

Social Media & Indigenous Tobacco Control project update

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Watch and Read

“Facebook has potential...to have an effect on supporting those people who would like to quit smoking...”- Mel Herdman, Miwatj Health

The 2017 annual project meeting was a fantastic opportunity to share the research projects findings and to discuss how the findings can be translated into practice for our partnering Aboriginal Community Controlled Health Organisations. Thanks to everyone who travelled to Darwin! If you missed out click the pic to check out the video >>>



1178 screenshots + 100 hrs of qualitative interviews = 1 FASCINATING article

A lot processing, analyzing, checking and thinking went into synthesising the work of our team of community based peer researchers during Study 1. We wanted to answer the Q: What social media health information is being shared within communities, how and by who?

The answers to that question appear in the paper, “Social media and health information sharing among Australian Indigenous people” which we hope will be published soon in a peer-reviewed journal.

Due to the rules around journal publications we can't share too much but here's a snippet>>>

“Despite the enormous potential of social media for health promotion, there is an inadequate evidence base for how they can be used effectively to influence behaviour. In Australia, research suggests social media use is higher among Aboriginal and Torres Strait Islander people than the general Australian population; however, health promoters need a better understanding of who uses technologies, how and why. This qualitative study investigates what types of health content are being shared among Aboriginal and Torres Strait people through social media networks, as well as how people engage with, and are influenced by, health-related information in their offline life.”

Now, Study 3: How can Aboriginal Controlled Community Health Services use social media effectively for reducing smoking?

Danila Dilba, Miwatj Health and Congress are posting tobacco control content weekly on their Facebook pages. Fantastic work!

Congress has been experimenting with spending a little money to boost some posts.



Q: Can you manipulate Facebook to spread public health messages instead of cat videos?



A: Maybe! Take a look at Dr Becky Freeman’s Top 5 tips to make Facebook work for your health service. Becky is from the University of Sydney and is one of our projects lead investigators.

Becky’s bio: “I was the first researcher to publish papers on tobacco product promotions through the online social media websites YouTube and Facebook. I am an established authority on the potential of the Internet to circumvent tobacco advertising bans and have pioneered research methods in tracking and analysing online social media content.” ie. she knows a lot of stuff and her tips are well worth listening to!

Kriol, Tiwi, Yolngu Matha & Western Arrernte Quit Smoking Ads



The Department of Health has been really interested in our project and offered to translate some of the “Don’t Make Smokes Your Story” messages into NT Aboriginal languages for our partnering ACCHO’s to share on their Facebook pages. Danila Dilba has short video messages in Kriol and Tiwi. Miwatj Health has messages in Yolngu Matha and Congress has messages to share in Western Arrernte. Click the pic for a Miwatj message in Yolngu Matha.

Conferences:

- 2017 Oceania Tobacco Control Conference in Hobart we will present: “Facebook and Tobacco Control: what are Aboriginal and Torres Strait Islander people sharing?”
- 17th World Conference on Tobacco or Health in Cape Town, South Africa we will present: “Can Facebook help reduce smoking? A qualitative study to investigate how to use social media for tobacco control among Australian Indigenous people.”

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