

DANDENONG & DISTRICT
ABORIGINES
COOPERATIVE LTD
TACKLING
INDIGENOUS SMOKING
TEAM





TACKLING INDIGENOUS SMOKING

- ❖ BETTER HEALTH YARNING GROUP
- ❖ SMOKE FREE HOMES & CARS PROJECT
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❖ BETTER HEALTH YARNING GROUP

Our Yarning Group began as a six week pilot program in October 2011, to provide our community's smokers with a smoking cessation support group they could use as part of their quit journey.

In August 2017 we changed this program from weekly to monthly. Due to low numbers of smokers/ex-smokers attending the program we decided to change it to a monthly program, whereupon numbers of smokers and ex-smokers jumped dramatically and made up over 50% of the participants. Our December 2017 event had 38 people attend while all the other months also saw large numbers around 12 plus attending.

By better planning and focusing more on the marketing of this event, instead of just holding a weekly program with little planning, we were able to successfully reach our target audience. Our strategy is to provide specific presenters to assist us with tobacco education, along with lots of games we developed to make tobacco education fun i.e Tobacco Bingo, Giant Jenga, Family Feud just to name a few.***



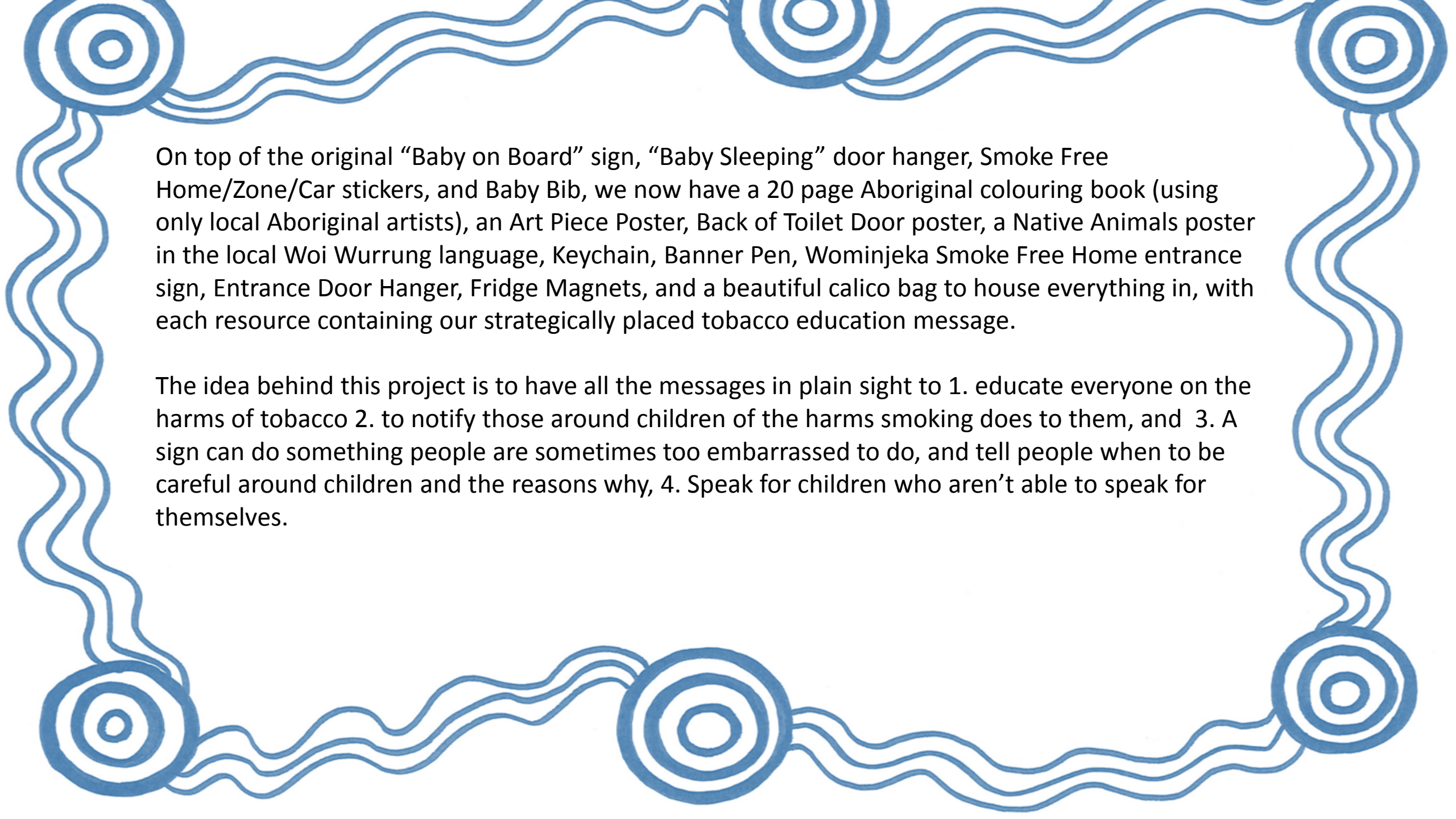


❖ SMOKE FREE HOMES & CARS PROJECT

Our Smoke Free Homes & Cars (SFH&C) project began as a small project with only five resources developed for it, and it eventually blew out to 15 different resources.

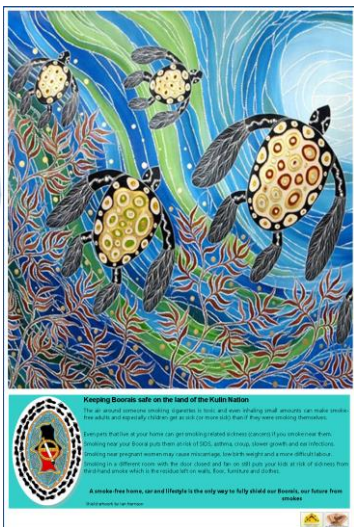
The idea behind it was to develop our own local culturally appropriate merchandise to educate our community to not smoke in their homes and cars, so it began basically as a car window “Baby on Board” sign, a “Baby Sleeping” door hanger, a money box, smoke free home/zone/car stickers and a Baby Bib with its own smoke free message to speak when the baby can’t!

This soon changed to developing each piece of merchandise and turning it into a resource where we would use our local artists beautiful artwork to make each piece attractive, and then strategically place a tobacco education message underneath each piece. This way our community can proudly show off our resources as an art piece, and at the same time our messages will be prominently displayed for all to see and read.



On top of the original “Baby on Board” sign, “Baby Sleeping” door hanger, Smoke Free Home/Zone/Car stickers, and Baby Bib, we now have a 20 page Aboriginal colouring book (using only local Aboriginal artists), an Art Piece Poster, Back of Toilet Door poster, a Native Animals poster in the local Woi Wurrung language, Keychain, Banner Pen, Wominjeka Smoke Free Home entrance sign, Entrance Door Hanger, Fridge Magnets, and a beautiful calico bag to house everything in, with each resource containing our strategically placed tobacco education message.

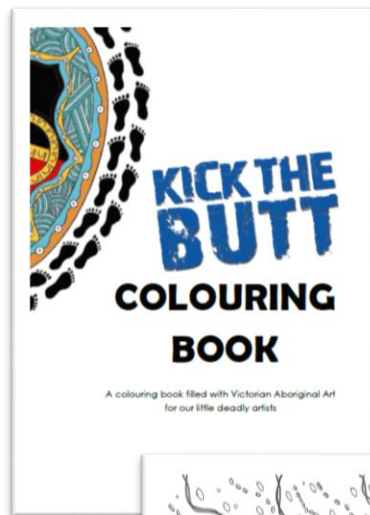
The idea behind this project is to have all the messages in plain sight to 1. educate everyone on the harms of tobacco 2. to notify those around children of the harms smoking does to them, and 3. A sign can do something people are sometimes too embarrassed to do, and tell people when to be careful around children and the reasons why, 4. Speak for children who aren’t able to speak for themselves.



Did you know...?
 Kids get sick if you smoke cigarettes around them. This is because their lungs are smaller than an adults, which means that the poisons in cigarette smoke have an even more powerful effect on them.

Some health problems kids exposed to smoke are:

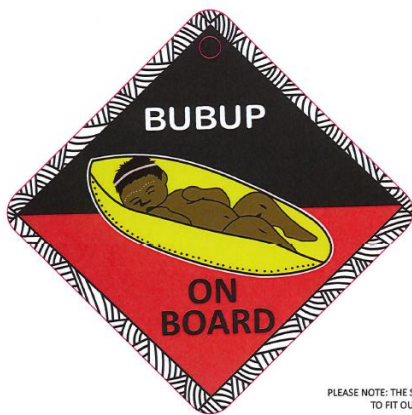
- Asthma
- Coughing, wheezing
- Ear infections
- Chest infections
- Pneumonia and bronchitis



OUR ANIMALS IN LANGUAGE

Balam-balam Butterfly	Waa Crow	Dulum Duck	Bunjil Eagle
Luk Eel	Barraimal Emu	Ngarrrert Frog	Per.ren.un Goanna
Gurrborra Koala	Gurrng-gurrng Kookaburra	Marram Kangaroo	Barrawarn Magpie
Dandan Parrot	Wadjil Pelican	Dulaiwurrung Platypus	Walert Possum
Dalanarron Shark	Bundabun Turtle	Warrinj Wombat	Dalakburung Yabby

Woi Wurrung language of the Kulin Nation
 Keeping Boorais safe on the land of the Kulin Nation
 The air around someone smoking cigarettes is toxic, and even inhaling small amounts can make smoke-free adults and especially children get sick (or more sick) than if they were smoking themselves.
 Smoking near your Boorai puts them at risk of SIDS, asthma, croup, slower growth and ear infections. Smoking near pregnant women may cause miscarriage, low birth weight and a more difficult labour.
 Smoking in a different room with the door closed and fan on still puts your kids at risk of sickness from third-hand smoke which is the residue left on walls, floor, furniture, clothes and hair.
 Even pets that live in your home can get smoking related sickness (cancer) if you smoke near them.
A smoke-free home, car and lifestyle is the only way to fully shield our Boorais, our future from smoke.



PLEASE NOTE: THE SL TO FIT OUR

Success Stories

Kylie Semmens

My reason for quitting smoking is because I fell pregnant with my fourth child. Plus the morning sickness didn't help!
 How I quit smoking: I just stopped due to morning sickness. I couldn't stand the smell and taste of it.
 Since quitting, my sense of smell and taste has completely changed. It is so much better. I also am saving a bit more money too. My kids are happy, they don't hassle me for smoking.
 My advice to others wanting to quit: Set your mind to it and try. Seek help if you need it.

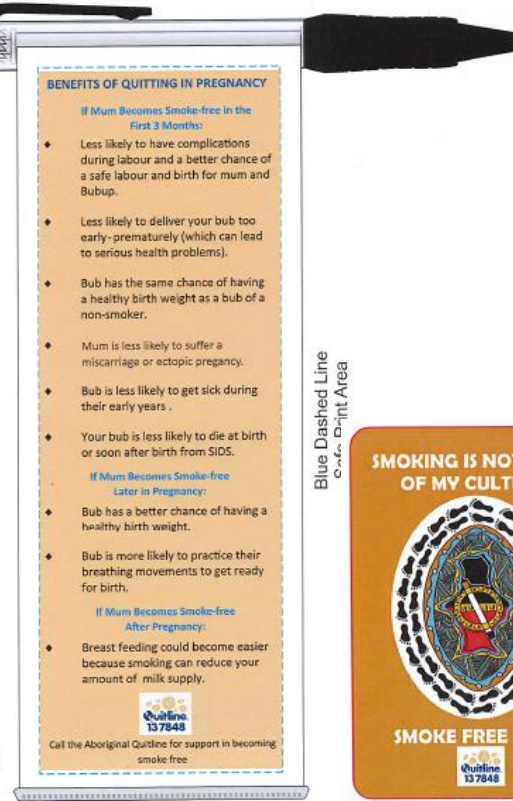
Name: Kylie Semmens
 I have 4 kids - 2 boys Myles and Chayce and 2 girls Tahleya and Madida.
 I've worked at QSOACS for the last 4 years as the Care Coordinator.
 How long did you smoke for before you quit?
 15 years
 When did you quit? 15th June 2016

Keeping Mum and Bubup Safe During Pregnancy

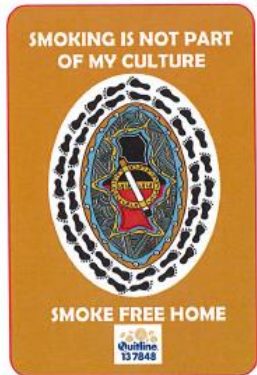
Everything mum eats, everything she drinks and everything she breathes goes straight to baby. Grow them up strong, keep cigarette smoke away.

Babies of mothers who smoke are at risk of not growing to full term (past 36 weeks)
 Quit smoking for an easier labour and recovery
 Smoking can reduce your ability to breastfeed
 Nicotine restricts the flow of oxygen and nutrients in the placenta that connects mother to baby

A smoke-free home, car and lifestyle is the only way to fully shield our Bubups from cigarette smokes



Blue Dashed Line
Print Area





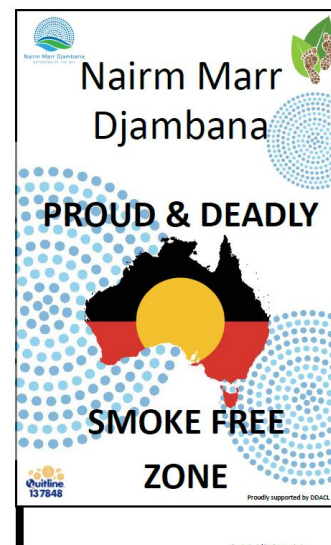
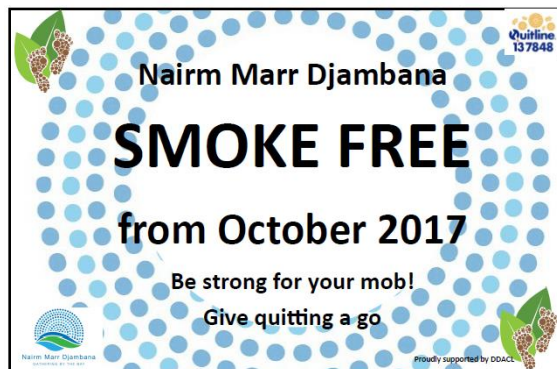
❖ SMOKE FREE GATHERING PLACES PROJECT

After developing our own Smoke Free Workplace policy and making our host organisation smoke free, we decided to use the same model to bring about smoke free workplaces at other organisations in our catchment, and we thought the best place to start would be at the five Aboriginal Gathering Places located around our district (plus this would give me lots of things to write in the Indicator 5 section of my TIS reporting 😊).

We found developing resources such as sublimated t-shirts and lanyards along with beautiful signage using artwork from local artists would bring about quicker ownership of the smoke free policy, plus using their own smoke free messages on each resource would help make the transition to being smoke free so much easier, with a bigger buy in from their community.

Each venue would be offered the same package of 1. Ten sublimated uniform t-shirts, 2. 100 sublimated lanyards, 3. Five large “No Smoking” signs, 4. Two “No Smoking” A-Frames and 5. \$500 we donate to their Launch Party to celebrate them going smoke free.

Along with these resources we also assist them to develop their own smoke free policy which their board of directors must first pass before we start, and this includes most importantly a discretely placed Designated Smoking Area far away from the view of children to prevent negative role-modelling.



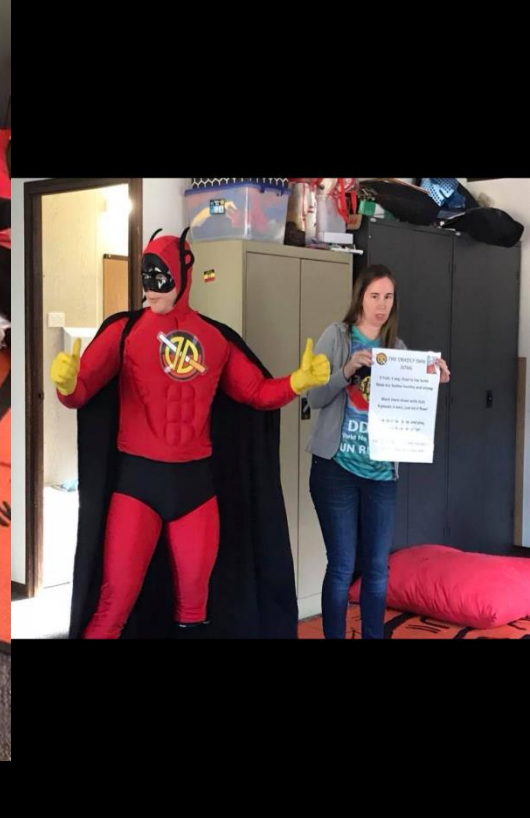


❖ DEADLY DAN DAY

The idea of this program is to feed tobacco education information into young Aboriginal children at play groups so they can develop healthy lifestyle values which will hold them in good stead throughout their lives, as well as providing this information to their parents, and other close family who smoke. Ideally, we are strategically recruiting young smoke free warriors to take the stuff they learn from us and repeat it to their family and friends.

The Deadly Dan song and dance developed by the VAHS TIS Team, and the “Deadly Dan in action” skit developed by our TIS Team can teach the children very basic brief intervention skills they can then use on their family and friends.

After three of these days, the children at the graduation ceremony on the 3rd day and after they have memorised the song developed by the VAHS TIS Team “2 fruit, 5 veg...” all receive a beautiful sublimated Deadly Dan T-Shirt with Possum Skin Cloak attached (again developed by the VAHS TIS Team) and also a Smoke Free Crusader badge inside a leather wallet (not developed by the VAHS TIS Team) to take home with them so as to remind them of the important role they now have in their family and friends lives.





❖ WORLD NO TOBACCO DAY FUN RUN

At the beginning of 2016 after we found out we would be losing the physical activity and nutrition guidelines from our funding directive, we decided to be really strategic in placing as much physical activity as possible in our tackling of indigenous smoking, because we all know giving up smoking is best done using a holistic viewpoint, and we need every weapon available when trying to change cultural norms in our community especially when we are fighting an insidious evil such as Tobacco.

Thus, we decided to celebrate World No Tobacco Day with a 5km Fun Run/Walk around the culturally appropriate Frog Hollows Wetlands around Hallam and Endeavour Hills (even though the name Endeavour is not culturally sensitive in itself ☹).

The fun run is not just a physical activity, having developed into a quite large Health Promotion with our partnership organisations attending and promoting better health outcomes in our supplied marquees. If you include inflatable amusements for both kids & adults filled with water, on top of great weather, then you have a lot of happy faces having the time of their lives. ***

Funnily enough, even with gale force winds and torrential rain the same people can have nearly as much fun! (unfortunately though inflatable amusements by law are cancelled in this weather☹)







❖ WORLD NO TOBACCO DAY COMMUNITY BARBECUE

Everyone agrees World No Tobacco Day is the most important date on the Tackling Indigenous Smoking calendar, so we celebrate it twice a year. We have our Fun Run strategically placed in March to capitalise on the supposedly great weather, and we also have our Community Barbecue in June which always falls less than a week after the actual WNTD date of the 31st of May. This year our event will be held the next day on June 1st.

On top of our tried and true celebrations using live music, healthy food and neck massages, we also had a Smokerlyser Challenge where everyone (both smokers and non-smokers) participate to go smoke free for the entire event, and all those who return at the end of the day and blow a reading lower than when they first arrived win two native plants. Last year this competition was a huge success, with 78 people (of the approximate 100 attending) participating in the challenge, and 64 of them blowing a lower reading and winning the plants.

As part of the celebrations we also unveiled our “Quit Champions Wall of Honour”. Seven of our community members who had quit smoking for over a year volunteered to have their picture and story placed on our wall for all to see. Each WNTD we intend on adding new members as they win their battle with tobacco.



Quit Smoking Community Champion

I started smoking hanging out with the 'kool kids' at school. My motivation to quit was my health, kids, family and grandson.

How I did it was by being strong minded, knowing this was not setting the right example for my 2 boys and grandson

Since quitting my life has been amazing! I can breathe so much better and my brain is not foggy no more. There was so much I have missed out on with sport. I'm feeling and smelling food, feeling so much more happy. My whole outlook on life is forward from now on. Life has been awesome.

My advice for someone wanting to quit- Your health is way more important than putting a smoke to your mouth. Think of family, your kids and health

Name:
Jody Maynard

About me:
Palawa/Bunurong women

How long did you smoke for before you quit?
25+ years (too long hehe!)

When did you quit?
19th June 2015

Jody Maynard

Smokerlyzer Challenge!



Everyone can participate -

- Get a reading on the carbon monoxide reader (called Smokerlyzer) of:
- 4 or below
 - A reduced reading (blow in the smokerlyzer at 11am and don't smoke until 2pm your reading will drop)

And you will get the prize!!!

Good Luck!

See Pushpa in the marquee





❖ TOBACCO EDUCATION IN GROUPS & SCHOOLS

After working in this role for nearly 7 years now, I had an epiphany and the only way we are going to win this war against Big Tobacco is to take this war into their biggest growth market area, and fight the war head on, so the battle ground to win this war is the schools our children attend!

For the last 4 years this team has been working with children of all ages, educating them on tobacco in different types of groups, from Play Groups, to After School Groups, and also our culturally specific groups Boys on the Bounce and Girls on the Go, which take our Aboriginal children out of schools at a certain age and teach them about their culture.

This small group work has given us the experience we needed to develop an experiential teaching style based on games and role-playing which has been extremely successful, and given us the courage to take the next step and go into schools.

During this time we have developed many fun games and resources by tweaking mainstream games and making them culturally appropriate and tobacco orientated.



The games and resources we have developed to take into schools are;

- Tobacco Education Feltman
- Shopping Basket of Poisons- a basket full of replica poisons i.e. Acetone-nail polish remover, Cadmium-lead battery, Cyanide-replica canister of cyanide gas used by the Nazi's, Ammonia-urine sample, Carbon Monoxide-exhaust pipe, Benzene-Petrol container, Tar-a piece of bitumen etc.
- Role playing games- Practice the Tactic to combat peer pressure
- Tobacco Family Feud and Smoking Celebrity Headz
- Giant Jenga
- Kaboom
- Tobacco Education Catch Ball
- Memory Watch
- Spear the Kangaroo

On Monday the 23rd of April I mailed the principals of the 208 schools in our catchment, a letter introducing them to my team, explaining what we are capable of in the area of Tobacco Education, and requesting to educate their Aboriginal children (but don't mind if other children were part of the group). In just over a week, I have had ten schools contact me interested in us attending and educating their students. ***



❖ KICK THE BUTT SOCIAL MARKETING CAMPAIGN

In April 2013, in conjunction with the Hawthorn Football Club and their Cultural Ambassador Shaun Burgoyne, we launched our social marketing campaign “Kick the Butt” with a series of 4 television commercials on NITV and SBS, 2 radio commercials, a series of print media ads, 87 Bus Billboards, a website focused at youth prevention and the accompanying social media sites on Facebook, Instagram and Twitter.

In 2015 we relaunched our rejuvenated website after spending much time improving it so as to provide a place our youth can visit as part of their development into healthy happy smoke free crusaders.

Our new improved website now includes;

- ✓ SMOKING SECTION-Facts about smoking, What smoking does, What’s in a cigarette
- ✓ QUITTING SECTION- Tobacco Cessation Worker, Quit Stories, How to quit
- ✓ ABORIGINAL CULTURE- Aboriginal maps, Sites of significance, Meet the Elders
- ✓ FUN STUFF- Butt Kicking Video Games, Our Videos made with HFC and our community members
- ✓ WHAT’S NEW

GAMES

VIDEOS

NEED HELP?

THE ONLY TIME QUITTING HELPS YOU WIN!

MOUTH

Smoking affects everything in your mouth in different ways. It changes the bacteria in your mouth to be more acidic, meaning that you are more likely to have tooth decay. Smoking stains your teeth, making your pearly whites an ugly yellow.

Smokers are much more likely to develop gum disease which means your gums become swollen, bleed more easily, you develop sensitive teeth and you are at a much higher risk of losing teeth, in fact smokers are twice as likely to lose teeth than non smokers.

Tobacco gives you bad breath and ruins some of your taste buds, so you won't be able to taste your favourite foods and you are more likely to develop oral cancer than non smokers.

MEET THE ELDERS

ANDREW GARDINER
"Don't start. Stay strong in your culture and your belief in yourself to know the right"

OLIVE ARMSTRONG
"Have your own willpower and don't be talked into anything"

NORMA MAYNARD
"That stuff's no good for ya!"

PAT OCKWELL
"Smoking does so much damage to you. It starts a lot of problems"

DOUG SMITH
"Don't do it. It's no good for your health. Health is more important than smoking"



June Blog Post Winner - Lauren Gittens!

MY SHORT STORY ABOUT CIGARETTES By Lauren Gittens, aged 11. So, today my friends just asked me if I wanted a smoke. I turned around and yelled "NO!" I remembered my I got very sick. I regretted the day, g was "the worst"

13 SURPRISING FACTS

I Learnt When I Became SMOKE FREE

13 Surprising Facts I Learnt When I Became Smoke Free

Everyone's smoke free journey is different with unique challenges and insights. We've asked some of the ex smokers in our office



❖ SOCIAL MEDIA

If we are going to be serious about properly connecting with our community, then there is absolutely no easier way than social media! Facebook in particular is fast becoming the quickest way to notify our Aboriginal community of new programs and upcoming events. ***

Youth in particular are the highest users of social media, however every day more and more adults and senior citizens are moving with the times and becoming slaves to their smart phones and tablets, so those choosing not to use social media to advertise events and programs do so at their own risk of losing touch with their people.

Our community uses Facebook predominantly, with the younger adults and youth also using Instagram a lot, and we are finding the younger generation using Snapchat which we intend on starting our own account there too.

We have yet to “Boost” any of our Facebook posts, but have heard only good things from people who have including social media specialists, so we intend on investing some money into boosting future posts advertising our events in hope it will considerably increase participation from our Aboriginal community.

KICK THE BUTT
Kick the Butt
Published by Hootsuite [?] · 30 April at 17:23 ·

Keep our bubs, our future, strong and deadly and safe from the 7000 chemicals in cigarette smoke #Kickthebutt #kooirpride #bubup

THE TOXINS FROM CIGARETTE SMOKE



GO EVERYWHERE THE BLOOD FLOWS

181 people reached

Boost Post

KICK THE BUTT
Kick the Butt
Published by Hootsuite [?] · 13 April at 16:55 ·

People who smoke rollies are exposed to the same toxic chemicals as those who smoke factory-made cigarettes. Don't be fooled - all tobacco kills #kickthebutt #besmokefree



422 people reached

Boost Post

Like Comment Share

4 Most relevant

4 shares

Write a comment...

Donna Cobus Tracey Lee Ludwick Brian Cobus Lyn Lee Nathaniel Walker Talisa Jade

Like · Reply · Message · 3w

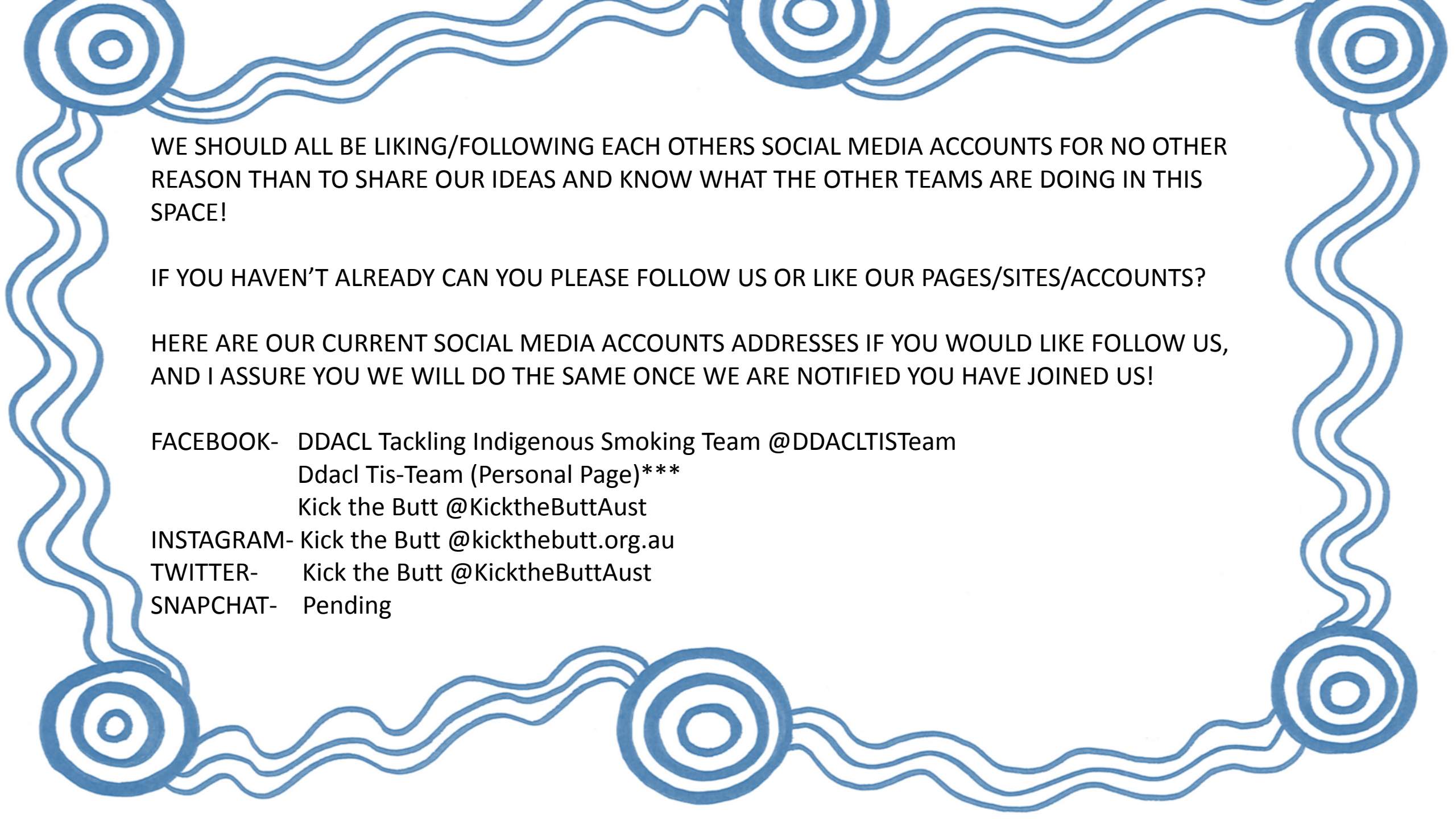


THIRDHAND SMOKE CREEPS OUT OF SOFT TOYS



AND FURNITURE LONG AFTER YOU PUT OUT THE CIGARETTE

Kick the Butt @kickthebuttjust 6/12/17
Even if you don't smoke when the kids are there, the poisons are absorbed by things in the room #kickthebutt #quit



WE SHOULD ALL BE LIKING/FOLLOWING EACH OTHERS SOCIAL MEDIA ACCOUNTS FOR NO OTHER REASON THAN TO SHARE OUR IDEAS AND KNOW WHAT THE OTHER TEAMS ARE DOING IN THIS SPACE!

IF YOU HAVEN'T ALREADY CAN YOU PLEASE FOLLOW US OR LIKE OUR PAGES/SITES/ACCOUNTS?

HERE ARE OUR CURRENT SOCIAL MEDIA ACCOUNTS ADDRESSES IF YOU WOULD LIKE FOLLOW US, AND I ASSURE YOU WE WILL DO THE SAME ONCE WE ARE NOTIFIED YOU HAVE JOINED US!

FACEBOOK- DDACL Tackling Indigenous Smoking Team @DDACLTISTeam
Ddacl Tis-Team (Personal Page)***
Kick the Butt @KicktheButtAust

INSTAGRAM- Kick the Butt @kickthebutt.org.au

TWITTER- Kick the Butt @KicktheButtAust

SNAPCHAT- Pending