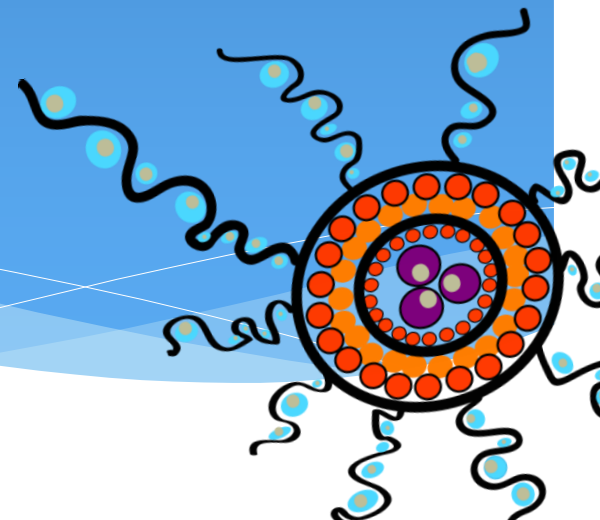


Aboriginal Community Controlled Health Sector Perspective

The A-TRAC experience

4TH A-TRAC Symposium 2014



Overview of A-TRAC

- * A-TRAC = AH&MRC – Tobacco Resistance and Control
- * Based from the AH&MRC BREATHE project (2009)
- * Phase 1 of the program ended in June 2013 (4 years)
- * Phase 2 started in June 2014 – Exciting things happening!

Phase 1 overview

Goal: Contribute to the reduced smoking rate for Aboriginal people in NSW.

Objectives:

Shift community attitudes from the belief that smoking is normal

Increase the capacity of ACCHSs to undertake tobacco control activities

Develop new and strengthen existing partnerships with key stakeholders

Increase peoples self efficacy in their ability to quit smoking

A-TRAC projects and activities

Aboriginal Tobacco Resistance Tool Kit.

Aboriginal Tobacco Resistance Network (ATRN).

A-TRAC Symposium (2011 - 2013).

A-TRAC Regional Workshops.

Establish a state-wide NSW Aboriginal Partnership Tobacco Resistance and Control Committee.

Annual Tobacco Control Survey.

Establish an A-TRAC Advisory Group.

Kick the Habit social marketing campaign (2010 - 2013).

Aboriginal Tobacco Control Short Course at the Aboriginal Health College.

Who has input into the A-TRAC program?

Governance of the program (A-TRAC Advisory Group)

- * Established again for 2014 to provide oversight, advice and support to the A-TRAC Team.
- * The membership is drawn from ACCHSs across NSW and meet quarterly (currently 10 representatives)

Key outcomes from phase 1

Objective 1: Shift community attitudes from the belief that smoking is normal

- * Kick the Habit campaign – put smoking cessation on the agenda for many organisations
- * Limited – we didn't have access to individual data from ACCHSs
- * It made smoking cessation become part of 'community conversation'

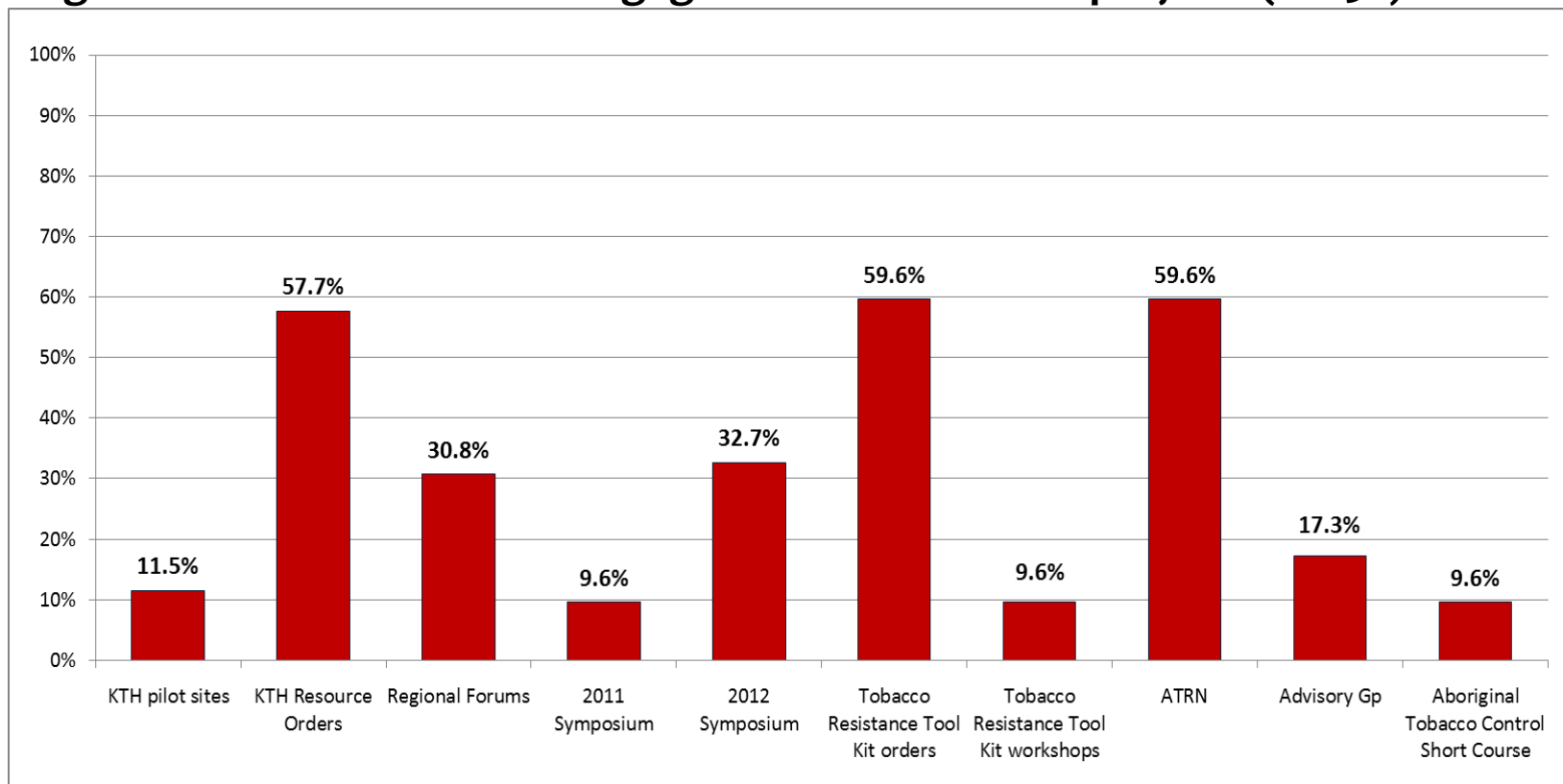
Key outcomes from phase 1

Objective 2: Increase capacity of NSW ACCHSs to undertake tobacco control activities

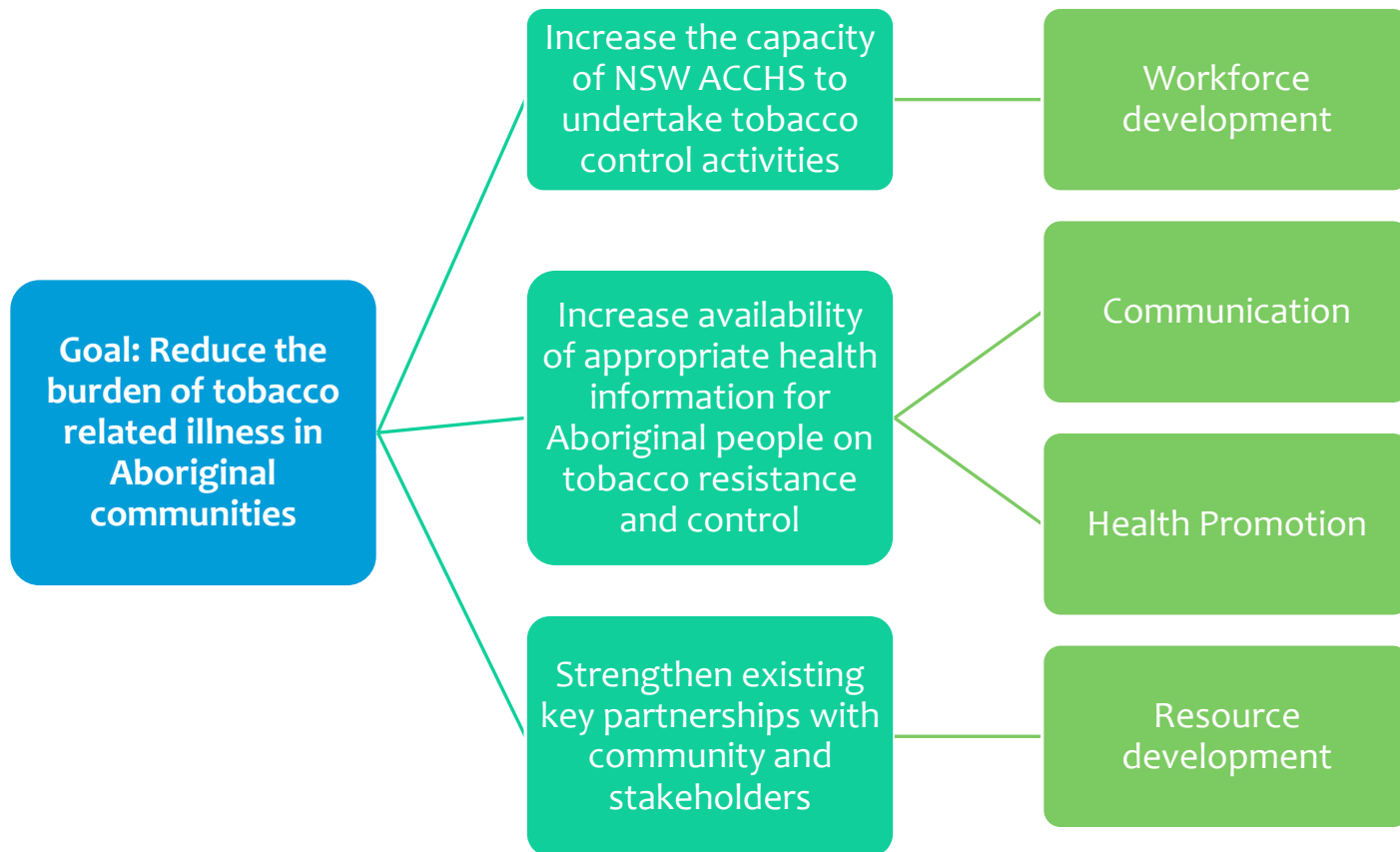
- * Almost 77% of Members engaged in one or more projects or project components, with 3.0 as the average number of projects or project components in which Members engaged.
- * 12 ACCHSs had not engaged with any part of A-TRAC

Key outcomes from the evaluation of phase 1

Figure 1: AH&MRC member engagement with A-TRAC projects (n = 52)



What are we planning to do in phase 2?



Why is this exciting?

- * New projects and partnerships
- * Wider range of resources
- * More effective communication methods
- * YOU TELL US WHAT IS NEEDED!
- * YOU TELL US WHAT IS IMPORTANT!
- * YOU TELL US WHAT IS WORKING!
- * WE CAN LISTEN AND TRY TO ADDRESS THE ISSUES!



THANK YOU!