



Aboriginal Health Council
of South Australia Inc.

our health, our choice, our way

Tackling Smoking

Standing together to raise
awareness and support
tackling smoking initiatives
within our community



LETTER FROM THE CEO



For many years, AHCSA has been on the frontline of tackling smoking in our communities; producing prevention and cessation messages for its Members and communities in order to close the gap in life expectancy from smoking related illnesses and deaths.

This magazine showcases the great achievements of the Tackling Smoking and Healthy Lifestyles Initiative (TS&HLI) Programme, funded by the Department of Health. It also includes a look back at the early days of the state-funded Statewide Tobacco Program, and the Tobacco Control Research Project under the Aboriginal Health Organisation (AHO), which was AHCSA's predecessor.

We have had a dedicated team employed in the Tackling Smoking Programmes at AHCSA since it initially began in 2009. This has laid the foundations for phase three of the Tackling Indigenous Smoking Programme from March 2016.

You will read about the personal journeys of community ambassadors, the marketing strategies and the illustrious antics of our Puyu Blaster superhero. We also feature the great work of the Maternal Health Tackling Smoking Program, funded by the Drug and Alcohol Services of South Australia (DASSA) and coordinated by Mary-Anne Williams. We celebrate this program being the only one of its kind in Australia.

The Tackling Smoking team participated in conferences both nationally and internationally, promoting the work of the programme and ambassadors. They've passed on their knowledge and lessons on how to develop and deliver appropriate resources and messages that are specific to Aboriginal people.

On behalf of the Board of Directors, I would like to thank all the staff that have been involved with AHCSA's tackling smoking initiatives since we started the journey to get to where we are today. Thank you to Trent Wingard for writing and collating this magazine to showcase the work carried out so far and to Graphic Language Design for their expertise and support of AHCSA.

I also welcome the new Tackling Indigenous Smoking Programme team and wish them success on their path to taking this initiative to a higher level. This will involve data collection and evaluation, male and female specific initiatives and working with the youth on a specifically targeted strategy. We plan to feature annual updates of the

programme to continue to highlight the work they are doing. We need to hear all of the good news stories happening across the Aboriginal community controlled health sector.

I know you will enjoy reading this magazine. Keep an eye out for the team over the next 12 months as they visit our Members, hold community events and keep us in the loop on the Facebook page. You may even be lucky enough you to get your photo taken with our superhero.

Until next time

Shane Mohor
Chief Executive Officer



contents

02

The road to 2016

A snapshot of AHCSA's efforts over the years to tackle Indigenous smoking in South Australia.

06

Puyi Blaster campaign

Strong role model with clever strategies to reach younger members of our communities.

08

World stage

Key roles and presentations at international, national and local conferences.

14

Working together

Partnerships in health, education and sporting sectors to deliver improved health messages.

18

Healthier mums and bubs

Working to increase the proportion of healthy birth-weight babies born in the Aboriginal population.

20

Harmful effects of smoking and where to get help

Knowing the facts can help to motivate you, your friends and your family to quit smoking.

Throughout this document, the terms 'program' and 'programme' are used. 'Program' relates to State-funded initiatives, while 'programme' refers to Commonwealth-funded initiatives.

Educating our Community

Tackling Indigenous Smoking – The road to 2016

After the Cooley Review recommended that a peak body for Aboriginal health be established in South Australia, the Aboriginal Health Organisation (AHO) was incorporated in September 2001.

Tobacco addiction is ingrained in Aboriginal history, but that does not mean it is a part of our culture (www.cloudedhistory.com.au). Dating back to 1788, Indigenous people were paid in rations including flour and tobacco, instead of money. A great deal of effort and research has gone into improving health outcomes for Aboriginal people, including dealing with tobacco use in our communities.

The Aboriginal Health Council of South Australia Inc. (AHCSA) was formed in 2001 and from July 2002, AHCSA began with 12 new staff and new programs; some continuing with work carried out by the AHO. One of these was in Tobacco Control. In 1999, the AHO employed an Aboriginal Project Officer to undertake research in the area of Tobacco Control, including the establishment of an Anti-Tobacco Ministerial Advisory Task Force.

The Puyu Wiya Smokecheck

The Smokecheck Tobacco Brief Intervention program was developed in 2006 specifically for AHCSA by the Queensland Tropical Health Unit. It aimed to reduce tobacco smoking prevalence, initiation, consumption and passive smoking among Aboriginal people in South Australia.

The purpose of the Intervention was to train Aboriginal Health Workers (AHWs) to do brief interventions with clients who smoke. This was done by raising awareness about the harmful effects of smoking to people's health and the risk to others who are passive smokers. However, the AHCSA Smokescreen Report

(2002) revealed that up to 43% of Aboriginal Health Workers were smokers themselves. These AHWs did not feel comfortable delivering the Brief Intervention program. A strategy was then developed to encourage AHWs who smoked to consider quitting themselves, to empower them to become quit coaches and feel more comfortable about delivering the Smokecheck Brief Intervention program. AHWs were given resources to assist them in this endeavour with ongoing support in this area today.

Motivation to reduce smoking

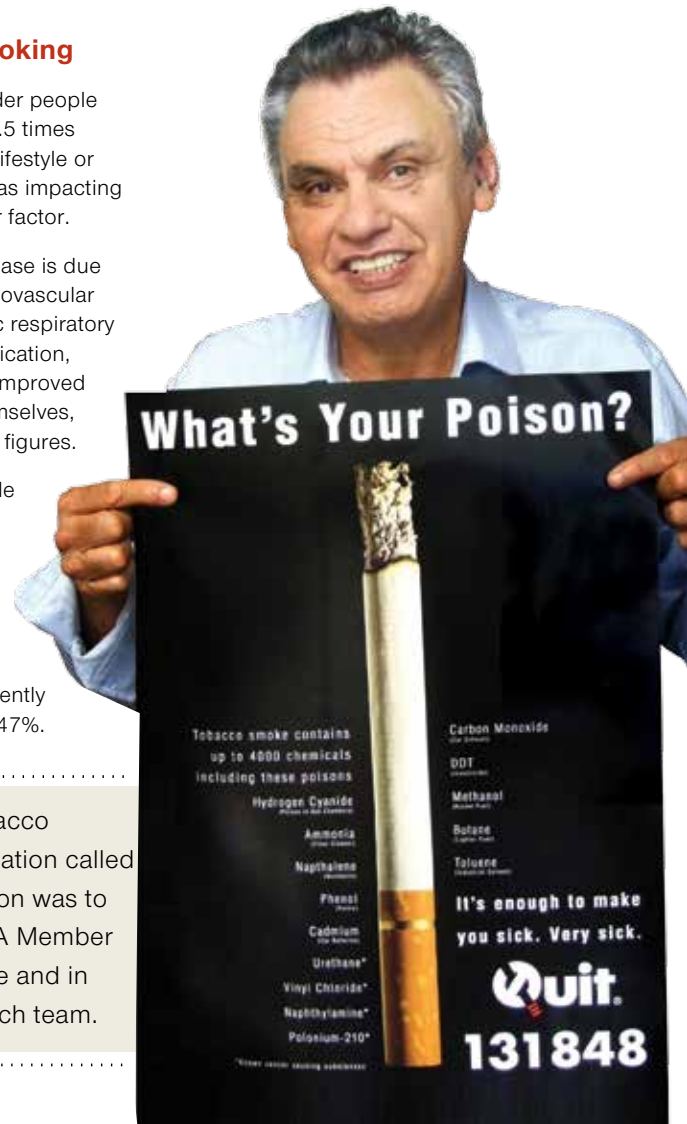
Aboriginal and Torres Strait Islander people experience a burden of disease 2.5 times that of other Australians. Various lifestyle or behavioural factors are identified as impacting on health, and smoking is a major factor.

A large part of that burden of disease is due to chronic illnesses, such as cardiovascular disease, diabetes, cancer, chronic respiratory and kidney disease. Earlier identification, management of risk factors, and improved management of the diseases themselves, could lead to a reduction in these figures.

In 2008, 47% of Indigenous people aged 15 years and over were current smokers. Over a third (34%) of those surveyed had never smoked and the remaining 20% were ex-smokers. Between 2002 and 2008, the proportion of Indigenous people who were currently smokers decreased from 51% to 47%.

There was a corresponding increase in the proportion of ex-smokers from 15% in 2002 to 20% in 2008.

In 2008, Indigenous people who lived in remote areas were more likely to smoke than those living in major cities (53% and 42% respectively). By late 2008, the Federal Government had announced the Indigenous Chronic Disease Package, with the aim of reducing these key risk factors for chronic disease in the Indigenous Australian community, including smoking.



PERSONAL CRUSADE Uncle Harold Stewart was the Statewide Tobacco Control Coordinator in 2009, when he developed a 30-minute presentation called 'Why Smoking is a Silent Deadly Killer'. The purpose of the presentation was to introduce Uncle Harold to AHWs and generate interest among AHCSA Member services. He delivered personal presentations at every Member service and in state government health regions, in partnership with the UniSA research team.



Tackling Smoking and Healthy Lifestyle Initiative Programme

The next stage to improved health for our community

In 2011, the Tackling Smoking and Healthy Lifestyle Initiative (TS&HLI) programme commenced at AHCSA. The purpose of the programme was as follows:

- Reduce tobacco smoking prevalence
- Reduce the initiation of smoking
- Reduce and educate communities about the effects of second hand smoking
- Promote physical activity and healthier nutritional choices among Aboriginal people in South Australia.

The programme aimed to raise awareness of the health impacts of smoking and chronic disease within Indigenous communities, to actively promote positive lifestyle changes and to assist with access to local health services across the areas AHCSA covers. The programme is to improve the health outcomes for all Aboriginal people in South Australia, promoting and advancing the community's commitment to physical, social and emotional wellbeing for a better quality of life.

AHCSA took a leadership role in ensuring that a coordinated, collaborative, efficient and effective approach was taken to implement, deliver and develop the TS&HLI programme in South Australia.

The Tackling Smoking team at AHCSA facilitated culturally secure community education, health promotion and social marketing campaigns to promote quitting, smoke-free environments and encourage healthy lifestyles.

Promoting Healthier Choices

Sharing messages about the benefits of healthy eating and being active

The **Keep it Corka Campaign** emphasised the role of the community in achieving changes in behaviour. To ensure participation, the project team consulted the community about what sort of activities they would like to have included in programmes.

Healthy lifestyle boost

The 'Keep it Corka' campaign was developed by AHCSA and the Murray Mallee Community Health Service in 2014. Both organisations were funded by the Commonwealth Department of Health and were based on a community development model. This meant that individual communities set their own healthy lifestyle agendas to suit local values, needs and capabilities to access on the ground facilities, knowledge and resources.

'Keep it Corka' was a healthy lifestyle social marketing campaign and health promotion program that helped to reduce the risk of Aboriginal people developing ill health later on in life, such as heart disease, cancer, diabetes and obesity.

Based on community feedback, the program provided a range of activities, including:

- Workshops in schools which emphasise reasons not to take up smoking
- Education programs in prisons and established community groups
- Targeted quit support groups
- Physical activity sessions and events
- Healthy community lunches
- Cooking and gardening courses focused on healthy eating

Branded educational materials, including hats, shirts and sports towels were provided to support the events.

The program emphasised the role of the community in making healthier lifestyle choices. Initially, the team undertook local consultation to determine what types of activities the community wanted, to ensure participation. For example, members of a Yoga and Wellness Group requested the inclusion of hydrotherapy sessions. These suggestions were taken into consideration and the sessions were well attended and recommended to others.

One of the program strategies was to recruit local ambassadors to provide personal testimonials, which provided an authentic and credible avenue for connecting health messages with the community. Choosing both male and female individuals who were respected in their communities, and who represented a range of ages and social backgrounds was important. Key to the effectiveness of this approach was ensuring that the ambassadors were committed to the cause they were promoting.

Another effective strategy to engage and educate was to encourage local community members to get involved in the organisation of events: facilitating community days, such as the National Close the Gap Day, NAIDOC Week activities and sports carnivals. The Keep it Corka team had health promotion stalls at these events, which delivered advice on lifestyle changes including smoking cessation and provided nutritious food.

The development of strong local partnerships was essential for the effectiveness of these collaborative events. To this end, the team partnered with a variety of groups including Medicare Locals, related programs such as OPAL (Obesity Prevention and Lifestyle) and Country Arts SA.

It was also their creative and innovative approach to delivering healthcare messages that enabled the success of the program's reach within the communities it served. For example, the team worked with Country Arts SA to run a series of workshops for schools and community organisations which explored health and wellbeing issues for Aboriginal people through the creation of brightly coloured masks and the decoration of umbrellas. The umbrellas and masks were subsequently used to create a strong visual presence at the 2014 NAIDOC Week marches.

KEEP IT CORKA AMBASSADORS

Adelaide and statewide

Sarah Agius
Robert Dann
Cynthia Fielding
Kriston Thompson
Ebony Warrior
Jamaal Warrior

Adelaide Hills

Freda Chester-Mills
Phillip Starri
Chantelle Weidenhofer

Mount Gambier

Jesse Watson

Murray Bridge

Noel Hartman
Aunty Adeline Smith
Jamie Smith
Trent Wingard

Riverland

Ralph Fewquandie
Nina Oughton

Victor Harbor

Tea Chester
Jake Cooke
Leonie McCullum





Superhero Campaign Blasts Off

Ambassadors promote healthier choices through storytelling

AHCSA's Tackling Smoking and Healthy Lifestyle Initiative programme promotes healthy living to Aboriginal communities with a focus on disseminating smoking prevention and cessation messages.

Puyu Blaster Campaign

In 2014, the AHCSA Tackling Smoking and Healthy Lifestyle (TS&HLI) team launched their Puyu Blaster campaign throughout the Yorke and Eyre Peninsulas. The campaign is based on a superhero character, the Puyu Blaster, who combats tobacco use by encouraging and supporting community groups and individuals with smoking prevention and cessation messages.

The Puyu Blaster campaign was developed through the TS&HLI team's community consultations. The Puyu Blaster superhero has been brought to life through the development of a costume, worn at events by TS&HLI Project Officer, Trent Wingard. The superhero particularly appeals to younger members of the community and reinforces non-smoking healthy lifestyle messages.

Over the past two years, the AHCSA Tackling Smoking team has focused on developing this initiative, with phase two of the Puyu Blaster campaign developing school-age educational programs and community education sessions.



For the Puyu Blaster campaign, aimed particularly at school-age members of the community, the team developed a schools' anti-smoking education programme, which is delivered throughout the Yorke and Eyre Peninsulas.

The schools' programme provides an opportunity for students to learn about the risks associated with poor nutrition and the dangers of smoking through a very cool role model. Importantly, it is also an opportunity to have fun and engage in some hands-on activities such as the Healthy Tummy Blender activity.

Making better food choices

The Healthy Tummy Blender activity is a fun and effective experience in getting the healthy lifestyle message across.

The team presents two blenders; one represents a 'healthy tummy' and the other an 'unhealthy tummy'. In the healthy tummy blender, the team combines bananas, strawberries, honey, oats, yoghurt and milk to make a healthy smoothie.

In the unhealthy tummy blender, the team combines a fast food meal including a cheeseburger, hot chips and a can of softdrink.

Once both blenders have been combined, the healthy one transforms into a fresh smelling, blue colour and the unhealthy one turns into a



disgusting green/brown colour. The contents congeal into a hard and sticky mass.

Children are selected from the group to assist the team. The blenders are passed around the classroom and the Puyu Blaster superhero gets the kids to smell the contents of both blenders. The kids also get the chance to sample the contents and there is always one who wants to try the unhealthy one... Until they smell it. It's disgusting, and certainly has the desired effect!

This classroom activity is a massive hit, simply because it makes the kids aware of what's happening inside their bodies when they eat unhealthy food.

The Puyu Blaster is often spotted at community events around South Australia, and the anti-smoking hero is always available to give out information and assist members of the community to quit smoking – no matter what their age.

Puyu Blaster Ambassadors

The local Puyu Blaster ambassadors were hand selected through community consultations. The campaign attracted 12 ambassadors from communities on the Yorke and Eyre Peninsulas.

These local ambassadors now feature on posters that are displayed in their communities as well as on pull-up banners at local events and in local health services. One of the posters is interactive, which plays an audio message in local language from Aunty Gladys Miller of the Scotdesco community.

Our ambassadors are the lifeblood of the Puyu Blaster campaign. In sharing their knowledge about healthy lifestyles, the ambassadors inspire and encourage their communities to eat healthily, exercise regularly and make quit attempts.

Although these types of changes may seem overwhelming, the ambassadors show that by taking small steps towards improving our health, we can reduce the risk of getting illnesses such as type 2 diabetes, heart disease and cancer.

Each ambassador has their own story to tell, and a different motivation for being healthy. Whether it's about being a good role model for young ones, living longer to watch the grandchildren grow up, looking good or just feeling great. In their minds, each ambassador shared the desire to make a lasting and positive difference to our mob by becoming a face of the campaign.



Beyond these 12 faces, there are other ambassadors within our communities. These are the unsung heroes who support those around them to make lifestyle changes so that we live longer, our knowledge is passed on and our culture stays strong.

Ceduna

Kim Lebois
Aunty Rhonda Miller
Brenz Saunders

Koonibba

Kelisha Mastrovasas

Oak Valley

Clinton Ginger

Point Pearce

Kytanna Buckskin
Eddie Newchurch
Ben Rigney

Scotdesco

Aunty Gladys Miller

Yalata

Kiarni Coleman
Trevor Peel
Patrina Smart



Before games, you don't go drinking coke and eating pies. You're supposed to be drinking water and eating sandwiches, fruit and veggies.

To whoever smokes right now, it's not good for you. Go to your Aboriginal Health Service to get help if it's hard to give up.

Kim Lebois

Kokatha Wirangu



Conference Presentations

Paving the way for future programs and initiatives to tackle smoking

The Tackling Smoking and Healthy Lifestyle Initiative team has presented on the world stage and played a key role in inspiring smoking cessation initiatives nationally.

International conferences

2013 Oceania Conference – New Zealand Mary-Anne Williams, the Maternal Health Tackling Smoking Project Officer, was selected to present. The focus of her presentation was the success of the 'Sticking it Up the Smokes' social marketing campaign, which encourages pregnant Aboriginal women to stop smoking during pregnancy, with the positive outcome of strong and healthy babies.

The local ambassadors, each with their unique and personal smoking cessation stories were pivotal to the success of this campaign. Presenting at the International conference gave AHCSA the opportunity to showcase this success.

2015 Oceania Conference – Perth

The AHCSA Tackling Smoking and Healthy Lifestyle Initiative (TS&HLI) team was again invited to present at the International Oceania Conference, where the team presented the Puyu Blaster Campaign. Discussions centred around healthy lifestyle promotion that encourages smoking prevention and cessation, healthy eating and physical activity. Mary-Anne Williams and Trent Wingard, the Puyu Blaster superhero, educated and entertained conference delegates. The Puyu Blaster made a mark on social media through Twitter and Facebook.

Following the presentation, the team had numerous requests from other tackling

smoking teams around Australia to make guest appearances at their local Aboriginal health services. The 2015 Conference gave the Puyu Blaster Campaign international exposure and the funding bodies were able to witness firsthand the overall success of the AHCSA TS&HLI programme. Importantly, it showcased the positive effect the Campaign has had on encouraging quit attempts and promoting healthy lifestyles.

National conferences

Aboriginal Tobacco Resistance and Control Conference (A-Trac) The success of AHCSA's TS&HLI programme has filtered thorough to other states, resulting in their New South Wales colleagues inviting the AHCSA Tackling Smoking team to attend A-Trac symposium every year since 2011.

This has been a beneficial opportunity to network and share ideas with other Tackling Indigenous Smoking teams. AHCSA was given the opportunity to present updates on their Tackling Smoking and Maternal Health programs at every conference attended over the past five years.

State conference

AHCSA's TS&HLI team was initially funded to facilitate statewide tackling smoking forums, which provided opportunities for all of the national Tackling Smoking teams to come together, network and share stories

and strategies about the work they were doing in their catchment areas. The two-day conference included personal development for the teams, information on the future of the program from funding bodies and a round robin of ideas-exchange to improve their programs. Unfortunately, due to funding cuts, AHCSA was unable to continue these forums.

Local workshops

Between the Puyu Blaster and the Maternal Health Tackling Smoking programs, the teams have set up and delivered numerous local workshops in communities to raise awareness of the risks of smoking and the effects of poor health choices.

Both teams have attended Aboriginal health services, men's groups, women's groups, Elders' lunches and schools across South Australia to deliver education about the Tackling Smoking programs.

Their main aim is to provide advice to community members on what resources are available to them to achieve a successful quit attempt.

The Tackling Smoking team also educates communities and local health services on the importance of having smoke-free environments, particularly in enclosed spaces like cars. They also encourage community members to work towards having smoke-free homes and workplaces.

'I really think it's important that we start to educate our mob and promote healthy living for all generations, whether that is not smoking and eating healthier'

Wayne Miller – Wirangu



australian
government
department
of health

TELETHON
KIDS
INSTITUTE



acosh

Indigenous Smoking Pre-Conference

Meeting Report

19th October 2015



TOBACCO FREE
OCEANIA
PERTH 2015

Oceania Tobacco Control Conference 2015



Let's make
smoking
history

20-22 October 2015
Perth, Western Australia
www.otcc2015.org.au
#OTCC15



West Coast – Ceduna, Yalata, Koonibba and Oak Valley

Working together and engaging with the community at local level

AHCSA's Tackling Smoking and Healthy Lifestyle Initiative team formed strategic partnerships with local health services to ensure that programs and assistance provided was relevant to each community.

Over the past three years, the Tackling Smoking and Healthy Lifestyle Initiative (TS&HLI) team has focused on the West Coast of SA, delivering the programme in Ceduna, Koonibba, Scotdesco, Yalata and Oak Valley. The team successfully launched the Puyu Blaster campaign in all communities by combining tackling smoking messages and healthy lifestyle initiatives.

In Ceduna, strong partnerships were developed with local health services, the Ceduna Koonibba Sporting Complex and the Ceduna Youth Hub. The hub has a big following, with young people aged 15 to 25 attending the hub regularly. Some of the youth have faced tremendous challenges in their lives and are affected by social determinants of health.

To combat this challenge, the programme was able to offer financial assistance to provide gym memberships, which successfully supported the youth to refocus, exercise and keep fit.

Smoke-free zones

Financial support was also provided to support the community garden scheme at the Ceduna Youth Hub, which empowers the youths to take pride in growing their own fresh fruit and vegetables. Initially, the Hub was not a smoke-free area, however with the support and presence of the TS&HLI, a smoke-free policy has been established.

The programme had a strong presence at the Ceduna Koonibba Sporting Complex, where they were able to assist the club to set up a smoke-free policy. This was supported by the prominent display of Puyu Blaster smoke-free stickers and signs. These smoke-free messages were featured on the scoreboard, goal posts and signage around the oval and change rooms.

In recognition of the sporting complex's transformation into a smoke-free area, Puyu Blaster no smoking training tops were given to senior football players.

The team visited schools in Ceduna, Koonibba, Yalata and Oak Valley, delivering tackling smoking and healthy lifestyle messages to students in a classroom setting, using the interactive handheld resources developed for effective communication with students. Once the classroom education was completed, the students were rewarded with some outdoor physical activity and games, including a Port Power handball game, basketball drills and football games.

Guidance about nutritious eating options were provided by the team and the use of AHCSA's newly developed *Keep it Corka 20 Healthy Feeds Cookbook* was introduced to all the schools, encouraging children to cook healthy food for themselves and their families.

Healthy competition

The 20 Deadly Feeds cook-off, held at the Coodlie Park Elders and Youth Mentoring Camp, was dominated by the 'Kitchen Killers'. Their chicken teriyaki tantalised the judges'

taste buds and convinced them that they had a dollop more Masterchef potential than the 'Lion Kings' and 'Youth Hub Warriors'.

Camp for all ages

The cook-off was a big hit with the hungry audience - but that was just part of the fun at the five-day Mentoring Camp held near Venus Bay on the far West Coast of SA. The camp brought together Aboriginal youth and Elders from across the state.

Mentors demonstrated traditional skills in making artefacts and preparing bush foods whilst weaving and painting activities were also well received. Everyone loved the informal gatherings around the campfire that sparked some great yarn spinning and lots of laughs. The education nights were inspiring while Aboriginal-themed movies, 'Two Brothers Walking' and 'Yolungu Boy', captivated the viewers.

The Coodlie Camp was supported by the Aged Rights Advocacy Service, Elder Council, Wyatt Trust, Aboriginal Health Council of SA (AHCSA), Aboriginal Drug and Alcohol Council SA (ADAC), Ceduna Youth Hub, Whitelion SA and Centacare Port Lincoln.



I gave up smoking nearly 20 years ago. I wasn't really a smoker I just followed my peers, plus being a drinker as well, smoking seemed to go with it and as it went on my breathing started to deteriorate and I had mood swings to go with it. I realised it's not good for your health.

At the end of the day your health is going to deteriorate, it's just a chain reaction. Bottom line is, people are going to get sick and the big capital C (cancer), doesn't matter who you are, somebody will get it whether you like it or not. Smoking is one way you will get it even quicker.

We should show our young people coming up the right direction, because there are a lot of bad habits out there. Smoking is one of the main ones.

We need young people to stand up and become leaders to keep our culture alive.

Uncle Eddie Newchurch
Narungga Elder

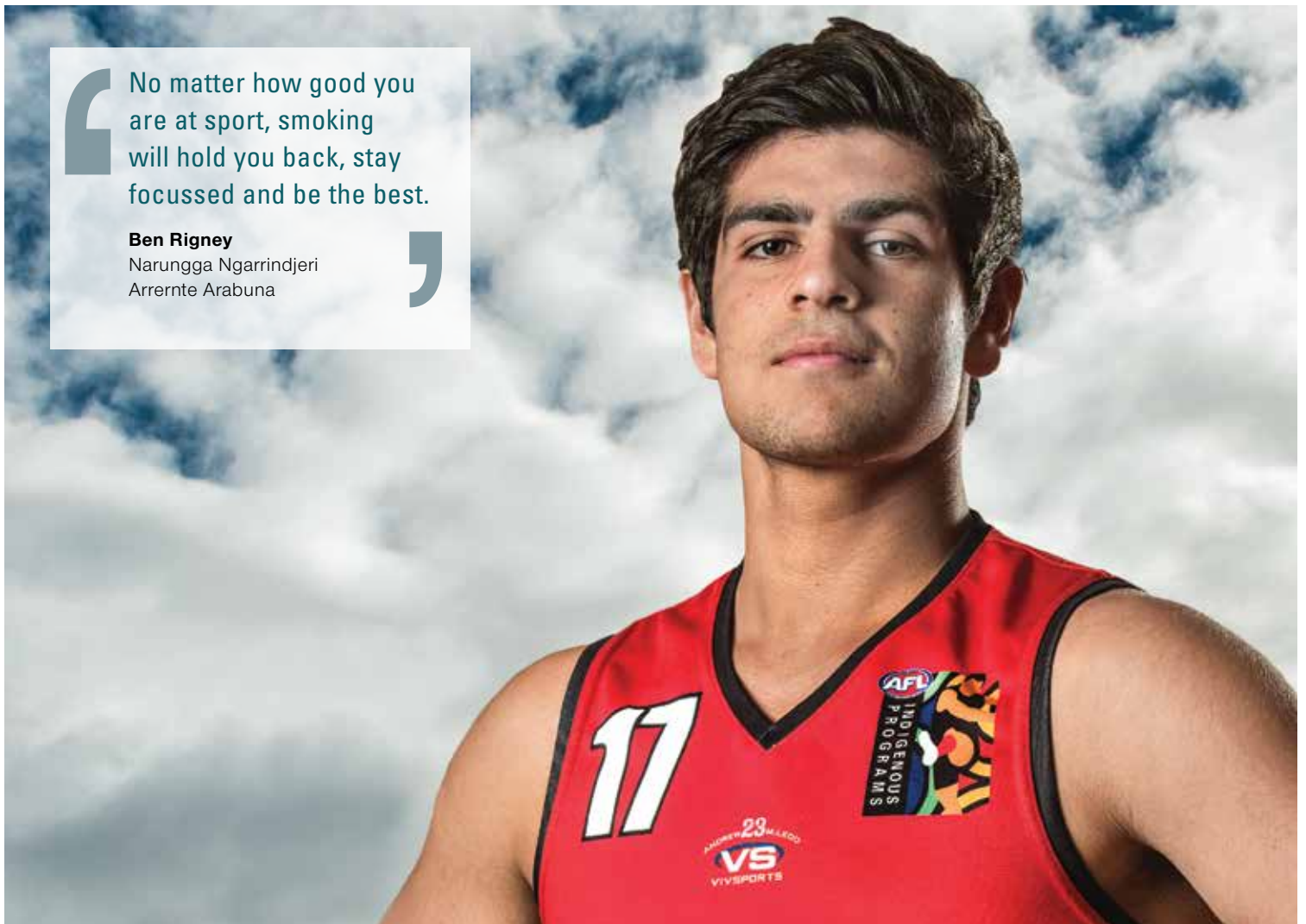


**SHOW OUR YOUNG PEOPLE
THE RIGHT DIRECTION**



I want my mob to stay
deadly together, not be
torn apart by smokes
and cancer.

Kytanna Buckskin
Narungga Ngarrindjeri



No matter how good you
are at sport, smoking
will hold you back, stay
focussed and be the best.

Ben Rigney
Narungga Ngarrindjeri
Arrente Arabuna

Yorke Peninsula – Point Pearce, Port Victoria and Maitland

Bringing families together for healthy outdoor fun and enjoyment

The TS&HLI programme has been delivered to Yorke Peninsula communities to help increase access to health services and ensure relevant dissemination of health promotion information.

On the Yorke Peninsula, the team has focused on delivering community and group information activities as well as education sessions in both primary and secondary schools to engage with community members of all ages. The team has also developed the Puyu Blaster social marketing campaign with ambassadors from Point Pearce, Port Victoria and Maitland.

The Puyu Blaster team is well-known on the York Peninsula, displaying the Puyu Blaster no smoking signs at most of the health services. The use of local Ambassadors has been very beneficial in promoting smoke-free environments and the importance of living a healthy lifestyle. The Puyu Blaster campaign has also been used to promote physical activity. Basketball rings with Puyu Blaster images on the backboards have been installed for community use.

The Puyu Blaster superhero regularly visits the schools and health services to deliver tackling smoking and health lifestyle education messages. The children admire the Puyu Blaster and younger children are frequently found trying to hide under the superhero's magic cape.

Family Fun Day

One of the greatest achievements of the TS&HLI team was the coordination of the Point Pearce Family Fun Day, in partnership with the Point Pearce Council, Country North SA Medicare Local, Country Health SA and Tauondi Aboriginal College. The aim of this event was to bring Aboriginal families from the Yorke Peninsula together to share a day of fun, participate in enjoyable group activities and learn healthy lifestyle advice.

The Family Fun Day was held in conjunction with NAIDOC Week and included a march around the community. The TS&HLI team launched the Puyu Blaster Campaign, celebrating the local ambassadors who contributed by autographing their posters for community members. Other activities included a community cook-off, a healthy



lunch out of the *Keep it Corka 20 Healthy Feeds Cookbook*, jumping castle, rock climbing wall, a fun photo booth, basketball clinics and a special appearance by the Puyu Blaster superhero.

The Family Fun Day was a great success. Afterwards, the team had young kids come up to them and say, 'This is the best day of my life!' It was a great day for everyone who attended and very rewarding for those involved in organising the event.



Working Together for Improved Health Outcomes

Collaboration and education for a common cause

AHCSA takes an active role in providing support and statewide coordination to assist organisations in implementing a range of healthy measures relevant to the Aboriginal and Torres Strait Islander Community.

Partnerships

The Tackling Smoking and Healthy Lifestyle Initiative (TS&HLI) team has developed effective networks in the health and education sectors, partnering with them to develop and implement local health promotion activities. Partnerships have taken the form of various events and information sessions.

AHCSA has established partnerships with the following services to enhance and reinforce their healthy lifestyle messages along with providing education about the harmful effects of tobacco use:

Yorke Peninsula

- Point Pearce Clinic Aboriginal Health Team
- Maitland Hospital and Health Service
- Point Pearce Aboriginal School
- Maitland Area School
- Maitland Lutheran School
- Moonta Area School
- TAFE SA Narungga Campus Point Pearce
- Tauondi College

Eyre Peninsula

- Ceduna Koonibba Aboriginal Health Service Aboriginal Corporation
- Koonibba Outreach Clinic
- Tullawon Health Service Inc.
- Ceduna Area School
- Crossways Lutheran School Ceduna
- Koonibba Aboriginal School
- Penong Primary School
- Yalata Anangu School
- Oak Valley Aboriginal School

Yorke Peninsula and Eyre Peninsula

- Aboriginal Counsellors from Quitline
- Cancer Council, South Australia
- Country North SA Medicare Local
- AHCSA Maternal Health Tackling Smoking Project Officer

Adelaide:

- Cancer Council South Australia
- Aboriginal Quitline
- Port Adelaide Football Club (Power Community Limited)
- Tauondi Aboriginal College
- Nunkuwarrin Yunti Inc.
- SA Dental Service
- SA Health

Port Adelaide Football Club – Power Community Ltd

To date, the Port Adelaide Football Club and AHCSA partnership has been one of the most successful collaborations thus far. For the past four years, the TS&HLI team has worked closely with the Port Adelaide Football Club to

deliver a number of education sessions in primary and secondary schools across SA, raising awareness of the negative health impacts of smoking and the benefits of eating a healthy diet and being active.

With the Port Adelaide Football Club being so well known amongst Aboriginal communities, it has given the Puyu Blaster campaign a huge amount of exposure across the whole of South Australia.

One of the team's most celebrated successes would have to be the Maurice Miller Football Cup and the Colleen Tschuna Netball Cup that the AHCSA Tackling Smoking and Healthy Lifestyle Initiative team co-ordinated with Port Adelaide Football Club, Crossways Lutheran School and Ceduna Area School.



The Maurice Miller/Colleen Tschuna Cup was established in 2005 to commemorate and celebrate the wonderful contribution of these two Aboriginal workers at the Ceduna area school. The first Carnival was held at the Far West Aboriginal Sporting Complex, home of the Koonibba Football and Netball clubs.

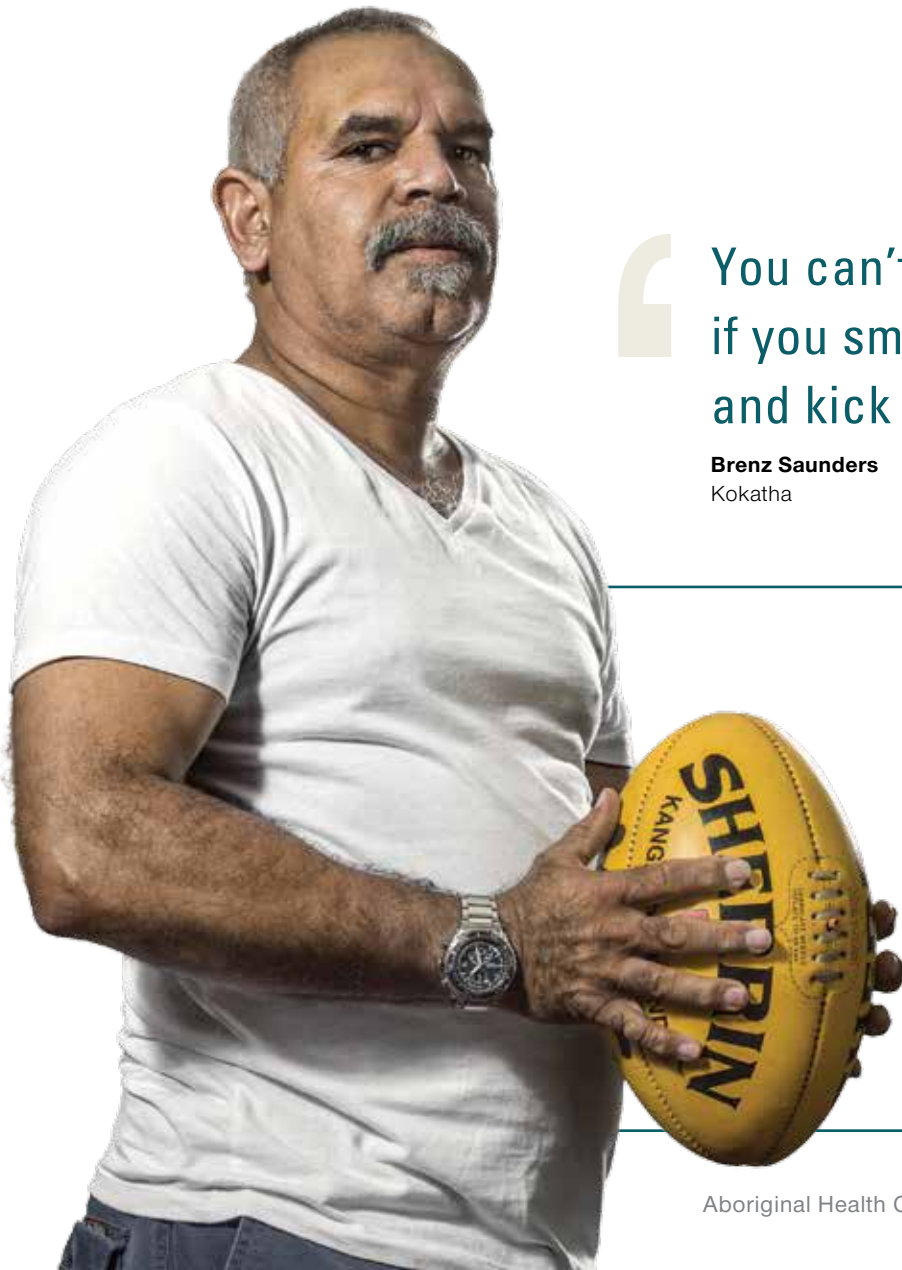
The Port Adelaide Football Club also delivered its WillPOWER carnival, which included schools from Koonibba, Yalata and Oak Valley as curtain-raisers and closers to the main events of the day. This was the first time that these five schools had come together for this event.

The team were lucky enough to have all seven Aboriginal Power players there on the day to coach and provide inspirational advice to all the kids playing in the Carnival. While the Carnival was under way, the Puyu Blaster team was busy cooking a healthy lunch for everyone who participated and the community who attended on the day.

The SA Dental Service partnership with Power Community Limited has provided great opportunities to promote oral health with children across the state, including the WillPOWER program in the APY Lands and the Aboriginal Power Cup.

Every student who participated in the Carnival also attended the Health Expo held in the club rooms. Here, the Puyu Blaster provided entertainment and delivered education about the risk factors associated with smoking and the importance of living a healthy lifestyle.

By the end of the day, each student was wearing a Puyu Blaster superhero mask as they ran around on the oval, which really added to the community spirit. The day was an enormous success.



You can't play four quarters if you smoke. Stay on the ball, and kick the urge to start.

Brenz Saunders
Kokatha

BRENZ'S STORY...

I had a guy at work who found it really hard to give it up. Every day of the week I used to pick on him. He has given up three times and now he has had eight years without smoking. I have watched him go through hell and back, it's a joke to me because I laughed at him 90% of the time, but now I see him today very healthy, energetic and switched on when he comes to work.

You have to lay down goals that you want to do and the first is to be healthy, be alert and be patient. If you want to be here for the next 10-20 years that's up to you. My goal is to keep grinding at it, focus on you as a person and how healthy you want to live. That's up to you!

Winners are Grinners

The Power of a community working together to kick goals

AHCSA was a partner of the Aboriginal Power Cup which was a great way to interact with the students and simultaneously provide education about the benefits of a healthy lifestyle and the negative effects of tobacco use.

In 2014, AHCSA became a partner of the Aboriginal Power Cup (APC), in which over 400 students from 36 schools across the state participated.

In the months leading up to the APC, the TS&HLI team had the opportunity to deliver education sessions to schools with football players and Power Community staff. These sessions raised awareness of the negative impacts of smoking and the benefits of eating healthy and being active.

AHCSA had a significant presence on both days of the Power Cup.

DAY 1 The TS&HLI team had an interactive stall on display. All of the students who participated in the Power Cup attended the stall and engaged in the activities.

The team delivered healthy lifestyle and anti-smoking educational messages and provided interaction with the following hand-held resources:

- Mr Gross mouth – a model of a mouth with different cancers caused by tobacco.
- A jar which contained black and sticky tar representing the approximate amount of tar that passes through a smoker's lungs each year from smoking half a packet of cigarettes a day.

At the end of the event, each student had to write down what they had learnt about the effects of tobacco, and this was an effective way to interact with the students.

DAY 2 The team had the opportunity to showcase the Puyu Blaster marquee on the Alberton Football Oval and to run an anti-smoking competition with the students.

The concept behind the competition was to engage students to write on butcher's paper as to what tobacco and a healthy lifestyle meant to them. They were also given the opportunity to fill out a related survey for the chance to win an iPod.

The team had over 200 entries for the competition and some very powerful messages were ultimately displayed around the marquee. They were fortunate to get Port Power players to write about what tobacco means to them and reinforce the health risks associated with smoking to the students.

Overall, this was a positive activity to get students talking and involved with their programme.

FACT

400

students from
36 schools across
South Australia
were involved





Respecting our Communities

The TS&HLI team has established and maintained productive working relationships with relevant individuals and groups in both the Yorke and Eyre Peninsula regions. The team approaches the local Aboriginal council for permission to become more engaged with their community, as well as for guidance and advice throughout planning process.

The team consults key community members and groups in the development, design and delivery of program activities to help ensure that activities are appropriate and responsive to local community needs. During the funding period, the team were involved with the following organisations:

- Point Pearce Aboriginal Council
- Point Pearce Football
- Point Pearce Netball
- Oak Valley Aboriginal Council
- Ceduna Koonibba Aboriginal Health Service Aboriginal Corporation
- Ceduna Koonibba Football Club
- Ceduna Youth Hub



Being Aboriginal or Torres Strait Islander doesn't mean we have to get sick and die before we should. Diseases like cancer and type 2 diabetes don't have to cut our lives short. We are in charge of our lives so lets Keep it Corka

Trent Wingard
Ngarrindjeri Kaurna Boandik

Maternal Health Tackling Smoking Program

Ambassadors promote healthier choices for mums and their babies

Supporting maternal health services to assist in increasing the proportion of healthy birth-weight babies born in the Aboriginal population by reducing the rate of tobacco smoking in pregnant Aboriginal women, is the focus of the Maternal Health Tackling Smoking program.

Since 2010, AHCSA has been funded to design and implement the Maternal Health Tackling Smoking (MHTS) program aimed at reducing the prevalence of smoking among pregnant Aboriginal women and their families in South Australia. The SA program focuses on the Aboriginal Community Controlled Health Service, and supports all regions across the state. The MHTS program is funded through Drug and Alcohol Services South Australia and is part of an over arching Tackling Smoking project, under the National Partnership Agreement on Closing the Gap in Indigenous Health outcomes. AHCSA's Mary-Anne Williams coordinated the program from its inception.

Before the program In 2008, 57% of pregnant Aboriginal women were smokers at their first antenatal visit. The program aimed for a 2.1% annual reduction in smoking during pregnancy for Aboriginal women.

Positive results Through AHCSA's MHTS program and its successful social marketing campaign, effective education on the health risks associated with smoking during pregnancy has been delivered. This has included information about early presentation to healthcare providers and promotion of smoke-free homes and cars. 2013 data related to pregnant Aboriginal women smoking in the second half of their pregnancy has decreased to 43.7% showing an overall decrease of 13.3% in pregnant Aboriginal women smoking since the commencement of the program.

Health risks to pregnant women Mothers that smoke during pregnancy are at high risk of bleeding from the placenta, ectopic pregnancy, premature labour, more complicated births, miscarriages and at risk of developing associated chronic diseases.

Risks to unborn babies Smoking during pregnancy can have damaging effects on the unborn baby, including low birth weight, three times the risk of Sudden Infant Death



Syndrome (SIDS), poor lung function, need for admission to special care nurseries, neonatal nicotine withdrawal, stillbirths, reduced oxygen supply through the placenta, impaired growth and development, increased risk of cleft lip and cleft palate and decreased movements by the baby in the womb.

Risks of passive smoking Second-hand smoke inhalation by pregnant women and their children puts them at risk of developing asthma, coughing, wheezing and breathlessness, ear and chest infections, pneumonia, bronchitis and even Sudden Infant Death Syndrome (SIDS).

Smoking when breastfeeding For the benefit of the babies, it is advised that breastfeeding mothers make a quit attempt or cut down smoking to stop or reduce the poisons being passed to their babies through breast milk. It is encouraged that women continue breastfeeding wherever possible, to boost their babies' immunity and protect

them against illness. If women are unable to quit, they should breastfeed before smoking (or using nicotine replacement therapy) to reduce the amount of nicotine passed to babies through breast milk.

South Australia was fortunate to be the only state in Australia to secure funding for this unique MHTS program.



Campaigns In 2011, AHCSA launched its MHTS 'Stickin' it Up the Smokes Black Proud Smoke Free Sistas' social marketing campaign. It encourages pregnant Aboriginal women to stop smoking during pregnancy to give their unborn babies the best start in life. With the involvement of the local ambassadors, the campaign, has been very successful.

Mary-Anne, the MHTS Program Officer, felt it was essential to create material with a point of difference to grab the attention of their target audience. The Campaign had a hip hop look and feel, as this appealed to the target audience when the ideas were tested in the consultation phase.

The campaign recruited nine pregnant Aboriginal women from different regions of South Australia as its ambassadors. Each has a unique smoking story that would resonate with women on their own quit smoking journeys. The campaign created a range of promotional materials to demonstrate that risks of smoking during pregnancy affect all expectant mothers and babies.

Another useful resource developed was the 'Bump to Bub' booklet, which documents the growth of a foetus during pregnancy. Each month of pregnancy featured a different ambassador and their personal smoking story.

The campaign included a Facebook 'Stickin' it Up the Smokes' page. This was set up to act as a virtual young mums yarning group, where pregnant Aboriginal women could connect and support each other. Pendants were given to mothers of Aboriginal children who successfully gave up cigarettes during pregnancy. This necklace became a public commitment to not smoke during pregnancy, as well as a reward.

Other merchandise included hoodies and netballs, which were used at the annual Aboriginal sports carnival. Ellie Lovegrove developed a rap song for the campaign and the song featured in radio ads which aired around South Australia in 2012.



Gynburra Fishing Festival AHCSA's Maternal Health Tackling Smoking program went on a pampering mission around SA. In Port Victoria, at the annual Gynburra Fishing festival, while the keen anglers were busy competing, the women were invited to enjoy some pampering at a pop up day spa on the beach.

Massages, beauty treatments and hair styling were very popular. But it wasn't all about scented oils and quinoa salads. There were strict messages about the risks of smoking, especially during pregnancy and smoking around babies and children.

Women's Pamper Days Soon-to-be mums are made to feel very special at a series of Pamper Days facilitated by AHCSA's Mary-Anne Williams (Maternal Health Tackling Smoking Program Officer) and Sarah Betts (Sexual Health Project Officer). Yoga, mindfulness, hair and beauty treatments and healthy lunches are provided, with the women just loving the feel-good mood at the events.

Pregnant women attending the pamper days stated that 'they felt more supported and keen to make quit attempts after being educated on the risks of smoking in a relaxed atmosphere,

appreciating also the follow up support to make quit attempts or stay quit.'

Over the years, the overwhelming message from the MHTS program is to celebrate the wins. Mary-Anne firmly believes that 'it is never too late to quit or cut down on smoking during pregnancy to improve your health and the health of your baby.'

Smoking cessation options for pregnant women include:

Contact AHCSA Maternal Health Tackling Smoking Project Officer, Mary-Anne Williams on 0488 127 113

- Contact your local Aboriginal Health team
- Contact your local Tackling Smoking project officers
- Call Quitline on 13 78 48 and ask to speak to an Aboriginal Quitline counsellor
- Nicotine replacement therapy including patches, gum, lozenges, inhalers, and Quick mist spray
- Champix oral medication (not recommended for pregnant women)
- Cut down or go cold turkey

Our culture is strong but smoking makes us weak. If you want to quit, walk on country, soak in the land and have a healthy snack as each craving hits

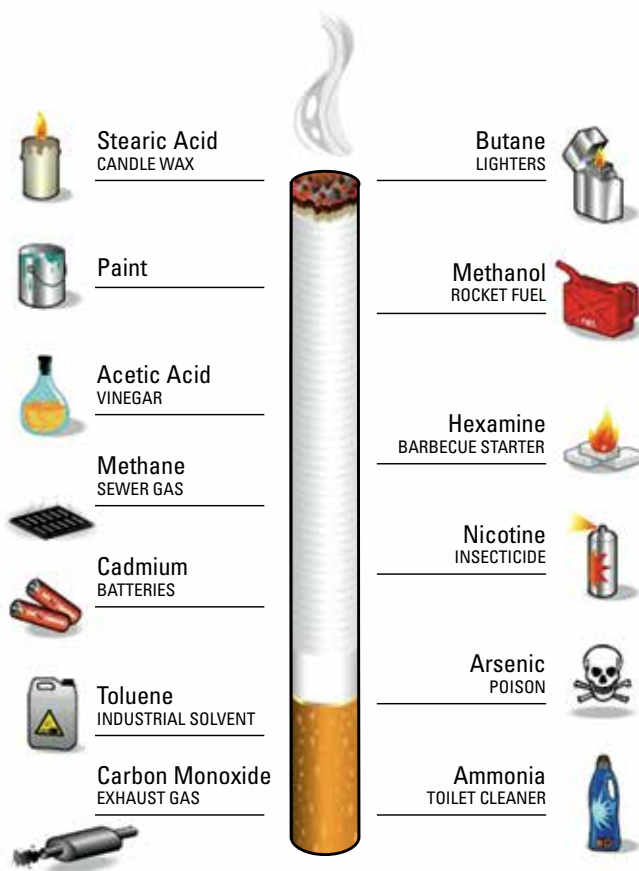
Rhonda Miller Kokatha Elder



Things to Consider for your Wellbeing

Facts about the harmful effects of smoking and getting help to quit

Knowing the facts can help to motivate you, your friends and your family to quit smoking. Giving up smoking is never easy, but it's the most important thing you can do to look after your health and there is plenty of help available.



Toxic ingredients

There are over 4,000 chemicals in tobacco smoke and at least 60 of those chemicals are known to cause cancer. When you smoke, the poisonous chemicals in cigarette smoke go into your mouth, your lungs and blood. The blood carries the chemicals from the cigarette all around the body and causes harm to many of the body's organs.

How this affects our community

Almost half of our mob aged 15 years and older smoke every day. Smoking is the major killer of our people, as it leads to ongoing illnesses like heart disease, lung and throat disease and cancers.

On average, Aboriginal men and women die 10-12 years earlier than non-Aboriginal people, often because of illness caused by smoking. This means our families and communities are losing our Elders and their love, support and cultural knowledge long before we should expect to.

Effects on our health

Smoking seriously impacts on our enjoyment of life and is a major risk factor for many diseases and health conditions such as:

- Cancer of the lung, mouth, oesophagus, larynx, kidney, pancreas, bladder, stomach and cervix
- Heart disease
- Blocked arteries
- Stroke
- Lung disease
- Emphysema and asthma
- Dental problems
- Erectile dysfunction
- Reduced fertility in women
- Osteoporosis (weak bones)
- Diabetes complications

We have the power to change the way we think and what we do, and overcome the physical, social and financial harm smoking causes our mob and our culture. Quitting smoking at any age has health benefits for you and those around you.

Not ready to quit but want to make a difference

- Smoke outside so that other people, especially kids, don't breathe in your smoke.
- Don't smoke in cars at any time – even if no one is in the car with you. The smoke clings to the inside of the car and people breath it in the next time they get in.
- Encourage and educate kids to not take up smoking.
- Don't let your kids light your cigarettes or roll them for you.
- Support your family and friends to quit, especially by not smoking around them when they're trying to give up. This is especially important when a pregnant woman is trying to quit, as everything she smokes, her growing baby takes in too.

Quitting smoking at any age will help

- You will live longer and have more time to spend with your family and friends.
- You'll be a good role model for your kids, family and community.
- Keeping second-hand smoke away from kids will be easier.
- You will save money.

How your body heals when you quit smoking

After 12 hours	Almost all of the nicotine is out of your system.
After 24 hours	The level of carbon monoxide in your blood has dropped.
After five days	Most nicotine by-products have gone.
Within days	Your sense of taste and smell improves.
Within a month	Your blood pressure returns to its normal level and your immune system begins to show signs of recovery.
Within two months	Your lungs will no longer be producing extra phlegm caused by smoking.
After 12 months	Your increased risk of dying from heart disease is half that of a continuing smoker.
After five years	Incidence and progression of lung disease is reduced (including chronic bronchitis and emphysema).
After 10 years	Your risk of lung cancer is less than half that of a continuing smoker and continues to decline (provided the disease is not already present).
After 15 years	Your risk of heart attack and stroke is almost the same as that of a person who has never smoked.

Before you attempt to quit

Before you make a quit attempt it can be useful to talk to your health professional or an Aboriginal Quitline counsellor on 13 78 48 and get some ideas on how to make the journey a bit easier. People who plan their quit attempt are more successful in giving up smoking than people who don't. You can prepare to quit by:

- Thinking about why you smoke
- Thinking about the reasons you want to quit
- Creating a quitting plan
- Putting your plan into action.

Establishing your own strategy for quitting is important. Different methods suit different people. Choose a quitting method you feel comfortable with and that suits your situation.

Options available to help you quit

Aboriginal people can receive support to quit by:

- Speaking to an advisor at the Quitline on 13 78 48, you can ask to speak with an Aboriginal counsellor if you prefer
- Talking to your health professional
- Visiting your Aboriginal health service for a health check and advice on how to make a quit attempt.

Pregnant Aboriginal woman or those wanting to start a family can:

- Talk to your health professional for support and advice about cutting down or quitting.
- Visit your Aboriginal health service for a health check and advice on how to make a quit attempt.
- Call the pregnancy Quitline on 1300 889 010. Counsellors are specially trained to help you through the special challenges of quitting and staying quit once your baby is born.
- Speak to an advisor on the Quitline on 13 78 48, and you can ask to speak with an Aboriginal counsellor, if you prefer.

- Call the Aboriginal Health Council of South Australia Inc. (AHCSA) on 8273 7200 to find out how to join an expecting mums yarning group in your area. Here you can get tips on how to quit or cut down and share your experiences with other Aboriginal women.

Nicotine Replacement Therapy

You may want to consider using nicotine replacement products such as patches or gum to help you stop smoking. These work by reducing the withdrawal symptoms such as cravings. Before starting Nicotine Replacement Therapy (NRT) talk with your health professional about:

- Which is the most suitable NRT for you
- How to use NRT correctly

Quitting cold turkey

'Cold turkey' is giving up smoking suddenly, without using Nicotine Replacement Therapy. If you are a light smoker and have only mild withdrawal symptoms when you quit, it's likely you may not need to use NRT. If you are addicted to nicotine, cravings and withdrawal symptoms can be uncomfortable. For many people it can be challenging to deal with smoking habits or social situations where others are smoking. Getting advice and support can help you quit successfully.

Attempting to quit more than once

You may quit a number of times before you stop smoking for good. It will help to think about what brought you back to smoking and how you might deal with this trigger the next time. You can also remember what worked well for you and put this into practice during your next attempt. All previous attempts to quit are good practice, the important thing is to keep trying and get support when you need it.

Managing cravings

Cravings only last a few minutes, and reduce over time. When you have a craving it helps to remember it will pass. The Five Deadly D's can be a useful way to manage a craving.

The Five Deadly D's

- Delay
- Deep breathe
- Drink water
- Do something else
- Dial Quitline 13 78 48

For some useful tips on how to cope with cravings, withdrawal symptoms, social situations and stress have a look at the Quit Now website: www.quitnow.gov.au/internet/quitnow/publishing.nsf/Content/coping

Butt out ...We want our community to live strong and long. Don't kill your dreams with smoking.





Tackling Smoking



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