



We Breathe

Tackling Indigenous Smoking

PRESENTED BY;

Soozie Gillies “Team Coordinator”, Kate Greenwood “Senior Project Officer”,
Nakia Moreton Stewart “TIS Officer”, Sean Kinchela “Communications Officer”



Making a Community Driven TV Commercial

Who & Where Are We?

3 Countries - Ngarigo, Ngunawal, Yuin

- Grand Pacific Health has run TIS in Queanbeyan, Goulburn, Yass and Cooma for many years – Butt Out Boondah
- Since July 2023, we also cover the South Coast of NSW from Nowra to Eden rebranded to We Breathe – TIS 31st May 2024
- Currently partner with Katungal AMS in Eurobodalla and Bega Valley



Communication Strategy

- **Engaged 33 Creative**
- Workshop with 33 team, all TIS staff and our partners
- We put them on a tight timeframe
- We met with 33 one week and Benny and Alex the next
- Kept communication channels open and flexible





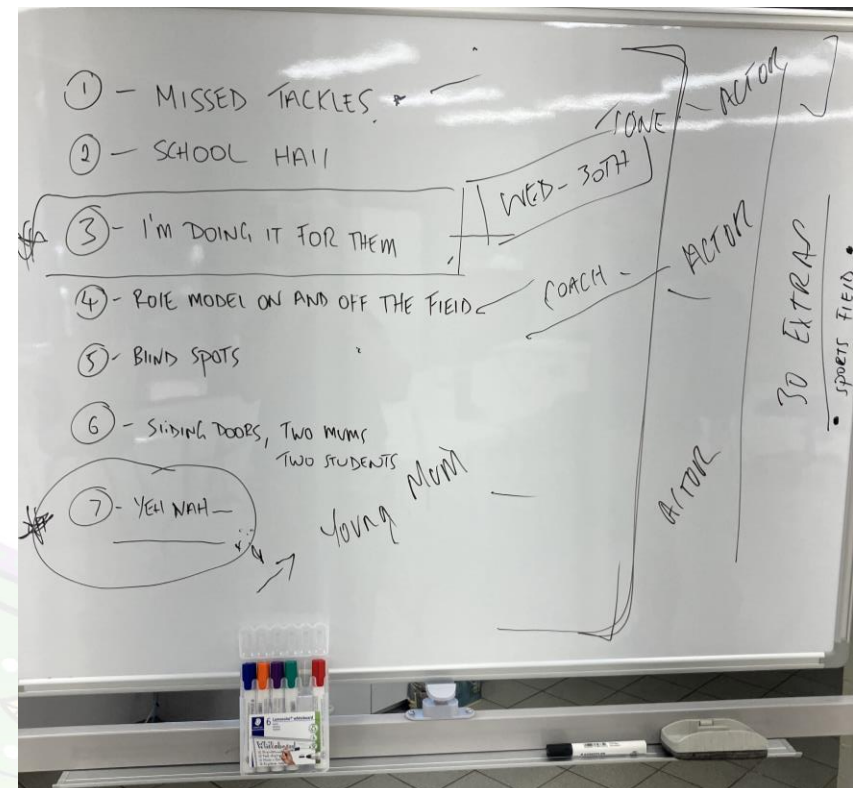
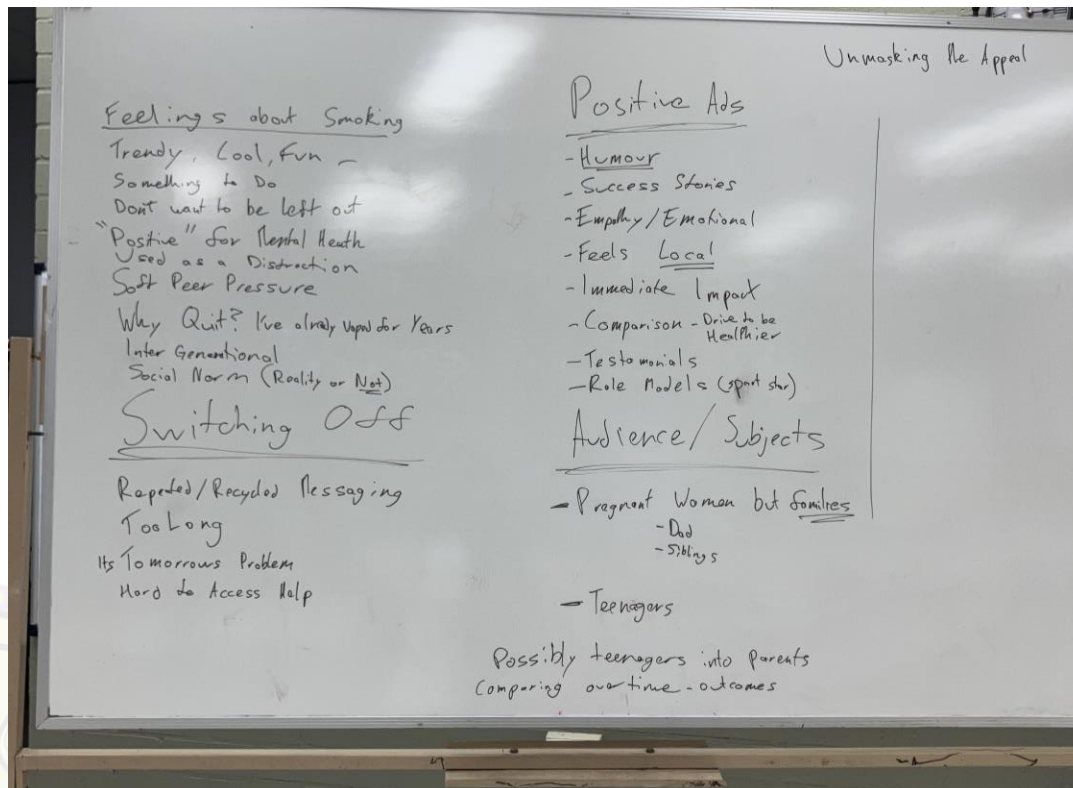
TV Commercial

TVC timeline:

- Started creative content discussions with producer early February
- Completely changed the approach by the end of Feb from telling peoples stories to a storyline
- Creative Workshop March 26th
- Scripts developed by 3rd April locked in by 9th April
- Auditions conducted and cast locked in by 21st April
- First edits 7th May final outputs delivered 26th May
- TVC launched on World No Tobacco Day 31st May
- Included Reconciliation film screening of Occupation: Native

The Creative Process TVC Workshop 26 March

Youth, Elders, Young Mums & TIS Team.



Community Cultural Governance

- Aqua Mobility participants
- Community Ambassadors and Champions
- Aboriginal Health Staff throughout all GPH sites
- Family and friends of We Breathe team
- Aunty Jeans Mogo
- Deadly Runners group
- 2 Local Aboriginal Lands Councils



Auditioning Actors

- **Chicken and chips casting agency**
- The Coach
- Mum to be
- Dad
- Leroy footy player





TV Commercial Filming Day

- **30th April**
- Community actors - The wise aunt, footy players
- Bringing our Ambassadors and Champions
- Locking in a local footy club
- Getting the mob to come along
- Invited community to attend – Shoalhaven, Snowy Mountains, Eurobodalla, Southern Tablelands & Bega Valley
- We had community from all of all of these areas attend and be apart of the filming day.

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Your Invited!

WHO'S INVITED
Shoalhaven, Eurobodalla, Bega Valley, Southern Tablelands, Southern Highlands and the Snowy Mountains regions communities.

INVITATION
We breathe are excited to invite community along to be a part of the We Breathe Tackling Indigenous Smoking and Vaping TVC film day!

LOCATION
We will be filming at the Moruya football fields "Ack Weyman field" on the 30th of April, come along for a free breakfast and lunch and be a part of the filming fun.

EVENT
We are creating an ad to promote our team and health promotion, outlining issues around smoking and vaping in our communities.

Stay tuned in to our socials for any important updates and changes that may occur regarding the film day.

We Breathe		
PRODUCTION	We Breathe TVC	
DIRECTOR	Benny Edwards & Sam Kinsella	
CAMERA	Zac Handaker	
DATE	SCENE	TAKE
30/4/25	Round	1

FACEBOOK

FOLLOW US TO STAY UP TO DATE

INSTAGRAM



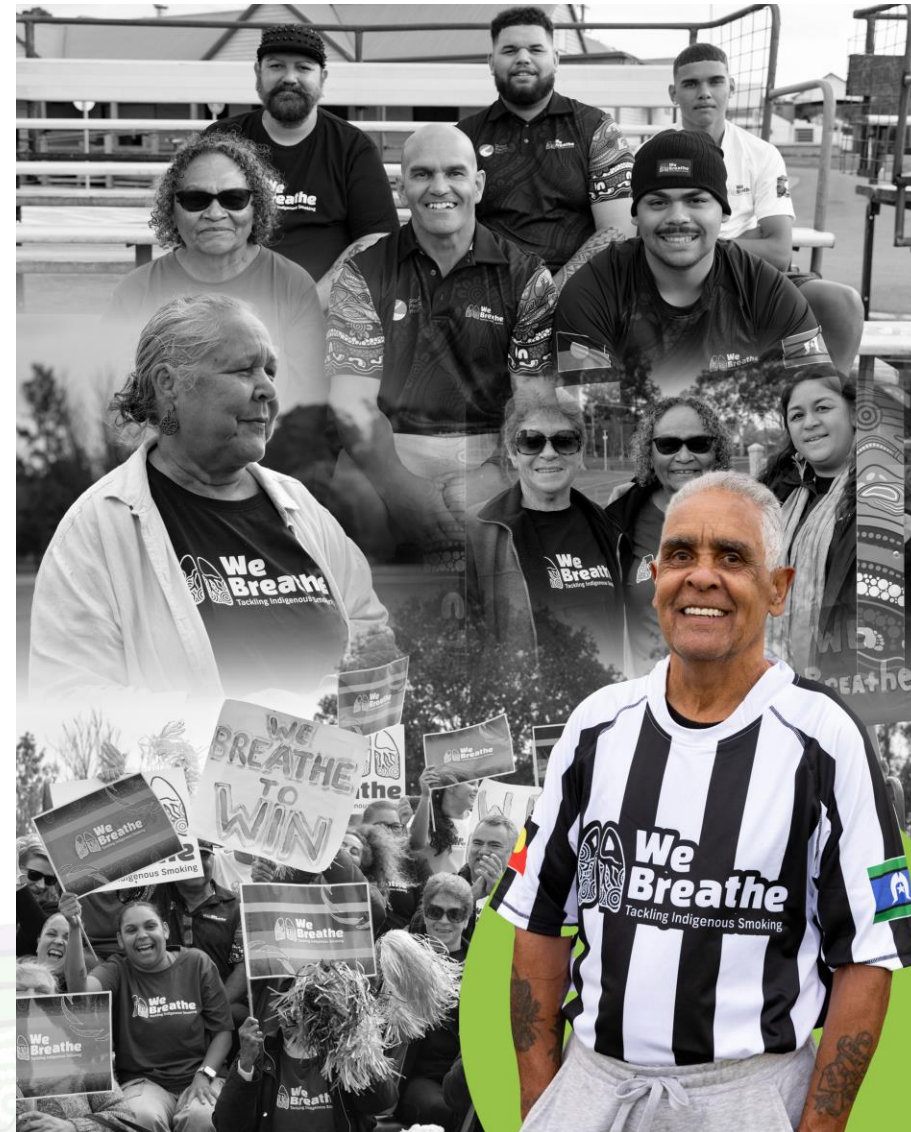
TV Commercial Premiere Day

- **31st May, Word No Tobacco Day**
- We set out with the objective to run this campaign during World No Tobacco Day.
- We decided to premiere the film at our local cinema in Batemans Bay.
- We have invited everybody that was a part of the filming day and the rest of our community to come and watch the premiere before it airs on TV.
- The commercial will also be aired during prime time TV during shows like the Origin, 100% Footy, Lego Masters, and 60 minutes on Channel 9 as well as being aired on NITV during Indigenous rounds and the Koori Knockout reaching as much of our target audiences as possible.
- With early predictions from the broadcasters estimating a reach of over 2 million people.
- PR has also been organised for our premiere day at the cinema with local news coming to run a story on our new commercial and World No Tobacco Day.



Logistics

- **Marquees and Jerseys**
- T-Shirts produced locally
- Getting approvals and permissions
- Booking the field
- Rain events and field closures
- Having enough footy players
- Community Extras for the crowd
- scenes



So Do You Want To See It?





Producer/Director - Benny Edwards " The passion and drive for better health outcomes from the We Breathe team has been inspiring ".

Co Producer – Alex Hardaker " While I was aware vaping was a broader issue, I didn't realise the higher impacts in community until meeting We Breathe".

Co Director – Sean Kinchela " Seeing 7 communities come together to support a smoke free future for our people has been such an amazing experience".

Camera man – Zac Hardaker " The team had this wealth of knowledge of who they needed to talk to in community about this TVC from start to finish.





How To Contact Us:

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- Phone: 0428 308 846
- Website: www.gph.org.au/services/aboriginal-health/we-breathe-tis/

FACEBOOK



INSTAGRAM



WEBSITE

