

Making *Blow Away the Smokes* DVD for Indigenous smokers—the journey and lessons learnt

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Abstract

Objective: To describe the process of making a smoking cessation DVD for rural and regional Aboriginal smokers on the North Coast NSW, from concept through to production and distribution.

Background: Indigenous smoking prevalence is high in Northern NSW. Audio-visual messages are useful for Aboriginal health promotion. The aim of the *Blow Away The Smokes* DVD was to provide a culturally appropriate self-help resource to be viewed at home, or with an Aboriginal Health Worker.

Methods: Community consultation occurred through the No Smokes North Coast Steering Committee, and Arts/Media subcommittee, both included Indigenous community representatives. A working party was formed with a smoking cessation expert, Aboriginal project officers and a media expert to develop a brief and tender process to find a suitable producer.

The content of the DVD was based on consultation with the local Aboriginal community and stakeholders as recommended by Brady's report *Vaccinating with Videos* and evidence from previous research. Script development was a collaborative process between the producer and the medical director, with feedback from Aboriginal community representatives. Salient anti-tobacco and cessation messages were designed to be positive, re-enforcing and build efficacy. A range of trusted community members, Elders, Indigenous role models, ex-smoking mentors and experts presented the messages. Animated sections were included for visual impact: to entertain, educate and change the pace. The narratives of people's own stories and community dialogues were unscripted, allowing for spontaneity and a documentary feel. The DVD contains an extra feature for maternal smokers and a facilitated version for groups viewing with a health professional.

Filming occurred over a 2 week period with strong input from Aboriginal community members across the mid-North Coast. The DVD was pre-tested with a convenience sample of nineteen community and health professionals. The survey instrument was adapted from a questionnaire used to measure Indigenous responses to TV anti-smoking advertisements.

Results: The DVD was highly rated on scales measuring believability, acceptability, relevance, cultural suitability and effectiveness. The DVD was launched in December 2011 and distributed across the North Coast NSW through Aboriginal Medical Services and community organisations, and a dedicated web site. The web site received 300,000 hits in the first 6 months of it going live. The DVD has received favourable reviews from both professionals and community members across Australia.

Conclusion: *Blow Away The Smokes* is a unique and effective health promotion product, which has been developed co-operatively with the local Aboriginal community and is suitable for rural and regional smokers to educate, inform, inspire and support smokers to quit.

Recommendations: When funding the development of Indigenous health promotion media adequate resources and timelines are required, including a substantial evaluation phase. A network of industry mentors to support development and a central depository for distribution of high quality resources are recommended. *Blow Away The Smokes* DVD is worthy of more formal evaluation and distribution through the Quitline so it can be made available to all Indigenous smokers in Australia.

Objective

To describe the process of making a smoking cessation DVD for rural and regional Aboriginal smokers on the North Coast NSW, from concept through to production and distribution, and reflect on implications for practice and policy.

Background

Indigenous smoking is the most significant remediable health risk factor affecting Indigenous Australians, and represents 12% of their burden of disease.¹ Smoking prevalence in Indigenous people is historically higher on the mid North Coast of NSW than the national average for Indigenous Australians, with rates of 59.5% for adult Aboriginal people² and 62% for Indigenous pregnant women³, compared to the national average for Indigenous Australians of 47%⁴ for adults and 52% for pregnant women respectively.⁵ Indigenous smoking rates are approximately triple those in the general Australian population, and in some remote areas, even higher. There has been little sign of a decrease in Indigenous smoking prevalence over the last 10 years, and the question is raised as to whether existing anti-tobacco messages are having an impact among Indigenous smokers.⁶ As part of a comprehensive tobacco control and smoking cessation program for the mid North Coast NSW a DVD was made to potentially give a wide reach for anti-tobacco and cessation messages.

Audio-visual messages are considered useful for Aboriginal health promotion.⁷ There has been a recent upsurge in the use of media in Indigenous health promotion and story telling, with many media projects specifically tackling Indigenous smoking being funded by the Tackling Indigenous Tobacco program.⁸ Recently the International Day of the World's Indigenous People 2012 was marked by the theme "Indigenous Media, Empowering Indigenous Voices" supporting media based initiatives aimed at empowering Indigenous communities.⁹ Aboriginal media strategies have not, however, been discussed by any major Australian government report and there have been few evaluations of locally made productions.^{6,7}

The role of the media in health promotion is fourfold to:

- inform people about negative effects of unhealthy behaviours and correct misconceptions
- motivate people to adopt healthy behaviours using emotional arousal and stimulate word-of-mouth communications on the issue
- advocate for change by creating a legitimate agenda for the issue and increasing community awareness
- direct people to where to get help.¹⁰

Mass media health promotion is designed indirectly to influence the climate of opinion, create shifts in community awareness but may not necessarily promote immediate changes in health behaviour.¹¹ It is considered vital to "get the message right" by producing materials with the right language, tone, content and style that can achieve the message objectives and suit the target audiences' background and lifestyle.¹⁰ In the case of electronic media, the choice of presenters is of import and can be aligned with their professional expertise, personal attractiveness or similarity to the target audience, in order to maximise message acceptance.¹⁰

Brady considers that audio-visual media are most successful for Indigenous people when integrated into programs, ie audio-visual plus personal contact.⁷ Tailored videos (designed to appeal to a specific target group) were found to be effective for promoting smoking cessation in white smokers in five randomised controlled trials in primary care settings in the USA.¹² A collaborative process is recommended for content development taking into account different perspectives.¹² Local participation in the production of media-related resources has a positive influence on the level of acceptance of media messages.⁷

However, conversely, in Alaskan Native pregnant women, a smoking cessation video was found to be ineffective due to poor uptake and acceptability.¹³

The aim of the *Blow Away The Smokes* DVD,¹⁴ was thus to provide a sustainable, culturally-appropriate, evidence-based, self-help resource to be viewed at home, or with an Aboriginal Health Worker (AHW) in a primary care setting.

Methods

Funding application

Application was made to the Department of Health and Ageing through the Indigenous Tobacco Control Initiative in 2009, for a comprehensive tobacco control and cessation program called No Smokes North Coast by a partnership of organisations on the mid North Coast of NSW. The DVD represented about one seventh of the overall budget. The funding was restricted to two years and was not to be used for research.

Formative research

In preparation for the project I attended a pre-conference workshop on the development of tobacco control mass media at the Asia Pacific Association for the Control of Tobacco in October 2010. In the making of the *Blow Away The Smokes* DVD we used principles from the Persuasive Health Message Framework¹⁵, the toolkit from the Global Dialogue for Effective Stop Smoking Campaigns¹⁶, Aboriginal Health Promotion guidelines¹⁷, and Brady's recommendations from *Vaccinating with Videos*.⁷ It is important to involve the target audience in the developmental stage and identify potential barriers and concerns of the community concerned.¹⁶ Eakin et al proposed several formative steps in developing tailored DVDs: determining goals and objectives, community consultation, drafting the script, selecting the cast, filming and editing.¹² The journey of the *Blow Away The Smokes* DVD production is described accordingly.

Step 1—Goals and objectives

The primary goals for the DVD were laid down in the funding application. The aim was to produce an educational resource that would also give practical help for those quitting smoking. We aimed to feature smoking cessation stories from real people, to be presented by one or more Indigenous role models and locals from the Aboriginal community and have the DVD made by a professional production team. The DVD was to be modelled on the successful Health Smart DVD for smoking cessation¹⁸, but contain further elements as relevant to the target audience with a high motivational tone.

Step 2—Community consultation phases

Community consultation occurred through the No Smokes North Coast (NSNC) Steering Committee, and a specially formed Arts/Media subcommittee. The Steering Committee consisted of both Indigenous and non-indigenous representatives from the health, community and educational sectors. Initially a quality assurance workshop was held with AHWs from local Aboriginal Community Controlled Health Organisations (ACCHOs) and NSNC project staff in January 2011. Participants were canvassed about the aims and content of the DVD. They considered that the DVD should:

- Follow culturally appropriate designs, images and story lines
- Target specific audiences which were the focus of the NSNC project—ie youth, adults and Elders and pregnant smokers
- Be inspirational and educational

- Act as a training medium for practitioners of the NSNC Give Up The Smokes smoking cessation programs
- Have some practical and interactive parts to engage participation
- There were some concerns over potential stereotyping of Aboriginal people in any artwork or animation

A sub-committee for Arts/Media under the NSNC project was formed. This sub-committee's role involved advising on and supporting the development of NSNC arts and media-based resources to ensure that all content was culturally acceptable, educationally appropriate and supported NSNC outcomes to reduce the impact of tobacco use amongst Aboriginal and Torres Strait Islander people in the Mid and North Coast of NSW. Members included Area Health Service managers and health promotion staff, administrators, managers and AHWs from ACCHOs, NSNC director and project staff, and community Elders.

A survey was conducted to provide opportunity for further input from the Steering Committee as to what elements should be included in the DVD, which health and community people should feature in it, and how the DVD should be used. Information from the community consultation and the survey was directed to the Arts/Media sub-committee to assist in all stages from developing the brief, tender process, development, production and distribution of the *Blow Away the Smokes* DVD.

Step 3a–The brief and engaging a production team

A DVD working party was formed with a smoking cessation expert (the medical director of the NSNC program), Aboriginal project officers and a media industry expert to develop a brief and the tender process to find a suitable producer. The tender was advertised in local, regional and state newspapers. The tender process was stringent and went from an initial expression of interest through several stages. Applicants were short-listed and then required to submit a 'treatment' (an outline about how they would develop the DVD, the content and engage the local communities, see Box 1).

Box 1 Treatment for Tender Process

Please could you address how you would accomplish the following?

1. Engage the local Aboriginal community in the making of this DVD
2. Address the issue of smoking for Aboriginal smokers and their families
3. Promote smoking cessation and smoke-free culture for Aboriginal smokers and their households
4. Promote the use of evidence-based therapies (eg nicotine replacement therapy or nicotine patches) to Aboriginal smokers wanting to quit smoking
5. A suitable format and story line useful for the target audience
6. Development of other formats of the film to use as a
 - a. Facilitated film
 - b. Resource for youth
 - c. Resource for pregnant smokers and their families
7. Budget within \$65,000 for making and distributing the DVD. The budget and costing has to include making copies and a distribution strategy. We would envisage the distribution to be primarily through service providers who provide services to the Aboriginal community on the North and mid North Coasts.

There was a further selection process through an interview (see Box 2 for interview questions), with a selection panel consisting of the DVD working party and other Aboriginal staff. The successful

applicant was chosen for his ability to produce a high quality product, engage with the Aboriginal community and use an Aboriginal crew where possible.

Box 2 Interview Questions

1. Please tell us what interested you in applying to make this DVD?
2. We would like to know how you would go about engaging Aboriginal communities for this Project:
 - a. What is your previous experience in engaging Aboriginal communities in filmmaking?
 - b. How would you go about engaging various areas of Aboriginal communities across two nations (Gumbayngirr and Bundjalung)?
3. How would you propose to work as a team with subject matter experts (e.g. tobacco and health promotion experts) who are members of our partner organisations?
4. What testing strategy would you adopt to demonstrate that you have developed a flexible and effective resource?
5. a. What is your timeframe from start to finish of the project? b. How would you go about the process of employing Aboriginal people, including recruiting Aboriginal crew, and how would this affect your timeframe?
6. Sometimes in Aboriginal communities, things don't always run smoothly. Could you give us an example of a challenging situation that you have dealt with in a similar situation?
7. Do you have any questions?

Step 3b–Developing the script

The overall content of the DVD was based on consultation with the local Aboriginal community and stakeholders who were involved from early stages as recommended by Brady⁷, and evidence-based guidelines for smoking cessation.^{19,20} Script development was a collaborative process between the producer and the medical director, with feedback from Aboriginal community representatives and the Arts/Media committee. Salient anti-tobacco and cessation messages were designed to be positive, reinforcing and build efficacy.^{15,21} A range of trusted community members, Elders, Indigenous role models, ex-smoking mentors and experts presented the messages. Animated sections were included for visual impact: to entertain, educate and change the pace. The narratives of people's stories and community dialogues were unscripted, allowing for spontaneity and a documentary feel. Street interviews used a vox pop (voice of the people) style. The producer developed storyboards for the animated sections and the team worked closely through the pre-production phase.

Step 4–Selecting Cast

The successful applicant as part of his 'treatment' had suggested the Aboriginal presenter, Alec Doomadgee, and a sample video footage had been submitted as part of the tender process. This allowed the selection committee to have a feel for how the DVD would be designed and how the presenter would perform. Suitable local cast were suggested by several sources: the Aboriginal production manager, the NSNC Aboriginal project officer, the medical director and the producer through knowledge of and consultations with the mid North Coast Aboriginal communities from Grafton, Coffs Harbour, Nambucca, Bowraville and Macksville.

Step 5–Filming

Filming was planned for and occurred over a two-week period with strong input from Aboriginal community members across the mid-North Coast. Some flexibility of timing allowed for potential

disruption such as the possibility of family or community sorry business (the death of an Aboriginal person). The producer/director liaised with the medical director who also attended various shootings of health professionals to ensure the medical and health messages stayed on track.

Step 6—Editing and post-production

Several rough cuts of the DVD and animation sections were viewed and critiqued by the Arts/Media committee and the Steering Committee members, and adjustments made. Samplers of the DVD were also sent to Dr Tom Calma (National Coordinator Tackling Indigenous Smoking) and smoking cessation experts for review at critical points. The final cuts were reviewed in detail and allowance was made for refinements to the messages portrayed especially by health personnel, as it was considered vital that the anti-smoking and health messages would not conflict or cause confusion. It was necessary to trim the timing of several scenes to keep up interest.

Pre-test survey

For quality assurance, the final cut of the *Blow Away The Smokes* DVD was pre-tested with a convenience sample of nineteen community and health professionals. The questionnaire was adapted from a survey instrument used to measure responses to TV anti-smoking advertisements, which had been validated for Indigenous smokers.²²

The questionnaire used 5 point Likert scales to measure the extent to which participants considered the DVD:

- was easy to 'Understand'
- was 'Believable'
- was 'Relevant' to them or their family
- made them 'Stop and Think'
- made them feel 'Uncomfortable'
- made them more 'Concerned' about their smoking
- made them more likely try to quit (Motivated)
- provided 'Good Reasons' to quit smoking
- taught them something new (New Information)
- was an 'Effective' anti-smoking DVD
- would make them likely to talk to someone else about the DVD (Discuss)
- was 'Culturally Suitable' for Aboriginal people
- would make someone want to 'Seek Help' to give up smoking

In addition to the Likert responses of 'strongly disagree', 'slightly disagree', 'neither agree nor disagree', 'slightly agree' and 'strongly agree', there was an option to nominate 'not applicable' as the sample included non-smokers. Viewers were asked a series of open-ended questions on what they learnt from watching the DVD, which parts were most motivating, and which they liked best, any content that was difficult to follow, and general comments. Responses were anonymous.

In the analysis, the closed responses were recoded into binary responses. Ratings of slightly agree and strongly agree were classified as positive responses, and ratings of 'neither agree nor disagree', 'slightly disagree' and 'strongly disagree' were classified as neutral or negative responses. As in Stewart's study

component analysis was performed yielding two composite scales and several stand-alone items.²² The first scale, Message Acceptance, comprised of the items Understand, Believable and Relevant. The second scale, Personalised Effectiveness, comprised of Stop and Think, Concerned, Motivated and Good Reasons. Results from the composite scales are defined in the pre-test as positive (where all sub-categories were consistently positive); partially positive where there was a combination of positive responses for some sub-categories and neutral or negative, for others; or wholly negative. Six single-item outcomes were New Information, Uncomfortable, Effective, Discuss, Culturally Suitable, and Seek Help.

Content of *Blow Away the Smokes* DVD and distribution

In the *Blow Away the Smokes* DVD, presenter Alec Doomadgee meets with smokers, ex-smokers and both Indigenous and non-Indigenous health professionals to talk about the effects of smoking on Aboriginal and Torres Strait Islander people, and how to quit smoking cigarettes. He listens to people's stories of success and struggle with cigarette smoking, and the benefits many have got from quitting smoking, including interviewing role models such as sports people, a musician, and community Elders. Along the way, Alec finds out some of the support, methods and medications available to help Aboriginal and Torres Strait Islander people "blow away the smokes". Sections cover the cultural use and history of smoking, what is in a cigarette, how people get addicted to nicotine, the use of nicotine replacement therapy and other medications, the physical and emotional consequences of tobacco-related illnesses and death for the community and its effect on Elders, maternal smokers, babies and children, and how to avoid relapse. The tone is varied but humour is used in parts to lighten the serious topic. The DVD has a supplementary feature showing extended interviews with Indigenous community members and Elders and an interview about smoking in pregnancy with Indigenous obstetrician Dr Marilyn Clarke. The extended features also include a facilitated version of the DVD for an Aboriginal Health Worker or other health professional to watch the DVD with others in chaptered sections, with suggested 'trigger' questions as discussion points for a yarn up at the end of each chapter.

The DVD was launched in December 2011 and distributed over the North Coast of NSW (from Tweed Heads to Scotts Head) by the producer who personally delivering over 3000 copies to community and health facilities, such as Aboriginal Medical Services, Area Health Services and community organisations with Aboriginal clientele. A dedicated Blow Away The Smokes web site was developed which received 300,000 hits in the first 6 months of going live in December 2011.¹⁴ The DVD is available for free download. The DVD has received favourable reviews from the Australian Indigenous Health InfoNet²³ and health professionals across Australia.

Results

Pre-test survey

The 19 participants (16 female) in the pre-test survey of the *Blow Away the Smokes* DVD were a convenience sample from the Arts/Media subcommittee of NSNC and attendees at train the trainer sessions for the Aboriginal Give Up the Smokes Quit Café. Participants were from Coffs Harbour, Grafton, Nambucca Heads, Kempsey and Inverell. Thirteen identified as Aboriginal, one as Aboriginal and Torres Strait Islander, and 5 as neither. Age range of the participants was 21 to 58. 26.3% (5/19) were daily smokers, 31.6% (6/19) ex-smokers and 42.1% (8/19) reported to have never smoked

Table 1 summarises the survey results. The DVD rated very highly on composite scales and items measuring Message Acceptance, New Information, Effective, Discuss, Cultural Suitability, and Seek Help. Personalised Effectiveness was affected by smoking status. Most of the smokers (5 out of 6 smokers) indicating positive responses to the composite scale, and the majority of the non and ex-smokers at least indicated a partially positive response. As this scale consisted of items such as being concerned about personal smoking behaviour, it was less relevant to those not currently smoking. Those responding not applicable or not filling out the question were excluded from the analysis. Those

respondents who were smokers were more likely to feel uncomfortable during the DVD; this was a proxy question for cognitive dissonance regarding their smoking.

Table 1 Summary of results from pre-test survey of *Blow Away The Smokes* DVD

Scales and items	Positive response	Partially positive	Neutral or negative response	Comments
Message acceptance	89% (16/18)	11% (2/18)	0%	
Personalised effectiveness	33% (6/18)	61% (11/18)	6% (1/18)	This composite dependent on smoking status with 5/6 of the positive responses from smokers
New information	88% (15/17)		12% (2/17)	
Uncomfortable	25% (4/16)		75% (12/16)	Dependent on smoking status—all those with a positive response were smokers, and only one smoker and all non and ex-smokers responded negatively (ie did not feel uncomfortable viewing DVD)
Effective	100% (17/17)		0%	
Discuss	100% (17/17)		0%	
Culturally suitable	100% (17/17)		0%	
Seek help	100% (17/17)		0%	

Table 2 Summaries of some of the open-ended responses

Responses to open-ended questions
<p>Lessons learned from watching the DVD</p> <p>“The different chemicals in a cigarette and the difficulties people face quitting”</p> <p>“How very dangerous it is”</p> <p>“It’s not easy to quit, but with help out there you can quit, Very informative.”</p> <p>“There are more people than you know that struggle with it, but a lot of them have overcome it”</p> <p>“The strength of those people who have quit. The major health issues that develop and the range of support available to stop smoking”</p> <p>“The importance of support while giving up smoking. Smoking is not a part of Aboriginal culture and its time to QUIT”</p>
<p>The most motivating part of the DVD</p> <p>“The peoples real stories and identifying their triggers”</p> <p>“Definitely the pregnancy part”</p> <p>“Seeing my own mob talking about the dangers of smoking and ways of quitting”</p> <p>“Talking about the benefits of quitting”</p> <p>“The kids puppet show and the elders story”</p> <p>“Knowing how common smoking is—it was good to see successful ex-smokers. Encourages others to give up. Community effort emphasised benefit to health and family life”</p> <p>“How one of the men said he had a stroke because of smoking and all the health problems that can lead to death. Also where the footballers said how they can breathe better and are more active playing football. “</p> <p>“The young mother who said she’d had miscarriages that were related to smoking while pregnant. Also to see and know that there are indigenous people attempting and succeeding to give up. To see people that you know on the DVD inspires you to follow in their footsteps”</p> <p>“The fact that other people have achieved it with support”</p>

Which parts of the film did you like

“The humour in the cartoon. You can’t be too negative or people may be overwhelmed and feel that they cannot change their smoking behaviour”

“The elders telling their stories and the kids puppet show and the kids message”

“Recognising local elders and people spreading the message”

“Hearing other peoples stories and seeing them telling them”

“How it showed what NRT you can use (as a non smoker I didn’t know). Actually seeing them was appropriate for me so I know what to show people”

“The fact that it was straight up knowledgeable and the animated sections were very powerful”

“The whole film”

Other comments

“Video ‘tad’ too long”

“The DVD gets the message across in a very enjoyable informative way—brilliant”

“Put the DVD out in other communities”

“Very motivating”

“Hope this DVD is distributed widely”

“Great achievement”

Discussion

Viewers rating the *Blow Away The Smokes* DVD in the pre-test indicated that the resource was effective and suitable for the target audience on a number of scales including Message Acceptance, Effectiveness and Cultural Suitability. Open-ended responses revealed a plethora of positive viewpoints indicating the DVD was highly informative and motivational. It was not possible under the constraints of the funding to further evaluate the DVD or conduct any clinical trial.

Lessons learnt and implications for practice and policy

The lessons learnt from making the DVD were overall positive ones, they have been outlined below into two categories: success factors and primary challenges.

Success factors

- Consistent involvement of the Aboriginal communities and other key stakeholders
- Careful choice of production team
- Aboriginal production manager and presenter
- Adequate budget with contingency funding (overall approximately \$90,000 was spent)
- Combination of medical expertise, industry experts, cultural liaison and creative and cultural input
- Defined shooting schedule with flexibility
- Stereotypes avoided in the animation by animating the real characters of presenter Alec Doomadgee and the Aboriginal production manager Anne Louis

Primary challenges

- Development can be time-consuming
- There was a concern from the Arts/Media committee about naming medications which may contravene the Medicines Act but this was cleared by discussion with Medicines Australia who indicated the content was acceptable for educational use

- Requires equipment to be watched
- Can not be sure the DVD will be watched at home
- DVD fixed in content and can become dated
- Unable to evaluate impact of the DVD under this program funding with limited timeframe

A resource guide offering support for trainers and trainees in using the *Blow Away The Smokes* DVD could have potentially augmented the educational value of the resource for health professional training.

Implications for practice/policy

DVDs are a worthwhile Indigenous health promotion tool. They circumvent some of the concerns about low literacy levels in Indigenous and rural populations, act as ‘pamphlets of electronic media’, have the ability to raise sensitive issues for discussion, and can build on the tradition of story telling in Indigenous communities.⁷ There is a body of expertise from several sources starting to build that can assist in making culturally appropriate health DVDs. However a specific set of guidelines or a ‘how to’ guide for development of Indigenous health promotion DVDs would be of use to program managers and funding bodies, to lead those unfamiliar with the media through the steps required in successful production, with cautions about pitfalls to avoid. These guidelines could be generic covering a range of health topics. Consideration could be given to accompanying educational resources with a short trainer’s guide.

Although new electronic media such as DVDs and social media are becoming popularised, the evidence needs to keep abreast of these newer formats for health promotion and education tools, so best practice principles and evidence-base is developed. Media projects are not necessarily complete once the resource is developed. There is consequently a need for dedicated funding to specifically evaluate the impact of such media on the target audience, to measure both attitude and behaviour changes in the viewers, and also evaluate how service and health professionals are utilising the resources.

To adequately achieve the goal of producing effective new media resources and interventions and adequately evaluating them, community-based programs need to be of sufficiently long duration, preferably not less than 4-5 years. Establishing programs in Indigenous communities demands a necessary and often prolonged lead in time for community consultation, especially where the use of arts and media is concerned. We were very lucky when making our DVD that the process went smoothly during the filming. Had it been otherwise and there were disruptions such as sorry business, we may not have been able to achieve our goal.

Building up a network of media industry advisors and mentors for health DVDs could be an additional strategy. Without the accessibility to our industry mentor, Tony Wickert, we may have been struggling to choose the right producer/director, a positive factor that was critical to our success. We would like to see the *Blow Away The Smokes* DVD made available to all Indigenous smokers in Australia, perhaps through the Quitlines. A centralised depository of Indigenous health promotion resources would be an asset to aid dissemination and sharing of knowledge across Indigenous communities Australia-wide.

Conclusion

Blow Away The Smokes DVD is a unique and effective health promotion product, which has been developed co-operatively with the local Aboriginal community and is suitable for rural and regional smokers to educate, inform, inspire and support smokers to quit.

Summary of key recommendations

- Develop guidelines for media-based Indigenous health promotion
- Adequate funding and timelines for evaluation of resources

- Build up a network of media industry advisors and mentors
- Centralise availability of Indigenous health promotion resources
- Funding to make *Blow Away The Smokes* DVD available to all Indigenous smokers in Australia.

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