

Happy Festive Season!

6 months into the “Social media to enhance Indigenous tobacco control” project.

Thank you for everything you have done to make this project so rewarding!

- ✓ Phase 1 data collection is complete.
- ✓ 23 community researchers in Darwin, Alice Springs and Nhulunbuy explored, with the research team, the question: What social media health information is being shared within communities, how and by whom?
- ✓ The research team is compiling phase 1 findings for publication. We will share the detailed results with you in the new year.

**Issue 5: December
2016. Watch & Read**



WATCH: behind the scenes ABC TV interview.

Phase 2 begins:

“We’re about to start the next, and really interesting, phase of this project. What happens when people start sharing posts about smoking? We are also really interested in why people will choose some smoking posts and not others? What happens in their networks after they share these posts?”

Associate Professor David Thomas, Menzies

The 2017 Plan

- ✓ 15 community based researchers from Darwin, Alice Springs and Nhulunbuy will share tobacco control information on their own social media pages.
- ✓ Phase 2 research question: How can social media be used effectively to reduce smoking and improve the health of Aboriginal and Torres Strait Islander people?

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Keeping in touch

- ✓ Marita and Vicki recently met with community researchers in Darwin, Alice Springs and Nhulunbuy to discuss phase 2.
- ✓ We are very happy to have recruited 3 new researchers in Alice Springs and we hope to recruit a few more researchers in Nhulunbuy.
- ✓ It was fantastic to meet with the Miwatj health Tobacco Action Workers to discuss how they can use our research findings in their work. Big thanks to Melanie Herdman and her Miwatj team for sharing time with us.

ACCHO Social Media Strategies

- ✓ Danila Dilba, Miwatj Health and the Central Australian Aboriginal Congress are ramping up their social media strategies.
- ✓ Marita and Vicki will continue to offer support to the ACCHO's as they increase their social media presence.

Holidays!

- ✓ Marita and Vicki will be on holidays from December 23rd to January 9th 2017.
- ✓ It was great to see the North pole reindeers found their way to Miwatj HQ in Arnhem Land.
- ✓ Thanks again for your enthusiasm, interest and dedication to this research project. We look forward to working with you in 2017!

Did you see this?

- ✓ WATCH: ABC News reported on the Social media and Indigenous Health project.

