



Outback Stores Partnership



**KATHERINE WEST
HEALTH BOARD**
Aboriginal Corporation



what's your
smoke free story?

OUTBACK
Stores
Working With Communities





Big Rivers Region

Outback Stores

- Outback stores are Commonwealth owned, with the aim of improving nutrition and health outcomes for remote Indigenous communities.
- OBS manages 58 stores across Australia
- 9 Outback Stores located in Sunrise and KWHB communities
- Profits go back into the community



The Partnership

- Pilot Program - Tobacco Reduction Strategy to reduce overall tobacco sales in Outback Store
- Trialling the Pilot Program in two locations - Jilkminggan and Nitjpurru

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Tobacco Reduction Strategy

Part 1

Implementation of legislative changes in accordance with Public Health (Tobacco and Other Products) Bill 2023.

Part 2

- In-store education
- Community engagement campaigns and events



Memorandum of Understanding

OBS

- Support OBS locations to be compliant and up to date with legislative requirements
- Lead community consultations with key stakeholders and residents
- Provide TIS team with tobacco sales data
- Support collection of photo content and cultural approval of education materials

TIS

- Support community consultations
- Run four Education sessions per year each at each trial location
- Develop educational resources for in-store education
- Supporting smoke-free policies
- Mass media/social media campaigns - through documenting the partnership with a documentary-style video

***First Steps
for each community***

Community Led Consultation with Outback Store Directors

- Consultation with Store directors
- Right for the community
- Community Focus Group
- Understanding community needs
- Tailoring education sessions to the community
- Learning from past events

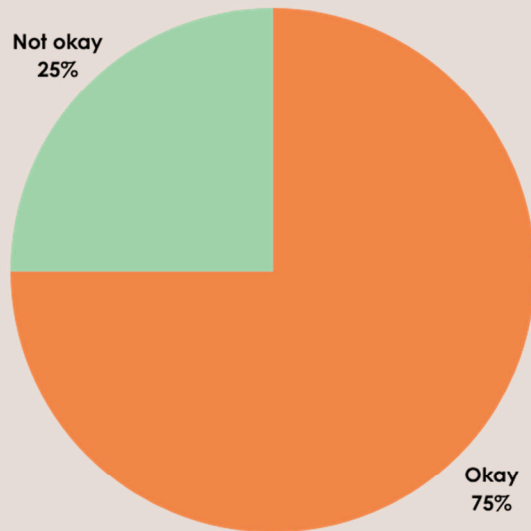




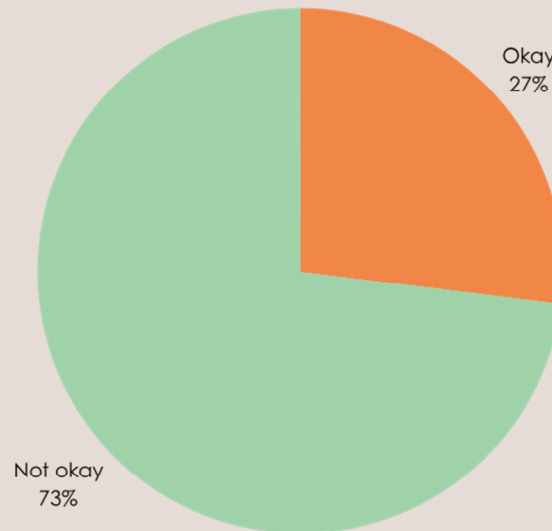
First Community Engagement Event - Jilkminggan Cost of Tobacco vs Fresh Food



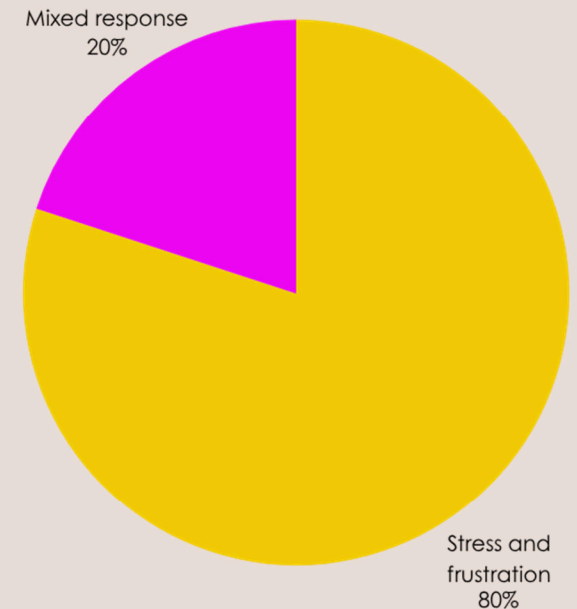
Community Consultation



**A few hours without
smokes sales**



**A whole day without
smokes sales**



**Community
concerns**

Community feedback

Stress was identified as the key concern

Ways the Jilkminggan community could cut back:

- Sport
- Hunting
- Fishing
- Camping

The community wanted to see more partnership and events with the shop and TIS team and more engagement with the community

What's Next ?

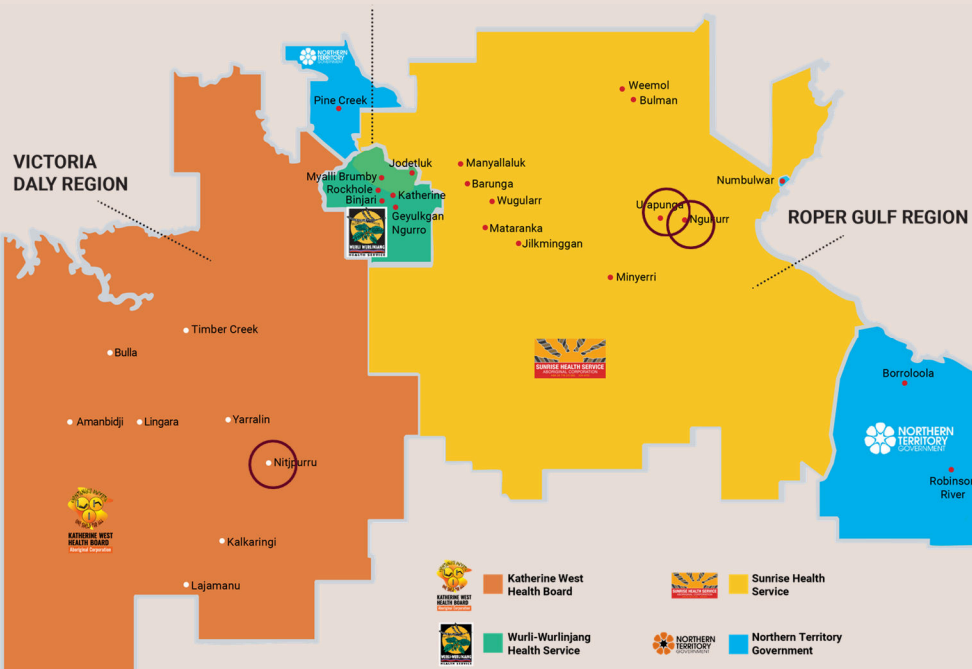


Second Community Event - Jilkminggan

Community Health and wellbeing focus

- Take on feedback from the last session.
- We plan to run a basketball competition and yarn to the community about sharing their worries and the importance of connection with others through sport.
- Build on relationship with the Jilkminggan community.
- Increase health literacy and education.
- Contribute to changing social norms.

Continued Consultation



Consultation with Outback Stores Directors

- Ngukurr
- Urapunga
- Nitjpurru

Support from community



**A big thank you to Anna and Carmel from Outback Stores
Huge support from Store Directors and managers, the community and
Jilkminggan School.**



How to implement this into your TIS team activities

- **Connect with community-run store focused on Aboriginal and Torres Strait Islander health.**
 - *CEQ and Island and Cape - Northern QLD remote communities and Torres Strait Islands*
 - *Outback Stores - Across NT, SA and WA*
- **Consult with the Store directors, who live and work in the community and be guided by their recommendations.**

**Any
Questions ?**