

IT STARTS WITH YOU

**GET TESTED**



**TAKE  
BLAK  
TION**

**STEVEN OLIVER & ELIZABETH WYMARRA**

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BLAK  
TION**

# Who we are

- Aboriginal Health & Medical Research Council of NSW (AH&MRC)
- NSW Sexually Transmissible Infections Unit (STIPU)
- Naya Ngarra Productions



## Aim

To empower Aboriginal young people (15-29 years) in NSW to make informed decisions around their sexual health.

## Campaign

- Based on effectiveness of arts based campaigns in engaging young Aboriginal people.
- Tone – sex positive, inclusive, fun, and culturally appropriate
- Uses comedy to overcome the shame and stigma around sexual health.



## Team:

- Led by AH&MRC and NSW STIPU Unit
- Delivered by Aboriginal media agency, Naya Ngarra
- Overseen by an Aboriginal Governance Group with representatives from AMSs and LHDs across NSW
- Reports into the NSW Aboriginal Sexual and Reproductive Health Program Implementation and Governance Committee
- Consultation undertaken with Aboriginal young people
- Campaign ambassadors - Stephen Oliver, Elizabeth Wymarra and Bjorn Stewart (Black Comedy)





Comedian  
ambassadors

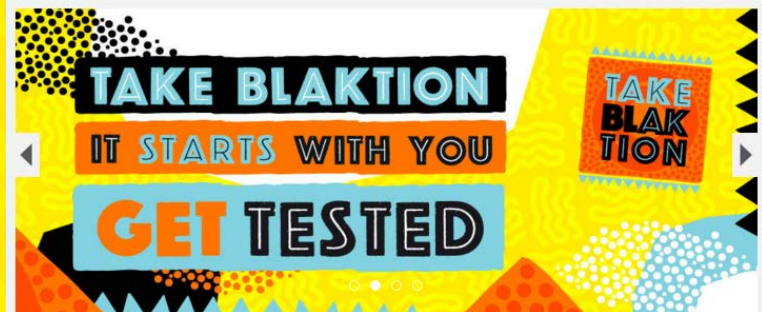
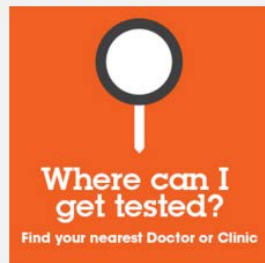
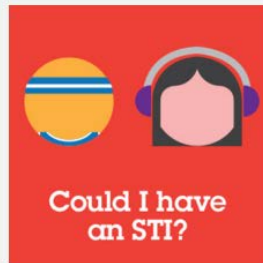


- Social Media:
  - Channels selected
  - Content pillars
  - Moderation
- Media:
  - NITV
  - Media Releases



Media and social media





## TAKE BLAKTION

SEX! Now we've got your attention.

### Take charge of your life

To make babies, to make love, to have fun. Whatever the reason for it, sex can be good and positive when you are both ready. But it can also have consequences if you go there without protection.

### Take Blaktion TV

Take Blaktion is all about taking charge of your life and taking care of yourself and your partner. Take a look around our deadly site and take it all in. You might learn a thing or two.

### Downloads

Join the 'Take Blaktion' movement.

### Where can I get tested?

- [Condoms](#)
- [Testing](#)
- [Treatment](#)
- [Common STIs](#)
- [Nurse Nettie](#)





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# YOUTH WORKSHOP

WORKSHOP OF COMEDY, FUN AND DISCUSSION AROUND STIS. THE WORKSHOP WILL BE DELIVERED BY 'BLACK COMEDY' STARS, STEVEN OLIVER AND ELIZABETH WYMARRA WITH LUNCH PROVIDED. JOIN US FOR A LAUGH AND HELP PROMOTE SAFE SEX IN OUR COMMUNITY.

TO GET INVOLVED CONTACT THE BELOW PERSON AND RSVP.



**WHERE:** DURRI ACMS 15-19  
YORK LANE KEMPSEY

**WHEN:** 13 NOVEMBER 2015

**TIME:** 9.30AM-3.00PM

**CONTACT:** FOR MORE INFORMATION CONTACT STACEY  
DONOVAN AT DURRI ACMS  
PHONE: 02 6560 2300 OR 02 6560 2326  
EMAIL: STACEY.DONOVAN@DURRI.ORG.AU  
(MONDAY, TUESDAY, THURSDAY AND FRIDAYS)



**BROUGHT TO YOU BY: DURRI ACMS AND MNCLHD**

**TO LEARN MORE ABOUT 'TAKE BLAKTION' VISIT:  
[WWW.PLAYSAFE.HEALTH.NSW.GOV.AU](http://WWW.PLAYSAFE.HEALTH.NSW.GOV.AU)**

'TAKE BLAKTION' IS A SEXUAL HEALTH AWARENESS CAMPAIGN TARGETING ABORIGINAL YOUNG PEOPLE AGED 15-29 LIVING IN NSW. AN INITIATIVE OF NSW HEALTH, AH&MRC AND NAYA NGARRA PRODUCTIONS.



TAKE  
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TION

Workshops



Event activations

# Evaluation

## “This mob are funny”

Over 850,000 people were reached across the campaign components:

- 749,936 people through social media
- 98,400 people through TV advertisements
- 3,430 via the Play Safe website
- 1,773 young people across six Aboriginal events
- 224 young people attended eight workshops
- At least 4000 condoms distributed



**“They explain it better than how they do at school.  
With this excursion we got taught heaps.”  
Nowra high school student**

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

**“I believe the young people engaged well and enjoyed the program. From observation, the young people looked like they really enjoyed the comedy skits and the games selection. It was a great strategy, education through comedy and games.”**

Aboriginal Youth Health Worker, Central Coast.



# Success Factors

- AH&MRC & STIPU drew on many years of experience in delivering state wide campaigns
- Use of Aboriginal media company, that has credibility with Aboriginal young people, understands their interests & can engage them
- Not a 'one size fits all' approach / flexible delivery of workshops and activations including educational component
- Focus test activities & delivered by Aboriginal Sexual Health Workers where possible
- Aboriginal Governance / Engagement / Protocols
- Meaningful Local Partnerships, high level of input from Aboriginal Sexual Health Workers
- Use of social media, and high profile Aboriginal ambassadors



# Take Blaktion: phase 2

- 4 new Aboriginal comic ambassadors
- Only social media component
- Workshop guide and activation guide will be available for local use



## THANK-YOU

Take Blaktion Governance Group: Annette Slater, Stacey Donovan, Natalie Beckett, Jess Rees, Doli Ufi, Kevin Heath, Darren Braun, Kaylie Harrison, Mafi Kailahi, Sallie Cairnduff

AH&MRC

Naya Ngarra team

NSW Ministry of Health

Sexual Health Infolink

SES HARP Unit, Media and Comms Team and Senior Management

LHD HARP Units

Orange and Dubbo Sexual Health Centre Managers and Staff

NSW Aboriginal Sexual and Reproductive Health Program Implementation and Governance Committee

STIPU

Family Planning NSW

Tiny Hunter

Steven Oliver and Elizabeth Wymarra



# For more information

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