

Deadly Choices

Partnerships for Success

Dallas Leon

Deadly Choices[®]





Deadly
Mob

WELCOME
TUM

Our Why

- Disproportionately high burden of chronic disease, with an age-adjusted rate of disease and injury burden 2.3 times that of non-Indigenous Australians.
- Chronic disease is responsible for more than two-thirds (70%) of the disease burden gap between Indigenous and non-Indigenous Australians.
- 49% of the burden of disease within Indigenous Australians is **preventable**. These factors account for nearly half (43.8%) of the gap in disease burden between Indigenous and non-Indigenous Australians.
- DC 'decolonizes' construct of mainstream health promotion, taking strength-based approach grounded within our own 'Terms of Reference'



The Brand

- The name came from the community
- Deadly Choices and all that we do is built off good cultural values
- Strength-based approach
- Focusing on positives and what mob can do to make healthy lifestyle choices
- Messages are clear and consistent
- Incentives to support positive behaviour change



HOW WE AIM TO CHANGE BEHAVIOR?

CAMPAIGNS

SOCIAL MEDIA

PARTNERSHIPS

MERCHANDISE

Deadly Choices[®]

AMBASSADORS

REWARDING POSITIVE
BEHAVIOR

COMMUNITY
EVENTS

EDUCATION
PROGRAMS



14 YEARS OF DEADLY CHOICES



- 1 Healthy Lifestyle Officer & 1 Tobacco Coordinator
- Establishment and pilot of Healthy Lifestyle Education Program
- Embraced identity and understand culture through peer-to-peer education in a culturally safe environment
- Started changing the conversation around health with a positive approach



14 YEARS OF DEADLY CHOICES



- 14 services funded to deliver Deadly Choices Healthy Lifestyle and Tackling Indigenous Smoking programs and activities across Queensland
- 4 services funded to deliver Deadly Choices Tackling Indigenous Smoking programs and activities across Queensland
- Urban, regional and remote
- Over 70 staff employed through partner organizations



Program Overview

- Junior and Senior Healthy Lifestyle
- Junior and Senior Tobacco Education
- Junior and Senior Good Quick Tukka
- Senior Indigenous Games
- Traditional Indigenous Games



DEADLY NUMBERS

2023-24

798

Programs Delivered

10,576

Programs Participants

2,793

Health Checks

2,607

Tobacco Stalls

15K

Tobacco Surveys

11K

Smoke Free Pledges

148

Local Events



Partnerships

Partnerships with sporting clubs to amplify messages and provide branded merchandise

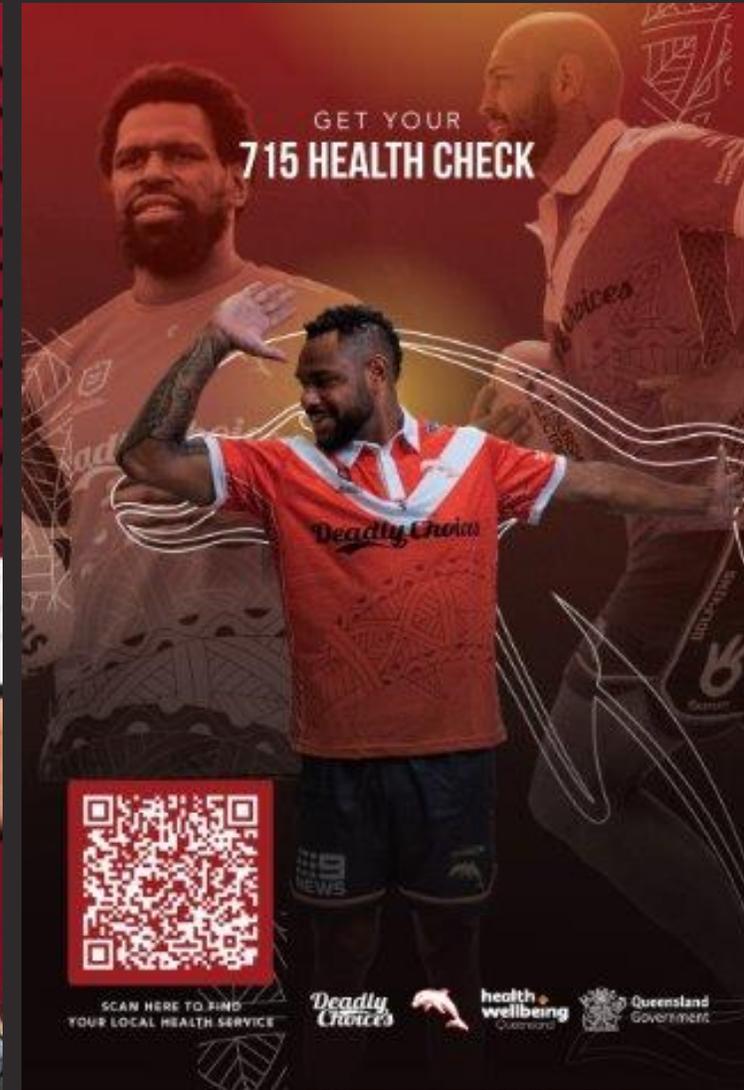
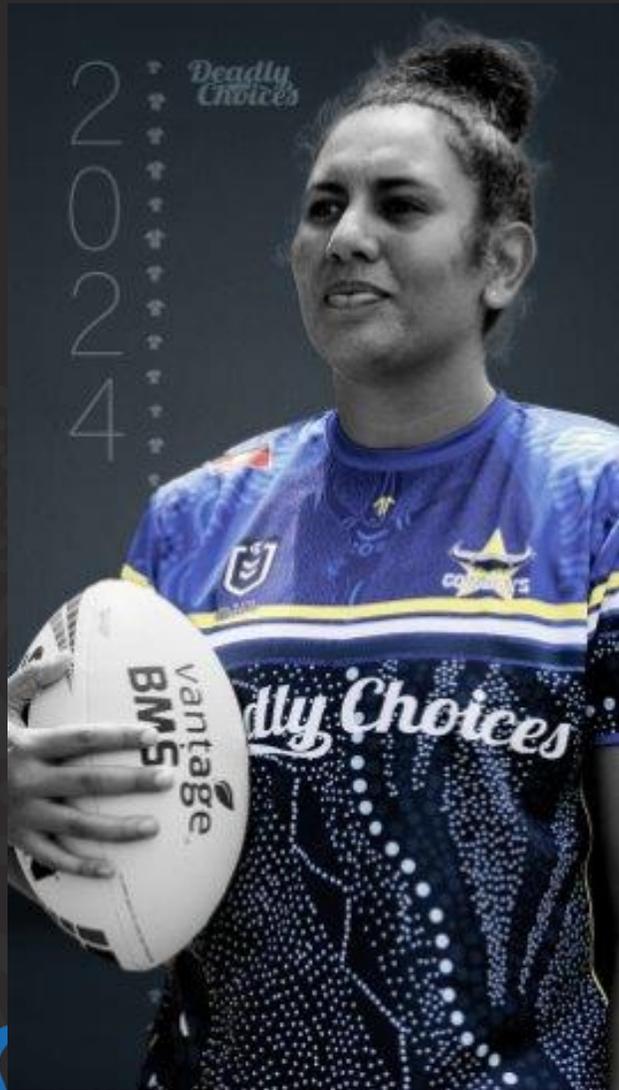


Partnerships

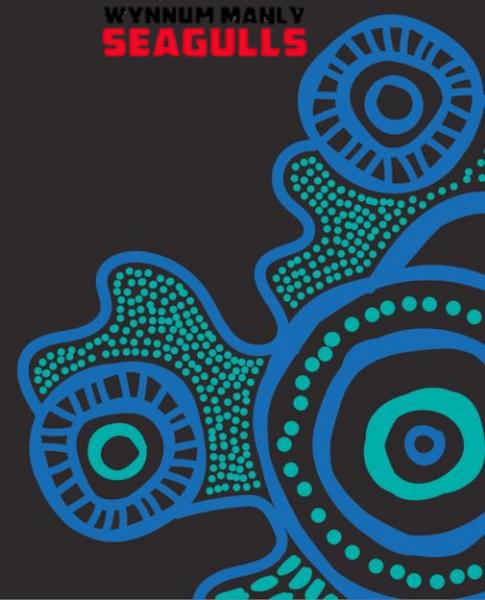
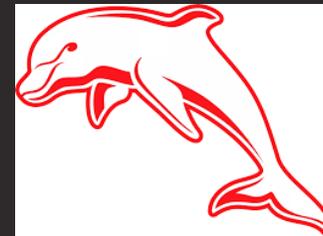
- Funded and non-funded
- Access to IP for use on health check shirts and merchandise
- Access to players/ role models to promote core messages
- Amplifying the message
 - Social media
 - Media
 - Game day activations
 - Corporate networks







PARTNERS



Branded Merchandise

Use of branded merchandise (money can't buy) as incentives/rewards to encourage behavior change





Community & Sporting Events

All tobacco, alcohol AND sugar free, with participants required to complete a Health Check

Deadly Choices Community and Sporting Events

Smoking, alcohol and sugar-free events promoting healthy lifestyles, targeted at both younger and older cohorts, in which completion of an annual comprehensive health check and/or school attendance is, in most cases, a prerequisite for participation.





Ambassadors

Diverse range of Indigenous (and Pacific) Ambassadors to promote DC messaging via social media campaigns and appearances/ participating at community events and CCHS Clinics/programs



Deadly Choices Ambassadors

Use of high profile Aboriginal and/or Torres Strait Islander sportspeople and celebrities to act as role models, including through media campaigns, social media platforms and/or participation in events.

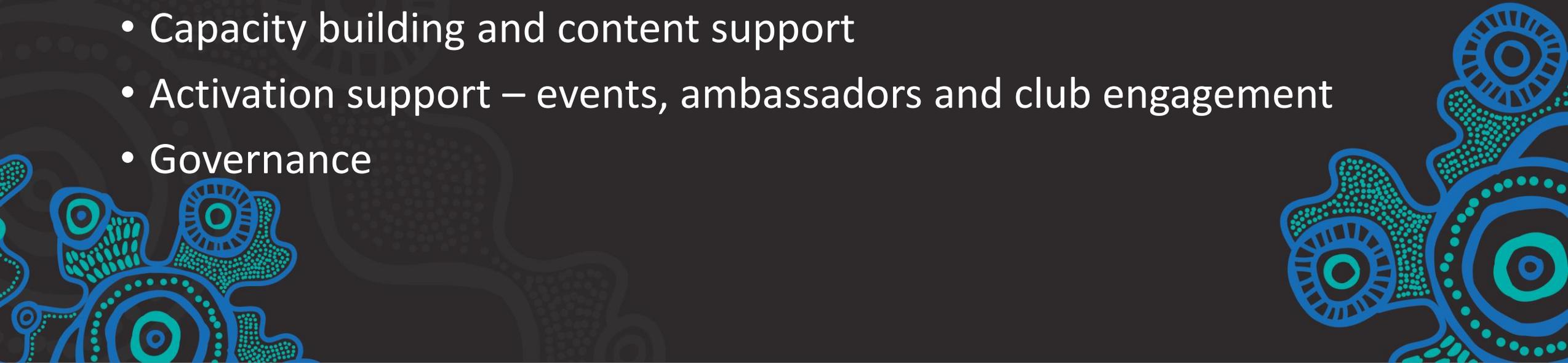
Corporate Partnerships

- New opportunities to engage corporate partners
- New and different activations
- Sustainability
- Increasing demand
 - Moral jeopardy
- Partners
 - Coles
 - Deloitte
 - Baidam



Service Delivery Partnerships

- 18 sub-contracted organisations delivering Deadly Choices across Queensland
 - Licensees
 - Expansion partners
- UIH own the Deadly Choices product and brand
- Capacity building and content support
- Activation support – events, ambassadors and club engagement
- Governance



Reflections

- Relationship building takes time
- Commercial vs community
- Realising the value of our product
- Always keeping our end goal in mind

