



No Smokes Menzies School of Health Research

Vision

No Smokes is inspired by the vision of a future in which Aboriginal and Torres Strait Islander people enjoy the same level of good health as other Australians, with smoking seen as an undesirable exception, rather than a pervasive norm. No Smokes supports a smoke-free Australia.

Mission

No Smokes targets young Indigenous people, supporting them to quit smoking early, or never start. We use knowledge sharing, capacity development and empowerment strategies to promote anti-smoking and pro-health choices amongst Aboriginal and Torres Strait Islander people.

Aims

- To **educate** young Aboriginal and Torres Strait Islander Australians about the effects of smoking so they can make the decision to quit, or never start
- To **empower people through knowledge sharing** to pursue healthy lifestyles
- To speak to people in the language to which they're most receptive, using **culturally relevant** and **age appropriate** multimedia tools and social media to promote positive knowledge and attitudes about tobacco use
- To create resources that **resonate** with urban, regional and remote Aboriginal and Torres Strait Islander communities
- To **involve** Aboriginal and Torres Strait Islander people in the development of content, and in user testing, to ensure ongoing relevance and capacity development
- To use **community development principles** to enhance capacity building
- To create **useful and interesting educational** and **clinical resources** for use by teachers of Indigenous students and Aboriginal health workers
- To use **knowledge exchange principles** to communicate evidence-based information about the effects of smoking in a fun and interesting way
- To position the project in a **research evaluation framework**

Values

- **Respectful** – we are sensitive and respectful of all communities with which we work, and within which No Smokes will be used
- **Culturally relevant** – our resources are designed to resonate with Aboriginal and Torres Strait Islander communities
- **Innovative** – we are driven to inspire others and achieve positive change through innovation
- **Inclusive** – Aboriginal and Torres Strait Islander people and their broader communities are involved in the development of, and use of, No Smokes resources
- **Ethical** – we honour the human rights of the people involved in the project, as well as the target audience
- **Politically neutral** – No Smokes is not bound by the interests of any political party