Aboriginal Tobacco Control Social Marketing Grants Information Sheet

Insights into the Aboriginal community

Research conducted by the Institute with Aboriginal people in 2013 and 2014 identified the following key insights:

- Approximately one-third of Aboriginal people smoke.¹
- There is a high rate of ‘fatalism’ among Aboriginal people, due to the amount of death and disease in the community and many do not feel that quitting smoking will have an effect on their health.²
- Aboriginal children and adolescents take up smoking earlier than non-Aboriginal children and adolescents. Addiction to nicotine is therefore more likely to be established by adolescence, which can make it more difficult to quit.²
- There are very high rates of smoking in pregnancy: 45% compared to 7% in the non-Aboriginal population.³

³ Health Stats NSW, 2015.

Further reading


Smoking cessation and Aboriginal peoples and Torres Strait Islanders: http://www.tobaccoinaustralia.org.au/chapter-8-aptsi/8-6-cessation


Kick the habit: a social marketing campaign by Aboriginal communities in NSW: https://www.ncbi.nlm.nih.gov/pubmed/25265360
