TAKE BLAKTION:

USING COMEDY TO ENGAGE ABORIGINAL YOUNG PEOPLE AROUND SEXUAL HEALTH

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INTRO

- Aboriginal young people are a priority population in the National and NSW STI Strategies.
- High levels of shame and stigma around sexual health, as well as limited access to culturally appropriate information and resources, present challenges for health promotion efforts for this population.
- The Aboriginal Health & Medical Research Council of NSW (AH&MRC) and the NSW Sexually Transmission Programs Unit (NSW STIPU) contracted the Aboriginal media company Naya Ngarra to develop and implement 'Take Blaktion', a multi-faceted state-wide campaign aiming to increase awareness of STI testing and condom use.

RESULTS

Over 850,000 people were reached across the 12 months of the campaign:
- 749,936 people through social media
- 98,400 people through TV advertisement
- 3,430 via the Play Safe website
- 1,773 young people across six events
- 224 young people attended eight workshops

Overall the workshop evaluations showed:
- 38% increase in sexual health knowledge
- 58% increase in intentions to carry condoms, use condoms, get tested for STIs and talk to partners and GPs about STIs

CONCLUSION AND SUCCESS FACTORS

This multimedia campaign was highly engaging for Aboriginal young people and achieved significant reach. Success factors included:
- Delivery by an Aboriginal media agency guided by an Aboriginal Governance Group
- A partnership approach by NSW STIPU and the AH&MRC
- Aboriginal Health Workers and Aboriginal Health Services driving the campaign at the local level
- The use of comedy and high profile Aboriginal ambassadors to engage young people, break down the taboo and normalise sexual health
- Use of social media to reach large numbers in targeted way

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REFERENCES:

www.playsafe.health.nsw.gov.au