National Tobacco Campaign
Kellie Mastersen and Jennifer Taylor
Tackling smoking
Many different approaches
Aboriginal and Torres Strait Islander Smokers

National smoking rate
Non-Indigenous (aged 18+)
14.5%

Aboriginal and Torres Strait Islander smoking
(aged 18+) rate 40.6%
Development of campaign – formative research

- The high smoking prevalence in Aboriginal and Torres Strait Islander communities creates a very different experience of smoking and quitting compared with the non-Indigenous population.
- Call for a more positive supportive approach so as not to further stigmatise smokers.
- Missing out on time with children and family and the impact on children potential for powerful messaging.
Development of campaign
Development of campaign – concept testing

Don’t make Smokes Your Story campaign had the most potential

- had high appeal with the primary target audience
- effectively demonstrated benefits of quitting for smokers and their families
- had potential to encourage quit attempts
- seen as warm and positive focusing on good things that can happen when quitting
- positive role modelling approach was applauded
- the story and character of Ted was found to be very believable, credible, and easy to relate to

Overall the audience felt the campaign was delivering important messages.

The campaign tested well with audiences in regional and remote locations and also with non-Indigenous smokers.
Don’t make smokes your story TVC

https://www.youtube.com/watch?v=1_dS1sYkLiQ&index=5&list=PLKFDUMupjXgiTu_M2lzKC9rdtKNi1iF3W
Media Placement
Public Relations
Barunga Festival Katherine
Tackling Indigenous Smoking (TIS) workers

35 TIS funded organisations across Australia
Stakeholder Toolkit

Testimonials

Social media posts

TV, radio and print commercials

Motion graphics

Poster templates
Calls to Action

Quitline 13 7848
australia.gov.au/quitnow
Online and Social Media

- **My QuitBuddy**: over 32,760 new users
- **Quitnow Website**: over 274,438 sessions
- **Twitter @My QuitBuddy**: 18,500 impressions
- **Twitter @healthgovau**: 2,145,426 impressions
- **YouTube**: 349,482 views
- **Facebook**: 14,705,708 impressions
Evaluation – sampling and methodology

Benchmark n=201

Evaluation n=310
Evaluation Research – Rural and remote smokers

- **Really want to quit smoking**
  - Remote: 21
  - Rural: 25
  - Metro: 35

- **Have tried to quit smoking**
  - Remote: 74
  - Rural: 74
  - Metro: 82

- **Have used quitting aids**
  - Remote: 30
  - Rural: 39
  - Metro: 59

Legend:
- Remote
- Rural
- Metro
Evaluation Research – benefits of quitting

- Little/no health benefit:
  - Remote: 9
  - Rural: 7
- Little/no financial benefit:
  - Remote: 5
  - Rural: 9
  - Metro: 9

Data categories: Remote, Rural, Metro

Percentage scale: 0% to 100%
Evaluation Research – campaign recognition

- Community outreach events: 28%
- Social/online: 34%
- Print: 40%
- Radio: 35%
- TV: 59%
- Net seen: 75%
Evaluation Research – campaign diagnostics

- Was easy to understand: 97%
- Is believable: 90%
- Makes me stop and think: 84%
- Makes me feel worried about my smoking: 76%
- Relates to me: 72%
- Makes me feel hopeful: 71%
- Makes me more likely to try to quit: 71%
- Makes me feel inspired: 63%
- Made me feel empowered to quit/stay quit: 60%
- Taught me something new: 50%
- Makes me uncomfortable: 41%
Campaign impact – Actions taken

- Downloaded My QuitBuddy: 4%
- Stopped smoking: 9%
- Discussed smoking and health with family/friends: 20%
- Cut down the amount I smoke: 27%
- Nett Done something: 58%
Campaign impact – intentions in next month

- Download My QuitBuddy: 5%
- Ask Dr/health worker for help to Quit: 9%
- Discuss smoking and health with others: 19%
- Stop smoking: 26%
- Reduce the amount I smoke: 30%
Conclusions

The *Don’t Make Smokes Your Story* campaign has successfully reached Aboriginal and Torres Strait Islander smokers in both metropolitan and regional locations with a positive and empowering quit smoking message.

Significant behavioural change was reported and is supported by website and app data.

The skew towards a regional and remote media buy and careful testing of the materials resulted in strong regional results.

The methodology enabled capacity building via training and employment to local communities as well as significant payment to local partner organisations.
Thank you!
The Department of Health and ORC International would like to acknowledge partner organisations operating in Indigenous communities who recruited and interviewed Aboriginal and Torres Strait Islander people on our behalf.

Butucarbin Aboriginal Corporation, Hebersham and Dubbo
Bathurst Local Land Council, Bathurst
Ngwala Willumbong, St Kilda
Kurringui Youth Development Association, Zillmere
Gap Youth and Community Centre, Alice Springs
The Arnhem Land Progress Aboriginal Corporation, Milingimbi
Balkanu, Cairns
Circular Head Aboriginal Corporation, Smithton
Derbarl Yerrigan Health Service, East Perth
Tribal Warrior, Redfern
Kura Yerlo Aboriginal Community Group, Largs Bay
Mission Australia, Port Augusta
Lake Tyers Health and Children's Services, Lakes Entrance
Bahloo Womens Youth Shelter
IBN Aboriginal Corporation, Tom Price
Bilya Noongar Organisation Inc
Ghymarhl Corporation, Gladstone
Nai-Beguta Agama Aboriginal Corporation, Bamaga
Warlpiri Youth Development Aboriginal Corporation (WYDAC) Learning Centre, Yuendumu
Australian Red Cross, Port Augusta
Gippsland & East Gippsland Aboriginal Co-operative, Bairnsdale
Nai-Beguta Agama Aboriginal Corporation, New Mapoon
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