

WORLD NO TOBACCO DAY

M A Y 3 1 2 0 1 7

BUTT OUT BOONDAH

Grand Pacific Health's Tackling Indigenous Smoking team developed and implemented a manifold community and media engagement strategy in order to raise awareness of smoking and smoking cessation to compliment World No Tobacco Day activities.

Each event was supported by Aboriginal Quitline and Aboriginal Health Workers, with health and smokelyzer assessments available to members of community to directly highlight the impacts of smoking on their health and wellbeing. The events provided an opportunity for TIS staff to undertake brief interventions, disseminate smoking cessation information, and refer members of community to the Aboriginal Quitline.

INTERVIEWS ON 2GN WERE AIRED ON BREAKFAST AND AFTERNOON COMMUTE SHOWS FOR 5 DAYS LEADING UP TO COMMUNITY EVENTS, WITH EAGLE FM GOULBURN AIRING THE INTERVIEW THE MORNING OF THE EVENT DURING PEAK COMMUTE PERIOD.



2 RADIO INTERVIEWS

1 SMOKING CESSATION RADIO SHOW

QUEANBEYAN COMMUNITY RADIO DEDICATED ONE RADIO SHOW TO SMOKING CESSATION WITH CALLERS SPEAKING TO TIS OFFICERS FOR BRIEF INTERVENTION OVER THE AIRWAVES



5 FULL PAGE EDITORIAL FEATURES

THE CANBERRA WEEKLY
THE MONARO POST
THE GOULBURN POST
THE QUEANBEYAN AGE
THE YASS TRIBUNE



40 BRIEF INTERVENTIONS

10 INTERVENTIONS PER LOCATION ON AVERAGE AT MINUTES PER SESSION AT REGIONAL EVENTS

4 QUITLINE REFERRALS



94

TIS Officers leveraged events to survey members of community to gauge awareness of the Butt Out Boondah brand. 20 brand awareness surveys were captured with further surveys to be conducted via Aboriginal Health Workers during community-based health programs and services.

Media coverage and interventions prompted current smokers to contemplate behavior change. For more information:

www.gph.org.au/BoB