



## **EXPRESSION OF INTEREST - STORYTELLING SESSION**

**Presentation Title: Tobacco Reduction Strategy**

**Presenter: Carmel Geia**

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**Background:** *Carmel Geia, I am an Aboriginal and Torres Strait Islander woman from Darwin, Northern Territory. I am the Health Promotion Coordinator at Outback Stores based in Darwin. Outback Stores was established to improve food insecurity in remote communities. Currently we manage 58 stores across the country, majority being in the Northern Territory and Western Australia. We have a strong business focus on improving health outcomes which include, increasing fruit and vegetables, decreasing sugar intake and reducing tobacco sticks sold. My role as the Health Promotion Coordinator was designed to focus on the reduction of tobacco use in the remote communities we service. I have been in this role for just over a year. In this time, we have developed our first Tobacco Reduction Strategy.*

**Program / Project Details:** *Tobacco Reduction Strategy was developed to work towards reaching our goal of reducing the amount of tobacco sticks we sell. The Tobacco Reduction Strategy has three main components.*

- i. New range, this is aligned with the national legislation of reduced pack sizes. This has been rolled out across all OBS managed stores.*
- ii. A suite of educational material based on tobacco, that we have trialled in four of our stores.*
- iii. Retail level strategies, what we can do as a retail organisation to assist with tobacco reduction in remote communities.*

### **Wrap-Up + Learnings:**

*Continue to engage with Store Directors and the wider community to discuss different types of initiatives that can help communities improve health outcomes through supporting tobacco reduction initiatives. We acknowledge the importance of collaborating with key external stakeholders, such as Tackling Indigenous Smoking providers, Clinics, Schools. Working together to achieve positive outcomes is key to the success of this strategy. We plan to trial strategies at four pilot stores and aim to engage with others who request more involvement with tobacco reduction activities.*