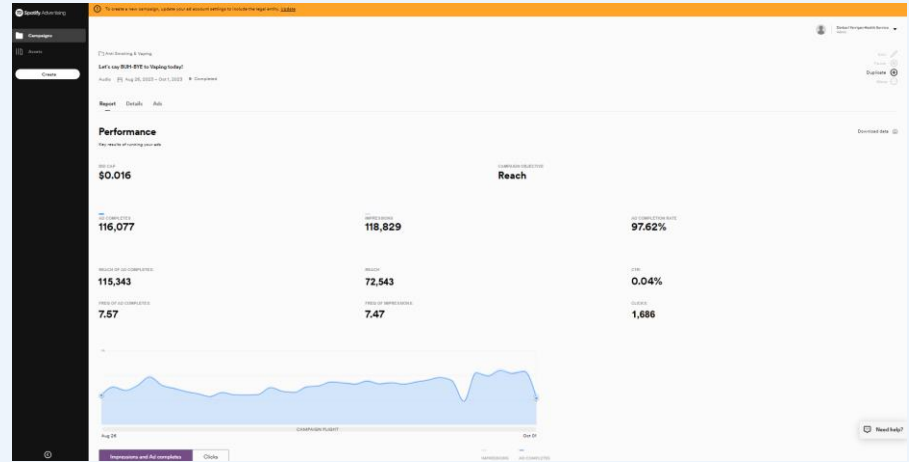
we use the school students that we do education sessions with as a guide on what they would like to see in our ads.

Who was the activity designed to reach? All of community, one or more priority groups?

We design our ads to target all of the community and youth whom vape.

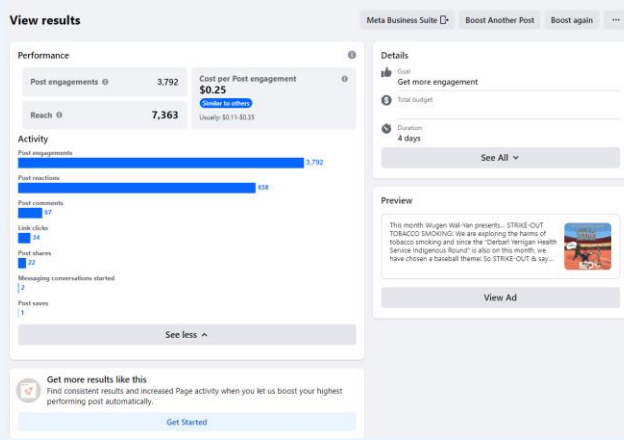
Did you have any partners you worked with?

Yes, we work with sporting programs, schools, health services and streaming services.



Marketing Campaign reach:

Strike out Tobacco smoking:



BaseballWA stike out highlights:

[Wugen Wal-Yan Derbarl Yerrigan Health Service Indigenous Round \(youtube.com\)](https://www.youtube.com/watch?v=qDFR3_VqSA/)
https://fb.watch/qDFR3_VqSA/

Let's Freeze out vaping:



Let's freeze out vaping today! is currently running now.

Call to Action

For social media our call to action is:

Strike out smoking or stike out in bed!!

February:

We focused on smoking and Men's health,

Check out the deadly video below:

[Facebook](#)

March call to action:

Let's freeze out vaping!

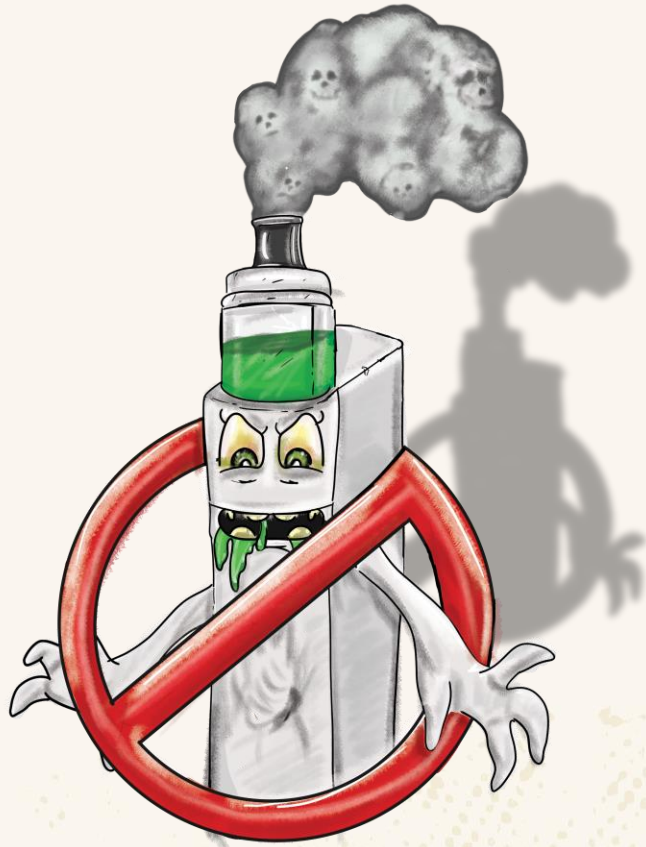
For March we focused on vaping and what's in a vape.

Check out the deadly posters.

What ya gonna do this April:

Let's wrestle this habit.

For April we are focusing on smoking and sports.



Monitoring and Evaluation

How did you monitor and/or evaluate this activity?

We used data counts provided by social media platforms to capture our key demographics and viewership.

How do you know this activity was a success?

We use the comment section and a survey linked to our boosted ads as a way to capture whom was listening or viewing our advertisements,

We create specific questions within the survey to see if they enjoyed our ads or learnt anything new.

What will you do next to build on this success story?

Our team will continue to Create new and engaging ads each month, making a continuous cycle of content will allow our teams virtual community grow and spread our messages.





**DERBARL
YERRIGAN**
HEALTH SERVICE

DYHS.ORG.AU

East Perth Clinic & Head Office

156 Wittenoom Street,
East Perth WA 6004
Phone: 08 9421 3888

Maddington Clinic

Unit 1/3 Binley Place,
Maddington WA 6109
Phone: 08 9452 5333

Midland Clinic

6 Centennial Place,
Midland WA 6056
Phone: 08 9374 1400

Mirrabooka Clinic

22 Chesterfield Road,
Mirrabooka WA 6061
Phone: 08 9344 0444