



## Victorian Aboriginal Health Service

October 2024



This story was submitted to the National Best Practice Unit Tackling Indigenous Smoking (NBPU TIS) by Lionel Austin, Victorian Aboriginal Health Service's TIS Manager. Many thanks to The Koori Way TIS team for sharing their story.

### **TIS Team and location**

The Koori Way TIS campaign is a statewide campaign across Victoria. The Victorian Aboriginal Health Service (VAHS) is coordinating the statewide campaign with 12 other Aboriginal Community Controlled Organisations (ACCHOs) as partners to implement The Koori Way campaign in Victoria.

### **The activity**

The Koori Way attended Victoria's two biggest Aboriginal community events: the Junior Football Netball Carnival held in Bendigo (25 & 26 September) and The Senior Football Netball Carnival held in Portarlington (5 & 6 October).

At the Junior Football Netball Carnival, The Koori Way launched The Koori Way socks and krocs promotions. Each participant could access our special, limited edition of Koori Way socks and krocs merch by watching and engaging with The Koori Way [Ciggie-verse video tutorial program](#). The Ciggie-verse video tutorials are designed to provide education in an engaging and interactive video format on tobacco and vaping within a



4–5-minute time period. We decided to create a special limited edition of Koori krocs due to Crocs footwear currently being popular with young people. Over 500 people lined up (for up to two hours) at The Koori Way stall to access The Koori Way socks and krocs after completing the Ciggie-verse video tutorials. All 500 pairs of The Koori Way socks and krocs were gone on the first day of the Junior Football Netball Carnival, even though the carnival was a two-day event.



At the Senior Football Netball Carnival, The Koori Way held a stall over the two-day event. The Koori Way merch packs were up for grabs which included Koori Way socks, a Koori Way beach towel and a Koori Way bag. Community members could access The Koori Way merch by signing up to The Koori Way mailing list. The mailing list is part of our integrated media and communication activity to directly communicate with community across Victoria with tobacco and vaping information several times throughout the year.

By attending these two events, more than 950 community members across Victoria directly engaged with The Koori Way stall, either via the ciggie-verse video tutorials or registered with The Koori Way mailing list.

### **The target population**

For the Junior Football Netball Carnival, we wanted to reach young Aboriginal people aged between 8 to 17 across Victoria. For the Senior Football Netball Carnival, we were engaging with the general Aboriginal community across Victoria.

### **How did you measure the success of the activity?**





For the Junior Football Netball Carnival, 512 people watched and engaged with the Ciggie-verse video tutorials on day 1 of the carnival. 83% of participants were aged 17 or younger. Further data will be available after final evaluation of this project. For the Senior Football Netball Carnival, 452 people registered for The Koori Way mailing list. We now have a mailing list total of more than 1200 people.



### **Summary and conclusion**

Attending Victoria's two biggest Aboriginal community and sporting events was instrumental in creating direct engagement with community from all parts of Victoria. Also, it was fitting to promote the newly branded Victorian TIS campaign at these events.

The popularity of the limited edition Koori krocs really surprised us, particularly among young people aged 17 or younger. We ordered 500 pairs of these special Koori krocs as a secret project leading into the Junior Carnival, but for people waiting up to 2 hours in line just for these krocs really demonstrated how effective it



was from a community engagement strategy.

Lessons we learnt through the Koori krocs incentive included:

- Have a ticketing system for the line up so young people don't have to miss their football or netball games.
- Have staff monitoring the line to prevent cut-ins or disputes.
- While people are lining up, maybe have a QR code for people to scan to answer some questions on smoking and vaping.
- We didn't do random video vox pops for social media purposes about the community's experience after completing the ciggie-verse video tutorials and collecting their Koori socks and krocs.

# GET YA SOCKS & KROCS



## GET YOUR OWN PAIR OF THE KOORI WAY SOCKS & KROCS

Available at the 2024  
VACSAL Junior Football and  
Netball carnival @  
The Koori Way Stall

**SIZE LIMITED**  
W 6 - 12  
M 4 - 12



**FREE**

complete the 4 minute video  
tutorials at The Koori Way  
stall to get your  
pair of socks  
& krocs



**THE ONLY WAY IS THE KOORI WAY - BE SMOKE & VAPE FREE**