

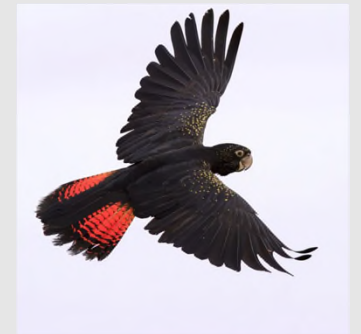
2 September 2025

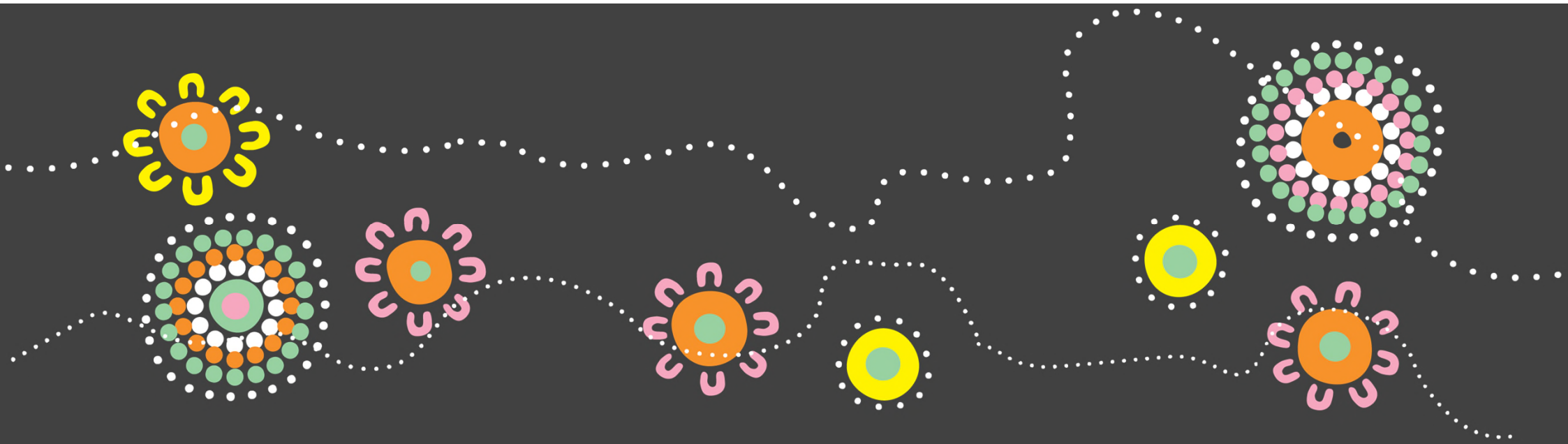


How's the TIS Program going so far?: Learnings from CIRCA's bird's eye view



Lena Etuk
CIRCA – Research &
Evaluation Director

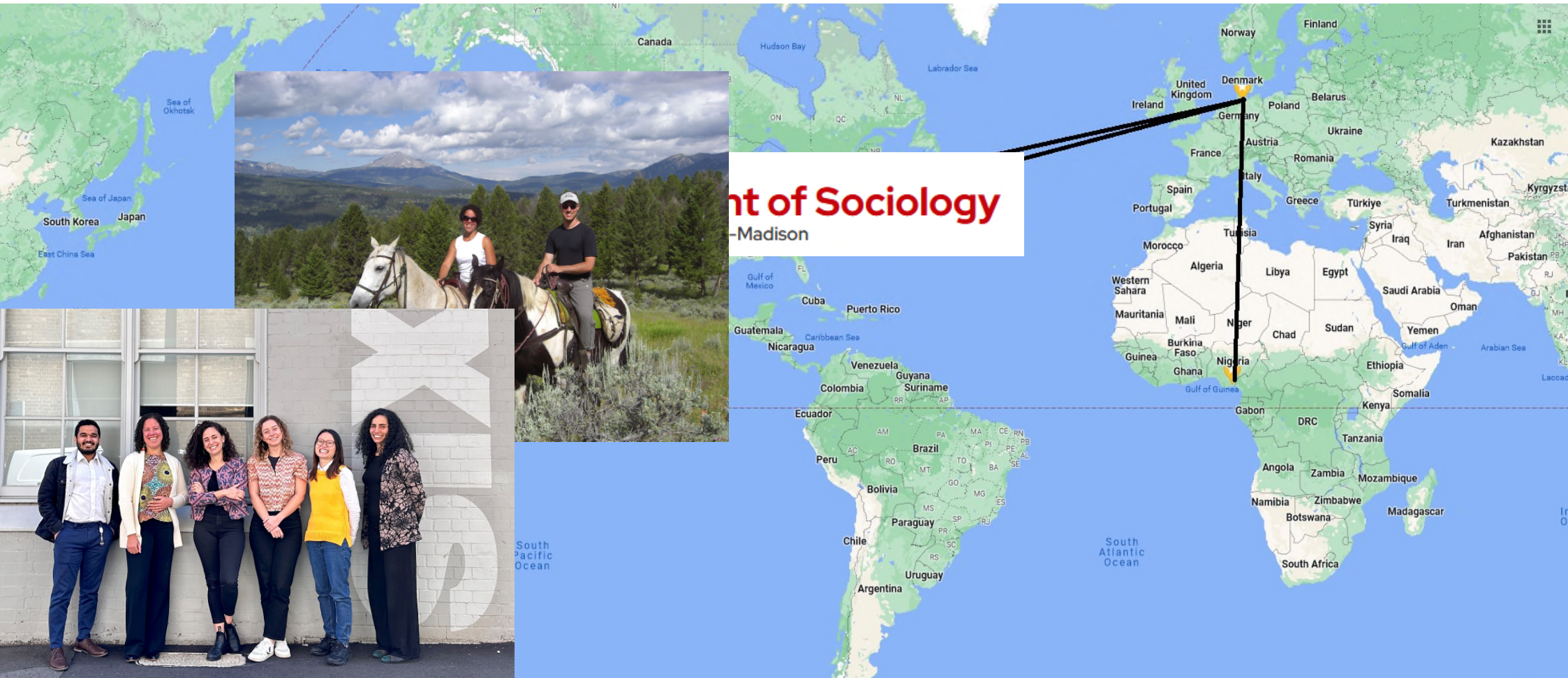




Acknowledgement of Country

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?



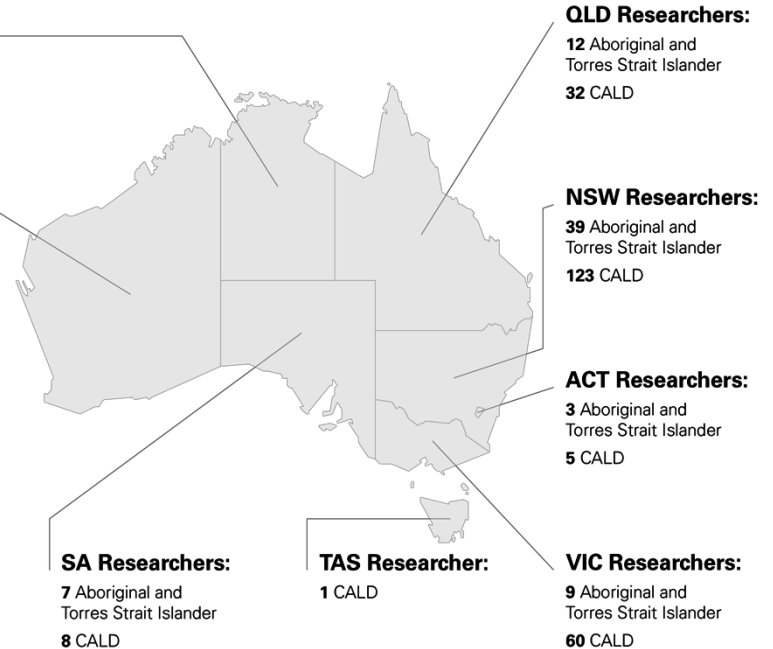
- Established in 2000
- We specialise in market research & program evaluation with Aboriginal and Torres Strait Islander as well as Culturally and Linguistically Diverse (CALD) communities
- Based in Gadigal Country (Redfern)
- CIRCA network spans the continent
- Our research focuses on culturally inclusive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

Who is CIRCA?



NT Researchers:
7 Aboriginal and
Torres Strait Islander

WA Researchers:
8 Aboriginal and
Torres Strait Islander
14 CALD



**Donella
Brown**



**Harley
Coyne**



**Lynette
Dimer**



**Azizah
Roe**



**Rose
Murray**

CIRCA's TIS Evaluation Advisory Group, in WA

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

◦ Working with local communities and services

- 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 (97%)
- Use of evidence and expansion of evidence base by TIS teams

• National Support

- Helps CEOs, TIS Coordinators, and TIS staff

• 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

◌ Working with local communities and services

- ◌ 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 in similar geographic contexts
- Subcontracted organisation access to advice/guidance from NBPU via their TIS lead organisation

• Support from organisations

- TIS budget transparency; Staffing arrangements

• 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 (and back at the office)! ...You and your TIS teams!**
 - 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
 - CEOs: Survey (Oct 2025)
 - TIS Staff: Surveys, interviews, focus groups (Sept-Nov 2025)
 - PR & AWP Data receipt
 - Data analysis
 - Reporting (final due June 2026)

CEOs: Look out for emails from us in late September and October!

