



Wellington Aboriginal Corporation Health Service

December 2025



This story was submitted to the National Best Practice Unit Tackling Indigenous Smoking (NBPU TIS) by Ricky AhSee, Quit B Fit Manager at Wellington Aboriginal Corporation Health Service. Many thanks to the Quit B Fit TIS team for sharing their story.

The Activity

Between August and October 2025, the Quit B Fit team travelled to Orange FM Radio Station to record three locally voiced radio ads for the Quit B Fit Smoke n Vape-Free Families campaign. The recording featured real Aboriginal voices, including a 14-year-old girl from Dubbo, an 8-year-old girl from Wellington, and seven staff from the Quit B Fit team – Wellington Aboriginal Corporation Health Service and REDIE.



The Target Population

The purpose was to make sure the message wasn't just professional, it was personal. Listeners weren't supposed to hear "a service" they were meant to hear family, community and connection.

The ads were broadcast across the Triple M Dubbo radio network, which reaches 24,300 listeners every week. Throughout the campaign, the Quit B Fit team saw firsthand how deeply the radio messaging connected with Aboriginal families.

How did you measure the success of the activity?

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During roadshows, fuel voucher activations and pledges at Black Betty, community members approached staff saying they had heard the ads. People from Dubbo, Wellington, Narromine, Gilgandra and Yeoval proudly shared that they recognised the voices, and young people were especially engaged:

“Hey! That’s Uncle on there!”

Parents told the team that their children were pointing out the voices on the radio and talking about the messages at home — a strong sign that the campaign resonated and stuck

The radio campaign didn’t just create awareness, it changed behaviour.

Across the three-month activity:

- 127 Aboriginal community members took the pledge to keep their homes and cars smoke-free and vape-free
- 79 men and 48 women, mostly aged 17–40, made the commitment
- 108 people entered the fuel voucher draw, creating opportunities for yarns about quitting, protecting children and living smoke-free

The ads represented the three TIS Radio Activity aims, and the results show that the messaging resonated strongly with families across the region.



Summary and conclusion

Quit B Fit will continue to explore opportunities to keep Aboriginal-led voices on the airwaves and promote smoke-free homes, smoke-free cars and healthy futures for our mob.