



# Give Smokes the Flick – A qualitative evaluation of two quit smoking resources for Aboriginal pregnant women



Denise Hughes, Northern NSW Local Health District  
[denise.hughes@ncahs.health.nsw.gov.au](mailto:denise.hughes@ncahs.health.nsw.gov.au)

## Background:

The 'Give Smokes the Flick it Really Makes Cents' (GSTF) resource was developed for workers who work with Aboriginal pregnant women to use in their interactions with clients. The effectiveness of the training and the resources were evaluated and the findings are presented in this report.

## Aims:

Evaluate the GSTF resource. Determine workers and clients opinions and impressions of the resource in terms of effectiveness and cultural appropriateness. Determine the impact the resource had on smoking behaviours of pregnant Aboriginal women and their families and the Aboriginal workers connected to them.

## Method:

This was primarily a qualitative research study to elicit in-depth information regarding the research questions. A phenomenological study design was used. Clients and workers were interviewed using semi-structured interview protocols. Quantitative data regarding the training was also collected. Workers (n=102) were trained to use the resource with 34 returning surveys regarding the training, effectiveness of the resource, and their opinion of the clients' reactions to the resource. Fifteen workers and 10 clients were interviewed. They gave feedback regarding the impact of the GSTF resource on clients and workers smoking habits. Feedback regarding the inclusion of Nicotine Replacement Therapy (NRT), layout and cultural appropriateness of the resource was also collected.

## Results:

GSTF is an effective smoking cessation strategy for Aboriginal people. By clearly linking quitting tobacco use to financial savings, it appears to resonate within the context of disadvantage faced by many Aboriginal people and motivate smokers to reduce or quit smoking. GSTF was considered culturally appropriate. However the study identified major skills gaps amongst workers providing cessation services to Aboriginal clients.

## Conclusions:

Further training is needed to have a competent cessation workforce.

*For the full report on this project visit our website, follow the link to the Rural Research Capacity Building Program and click on 'view completed projects'*

Denise is a Health Promotion Research Officer working at the Population Health, Planning and Performance Directorate in Lismore. She has worked for NSW Health for approximately 15 years working her way up from administration/data entry to her current position. Denise has an interest in Aboriginal Health, but is very lucky to work on a variety of projects including Equity, Resilience, Tobacco, Alcohol, Physical Activity and Nutrition.



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