

ABSTRACT SUBMISSION

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Concurrent Stream: Healthy Rural Communities – health promotion and prevention, integrated health services

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Women's Health/ Men's Health

Abstract Title: *Whatchya Gunna Do?* Immunisation music video

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Background:

After consultation with elders, students, Aboriginal Medical Services and Aboriginal Education Officers it appears that there is a lack of awareness of vaccine preventable diseases and immunisation. High school students would be more likely to attend the school immunisation clinics if they had more information on vaccine preventable diseases.

Approach:

Adolescents are more likely to respond to messages delivered via visual arts and social media. Leanne discussed an idea with local and international music artists who kindly agreed to collaborate with a group of local youth to mentor and develop a music video, as a modern approach to storytelling.

The youth participated in 4 workshops with the artists to create lyrics and music with a positive message about immunisation, with filming throughout.

An elder also attended to assist with teaching traditional dance and provide cultural support to the students.

Outcomes/ Results:

The *Whatchya Gunna Do?* Immunisation music video was launched during the City of Wagga Wagga Youth Week at the Wagga Wagga City Council Chambers on 8 April 2017.

The video has been added to the Murrumbidgee Local Health District (MLHD) and Southern NSW Local Health District (SNSWLHD) Facebook pages. A Facebook event under MLHD was used to create a story about the production of the music video, by sharing photos, video messages from the artists, a local breakfast radio host and a well-known Aboriginal AFL player.

The NSW Ministry of Health used the video in their World Immunisation Day promotions and distributed the link to all public health websites in NSW.

The video is now being distributed to Primary Health Networks, Aboriginal Medical Services, MLHD and SNSWLHD media departments to add to their websites and waiting room loops.

Posters with the YouTube links are being distributed to all secondary schools, Community Health and Aboriginal Health Services and the USB wristbands will be distributed to all secondary schools in MLHD and SNSWLHD.

Take Home Message:

Novel ways of communicating health messages about vaccine preventable diseases and immunisation to the Aboriginal community via social media were successfully explored using visual arts.