

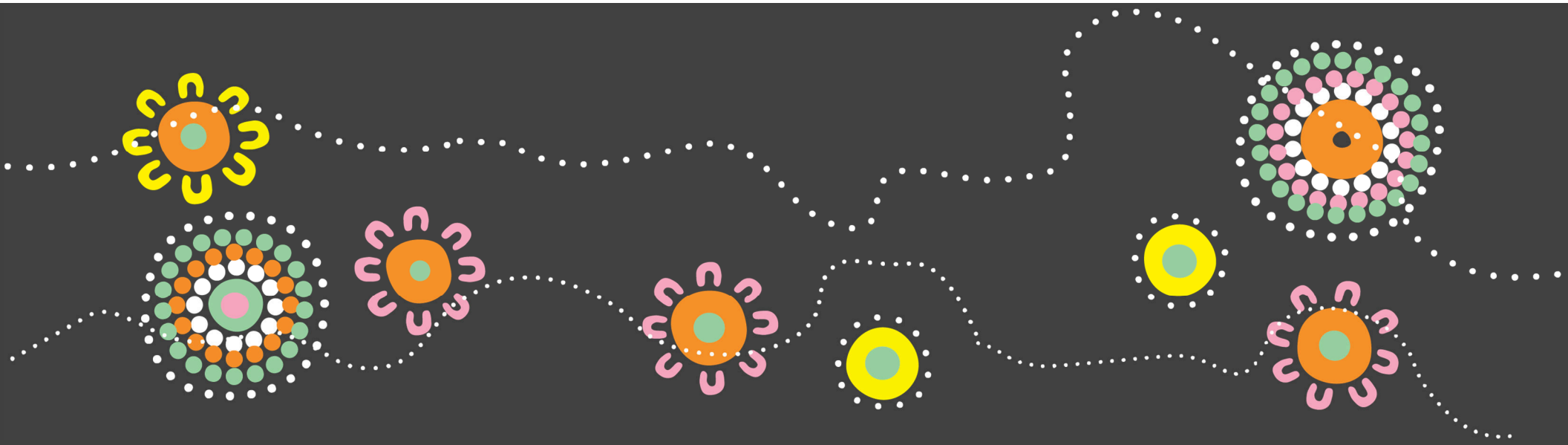
25 March 2026



# CIRCA Evaluation Update



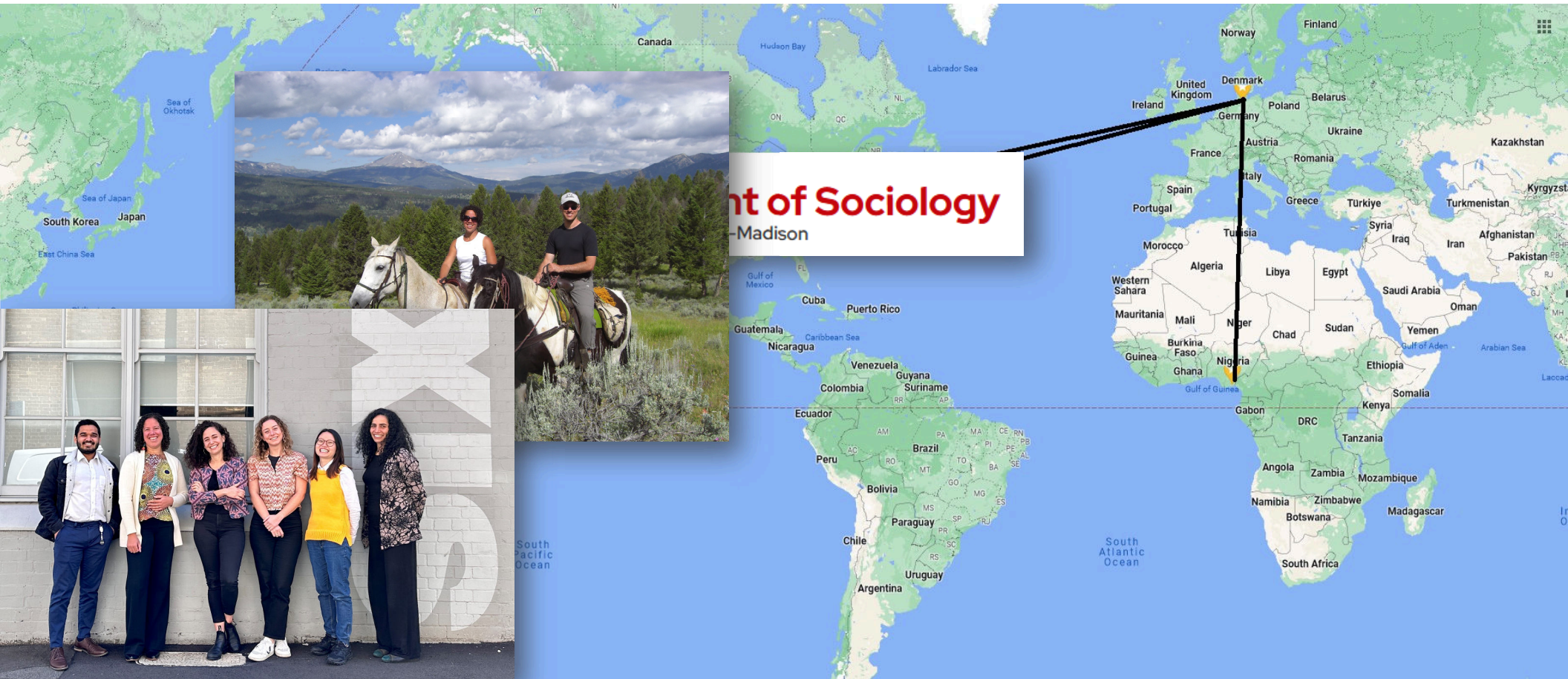
**Lena Etuk**  
CIRCA - Research &  
Evaluation Director



# 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, Culturally and Linguistically Diverse (CALD), and disability communities
- Based in Gadigal Country (Redfern)
- CIRCA network spans the continent
- Our research focuses on culturally inclusive approaches and methods

# CIRCA Evaluation Trivia!

## 1. CIRCA's role is to evaluate what?

- A. If the TIS program is being implemented as intended
- B. The impact of TIS on smoking and vaping rates
- C. Which TIS teams are doing better than others
- D. How individual TIS team staff are performing


# CIRCA Evaluation Trivia!

- 
2. How many waves of data collection is CIRCA doing in this grant period?
- A. 1 wave
  - B. 2 waves
  - C. 3 waves
  - D. 4 waves

# CIRCA Evaluation Trivia!

3. From which of these groups is CIRCA NOT collecting data?
- A. CEOs of TIS grant recipient organisations
  - B. TIS team staff
  - C. Aboriginal and Torres Strait Islander community members
  - D. NBPU

# CIRCA Evaluation Trivia!

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4. Who uses data from your Performance Reports?
- A. CIRCA
  - B. DSS Funding Agreement Managers (FAM)
  - C. NBPU
  - D. All of the above

# CIRCA Evaluation Trivia!

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5. True or false, CIRCA's evaluation findings about the TIS program are always kept secret?
- A. True
  - B. False

# Answers!




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# 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?**

**Now for  
something a little  
different....**



# Group discussion

Think about a time in your life when things didn't quite go to plan...

- What did you learn?
- How did you feel at first?
- How did you feel once you figured out how to fix it or get through it?

# Group discussion

You're all evaluating & learning from your TIS activities! So,...

- What have you learned?
- How have you put those learnings to use?
- Who's made the biggest change?



# Wrap-up



# Where CIRCA's up to in the evaluation today

## Planning

- ✓ Framework
- ✓ Plan
- ✓ Data collection tools
- ✓ Ethics approvals

## Wave 1

- ✓ PR & AWP Data receipt
- ✓ Surveys, interviews
- ✓ Data analysis
- ✓ Reporting

## Wave 2

- ✓ PR & AWP Data receipt
- ✓ Surveys, interviews, Focus groups
  - Data analysis
  - Reporting

## Wave 3

- PR & AWP Data receipt
- Data analysis
- Reporting



- TIS Coordinators!
- TIS teams!
- CEOs!
- National Stakeholders!

# What's next?

- Wave 1 report available here:
  - <https://www.circaresearch.com.au/circas-evaluation-of-the-tackling-indigenous-smoking-program/>



- Wave 2
  - Data analysis
  - Draft report (24 April 2026)

