



150  
ONWARDS

## National Tackling Indigenous Smoking Conference

Darwin - 2025



## ACKNOWLEDGEMENT of COUNTRY

### ACKNOWLEDGE

We would like to acknowledge the Larrakia people, the Traditional Custodians of the land and waterways on which we meet today here in Darwin.

We pay our respects to their Elders, past and present, and extend that respect to all First Nations Peoples present today.

We honour the continuing connection of the Larrakia people to land, sea, and community, and we are grateful to walk together on their Country.



# Introduction and Purpose

- › Introductions
- › Overview of our community-led initiative

## **Purpose**

- › Apply a population health model to reduce smoking rates, raise awareness around impacts of tobacco (economical, cultural and health), and promote long-term positive health outcomes through sport, cultural engagement, and community-driven initiatives.

# Manayingkarírra

## Kunibidji country

Located in West Arnhem Land Northern Territory 520km from Darwin

## Main languages

- Burarra
- Ndjébbana
- Eastern Kunwinjku
- Na-Kara
- Wurlaki



# Historical Snapshot

## TOBACCO IN AUSTRALIA

- › Pre Colonisation - The Macassans acknowledged First Nations ownership of the land and traded pipes, tobacco and other valued goods.
- › 1788 - Tobacco was often presented in early encounters between the Europeans and First Nations Peoples as a token of goodwill.
- › 1869 – Introduced Colonial law, gave the government broad powers over First Nations Peoples.
- › On Missions, whether run by churches, the government or privately, tobacco formed an important part of rations and was provided with the expectation of compliance in a regimen of work.

# West Arnhem

## TOBACCO IN THE REGION

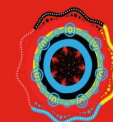
- › The West Arnhem region has one of the highest rates of smoking in Australia.
- › 58.3% of First Nations Peoples in the West Arnhem region are current smokers, which is almost double the national average.
- › Contributing factors include;
  - ☐ Socioeconomic disadvantage
  - ☐ Cultural aspects
  - ☐ Social environment



# KICK THE HABIT

**No smoking, strong body!**

**For more information and support –  
visit your local health clinic.**



CIPAL PARTNER

## Objectives

- › Use a population health model to promote holistic health and well-being.
- › Empower young people and women of pregnancy age through education, positive role models and sport.
- › Strengthen collaboration between local services and external partners.
- › Celebrate community identity, pride and culture



## YEAR 1 - OVERVIEW

### Kick the Habit – No Smoking is the Goal

- › 5 Community clinics;
- › 7 Healthy Lifestyle Education workshops;
- › 6 Community engagements;
- › 3-day Footy Festival – attended by over 3,000 people;
- › 3 case studies and 1 x TVC
- › Health promotion material in 2 local dialects. And....
- › A whole heap of learning – 2 ways!

# Maningrida 2024

# Co-Design Model

## What is it?

- › Shared decision-making with all stakeholders
- › Respectful, inclusive and culturally centred
- › Community led. Strengths based approach

## Community Engagement

- › Regular planning visits, inclusive of site visits – Maningrida and Jabiru
- › Cultural consultation with Traditional Owners
- › Community voice embedded at every stage

# PARTNERSHIPS



## Roles and Contributions

- › **Sydney Swans:** Coaching clinics, player appearances and logistics
- › **Mala'la Health Service:** Tobacco reduction and health promotion programs
- › **Bawinanga Aboriginal Corporation:** Cultural heritage support
- › **33 Creative:** Media, branding, storytelling
- › **West Arnhem Regional Council:** Infrastructure, event permits
- › **ADF:** Leadership, infrastructure support and logistics
- › **AMSANT & Red Lily:** smoking cessation resources and leadership
- › **Nja-Marleya:** Cultural protocols and youth engagement/leaders
- › **Maningrida College:** Youth participation and infrastructure
- › **AFL NT:** Game coordination, umpiring, equipment

## EXPAND THE REACH

### Kick the Habit – No Smoking is the Goal

Building on the existing relationship between the Sydney Swans and Mala'la Health Service enabled this event to expand the region's TIS program's reach, by allowing it to:

- › Engage First Nations youth and families with contextualised resource material;
- › Promote positive health choices and preventative population health activities;
- › Use Sydney Swans role models/athletes to enhance TIS messaging; and
- › Connect people and communities with local health services.

TVC



PRINCIPAL PARTNER

## Health Promotion – Case Study



PRINCIPAL PARTNER





## YEAR 1 - REACH

### Media

- › Social media posts: **37** (Instagram, Facebook, Twitter, LinkedIn)
- › Total Impressions – the amount of times the post hit's someone's news feed and was seen. **\* 688,665 \***
- › Total Interactions – the amount of times fans interact with the post, generally via reactions, comments, shares. **\* 29,619 \***
- › Total views – number of times the content was seen by users. **\* 551,020 \***
- › TVC – broadcast more than **1,700 times** on CH7, 7 Two and 7 Mate during all AFL games across the NT (outside Darwin) and Western QLD

## Outcomes we're working towards

### Kick the Habit – No Smoking is the Goal

- › Reduction in smoking initiation and increased quit attempts;
- › Stronger community partnerships and service integration;
- › Empowered community and positive behaviour role modelling; and
- › Increased cultural pride and community engagement.

# Findings

## Strengths

- › Negligible smoking at events;
- › Positive levels of engagement participation at all events;
- › Inter-agency collaboration

## Lessons

- › Cost of living in remote areas;
- › Importance of early planning and preparation;
- › Need for plans A, B, C, D and E

## Acknowledgements and Next Steps

### Kick the Habit – No Smoking is the Goal

- › Sincere thanks to all partners and community members
- › Planning for our Year 2 event in 2025!
  - Player appearances and clinics to be held in surrounding Communities
  - Permanent tobacco/health messaging around the oval
  - Increased participation from local surrounding communities
  - Shared stakeholder engagement
  - Increased and sustainable funding

# Make it a hard pass on vapes and smokes.

## Call the Quitline on 13 78 48

This activity is funded by the Department of Health and Aged Care's Tackling Indigenous Smoking program.



# SCOPE

## Smoking and Vaping Education Campaign

To use the nationally recognised brand and athletes of the Sydney Swans, to expand the reach and impact of their TIS program – Na Joomelah, throughout the Sydney – Wollongong, NSW Central and North Coast regions.

The proposal will see the co-design of the following;

- 1 x 30sec advertisement to be played on the big screen at the SCG during the Swans Marngrook round (AFL Sir Doug Nicholls Round). Anticipated crowd of 40,000
- 1 x 30sec advertisement to be played on all IPTV in stadia for all Swans home games. Average crowd of 30,000 per game
- 1 x e-newsletter to members per year
- 4 x social media posts per year on all Swans channels
- 2 x player visits at nominated Na Joomelah community events
- 2 x players to attend Na Joomelah's education session with the ARA First Nations Foundations program (200 participants) and QBE Sydney Swans Academy (700 participants)

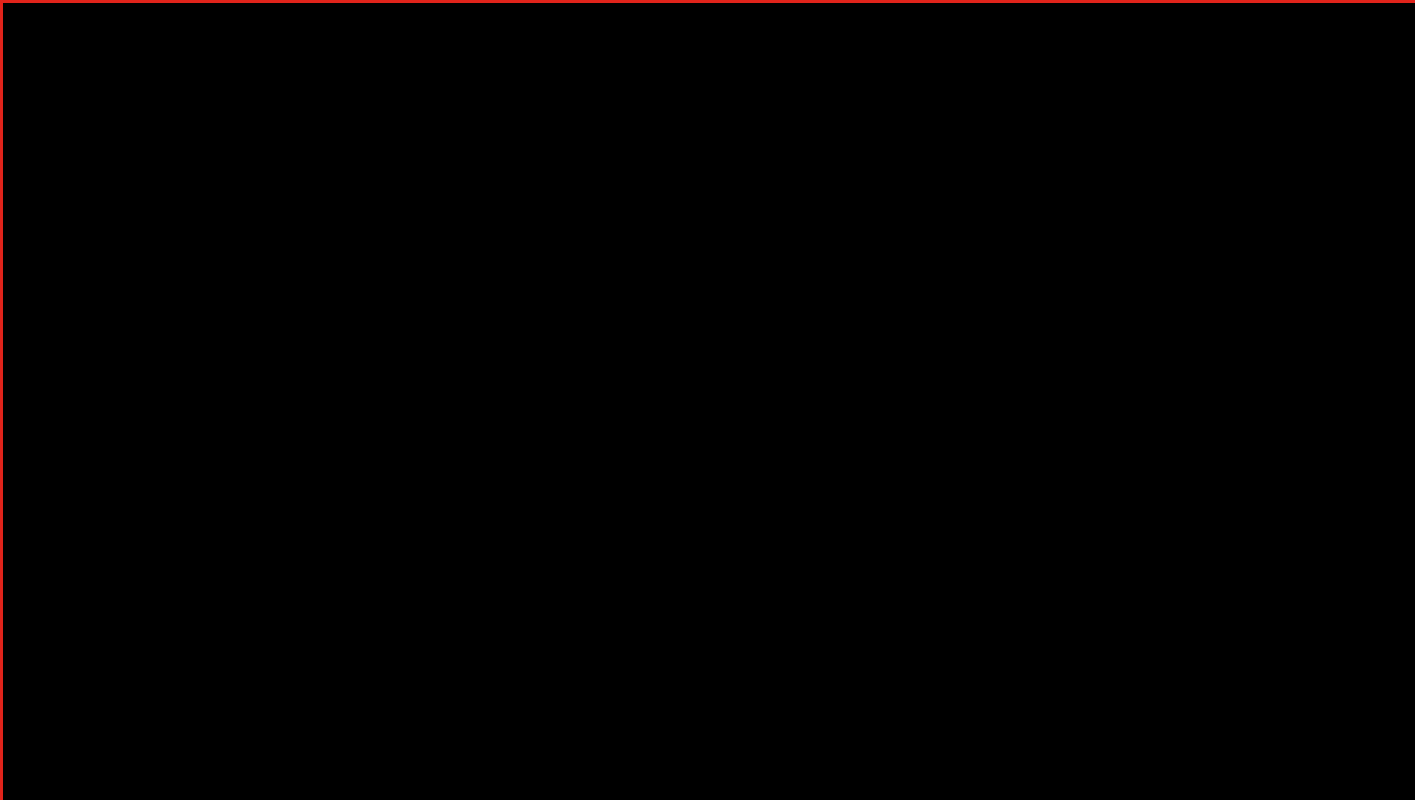
# OUTCOMES

## Smoking and Vaping Education Campaign

The Na Joomelah program aims to provide information and education to promote the health and economic benefits of being smoke and vape free, through the following activities:

- health promotion community activities/smoke free events
- culturally appropriate educational sessions targeted at priority groups (youth and pregnant women)
- providing positive smoking/vaping messaging using local community members
- local Heroes social media campaign
- raise awareness of quit support.

TVC



PRINCIPAL PARTNER



## YEAR 1 - REACH

### Social Media

- › Social media posts: **10** (Instagram, Facebook, Twitter, LinkedIn)
- › Total Impressions – the amount of times the post hit's someone's news feed and was seen. **\* 65,511 \***
- › Total Interactions – the amount of times fans interact with the post, generally via reactions, comments, shares. **\* 1362 \***
- › Total views – number of times the content was seen by users. **\* 44,266 \***

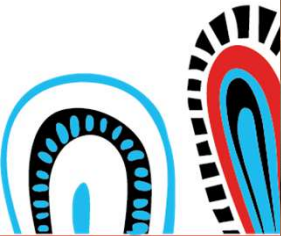
# QUESTIONS

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Sydney Swans

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