

Using research to reflect and then improve action



David Thomas

4th ATRAC Symposium, Coogee, 3 September 2014



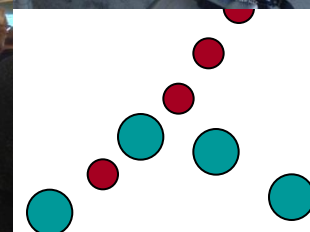


Getting involved in research





Aboriginal & Torres Strait Islander people and organisations





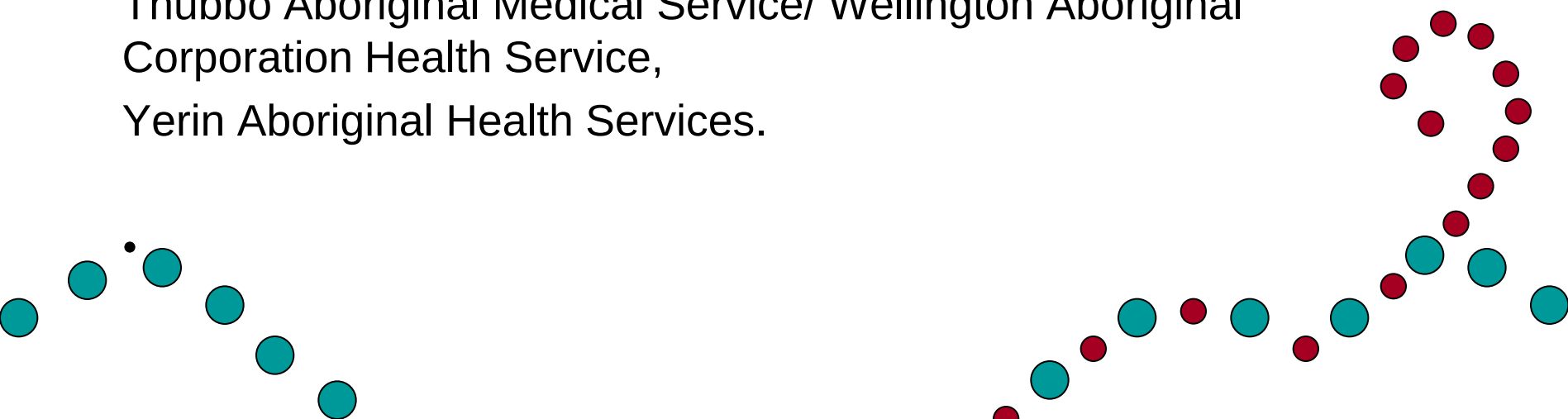
Project sites





AHMRC members involved

Awabakal Newcastle Aboriginal Co-operative,
Balranald Aboriginal Health Service,
Bulgarr Ngaru Medical Aboriginal Corporation,
Bullinah Aboriginal Health Service Corporation,
Coomealla Health Aboriginal Corporation,
Peak Hill Aboriginal Medical Service,
South Coast Aboriginal Medical Service,
Thubbo Aboriginal Medical Service/ Wellington Aboriginal
Corporation Health Service,
Yerin Aboriginal Health Services.





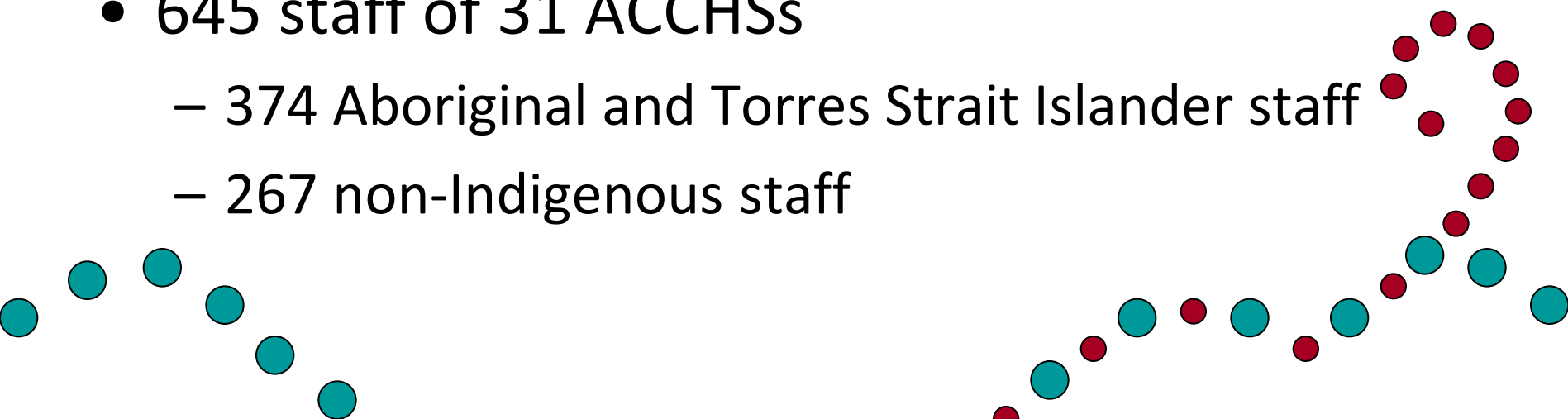
Asking the questions...

Aneika Kapeen	Katrina Radburn
Bernadette Hazel	Lenny Quinlan
Bianca Turvey	Nathanael Curtis
Bryce Ray	Nigel Welsh
Crystal Dennis	Ryan Kelly
Dianne Crawford	Sandra Peckham
Jody Obst	Steven Davis
Joel Zimmer	Tarneen Onus-Williams
Karen Price	



3,000 stories about the smokes

- 2522 Aboriginal and Torres Strait Islander community members
 - 1643 smokers
 - 311 ex-smokers
 - 568 never smokers
- 645 staff of 31 ACCHSs
 - 374 Aboriginal and Torres Strait Islander staff
 - 267 non-Indigenous staff



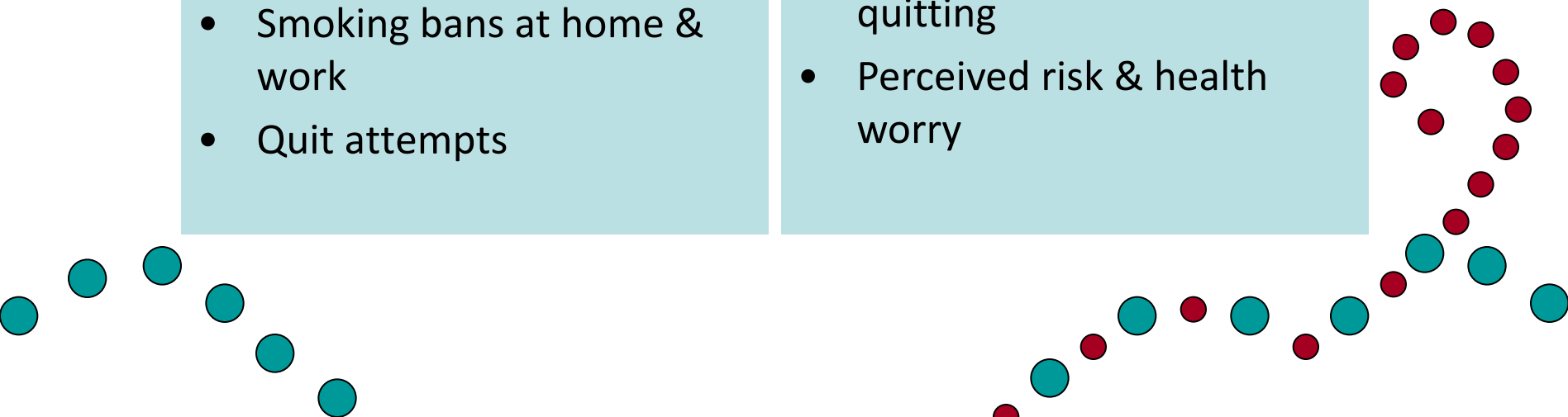


Talking
About
the
Smokes

What type of questions?

- Demographic information
- Smoking history & behaviour, including smokeless tobacco use
- Brands, prices & sources of tobacco
- Smoking amongst family & friends
- Smoking bans at home & work
- Quit attempts

- Use of stop-smoking medication & other quit supports
- Knowledge of health effects of smoking
- Health warnings, advertising & information
- Thoughts about smoking & quitting
- Perceived risk & health worry



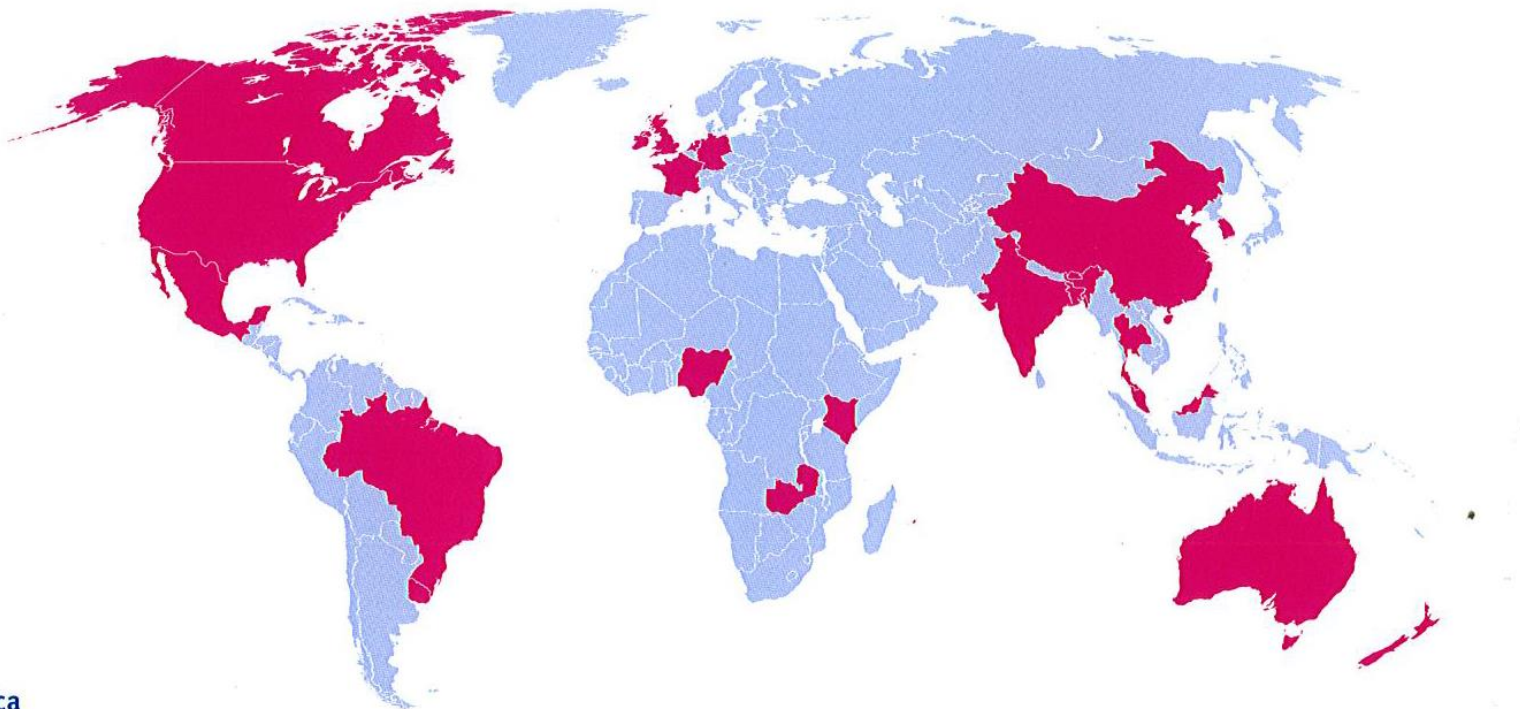


Talking
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The International Tobacco Control (ITC) Policy Evaluation Project

23 countries • 50% of the world's population • 60% of the world's smokers • 70% of the world's tobacco users

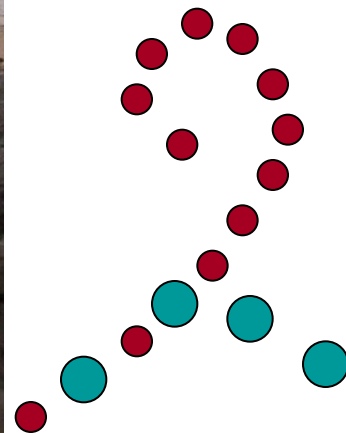
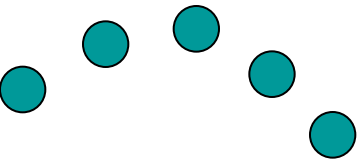
Australia
Bangladesh
Bhutan
Brazil
Canada
China (Mainland)
France
Germany
India
Ireland
Kenya
Malaysia
Mauritius
Mexico
Netherlands
New Zealand
Nigeria
South Korea
Thailand
United Kingdom
Uruguay
United States of America
Zambia





Adapting questions, methods







Baseline Results

- Medical Journal of Australia - Supplement





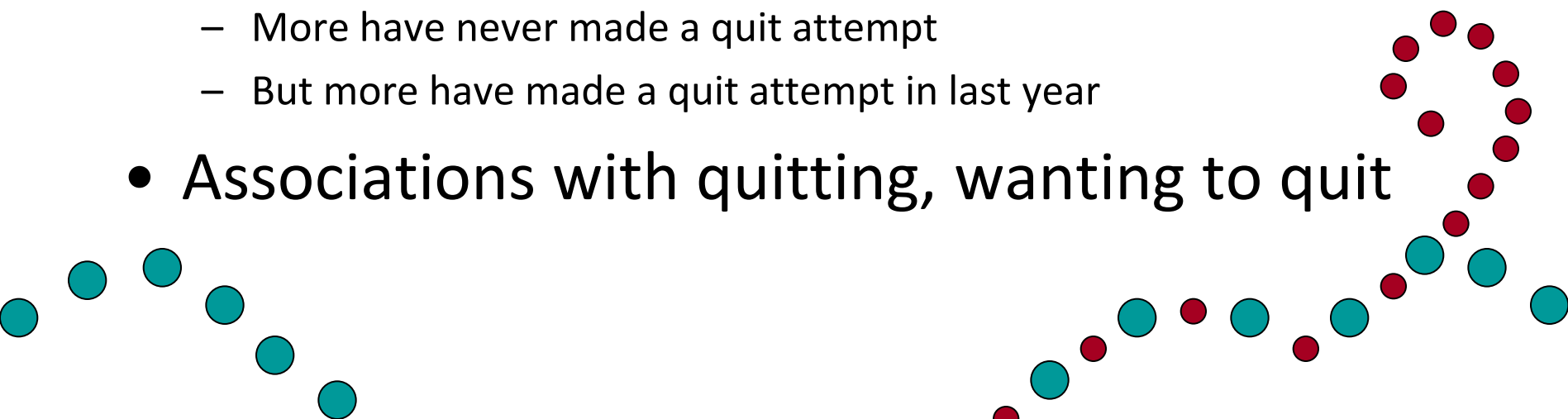
Variation in results by...

- Age
- Gender
- Aboriginal vs Torres Strait Islander or both
- Employment
- Education
- Racism
- Remoteness
- Area level disadvantage
- Health service tobacco control resources



Quit attempts – daily smokers

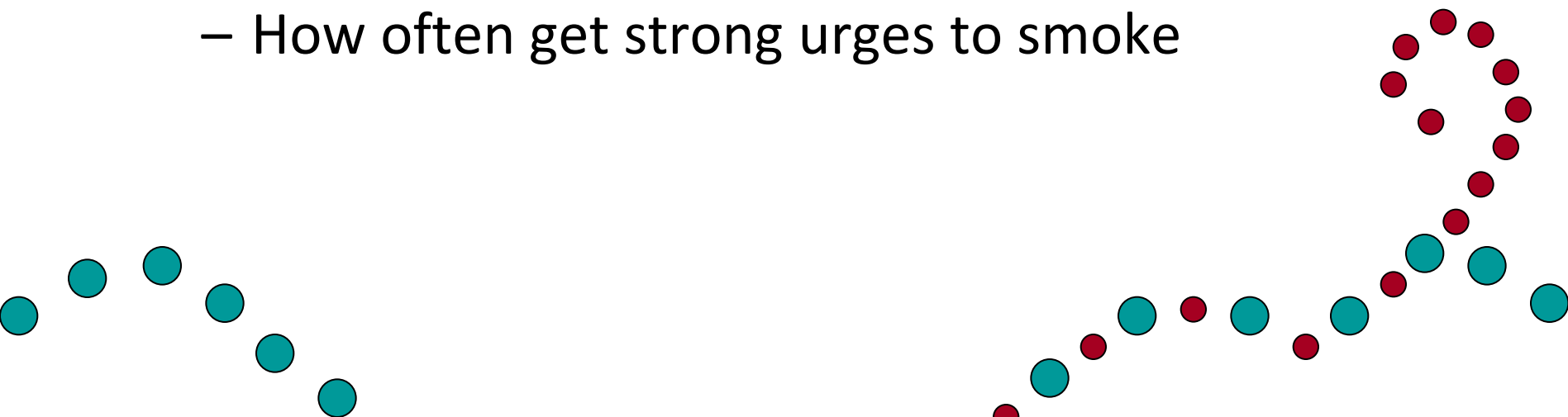
- 68% want to quit
- 69% have ever made a quit attempt
- 48% made a quit attempt in last year
- Median number quit attempts recalled = 3
- Compared with Australian daily smokers
 - Shorter and less quit attempts
 - More have never made a quit attempt
 - But more have made a quit attempt in last year
- Associations with quitting, wanting to quit





Dependence

- Less evidence of physical dependence
- Questions:
 - Cigarettes per day
 - Time to first cigarette
 - Strong cravings during last quit attempt
 - How often get strong urges to smoke

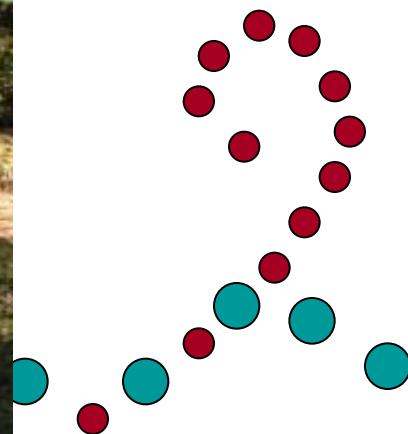
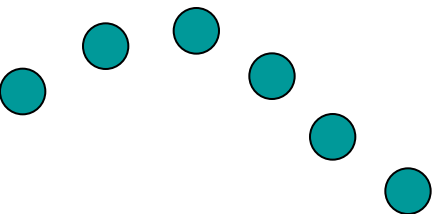




Knowledge

- Good knowledge of effects of smoking and second hand smoke
 - But less that smoking makes diabetes worse
- Knowledge associated wanting to quit, quit attempts

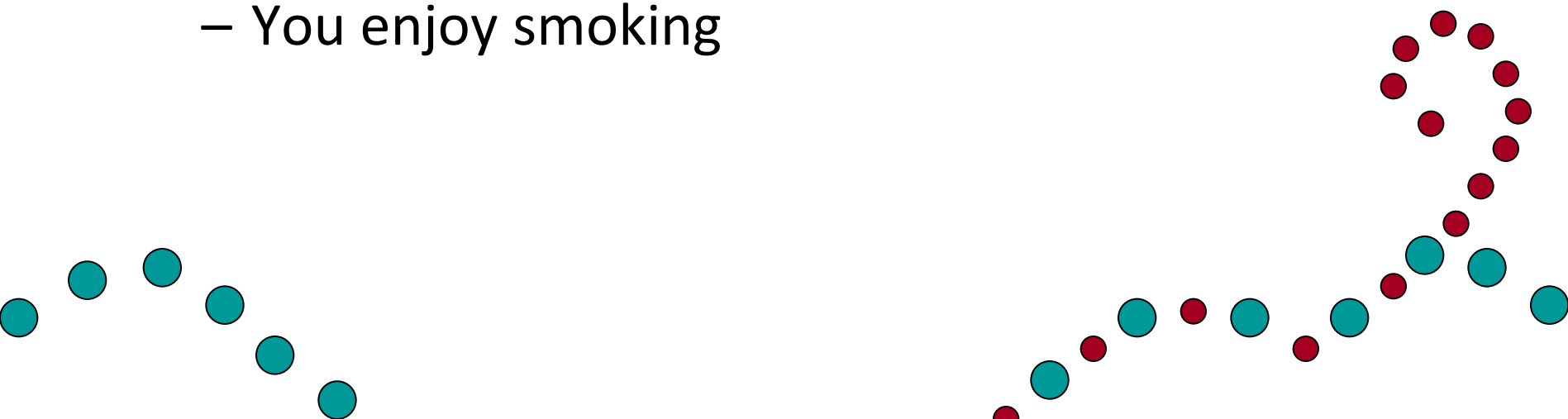






Personal attitudes: smokers

- Similar to Australian daily smokers:
 - Would not have started smoking, if had time again
 - Spend too much money on cigarettes
 - Smoking calms you down when stressed
- Less agree than Australian daily smokers:
 - You enjoy smoking





Personal attitudes: ex-smokers

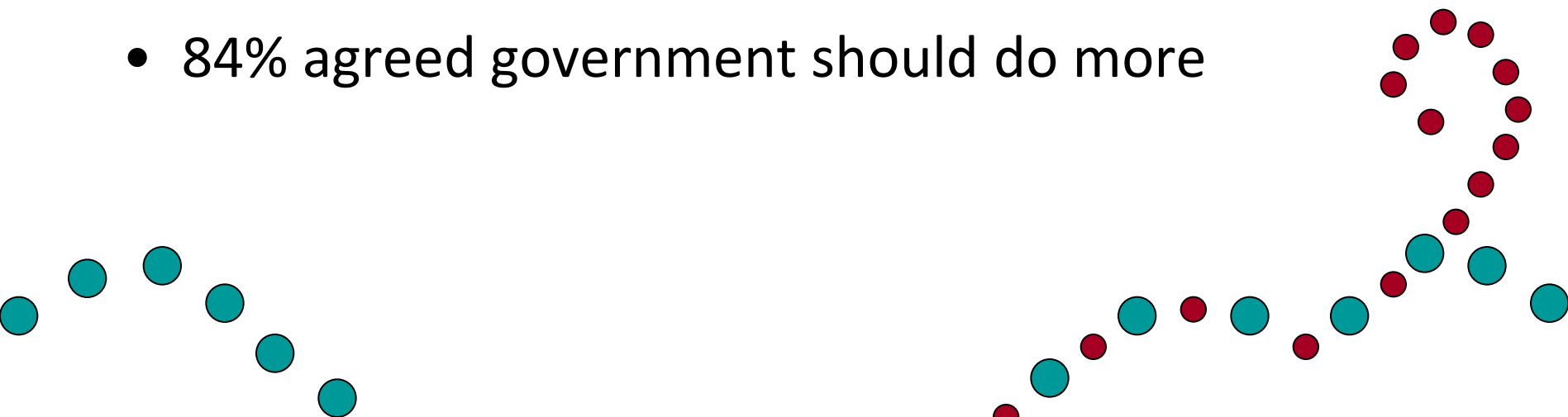
- Since quit, ...
 - 91% agreed their life is better now
 - 85% agreed they have more money
 - 76% agreed they cope with stress as well as when smoking





Social acceptability & desirability

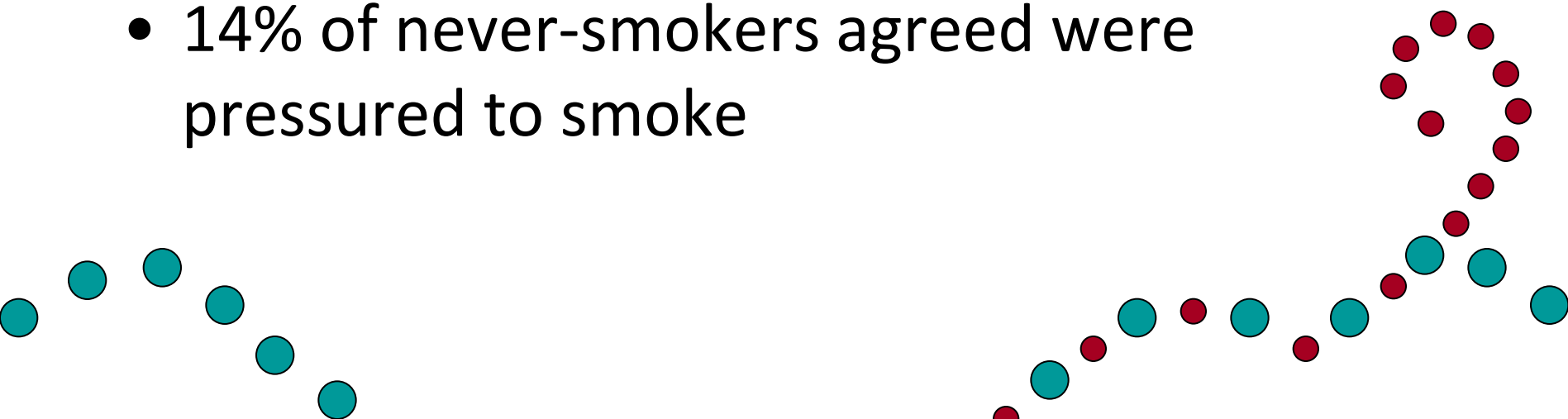
- Aboriginal smokers thought smoking was thought more socially acceptable than did other Australian smokers
- Less agreed community leaders disapprove than mainstream society disapproves (41% vs 62%)
- 84% agreed government should do more



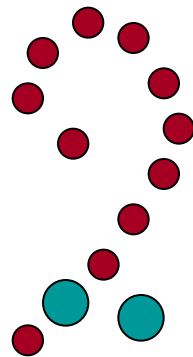


Social isolation of non-smokers?

- Only 27% agreed non-smokers miss out on good gossip
- 25% of never-smokers agreed smokers exclude them
- 14% of never-smokers agreed were pressured to smoke



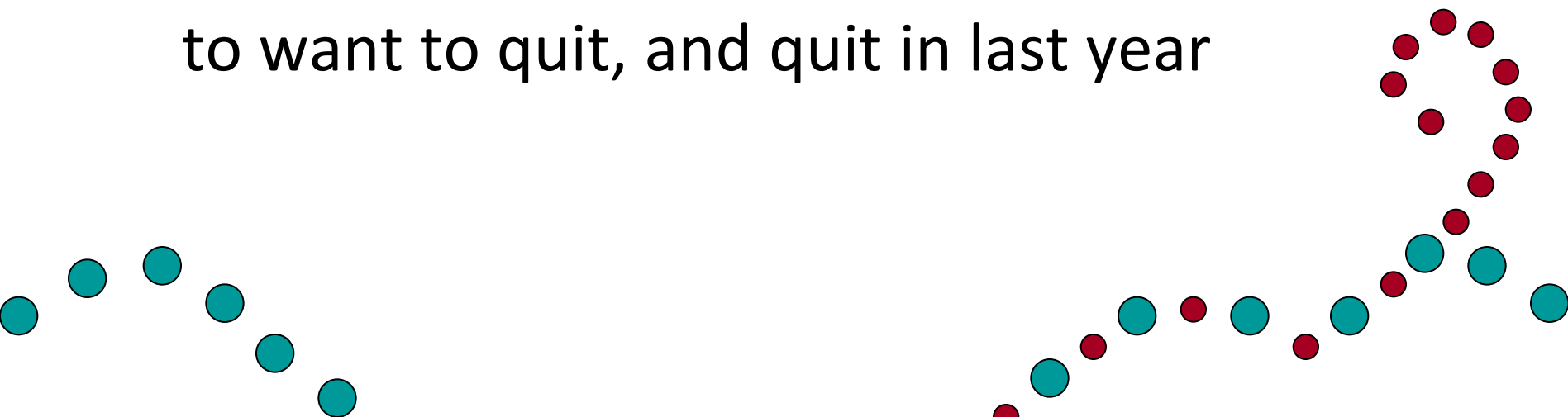
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Smokefree homes

- 68% of all had total ban smoking inside
- % of daily smokers with a total ban is the same as for Australian daily smokers
- Few with a total ban reported lapses
- Smokers in smokefree homes more likely to want to quit, and quit in last year





Smokefree workplaces

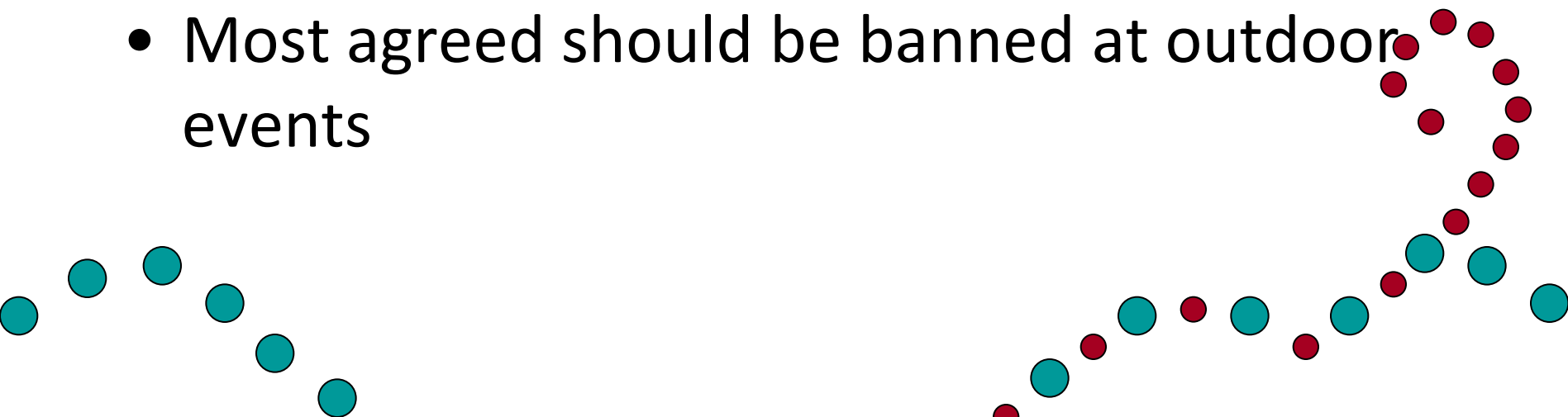
- 91% of all had total indoor smoking ban at work
- Same as other Australians
- Those in smokefree workplaces more likely to have a smokefree home





Smokefree health services

- All had smokefree policy or rules
- Almost all community members agreed that smoking should be banned:
 - Everywhere at Aboriginal Medical Services
 - Indoors at other Aboriginal orgs
- Most agreed should be banned at outdoor events

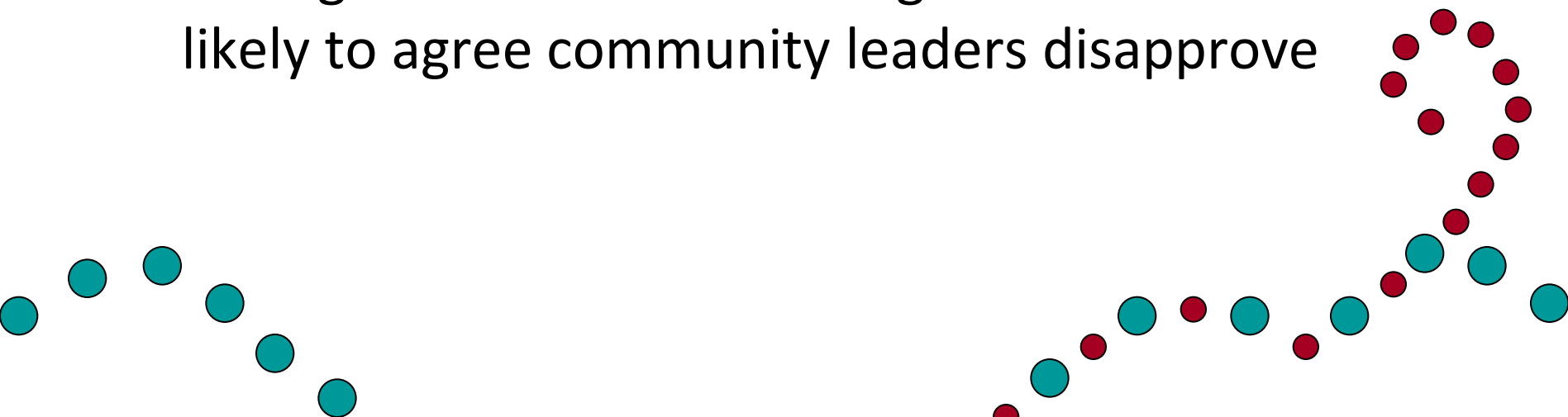






Advertising & information

- In last 6 months,
 - 85% smokers recalled anti-smoking advertising
 - 61% smokers recalled a news story
- 89% smokers had noticed warning labels last month
- Exposure recalled → more likely want to quit
- Aboriginal or local advertising recalled → more likely to agree community leaders disapprove





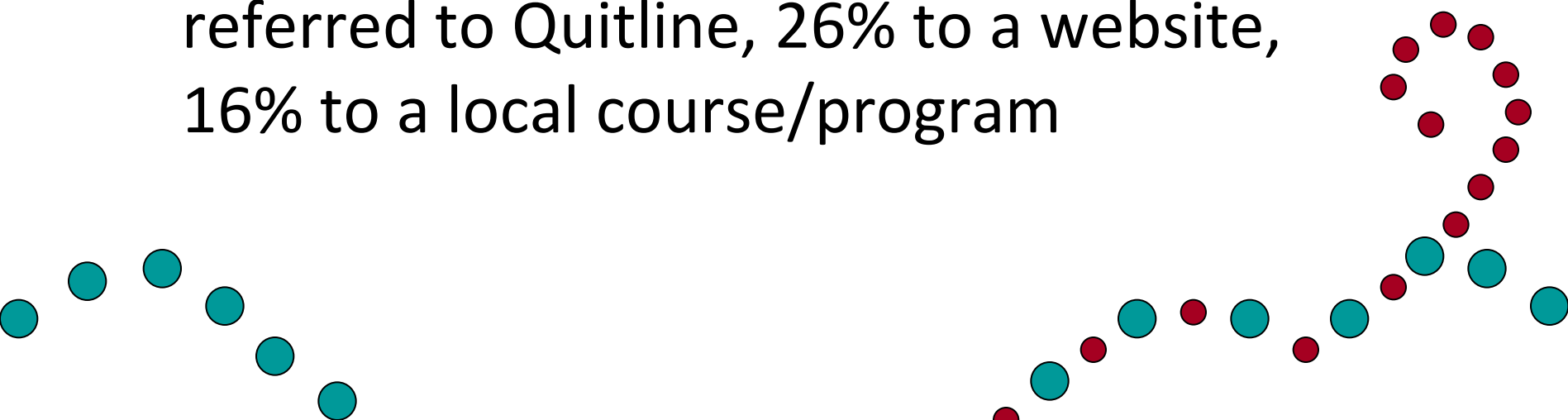
Balranald ABORIGINAL HEALTH SERVICE





Brief advice

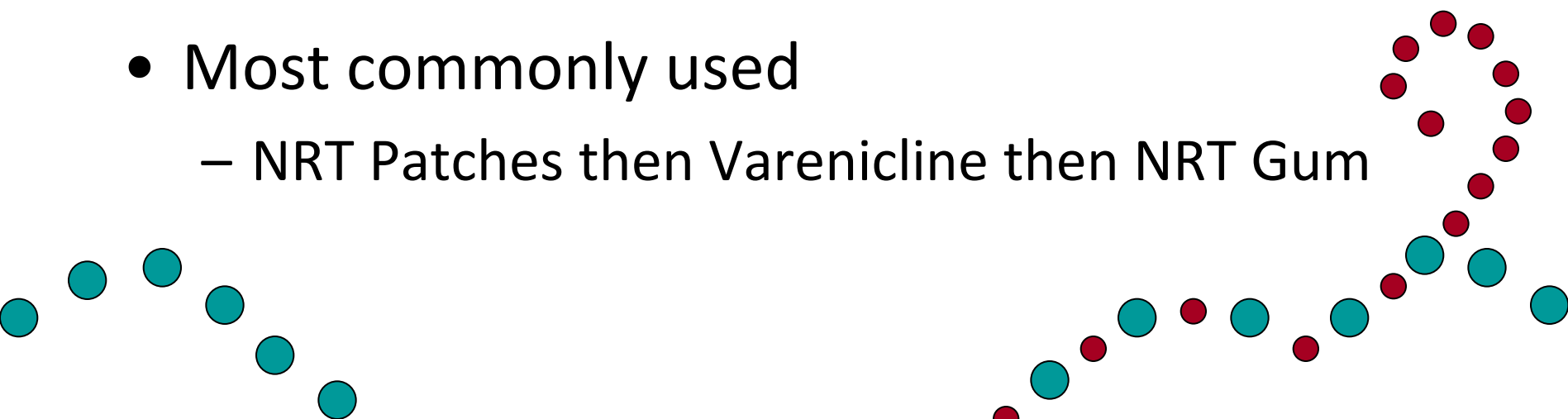
- 75% of daily smokers seen by health professional in the last year, of these...
 - 93% asked if smoke, of these...
 - 81% encouraged to quit.
- Of these, 48% offered pamphlets, 29% referred to Quitline, 26% to a website, 16% to a local course/program





Stop smoking medications

- Less use than among Australian smokers
- 36% of daily smokers have ever used
- 23% used in last year
- More likely to have used if more dependent
- Most commonly used
 - NRT Patches then Varenicline then NRT Gum



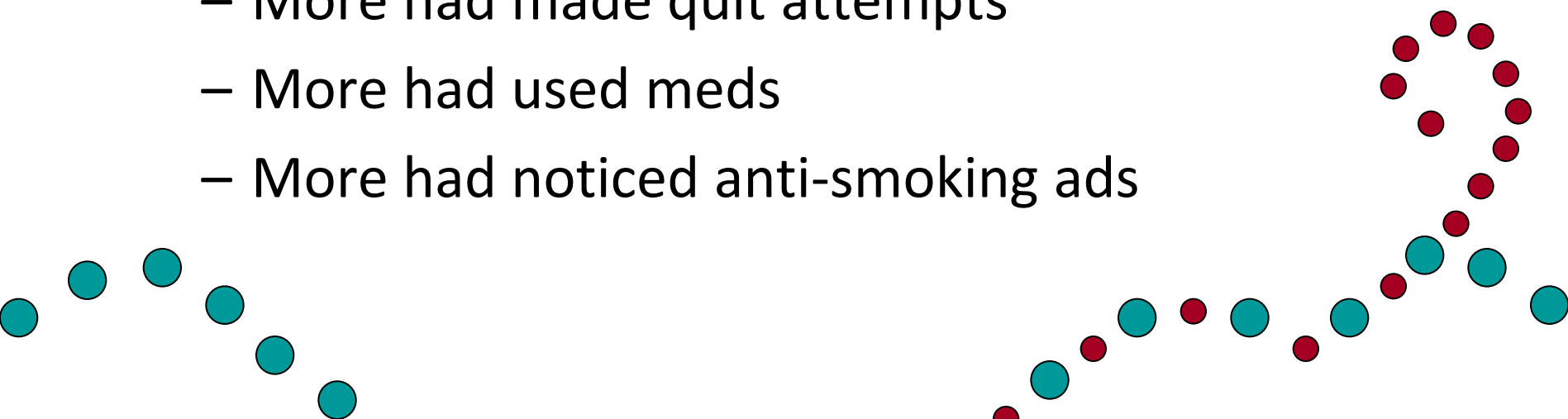
**Talking
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Aboriginal & Torres Strait Islander staff

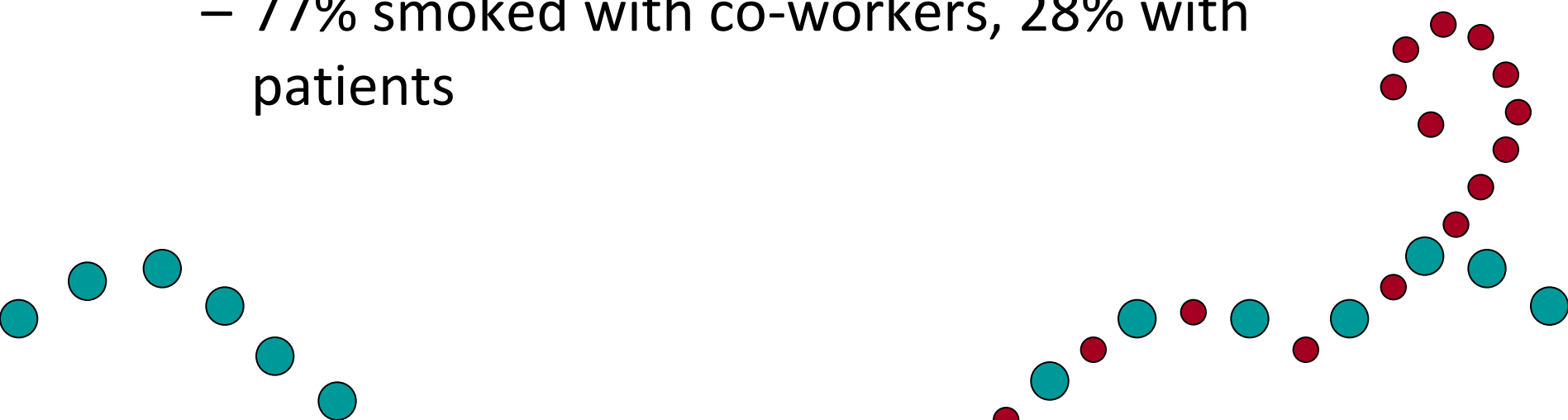
- Smoking status associated with confidence in talking about smoking/ quitting
- Compared with community members:
 - Less smokers, more never-smokers
 - More had made quit attempts
 - More had used meds
 - More had noticed anti-smoking ads





Aboriginal & Torres Strait Islander staff

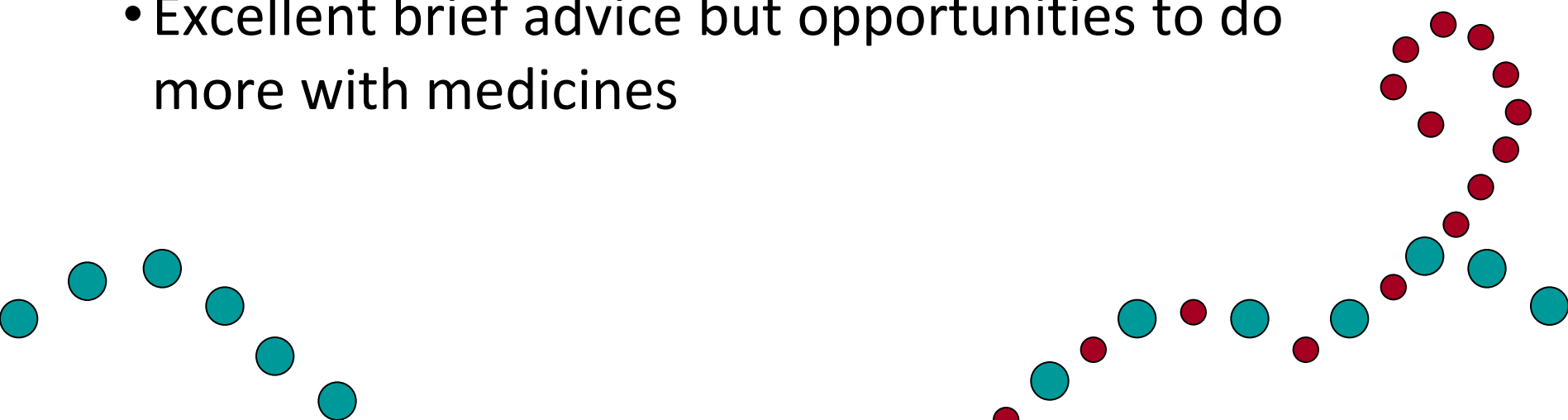
- Of those who smoke:
 - Most (74%) agreed being a non-smoker sets a good example to patients
 - 41% smoked where patients could see them
 - 77% smoked with co-workers, 28% with patients

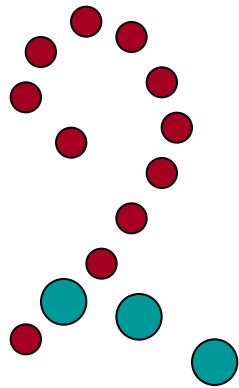
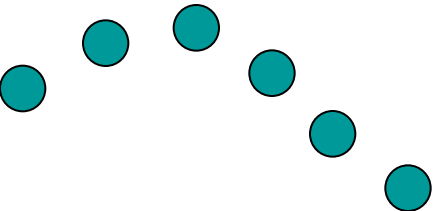




Summary

- Smokers are trying to quit
- Information about knowledge, personal beliefs and social acceptability to be used in campaigns
- Social marketing campaigns are useful
- Strong action and support on smoke free homes and public areas, including ACCHSs
- Excellent brief advice but opportunities to do more with medicines







Asking questions...

Alana Haymes	Elsa Porter	Kevin Manantan	Ross Mitchell
Aneika Kapeen	Francis Hayes	Kirrie Machen	Roz Yarran
Ashley Monkland	Franz "Jorgie" Skeen	Lenny Quinlan	Ruby Stanley
Bernadette Hazel	Helen Kassman-Reid	Lexa Weetra	Ryan Kelly
Bethia Sullivan	Ivan Bridge	Lorraine Martin	Sandra Peckham
Bianca Turvey	Jackie Martin	Lorraine Ward Lewis	Sarah Vaggs
Brenda Cameron	Jacob O'Toole	Mark Munnich	Shane O'Shannessy
Bryce Ray	Jade Morrison	Megan Levers	Sherron Dempsey
Callum Gregory	Jamahl Ross	Mena Lewis	Stacey Williams
Chanel Webb	Jannine Taylor	Nala Mansell	Steven Davis
Cherie Ives	Jasmine Clevin	Nathanael Curtis	Tarneen Onus-Williams
Christopher Henaway	Jody Obst	Nick Wilson	Telisha Brown
Crystal Dennis	Joel Zimmer	Nigel Welsh	Tina Colbung-Ewan
Darrelle Ah-See	Josh Deeble	Paula Grant	Tony Coburn
Denise Jetta	Karen Price	Pele Bennet	Tracey Thompson
Dianne Crawford	Katie Panaretto	Perri Chapman	Travis Alum
Elaine Daylight	Katrina Kassman	Peter Stoddard	Trevor Philpot
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Thanks

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Woolloongabba,
Awabakal Newcastle Aboriginal Co-operative,
Balranald Aboriginal Health Service,
Bulgarr Ngaru Medical Aboriginal Corporation,
Bullinah Aboriginal Health Service Corporation,
Carbal Medical Centre,
Charleville & Western Areas Corporation for Health,
Coomoella Health Aboriginal Corporation,
Danila Dilba Biluru Butji Binnilutlum Medical Service,
Derbarl Yerrigan Health Service,
Gippsland & East Gippsland Aboriginal Cooperative,
Girudala Community Cooperative,
Mamu Health Service,
Miwatj Health Aboriginal Corporation,
Mungabareena Aboriginal Corporation,

Ngaanyatjarra Health Service Aboriginal Corporation,
Nhulundu Wooribah Indigenous Health Organisation,
Pangula Mannamurna Health Service,
Peak Hill Aboriginal Medical Service,
Puntukurnu Aboriginal Medical Service,
South Coast Aboriginal Medical Service,
South West Aboriginal Medical Service,
Tasmanian Aboriginal Centre,
Thubbo Aboriginal Medical Service/ Wellington
Aboriginal Corporation Health Service,
Townsville Aboriginal and Islander Community Health
Service,
Umoona Tjutagku Health Service Aboriginal
Corporation,
Winnunga Nimmitjiah Aboriginal Health Service,
Wurli-Wurlinjang Aboriginal Corporation,
Yerin Aboriginal Health Services,
Yura Yungi Medical Service Aboriginal Corporation,
Torres Shire Council.





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