

WHERE'S THE SHAME,  
LOVE YOUR LIVER!

## Arts-based health promotion programs aimed at engaging young Aboriginal people

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## Acknowledgement to country



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## Aboriginal Health and Medical Research Council

- Peak representative body and voice of Aboriginal communities on health in New South Wales.
- We represent our Members, the Aboriginal Community Controlled Health Services (ACCHS) and their communities on Aboriginal Health at state and national level.
- We have 49 members across New South Wales



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## Staying Strong: Act-Connect-Survive

### What is Staying Strong: Act-Connect-Survive campaign?

Build on from "Where's the Shame, Love your Liver?"

Aimed to strengthen the resilience of young Aboriginal people around drug use and blood borne viruses.

### Last Kinnection:

AHMRC contracted the Aboriginal hip hop band, The Last Kinnection to work in partnership. The 2 days of the campaign the participants created songs and produced video clips.

### Campaign:

The 3<sup>rd</sup> day was a community event showing casing what they young people had produced. They also performed for family and community members.



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# Staying Strong: Act-Connect-Survive

## Aim:

Build resilience around Aboriginal people's awareness and experience of drug and alcohol use harms and BBVs (Hepatitis C and HIV).

## The project objectives:

- To increase Aboriginal people's awareness of drug use and BBVs and what options and support and services are offered..
- To increase Aboriginal peoples awareness of the power of resilience and ways of being resilient.
- To provide information in a way that addresses stigma and shame associated with drug use and BBVs in relation to Aboriginal people.
- To support Aboriginal workers in providing a medium to promote support services around drug use and BBVs.'



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# Windsor



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# Locations

- Raymond Terrace (Newcastle)
- Ballina (North Coast)
- Sydney
- Orange (Central West)
- Maclean (North Coast)
- Bega (Far South Coast)
- Correctional Service Windsor (Western Sydney)
- Inverell (North West)
- Warren (Central West)
- Grafton (North Coast)
- Kempsey (Correctional Centre)



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# Social Media

- Facebook page **Staying Strong- Act-Connect- Survive**
  - 145 likes
  - Positive comments
  - Cross promotion
- Website
  - [www.stayingstrong.com.au](http://www.stayingstrong.com.au)
- YouTube Channel **Staying Strong AHMRC**



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## Evaluation

### Findings:

- The campaign was delivered to 11 communities
- 170 Aboriginal people aged 12-40 years participated
- Over 300 people attended the community event
- 9 posters and 33 songs and video clips were produced
  
- Evaluation found that hip hop song creation was an effective way to engage young Aboriginal people
- This campaign worked with young Aboriginal men in 3 correctional centres



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## Quotes from participants

- ***'Boys love music to express themselves. As Aboriginal men, we're all singers, dancers and performers. This program gave us the opportunity to do that.'***
- ***'It was good when you were talking about diseases. I didn't know about it, like getting a tattoo.'***
- ***'I'd say I learned more in three days of this than in all the years I've done PDHPE'.***



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## Quotes from support workers

- ***'A lot of them are disengaged kids. A lot of time they're in the office getting in trouble. The teachers were shocked to see them engaged in something at school.'***
- ***'They talked a lot about culture and connection to family and being proud of who they are, and they're protective factors for staying off the drugs'.***
- ***'It was engaging, getting involved; it was easy for them to understand. The kids could identify with it a bit more than pure Hep C stuff. They wanted to engage and make rap songs and so this kind of stuff. They engaged in the Hep C game.'***



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## Thank you

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