

Deadly Choices



*Transforming Health Attitudes and Behaviours
in Aboriginal & Torres Strait Islander
communities*

3 July 2019

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A DEADLY CHOICE IS A HEALTHY CHOICE



Agenda

- What is Deadly Choices?
- Deadly Choices Licensees
- What has changed?



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What is Deadly Choices?

<https://www.youtube.com/watch?v=I-LpMW39gjA>



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Deadly Choices Aims:

To empower Aboriginal and Torres Strait Islander people to make healthy choices for themselves and their families

A promotional poster for Deadly Choices health checks. The top part features orange and white text: "GET YOUR 715 HEALTH CHECK AND GET A DEADLY CHOICES SHIRT!". Below this is a photograph of five people (three men and two women) wearing various Deadly Choices jerseys. The bottom part of the poster has a red background with white text: "COMPLETE YOUR 715 HEALTH CHECK AT A PARTICIPATING ABORIGINAL MEDICAL SERVICE AND YOU CAN SCORE A DEADLY CHOICES JERSEY." To the right of this, in smaller white text on a red background, it says: "A HEALTH CHECK COVERS ALL ASPECTS OF HEALTH, FROM MEASURING BLOOD PRESSURE AND SUGAR LEVELS, TO HEARING AND EMOTIONAL WELLBEING. IT ALSO HELPS IDENTIFY ANY NEEDS FOR FOLLOW-UP APPOINTMENTS WITH OTHER HEALTH PROFESSIONALS, SUCH AS NURSES, RADIOLOGISTS, OR OPTOMETRISTS." At the very bottom of the poster, in white text on a teal background, it says: "BOOK YOUR HEALTH CHECK TODAY!".

GET YOUR
715 HEALTH CHECK
AND GET A
DEADLY CHOICES SHIRT!

COMPLETE YOUR 715 HEALTH CHECK AT A PARTICIPATING ABORIGINAL MEDICAL SERVICE AND YOU CAN SCORE A DEADLY CHOICES JERSEY.

A HEALTH CHECK COVERS ALL ASPECTS OF HEALTH, FROM MEASURING BLOOD PRESSURE AND SUGAR LEVELS, TO HEARING AND EMOTIONAL WELLBEING. IT ALSO HELPS IDENTIFY ANY NEEDS FOR FOLLOW-UP APPOINTMENTS WITH OTHER HEALTH PROFESSIONALS, SUCH AS NURSES, RADIOLOGISTS, OR OPTOMETRISTS.

BOOK YOUR HEALTH CHECK TODAY!



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Deadly Choices activities



Education programs



Tobacco cessation programs



Cooking programs



Community events



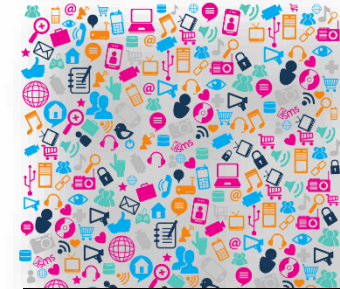
Sport and recreation



Leadership camps



Social marketing campaign

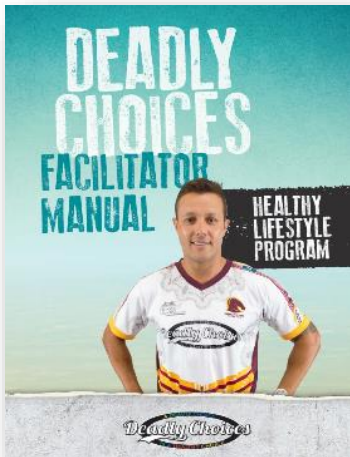


Social media

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Education Programs: Healthy Lifestyle



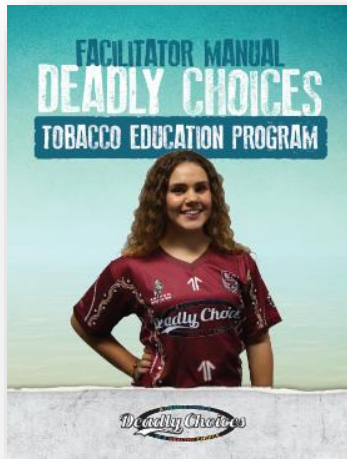
- 8 weeks
- Topics include: Leadership; chronic disease; tobacco; nutrition; physical activity; harmful substances; healthy relationships; access and health services.



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Education Programs: Tobacco Education



- 6 weeks
- Topics include: history; impacts of smoking; chemicals and addiction; quit supports and resources; passive smoking; *Deadly Places, Smoke-Free Spaces*.



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Good Quick Tukka

- Cooking in the Class Room, Community, Clinic
- Topics covered: Food Safety/ Food Handling, Nutrition Education
Cooking skills
- Partnership with SecondBite to provide fresh food



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Sporting & Community Days



2 - 4 July | University of Queensland, St Lucia

To register visit www.deadlychoices.com.au



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Ambassadors



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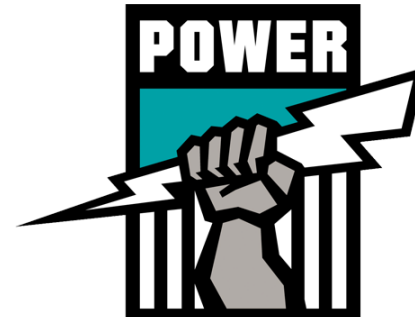
New Sporting Partnerships formed



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Continuing partnerships

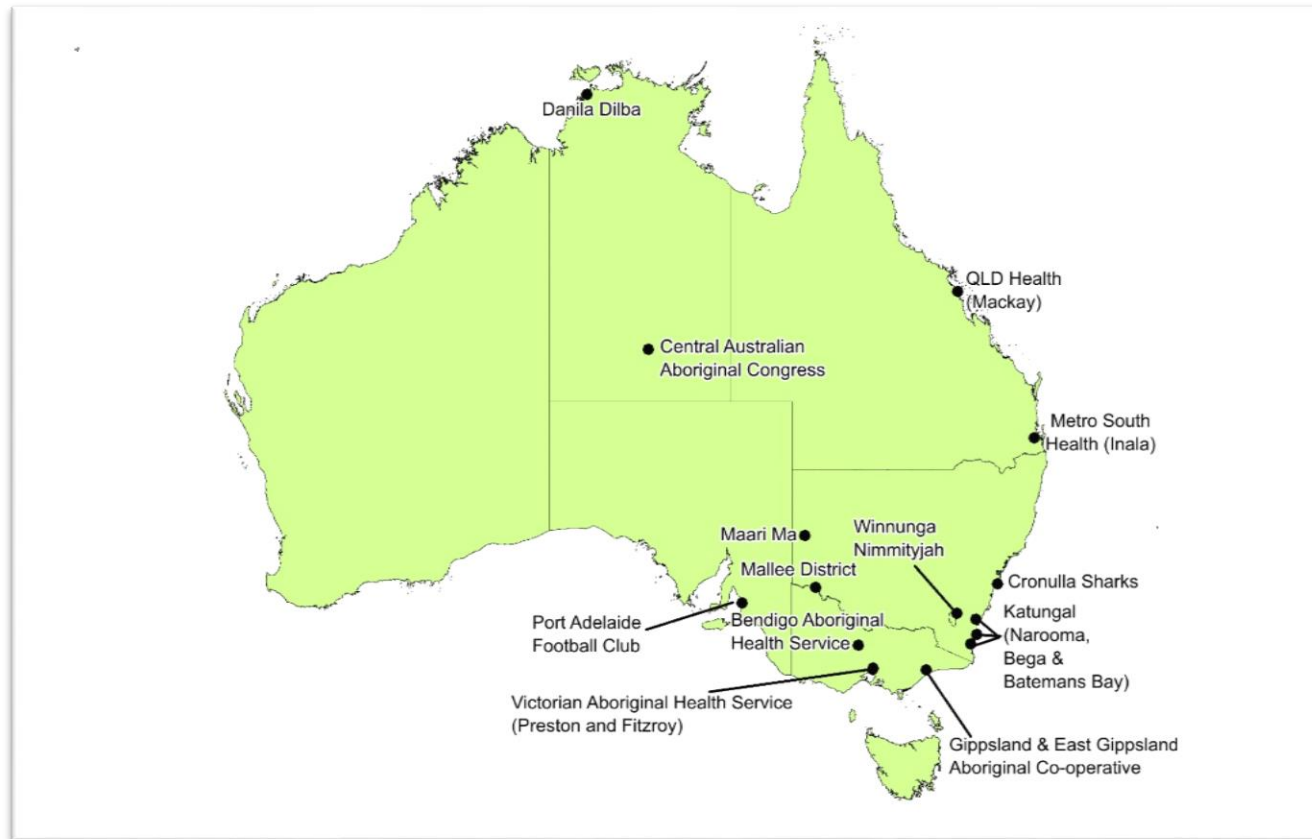


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Deadly Choices Licensees

- 11 ACCHOs
- NRL Clubs



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Deadly Choices Licensees: What do we provide?

- Deadly Choices 715 health check t-shirts
- Deadly Choices Facilitator training
- Part of the Licensee's network
- Annual workshop in Brisbane
- Site visits by the Business Development team
- Program delivery evaluation
- Assistance to setup and run launch event



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- Program implementation and planning training and support
- Merchandise catalogue and support
- Data and reporting support and feedback
- Access to campaigns that can be delivered nation-wide
- Access to range of supporting materials and documents on the Deadly Choices portal
- Support from Deadly Choices Communications and Marketing teams

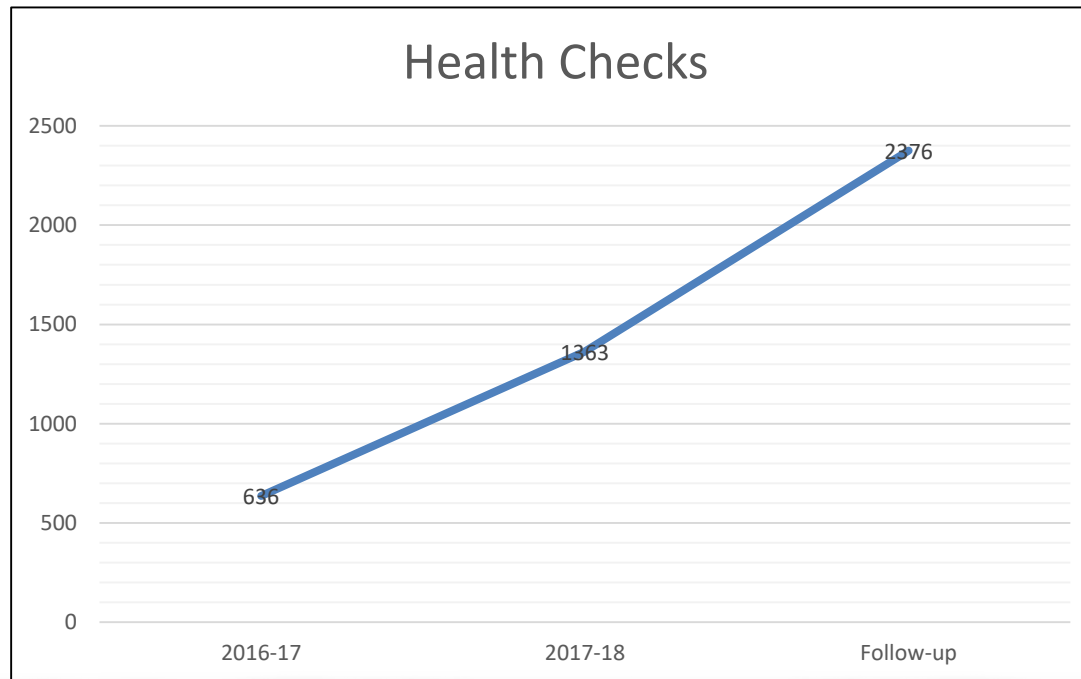


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Case Study: Katungal Aboriginal Corporation

- 352 new patients

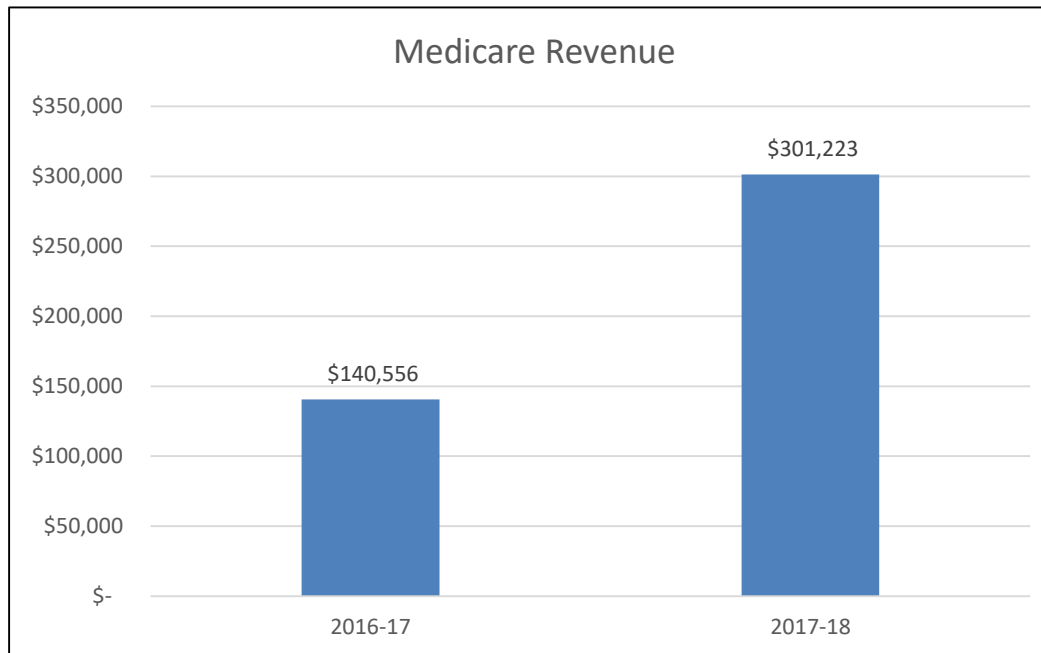


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Case Study: Katungal Medicare Generation

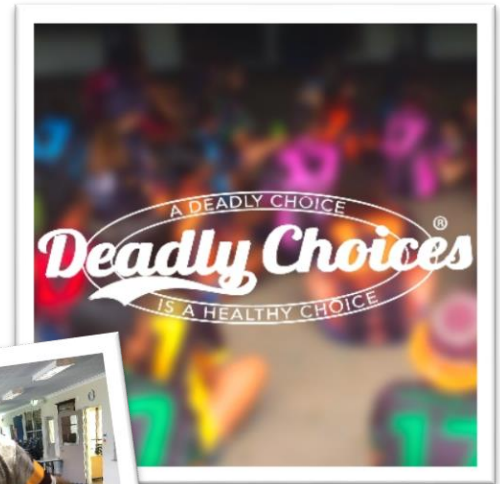
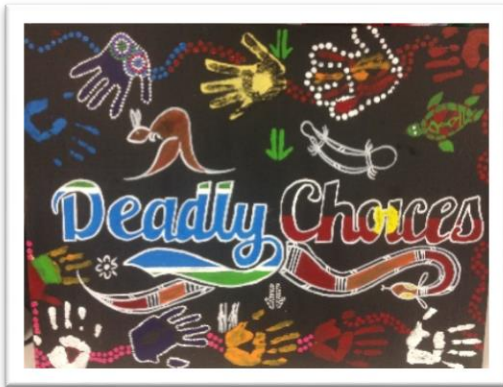
- 214% increase in Health Check revenue



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What has changed?

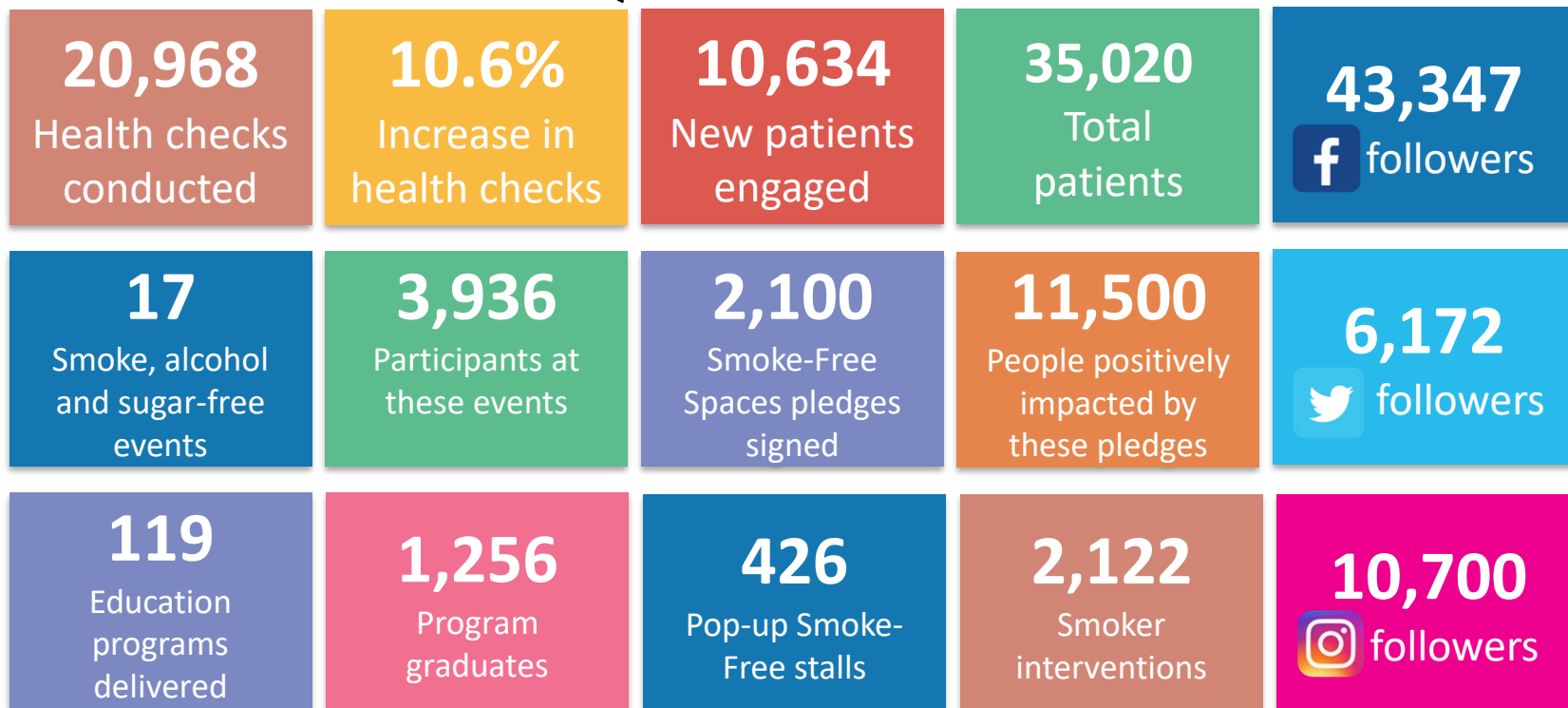


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Deadly numbers

In 2017-18 in South East Queensland alone:



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Data & Findings: Deadly Choices in QLD

- Reached 114,934 Aboriginal and Torres Strait Islander peoples
- 67,000 health checks as a result of the program
- 700% increase in take-up in SEQ



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Some Data & Findings: Healthy Lifestyle (school pre-post survey)

- 70-75% good to excellent health (self-assessment)
- 65-80% confident to live a healthy lifestyle
- 70-85% local health service important in preventing illness
- High knowledge about 5 food groups (81-94%)
- Recommended serves of vegies a day (30-59%)

26% believed there was a recommended serve of junk food a day



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Some Data & Findings: TIS 2016-2018

- Significant downward trend in smoking rates - 52% to 44% (one ACCHO 39%)
- Smoking in pregnancy – one ACCHO 29%
- 3,300 smoker interventions delivered
- 6,545 smoke-free pledges
- 28,666 people directly affected by the pledges



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Some Data & Findings: Social Media



- *Deadly Choices* page engagement is 5-7%
- 2,000 – 2,800 people are seeing, engaging or connecting to every post



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Some Data & Findings: Events

- Over 100 Deadly Choices branded events including:
 - Men's Golf
 - NAIDOC
 - Junior Murri Carnival
 - Camps & Community Days



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Systematic Review of Literature

- ✓ Programs need to be localized
- ✓ Multiple interventions (knowledge/ behavior change + social / cultural)
- ✓ Health messages should be culturally targeted
- ✓ Local community leadership increases likelihood of community participation
- ✓ Need Indigenous facilitators delivering interventions



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