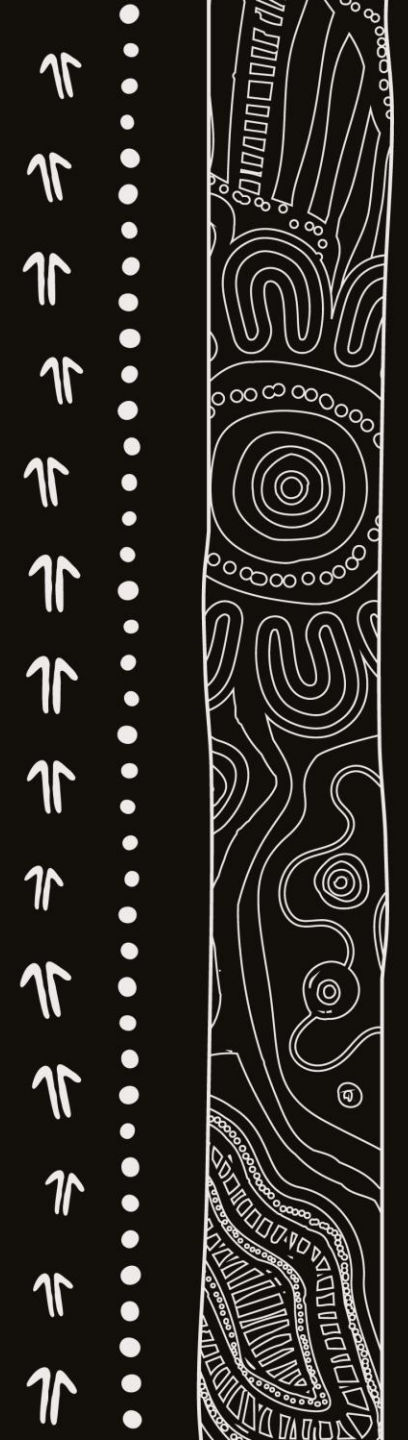


DEADLY CHOICES

Deadly Choices



We acknowledge the Traditional Custodians of the
land on which we meet on and pay our respects
to our Elders past, present and emerging.



DEADLY Choices

Deadly Choices was established in 2010 and is the preventative health arm of the Institute for Urban Indigenous Health (IUIH)

An initiative that aims to improve the **knowledge, attitudes and behaviours** of Aboriginal and Torres Strait Islander people around **living healthy lifestyles**

Empowering mob to take control of their health:

- Avoid or quit smoking and vaping
- Eat healthy and nutritious food
- Exercise daily
- Have an annual 715 Health Check



DEADLY CHOICES INCENTIVES

The only way to get a DC shirt is by
completing a **715 Health Check** or **DC**
Education Program

DC shirt incentive is proven to increase
new and returning clients at CCHS's and
Education Programs



DEADLY CHOICES TIMELINE

2010

1 Healthy Lifestyle
worker & 1 Tobacco
Coordinator

Establishment of
Healthy Lifestyle
Program

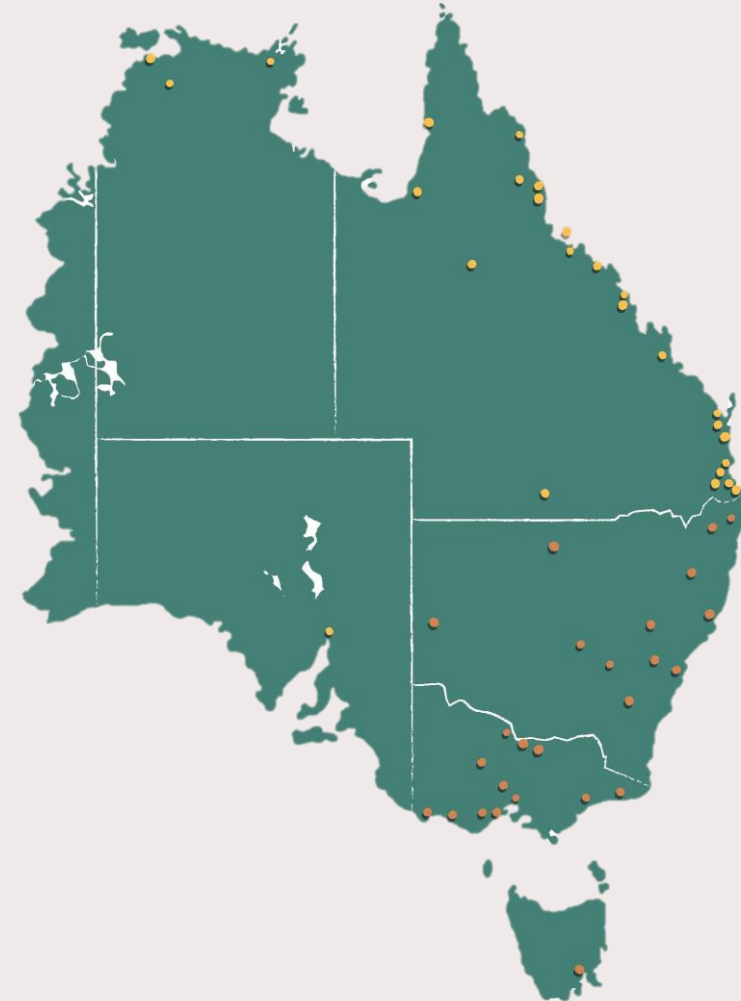
2026

14 Deadly Choices
teams + 3 Deadly
Choices TIS teams

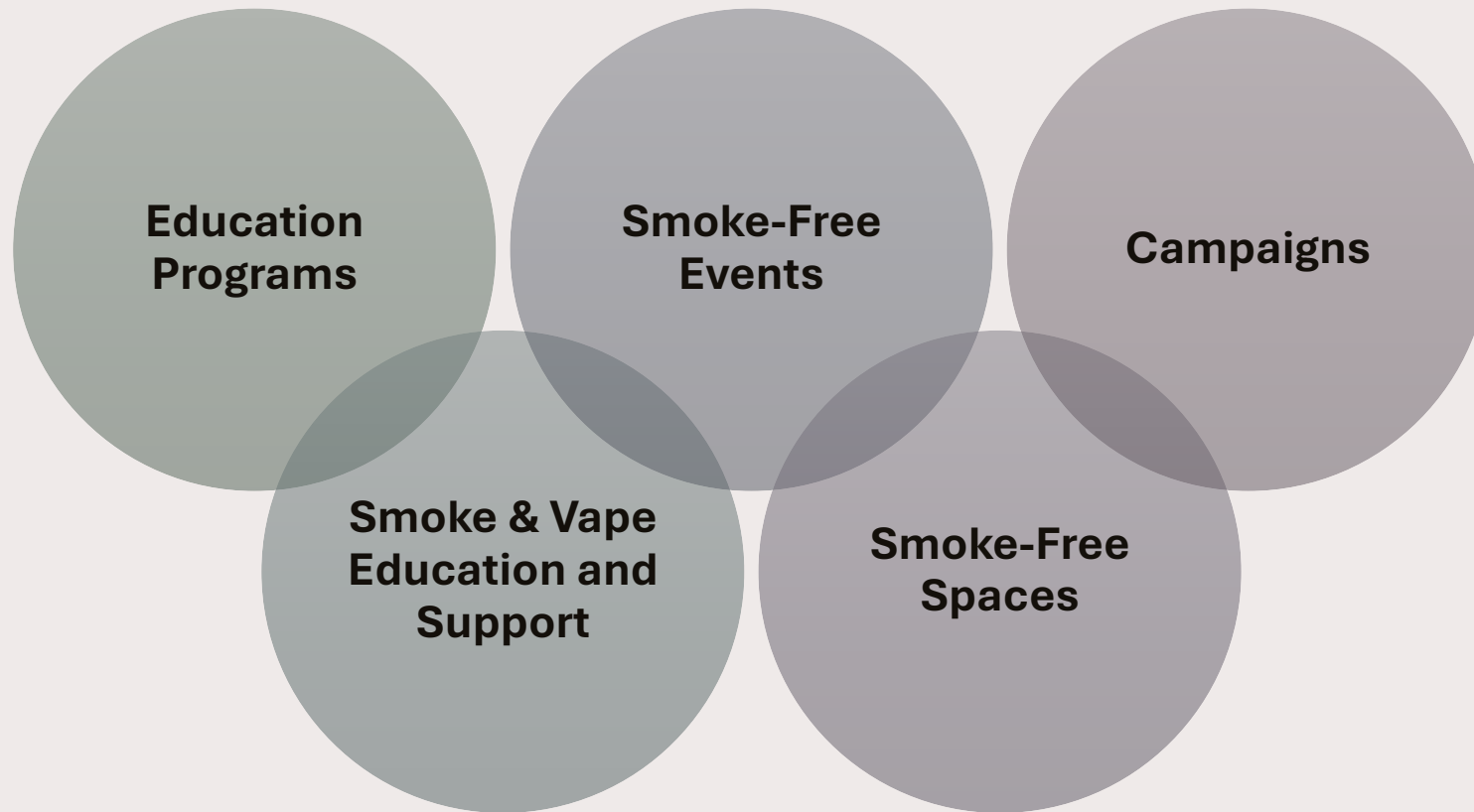
Over 100 staff
employed by the
Deadly Choices brand
in QLD

20 Licensee clinics +
Partners across
Australia

Continuation of
National Health Check
Incentive Expansion



DEADLY CHOICES tis activity



DEADLY CHOICES EDUCATION PROGRAMS (TIS)

- Junior and Senior Healthy Lifestyle
- Junior and Senior Smoke-Free Futures
- Traditional Indigenous Games (P-3)



Smoke & vape education and support

- Education opportunities
- Smoke-Free Yarning Spaces
- Referrals pathways



PURPOSE OF A SMOKE-FREE YARNING SPACE

Deadly Choices ***Smoke-Free Yarning Spaces*** seek to build meaningful connections with Aboriginal and Torres Strait Islander community members, creating a safe space where community feel comfortable to yarn with our staff.

Smoke-Free Yarning Spaces aim to:

- Build connection and relationships with community
- Provide current smoking and vaping information
- Encourage positive behaviour change
- Connect community members to referral pathways to start or continue their quit journey



DC EVENTS

- Smoke, vape, alcohol and sugar free
- To be eligible must have an up to date 715 Health Check
- Range of independent and partnered events



Deadly Choices EVENTS

Regional and Local Events

- World No Tobacco Day
- QLD Murri Carnival

Upcoming Events

- Mount Isa PBR
- Rockhampton Rugby League



DEADLY NUMBERS

2025 - 2026

867

Programs

9.7K

Completed Participants

2618

Health Checks
(including Senior Games)

54%

Completed Participants
From eligible education program
participants

2573

Tobacco Stalls

14.7K

Tobacco Surveys

10.5k

Smoke & Vape Free Pledges

72%

Pledge Conversion

182

Smoke Free Community Events

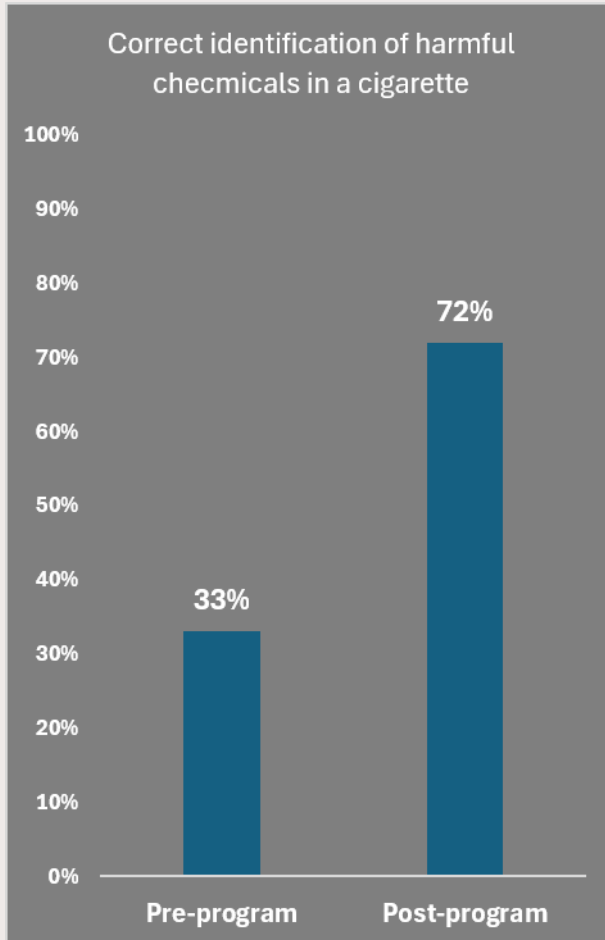
8

Smoke Free Regional Events

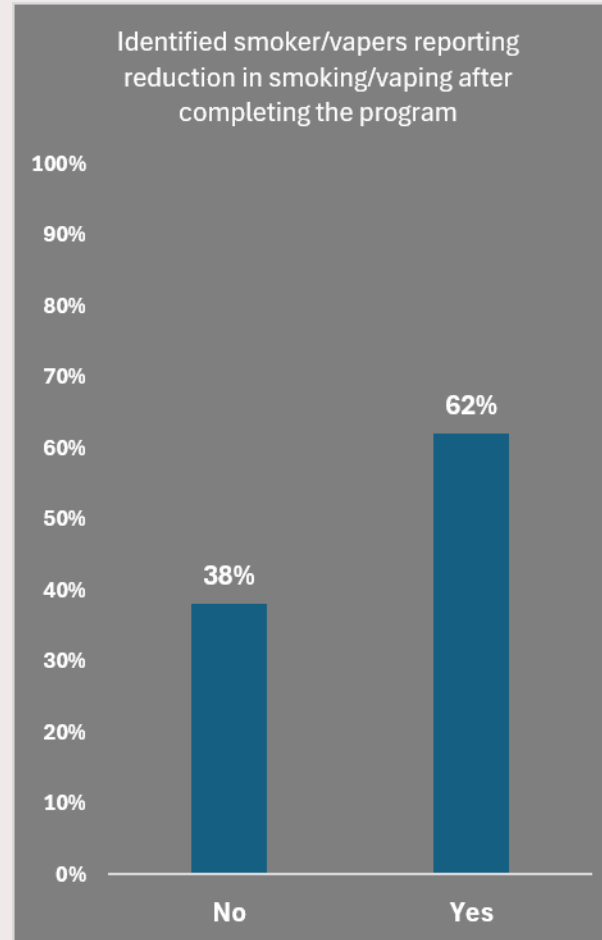


Education program impact 2025-26

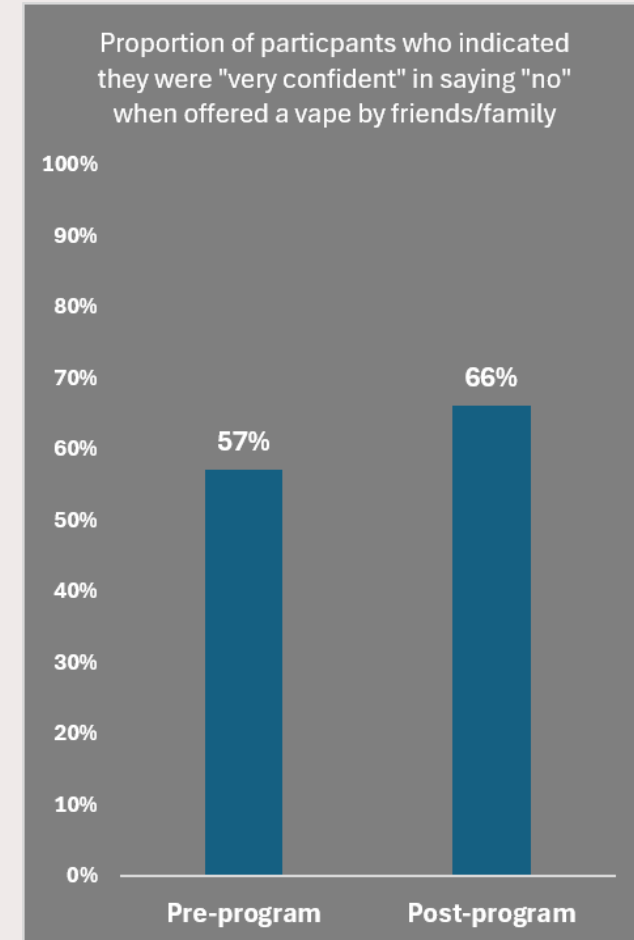
39% improvement in Knowledge



62% reduction in harmful behaviours

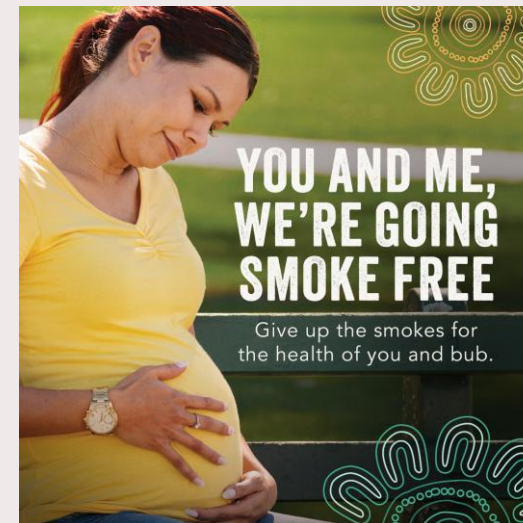


9% improvement in confidence

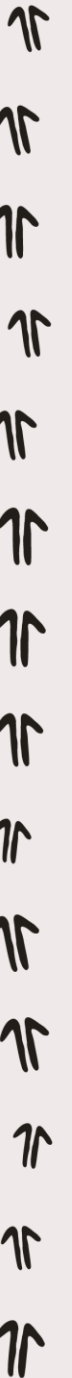


CAMPAIGNS

- Annual campaigns with specific messages
- Cobranding specially designed incentives, event, competitions, etc.
- Campaigns partnered with education and event activations
- Recent campaigns include **Youth Vaping** and **Smoking in Pregnancy**



DEADLY CHOICES Youth vaping CAMPAIGN



Junior smoke-free futures education program

The program supports young people in staying smoke-free and vape-free and reinforces the importance of them being drivers of change, creating smoke-free environments to keep themselves and others safe.

Timeframe: Six 1-hour sessions delivered over six weeks

Age cohort: Students in Year 4 to Year 6

The program features a 16-part animated short series, “**Smokey Joe the Neighbour**,” introducing culturally relevant characters and themes.

Each session including episodes, group discussions, and activities focused on culture and leadership.



Junior smoke-free futures education program

