

WHAT'S
YOUR STORY
CAPE YORK?



apunipima
CAPE YORK HEALTH COUNCIL



TACKLING INDIGENOUS SMOKING – APUNIPIMA

Who are we?

Apunipima Cape York Health Council

- Emerged out of a health conference held at Pajinka Wilderness Lodge, near Injinoo, in 1994.
- Conference was attended by representatives of 17 Cape York communities and associated homelands concerned about poor health status of Cape York Aboriginal and Torres Strait Islanders.
- Since establishment, Apunipima has grown over two decades, from a small advocacy organisation to the largest Aboriginal Community Controlled Health Organisation in Queensland.
- Apunipima services 11 communities in Cape York
- Tackling Indigenous Smoking services are delivered to these 11 communities.



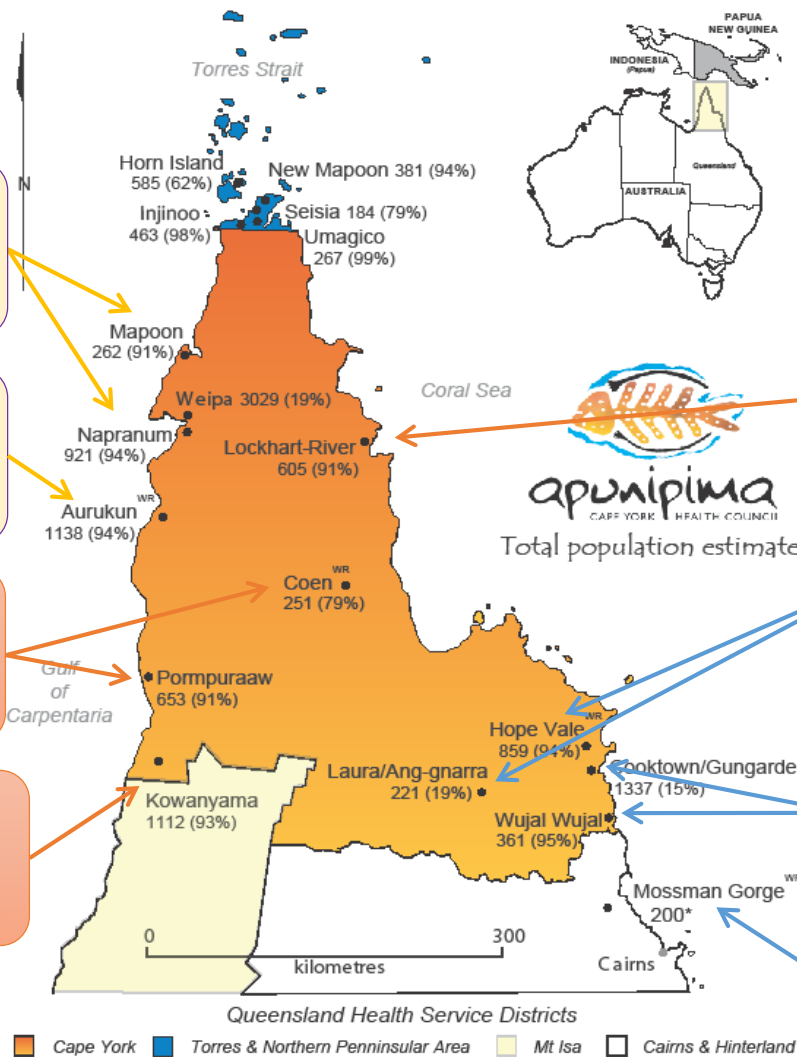
TACKLING INDIGENOUS SMOKING

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APUNIPIMA CYHC



Apunipima Cape York Health Council – Tackling Indigenous Smoking Team



ABS 2006 population data (% of total population who are Aboriginal Australian or Torres Strait Islander peoples) WR = Welfare Reform community
 *ABS enumeration data not available for Mossman Gorge

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What we do?

Tackling Indigenous Smoking Team

TIS Education

- TIS School Program
- Community stalls
- Men's/Women's
Group sessions
- World/National
Health Day events
- Community events

Social Marketing

- TIS campaign
- Campaign videos
- Education videos
- Social media pages
- Community events
- Resource
development
- Radio talk back

Clinical services

- Brief Intervention
- Quitline referral
- NRT referral
- Quit support

Smoke Free Projects

- Community support
for smoke free
homes/cars
- Community support
in establishing no
smoking places
- Development of local
organisation smoke
free policies



TIS Education

The Apunipima TIS education delivery includes:

- TIS School Program – which has evolved over two years. Initially a three session request from Mount Saint Bernard (Herberton), this program has now been delivered in majority of schools in our catchment area. Using feedback from students/teachers and other participants, we will continue to progress the program.
- Community stalls are presented in community regularly, with the consistent presence aiming to increase access to more information, as well as quit support services. A similar delivery style is used when providing education to different community groups.
- TIS staff also promote different Health Days (e.g. World No Tobacco Day, Close the Gap Day, World Diabetes Day, etc.)



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Social Marketing

The TIS team has partnered with the National 'Don't Make Smokes Your Story' campaign. This campaign has:

- Been localised to Cape York and delivered as the 'What's Your Story, Cape York?' campaign.
- Local community members of Cape York are ambassadors for the campaign. These ambassadors share their experiences and messages of the harms of smoking through 'Real Stories' videos, posters, and other local resources

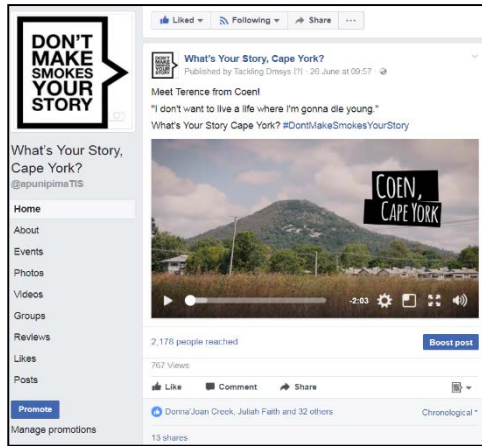
The team develops other resources to promote:

- Risks of tobacco smoking and exposure to second hand smoke, with an emphasis on young people
- Risks of tobacco smoking and exposure to second hand smoke during pregnancy
- Links between tobacco use and chronic disease
- Benefits of quitting smoking
- Promoting the benefits of smoke-free environments



Social Marketing

“What’s Your Story, Cape York?” – Facebook Page



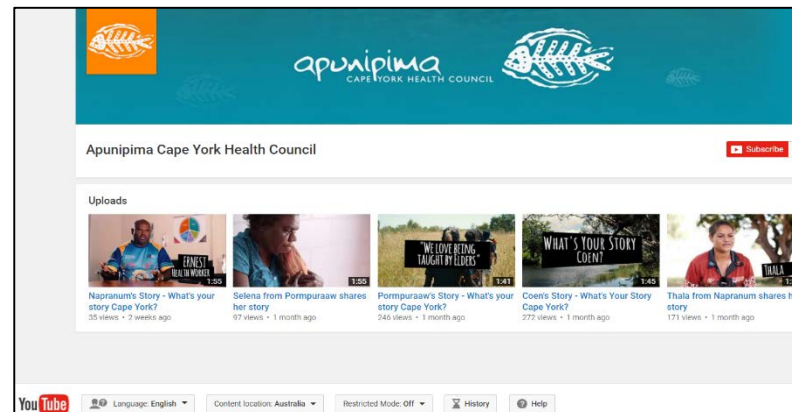
Other Campaign material



Mossman Gorge – DMSYS posters



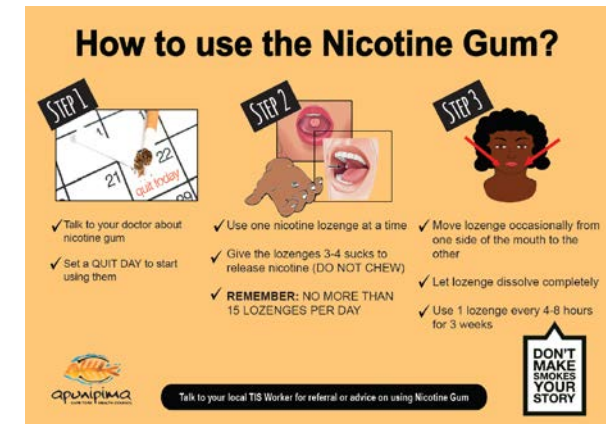
Apunipima – Youtube Page



‘How to’ videos for usage of NRT products



NRT Factsheets



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Clinical Services

TIS staff have been trained in Quitskills, attended brief intervention workshops and other training, equipping them to provide their best services to support community to quit tobacco use. These services include:

- Establishing referral processes/pathways.
- Support clinic staff with health checks.
- Refer clients to Quitline.
- Provide education on NRT products, how to access them, as well as referring clients to the GP for a prescription.
- TIS staff also have access to resources developed for TIS Health Workers and Health Promotion officers, to provide to the client (NRT factsheets and videos, education videos)



Smoke Free Projects

Smoke Free Projects for our Tackling Indigenous Smoking program aim to:

- Provide communities in Cape York with information on the harms of second-hand and third-hand smoke, and QLD Smoking Laws.
- Smoke Free Projects have been developed to:
 - Support families to make their homes and vehicles smoke-free;
 - Work with local organisations to either establish a 'Smoke-free Policy' or updating a current smoke-free policy
- TIS staff work closely with the Apunipima Healthy Communities Project staff to implement these initiatives



Smoke Free Projects

Slide – No Smoking Places Presentation

Tobacco Laws in Queensland⁹



Don't Make Smokes Your Story

Tobacco Laws / 2nd & 3rd hand Smoke – No Smoking Places posters

Slide – No Smoking Places Presentation

What is third-hand smoke?

Third-hand smoke is a tobacco layer that stays on surfaces and in dust after smoking.

It is adsorbed into walls, furniture, clothes, toys and other objects. These poisons from smoking re-enter the air over time.⁶



Don't Make Smokes Your Story



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Thank you for listening.

Any Questions?

