



75
YEARS



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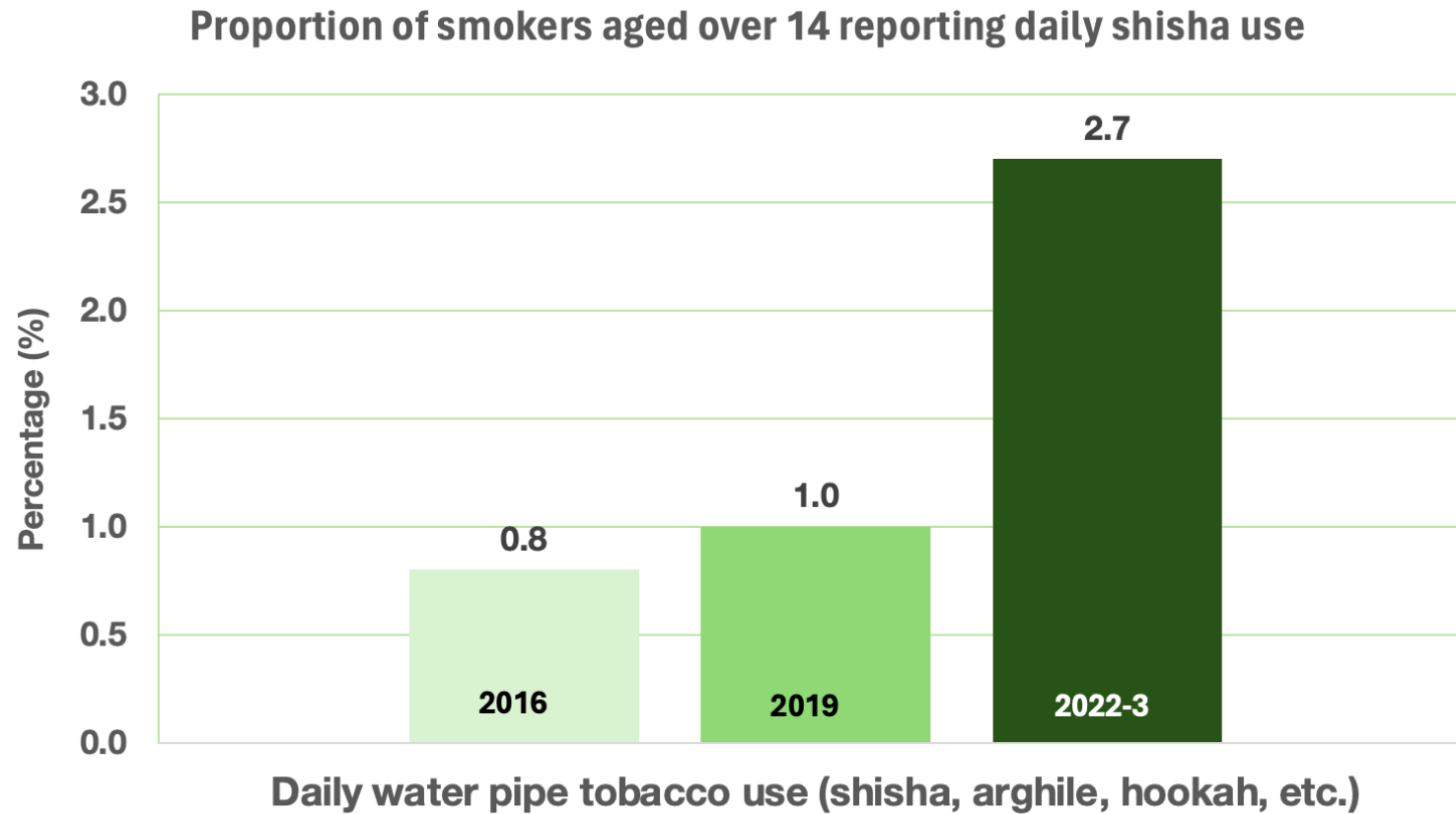


Shisha No Thanks! Five Years of Progress

Dr Ben Harris-Roxas
UNSW School of Population Health



How do we know shisha use is an issue?



Source AIHW. (2024). *National Drug Strategy Household Survey 2022–2023*. Australian Institute of Health and Welfare: Canberra



Overall aim has been to **raise awareness of the harms of waterpipe smoking** in young people from Arabic speaking backgrounds and culturally diverse backgrounds

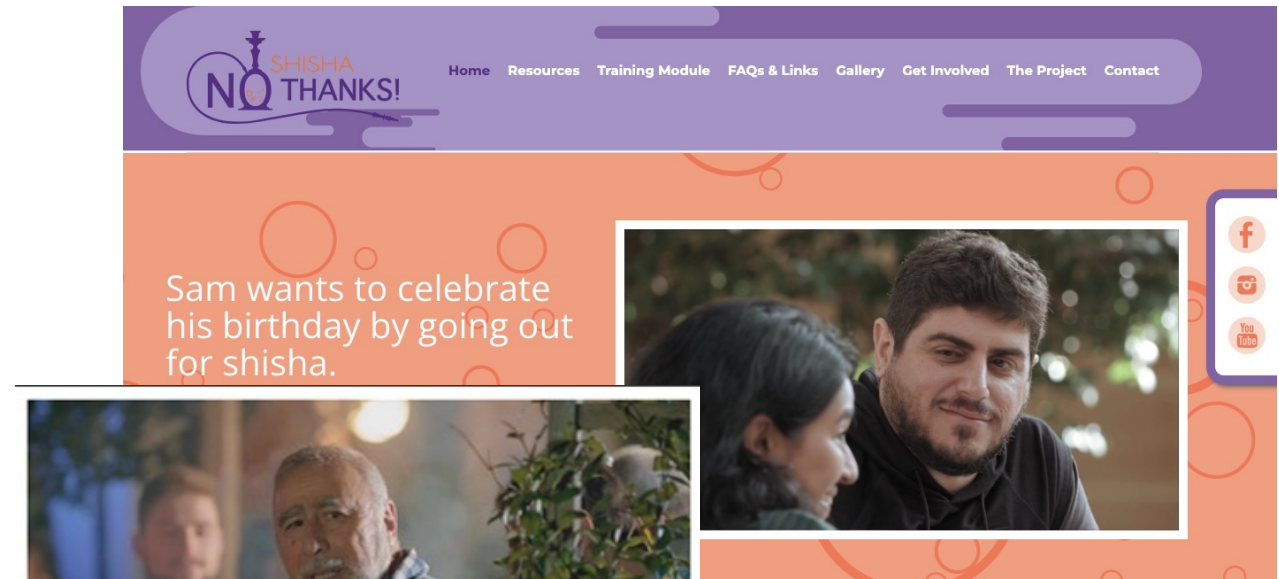
The evolution of the campaign

Codesign approach
with community leaders
and champions to
develop resources and
messaging



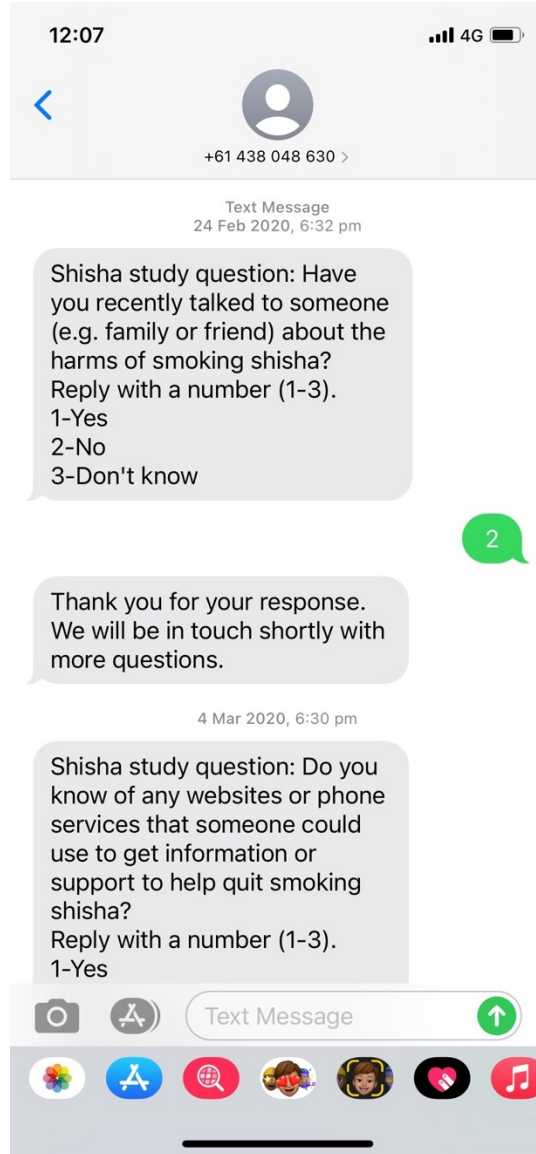
Early outcomes

- Campaign resources, including the **campaign video** with >350,000 views
- Shisha No Thanks **website**
- **Factsheets**
- **3 Social media** platforms on Facebook, Instagram and YouTube (> 240 pieces of content, > 13,000 engagement)

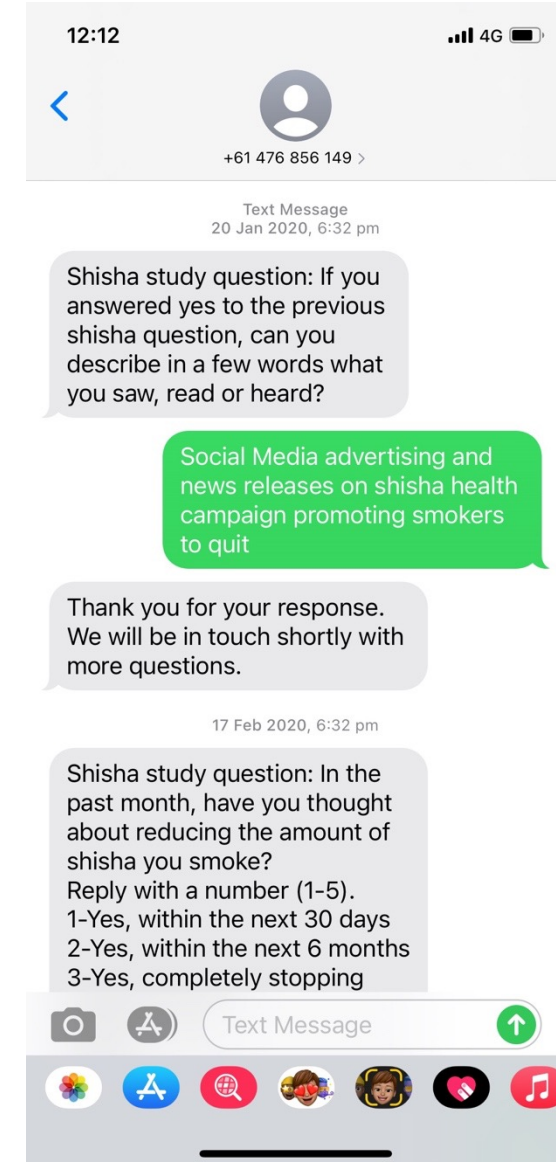


Innovative empanelment

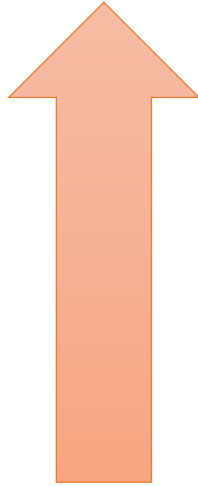
Multiple choice question



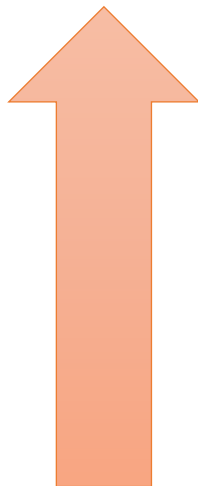
Free-text response question



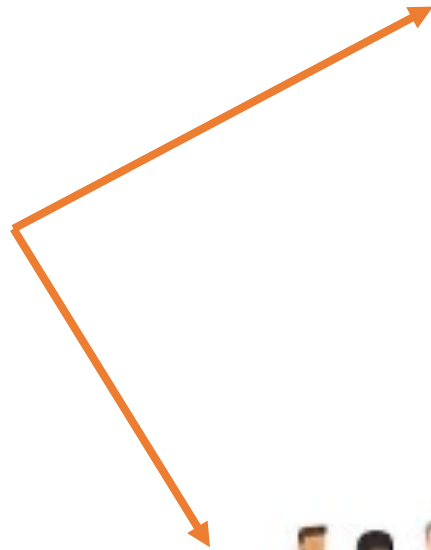
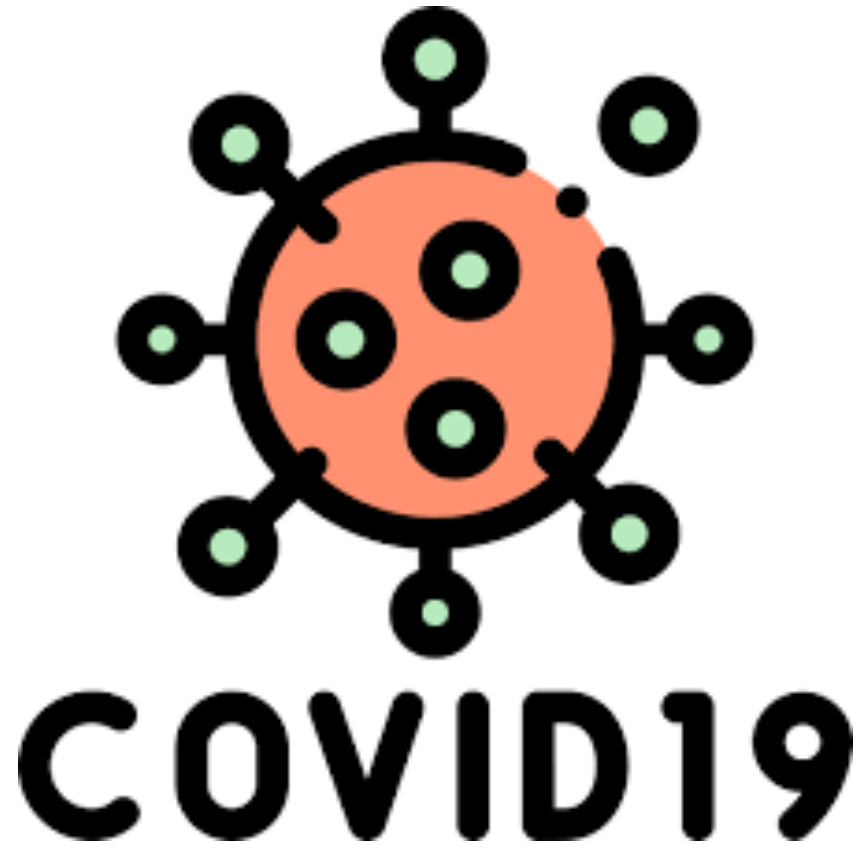
The impact



Statistically significant
increase in the awareness of messages about the harms of waterpipe smoking amongst young people from Arabic speaking backgrounds



Increase in people's attitudes towards the harms of waterpipe smoking (not significant)



Community reengagement

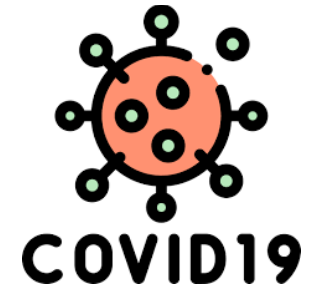
Focus group + SMS survey key findings

- Difficult for health messages to reach people on social media
- Need to reengage the community through in-person activities = **community small grant program**

x11 \$3,000 comments grants

x2 \$15,000 grants

1,500 marketing **merchandise and factsheets**



Emerging issues

Confluence of shisha and vaping?

Reports of shifting between shisha and vaping, previously regarded as quite distinct (focus group data, anecdotes through community engagement)

Seeming increase in daily use

Potential intensification of heavy use amongst small but growing group (national survey data, anecdote)

Success factors and future work

1 Trust

Trusted partnerships and relationships developed over years

2 Listening

Engaging community members in the co-design, translation, and direction of the program

3 Building the evidence base

Innovative evaluation methods and commitment to increasing the evidence base

Planned research looking at patterns of use and interventions to support cessation

Acknowledgements



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- **South Eastern Sydney Local Health District Equity and Prevention Service**
- **Lebanese Muslim Association**
- **NSW Multicultural Health Communication Service.**

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Acknowledgements



Collaborators include
(but not limited to)

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LMA: Khaled Kamalmaz, Ahmad Malas

Find out more

shishanothanks.org.au



Factsheets, online training modules, resources

shishanothanks.org.au

NSW Multicultural Health Communication Service

www.mhcs.health.nsw.gov.au/about-us/campaigns-and-projects/current-campaigns/shisha-no-thanks

Shisha and Vaping No Thanks! Research Forum, 2024 report

www.unsw.edu.au/medicine-health/our-schools/population-health/research/research-programs-projects/shisha-and-vaping-no-thanks-research-to-practice-forum

Find out more
shishanothanks.org.au



Chan, L., El-Haddad, N., Freeman, B., MacKenzie, R., Woodland, L., O'Hara, B. J., & Harris-Roxas, B. F. (2022). Evaluation of 'Shisha No Thanks' – a co-design social marketing campaign on the harms of waterpipe smoking. *BMC Public Health*, 22(1), 386. <https://doi.org/10.1186/s12889-022-12792-y>

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Find out more

shishanothanks.org.au



These slides

harrisroxashealth.com/2024/08/shisha-no-thanks-five-years-of-progress