

# Ready Mob

Really Evaluate And Decide Yourself  
Make Ourselves Better

Tackling Indigenous Smoking Program  
Mid North Coast Region

Grant Recipient- Galambila Aboriginal Health Service



# Our Region



# Our Population

15,403 total Indigenous population  
5.9% of the total population

Higher population areas

Kempsey 11.6%

Bowraville 14%



# 3 different communities

Gumbaynggirr – Dunghutti – Birpai

7 Ready Mob workers

3 locations- Coffs Harbour- Kempsey- Port Macquarie

All staff will be Health Practitioners within 1.5 years.

Also skilled in mindfulness, emergency counselling, trauma, health promotion, program design, and event management.



# Action Plan

## New Action Plan in 2017

Based on outcomes that we could realistically measure

Eg. 10 schools in the region to imbed evidence based Ready Mob tobacco programs in their curriculum

Not vague percentages that could not be evaluated.

Eg. 75% of youth receive tobacco education



# Social Media



Ready Mob's Facebook showed continued growth between July 2017-December 2017.

- There were 120 posts throughout this period
- Facebook likes have grown from 1722 to 1828
- Facebook Followers have grown from 1669 to 1780
- Number of organic reach was 12956
- Number of users that liked, shared, or commented 2576



# SMOKING

ISN'T PART OF OUR CULTURE

## COME JOIN US

TO MAKE **OUR MOB SMOKE FREE!**

[WWW.SMOKEFREECOMMUNITY.COM.AU](http://WWW.SMOKEFREECOMMUNITY.COM.AU)

#DEADLYNREADY #READYMOB #SMOKEFREECOMMUNITY



Learn  
Earn  
Legend!  
Supported by  
CROWN  
RESORTS  
FOUNDATION

# SMOKING

IS AUSTRALIA'S LEADING  
CAUSE OF DEATH



TO MAKE **OUR MOB SMOKE FREE!**

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#DEADLYNREADY #READYMOB #SMOKEFREECOMMUNITY

# SMOKE FREE

COMMUNITY

[SMOKEFREECOMMUNITY.COM](http://SMOKEFREECOMMUNITY.COM)



**BUTTOUT  
KIDS  
ABOUT!**

**#smokefreecommunity**  
**#READYMOB #buttoutkidsabout**

[www.smokefreecommunity.com](http://www.smokefreecommunity.com)

# Are the campaigns working?

Data from a recent campaign evaluation

**75%** of respondents stated they had seen one of our campaigns on TV

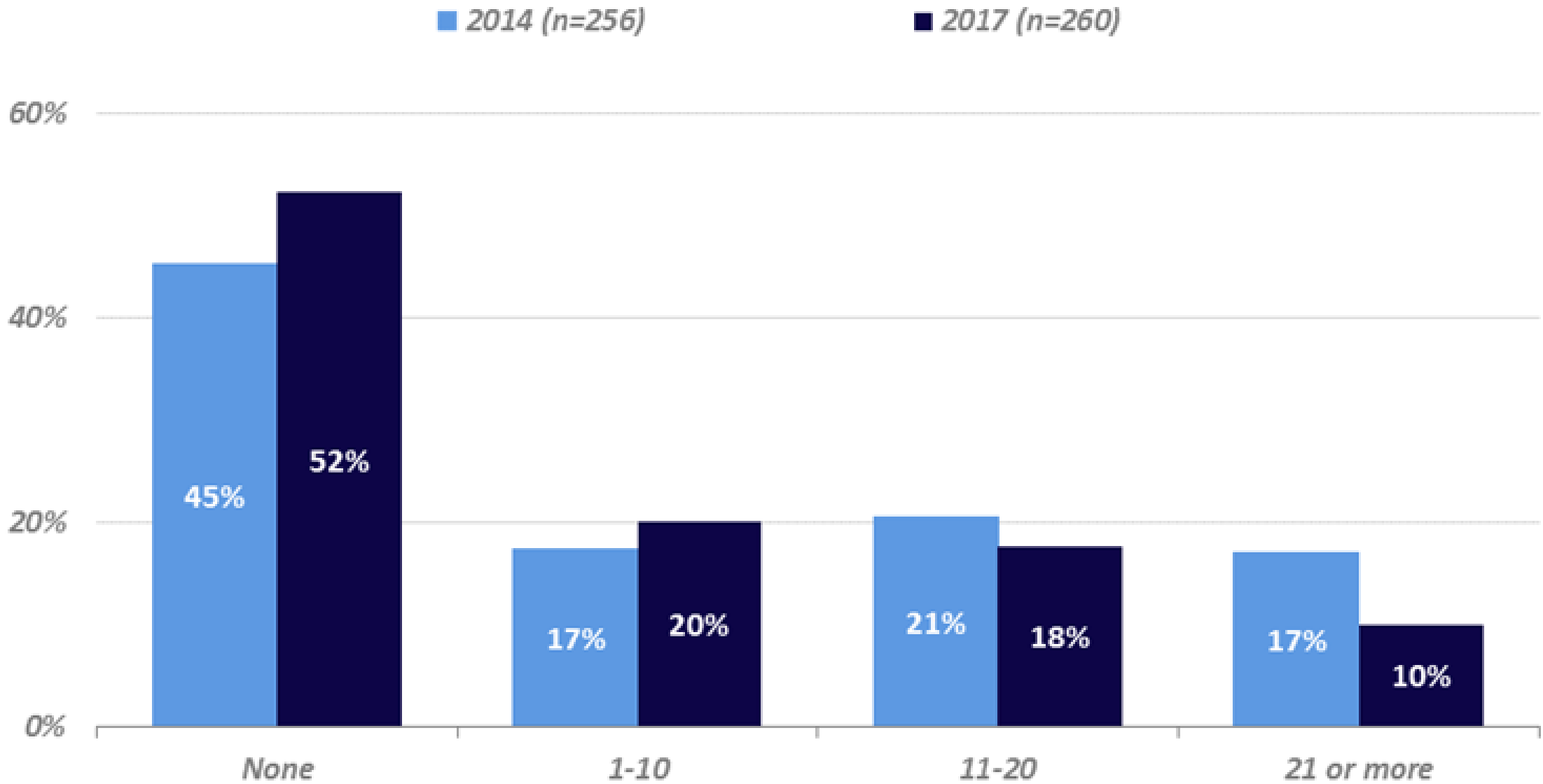
**40%** of respondents that smoked said they were definitely more likely to quit

**32%** stated it had led them to talk to a family member or friend

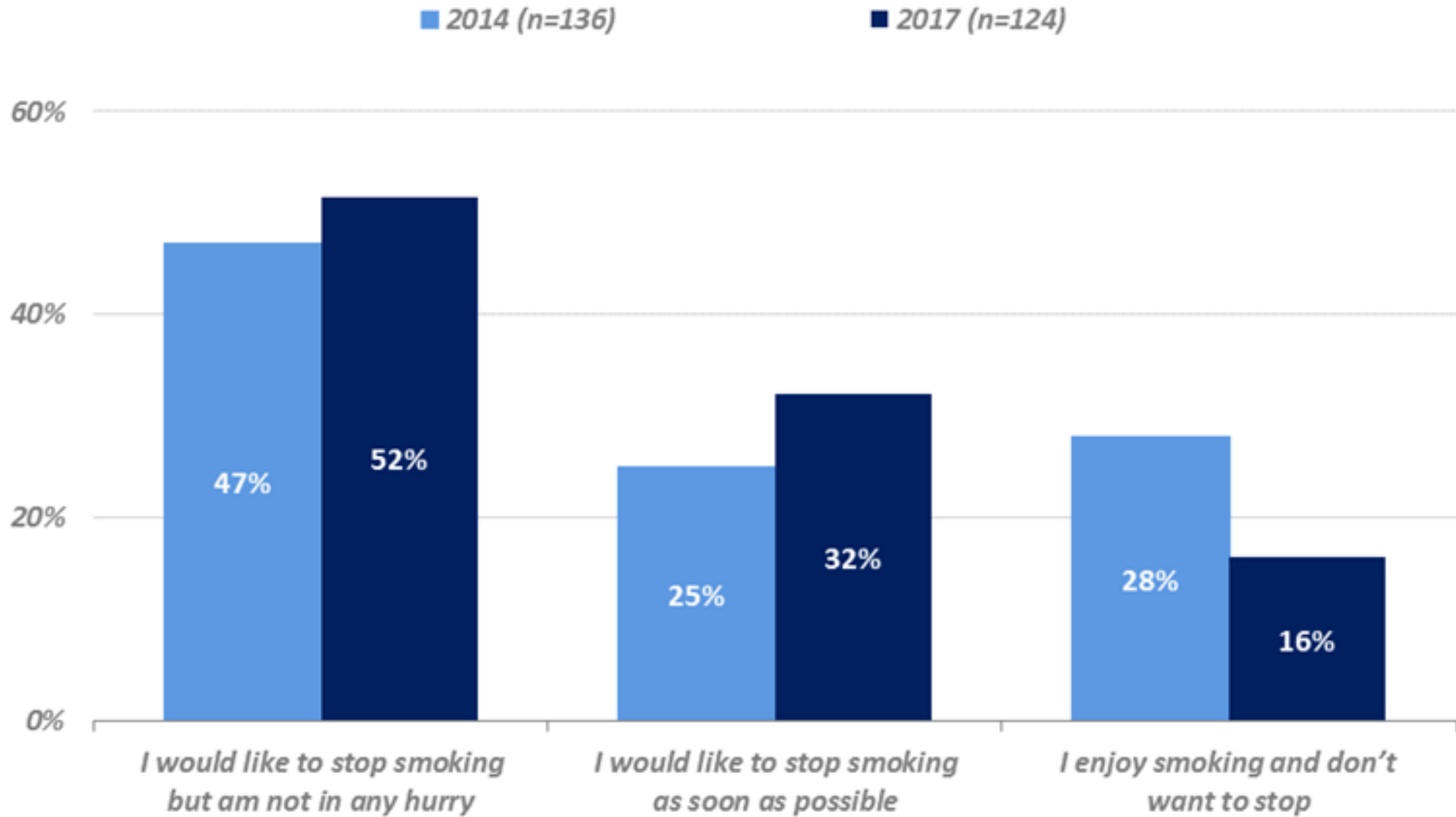
**27%** said it led them to speak to their doctor

**25%** stated it had led them to contact their AMS or Ready Mob

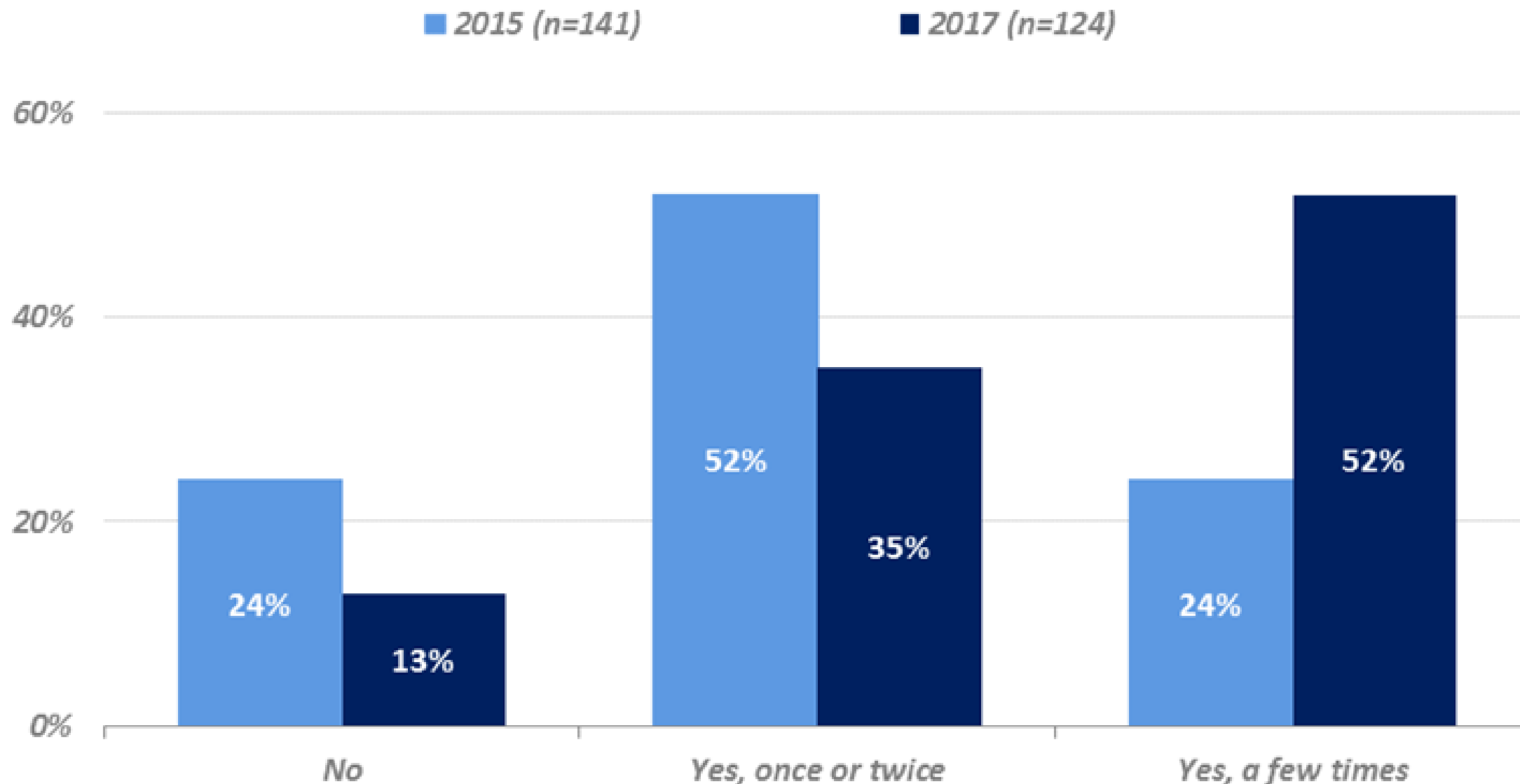
# On average, how many cigarettes would you smoke each day?



# Which of the following statements is closest to your own feelings?



# Have you ever tried to give up smoking?



# Ready Mob Smoking Support

Snapshot for Jul-Dec 2017

- **139** new referrals to Ready Mob (smoking support)
- **169** face to face smoking support appointments
- **49%** of referrals to Ready Mob are from GP's
- **31%** of referrals are self-referrals and referrals from community events
- **17%** of referrals are from Aboriginal Health Workers



# Community Events

*July-December 2017*

Ready Mob have attended or lead **48 community events** where we provided education and brief interventions.

We **educated 3,190** community members, organisational staff, and young people.

**31%** of new referrals to Ready Mob are from community events

9 Schools received workshops or educational presentations in 2017

8 new schools will receive workshops in 2018

### ***Deadly n Ready Challenge***

Currently in production  
This rolls out in term 2  
Whole School  
Teams of 8-12 students  
10 tobacco activity stations  
Prizes for winning team, participation and team work

# How do we stop youth picking up smoking?



Evidence based youth prevention program  
Targeting those youth of highest risk to pick up smoking.  
Focusing on cultural Identity, knowledge, transgenerational trauma, capacity building, and self confidence

## What we do

- ✓ 1 Hour Presentation, whole school
- ✓ 3 week workshops  
Topics include:
  1. Addiction
  2. Withdrawal (cravings)
  3. Negative Health Effects
  4. Dealing with Stress
  5. Nah Cuz Don't Smoke- self confidence/decision making
  6. Introduction of Tobacco
  7. NRT
  8. Butt Out Kids About
- ✓ Community youth program for those that are disengaged or at risk. Strong partnerships with over 20 youth services throughout the region

934

Smokefree  
home and care  
pledges signed



**SMOKING IS  
PROHIBITED**

THANK YOU FOR NOT SMOKING IN THIS AREA



Smoke-free Environment Act 2000

For support to quit go to [smokefreecommunity.com.au](http://smokefreecommunity.com.au)  
Ready Mob Program Overview Presentation v1

**Smokefree Policy Partnerships**

- ✓ Bowraville Goannas
- ✓ Kempsey Mustangs
- ✓ Miimi Organisation
- ✓ Toormina Gardens Shopping
- ✓ Coffs Central Shopping
- ✓ Coffs Harbour Snappers
- ✓ Birpai LALC
- ✓ Coffs LALC
- ✓ Nambucca LALC





# What's Next?