

Fresh resources give health workers the edge to tackle Indigenous smoking

Thursday, 30 May 2013

A suite of new No Smokes Health Worker Guides will be launched on World No Tobacco Day (Friday, 31 May) providing a toolbox for health workers, including Aboriginal tobacco workers, to tackle Indigenous smoking rates.

No Smokes project leader, Associate Professor Sheree Cairney said that with Indigenous Australians smoking at more than twice the rate of their non-Indigenous counterparts, World No Tobacco Day reminds us why tackling smoking in these communities is a priority.

“We created the No Smokes Health Worker Guides to support workers to assess where their client is at in their ‘quit journey’, and then direct them to the No Smokes tools appropriate to that stage,” she said.

The launch of the No Smokes Health Worker Guides coincides with the one year anniversary of the overarching resource NoSmokes.com.au; a multimedia anti-smoking project that uses humour, music and highly visual mediums to appeal to young Aboriginal and Torres Strait Islanders.

“The No Smokes website has had almost 50,000 page views in its first year, using social media, video stories and interactive games to engage its target audience, and the health worker guides add a new dimension,” Assoc Professor Cairney said.

“The No Smokes Health Worker Guides were written by drug and alcohol addiction workers who specialise in Indigenous health settings, and are built to work within standard protocols.”

The No Smokes Health Worker Guides are available as free PDF downloads from NoSmokes.com.au in the ‘Teachers and Health Workers’ section and work seamlessly with a range of online videos, fact sheets, downloadable music and interactive games available on the site.

To mark the launch of the guides, and the one year anniversary of the No Smokes project, Indigenous hip hop artist and No Smokes ambassador, Blakboi, will perform at a special World No Tobacco Day event at the peak Aboriginal health body in Victoria, the Victorian Aboriginal Community Controlled Health Organisation (VACCHO).

Blakboi’s performance brings to an end a two-week tour from Lismore to Bells Beach where he competed in the Indigenous Men’ Surf Championships, and performed at events to promote healthy lifestyles to Indigenous youth. Blakboi’s No Smokes tour blog is available at: www.nosmokes.com.au/guest-blogger

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Background:

No Smokes is a Tackling Indigenous Smoking and Healthy Lifestyle Initiative funded by the Australian Government Department of Health and Ageing and is a project of the Menzies School of Health Research.