

12 June 2025

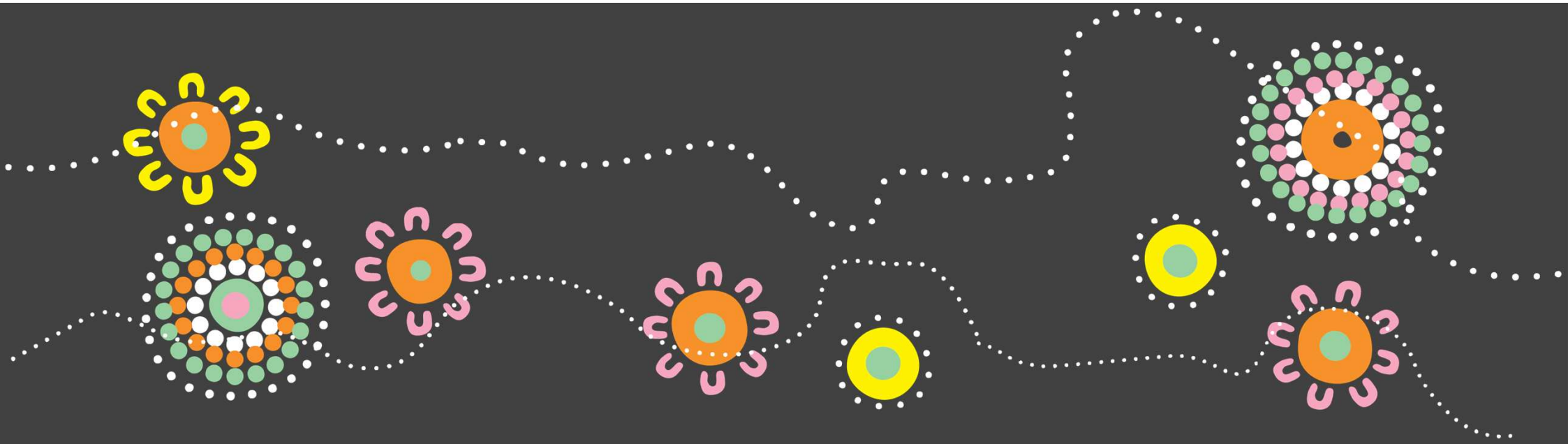


# How's the TIS Program going so far?: Learnings from CIRCA's bird's eye view



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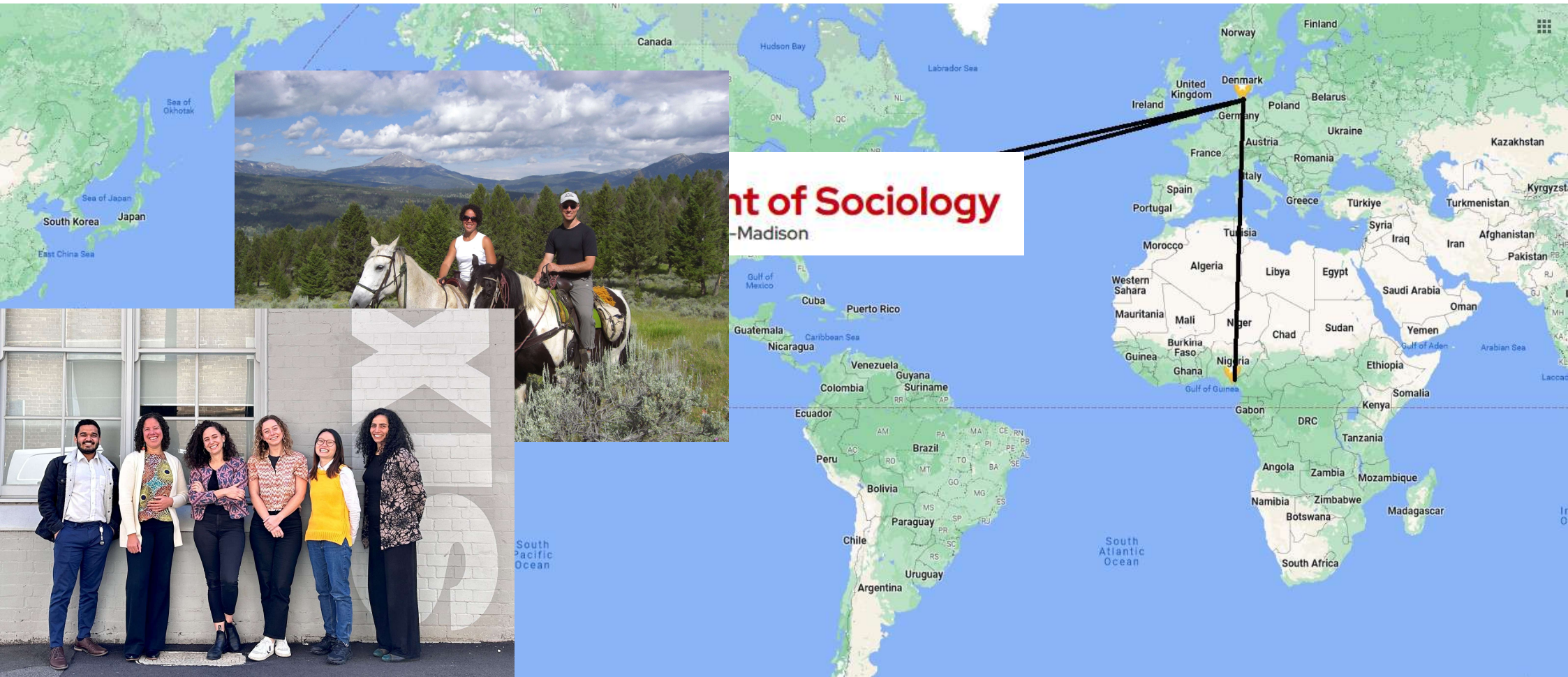




# Acknowledgement of Country

We acknowledge Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of the lands and waters in which we work and the knowledge-holders of the oldest continuous cultures in the world. We pay our respects to Elders past and present.

# Who am I?




# What is CIRCA?



- Established in 2000
- We specialise in market research & program evaluation with Aboriginal and Torres Strait Islander as well as Culturally and Linguistically Diverse (CALD) communities
- Based in Gadigal Country (Redfern)
- CIRCA network spans the continent
- Our research focuses on culturally inclusive approaches and methods

# Overview of CIRCA's evaluation



**Our role is to evaluate the implementation of TIS and some outcomes.**

**Is the program being delivered in a way that best makes it possible to *further* reduce tobacco and vape use among Aboriginal and Torres Strait Islander peoples?**



# TIS Evaluation - Wave 1 methods

- 33x July 2024 – June 2025 TIS AWP
- 33x Jan 2024 – June 2024 TIS PR
- 24x FY2023-24 Grant acquittals
- 1x Dec 2023 – May 2024 NBPU Progress Report
- Interviews: National Coordinator; A/Sec Health; TIS Coordinators x30 IREGs
- Focus Groups: NBPU; Health
- CEO survey: 10 respondents (out of 22 CEOs)
- TIS Staff survey: 137 respondents (out of 197)
- Quantitative and qualitative analysis





# (Some) Findings





# Areas of strength

## ◦ Reach

- 1 year into the program, 61% of all communities (LGAs) across IREGs
- 1 year into the program, 15% of all Aboriginal and Torres Strait Islander peoples

## ◦ Local community engagement

- Strong partnerships with local quit support services
- Frequent engagement with external organisations and community members

## ◦ Cultural Safety

- Majority of TIS activities culturally grounded in local Aboriginal and Torres Strait Islander ideas and languages





# Areas of strength

## • Evidence-based activities

- Majority of TIS activities evidence-based
- Use of evidence and expansion of evidence base by TIS teams

## • Impact on community

- Greatest reported successes in
  - increasing peoples' knowledge about the harms of using tobacco and e-cigarettes
  - increasing peoples' knowledge about the benefits of not using tobacco and e-cigarettes



# Opportunities for improvement

## ◦ Reach

- Moving forward, program reach beyond 61% of all communities (LGAs)
- Moving forward, program reach, exposure, and engagement beyond 15% of all Aboriginal and Torres Strait Islander peoples and priority groups

## ◦ Local community engagement

- Across IREGs, more consistent collaboration of TIS teams with non-TIS funded organisations and communities

## ◦ Cultural Safety

- Across IREGs, more consistent collection and sharing of TIS program output or outcome results w/local Aboriginal and/or Torres Strait Islander community



# Opportunities for improvement

## • Evidence-based activities

- Greater TIS team access to evidence about what works across similar geographic contexts
- Subcontracted organisation access to advice/guidance from NBPU via their TIS lead organisation

## • Impact on community

- Across IREGs, more consistent and greater successes:
  - influencing intentions and behaviours to quit
  - influencing intentions to avoid second-hand smoke or aerosol and to attend smoke-free spaces and events



# Levers for improvement & change

- **The greatest levers for program improvement are sitting in this room! ...You!**
  - Use this evaluation and your own data to get even better at what you do for community and across the program
  - Keep sharing successes with one another – learning and adapting as you go
  - Reflect on how improvements could be made, who you need support from to get there, and start trying things out



# What's next?

- Wave 1 report release
- Wave 2
  - PR & AWP Data receipt
  - Surveys, interviews, focus groups (Aug-Nov 2025)
  - Data analysis
  - Reporting (due 31 Mar 2026)

**TIS Coordinators:** Look out for emails from us in July & August seeking contact details!

