

The background is a dark, textured surface featuring intricate Indigenous Australian art patterns. These include concentric circles, wavy lines, and clusters of dots in shades of teal, green, and purple. The overall style is reminiscent of traditional dot painting and bark art.

Apunipima TIS

TIS X GRAND TRINE VIDEO PROJECT

ACKNOWLEDGEMENT OF COUNTRY

The Apunipima Cape York Health Council and NPA Family & Community Services TIS team would like to acknowledge the Custodial Owners, the Larrakia People, of the land we present on today. We would like to acknowledge their ongoing connection to their country, seas and waterways, and we want to pay respect to their elders, past, present and emerging as we present here today.

As the TIS team from Cape York, Queensland, we would also like to acknowledge the lands we work on back home. We would like to acknowledge the traditional owners of the Cape York and Northern Peninsula Area communities we live and work in, and pay respect to their elder's past, present and emerging.



OUR REGION (IREG 303) & TIS TEAM



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APUNIPIMA TIS X GRAND TRINE - VIDEO PROJECT



WHAT WE DID AND WHEN?

- Engaged 13 communities in Cape in the project between September 2024 – June 2025
- Developed 1x Music Video and 5x Vertical Reels per community
- 4 communities have had their videos launched



ACTIVITY DESIGN

HOW WAS IT DESIGNED?

- Project team collaborated in 2 x planning workshops
- Delivered consultation activities with community to localise content
- Creative workshops at the start of each filming block with local talents and other community members

WHO WE TRIED TO REACH?

- Primary focus was people who smoke and do not access AMS
- Pregnant women and their families
- Young people to reduce the uptake



WHO DID WE WORK WITH?

COMMUNITY STAKEHOLDERS

- Local Aboriginal Shire Councils
- Traditional owners
- Local Schools
- Justice Groups
- Local Art Centres
- Local Community Rangers
- Cultural Advisors

APUNIPIMA

- Health Promotion team
- Health Action Teams
- PHC and SEWB Staff



CALL TO ACTIONS

CALL TO ACTIONS

- Be Smoke and Vape Free for Your Family
 - Make your home smoke-free
 - Call the Quitline for quit support.
 - See your GP for quit support.

OTHER TAGLINES

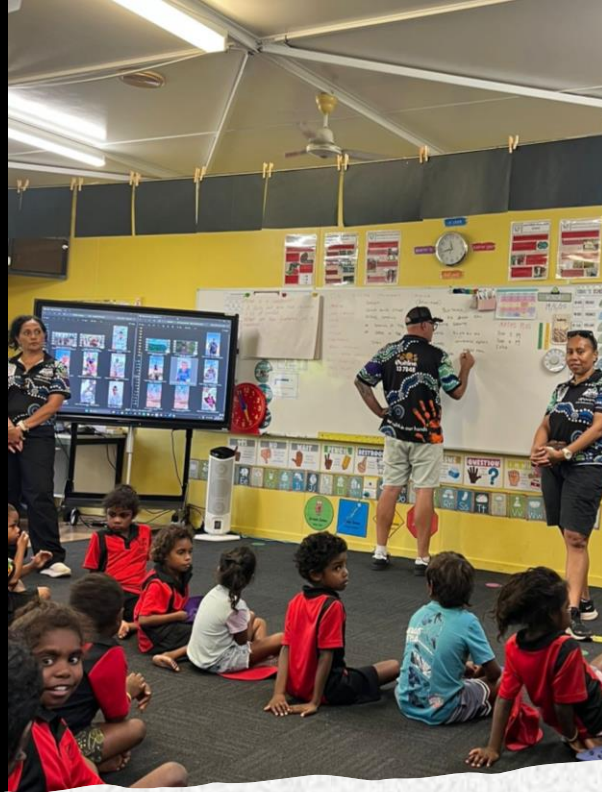
- Your body starts healing as soon as you stop smoking
 - Our health, is in our hands
 - Don't make smokes your story
 - You're making a grave mistake
- Don't get hooked on smoking and vaping

DON'T
MAKE
SMOKES
YOUR
STORY

DON'T



**DON'T GET HOOKED
ON CIGARETTES**



MONITORING AND EVALUATION

What we did for monitoring and evaluating this activity?

Through the development of fun, engaging, and localised content, our team collected data and measured impact of this activity, by:

- Informal conversations with participants and general community, data counts and observations.

Key highlights:

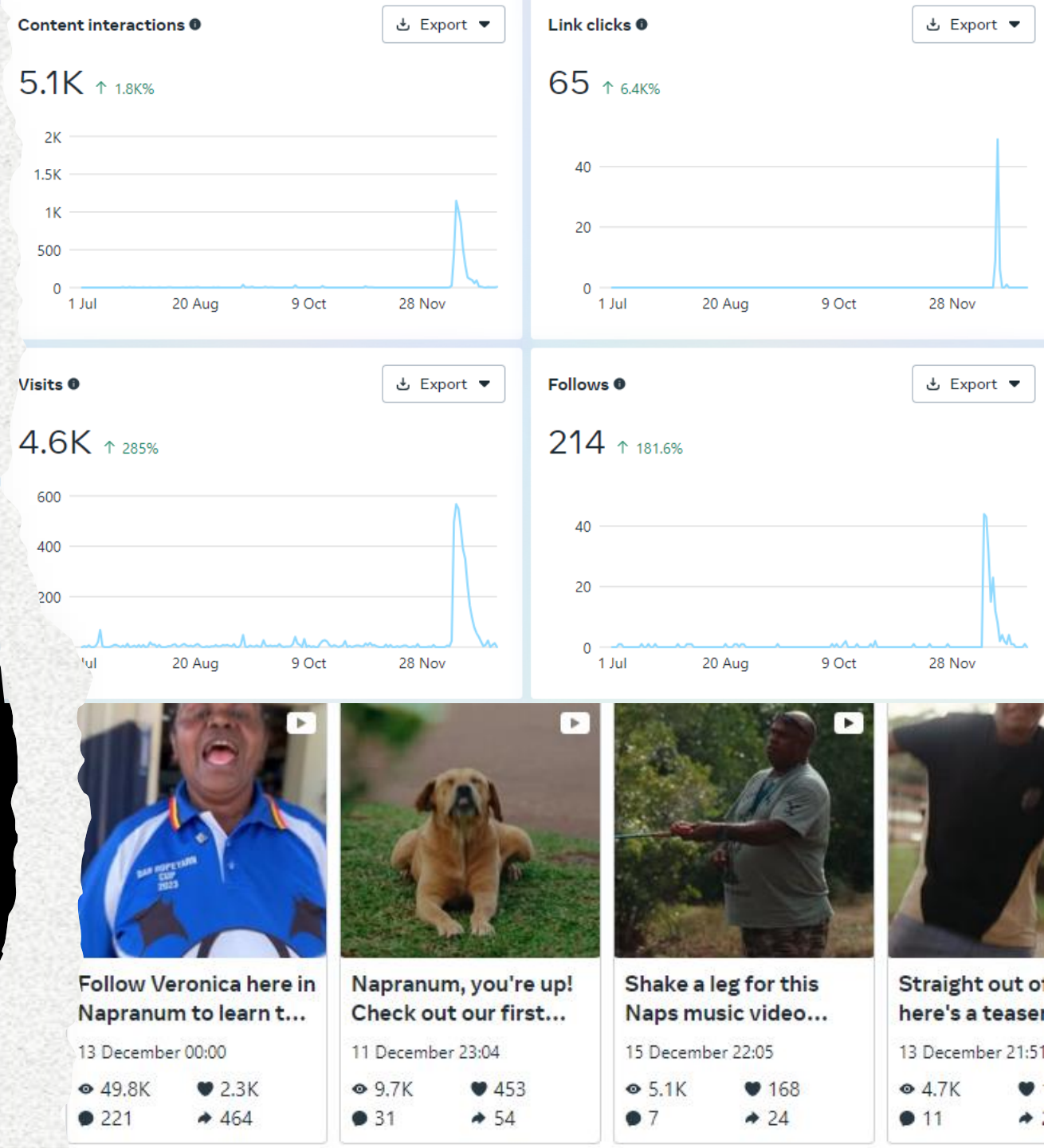
- Young people demonstrated positive attitudes towards tobacco and vape control, as well as expressing a willingness to not take up the behaviours
- People that engaged in or observed the activity were more mindful of their tobacco and vape behaviours and attitudes, taking initiative to limit their use and exposure, especially around young people

MONITORING AND EVALUATION

This style of project and approach resulted in over:

- 100,000+ views across launched content so far
- 5,000+ interactions (reacts, comments and shares)
- 200+ new follows to our Facebook page.

By showcasing local people and voices, the content help build trust and connection, driving higher engagement and spreading the message effectively.



LESSONS FOR NEXT TIME?

Complete consent forms
before filming


Structure implementation
plan with key stakeholders
(Plan, but be ready to adapt)

Create a welcoming and
comfortable environment
(food, tea & coffee)

Align project with existing
community events

Ensure content is
culturally appropriate
(language, practices)



The background of the slide is black. On the left side, there are three horizontal purple brush strokes of varying lengths and textures, stacked vertically. The text 'BEHIND THE SCENES' is written in white, serif, all-caps font across these strokes. The first stroke is behind 'BEHIND', the second behind 'THE', and the third behind 'SCENES'.

BEHIND THE SCENES

QUESTIONS?



Scan here!

WHAT'S
YOUR STORY
CAPE YORK?



Scan here!

GTM
GRAND TRINE MANAGEMENT