

Stronger You

STRONGER MOB

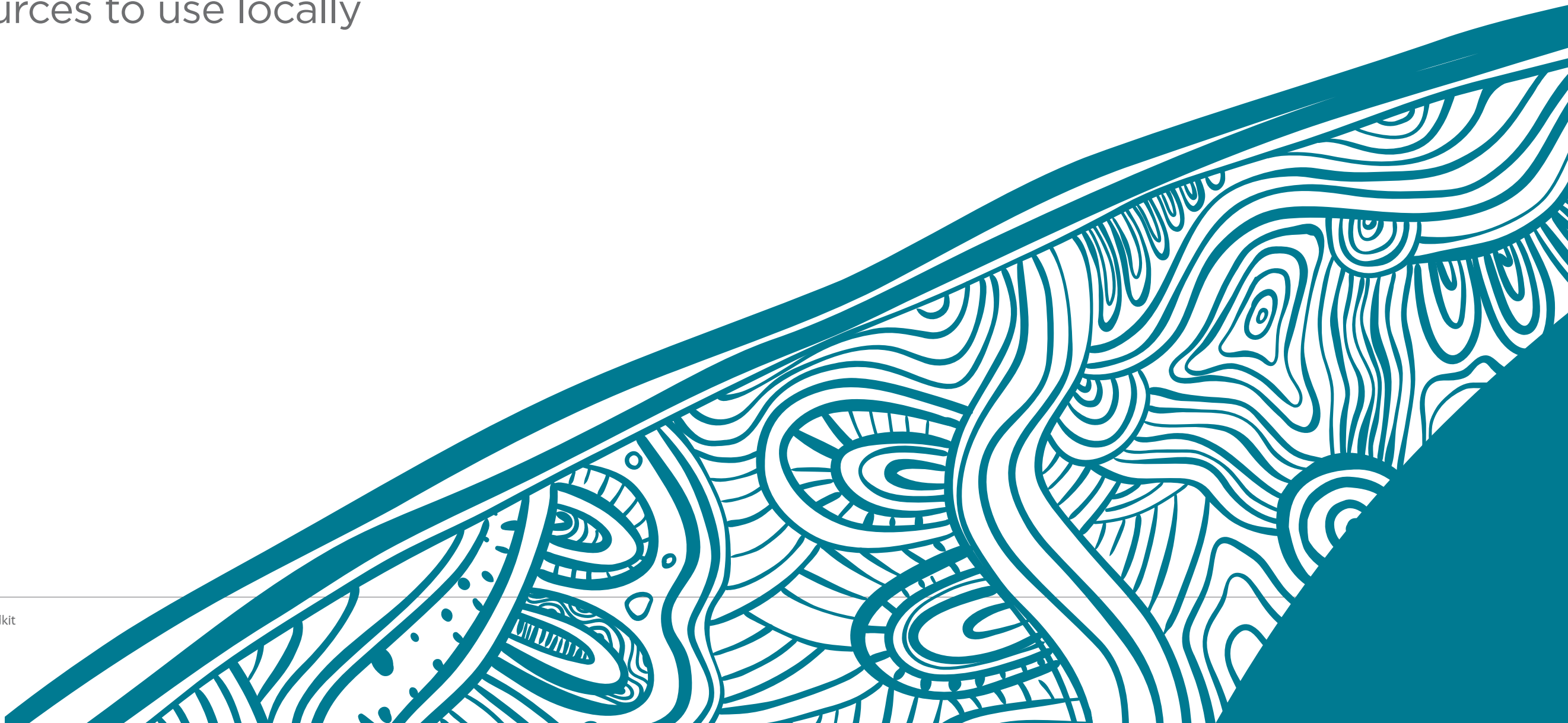
Community Toolkit



STRONG SPIRIT
STRONG MIND

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About this toolkit

This toolkit highlights the importance and significance of maintaining a strong connection to Country and Culture for young Aboriginal people.

It provides simple messaging strategies that young people can implement into their daily lives and help them work towards having a strong inner spirit and maintain optimal levels of social and emotional wellbeing (SEWB).

The resources and materials within this toolkit relate to improving SEWB for young Aboriginal people and promote culturally secure harm reduction strategies to delay the early uptake of alcohol and other drugs

Various concepts are provided, for example, visiting Country, take part in cultural events, get involved in community activities such as sport, learn the traditional ways and stay connected with family and friends.

As a stakeholder or community group, you have the option to choose which concepts relate to the youth in your community.

If you have any questions regarding the 'Stronger You, Stronger Mob' campaign or require assistance on strategies to promote the campaign within your community, please contact the Mental Health Commission's Strong Spirit Strong Mind Aboriginal Programs (SSSMAP) Team at sssmap@mhc.wa.gov.au.



Campaign background

The 'Stronger You, Stronger Mob' campaign aims to provide strategies for Aboriginal youth aged 12 to 25 years old to improve and maintain a strong inner spirit and positive SEWB. The campaign also aims to prevent the early uptake of (AOD) for young people in our community. Taking a holistic approach that incorporates Aboriginal cultural ways of working and the different SEWB domains will help assist young Aboriginal and Torres Strait Islander people to address and improve their SEWB.

The media strategy includes digital advertising, out-of-home advertising, social media advertising and radio advertising.

Out-of-home or digital advertising will be the most effective way to reach youth throughout WA as majority of youth respond well to visual messaging and promotion. Advertising will also encourage Aboriginal and Torres Strait Islander youth to access the Strong Spirit Strong Mind website for additional information about maintaining a strong inner spirit and positive SEWB.

There are seven domains within the National Strategic Framework for Aboriginal and Torres Strait Islander Peoples Mental Health and Social and Emotional Wellbeing 2017-2023. The domains represent an individual's connection to Country, Culture, Spirituality and Ancestors, Communities, Family and Kin, body, Mind and Emotions.

Target group

The campaign targets Aboriginal and Torres Strait Islander youth aged 12-25 years old living in Western Australia.



Campaign objectives

The primary objective of the campaign is for Aboriginal and Torres Strait Islander youth to improve and maintain a strong SEWB. Within the campaign are seven different concepts that promote SEWB strategies that youth can implement into their daily lifestyle.

Visit Country

- Is being able to visit your home, no matter how close or far it may be. Not being on country can make you feel disconnected and sometimes you can feel a little lost. Spending time back home can light up your inner spirit and make you feel re-energised.

Learn Culture

- Is about young Aboriginal and Torres Strait Islander people learning and keeping connected to culture through story-telling, song, art, dance and more. Culture is important to young Aboriginal and Torres Strait Islander people's identity.

Yarn with Elders

- Elders are the knowledge holders of our people and have been for many generations. They will teach you about connection to your Country, culture, inner spirit and physical and mental wellbeing. When you are feeling a bit lost and don't know who to turn to, make sure you always check in with your Elders.

Yarn with mob

- Is being able to yarn with your family or friends when you start to feel disconnected from your Country and Culture. Your mob are always available for a yarn and know what it is that makes you feel positive. Make sure you always stay in touch with them when you're feeling down.



Campaign objectives

Stay connected

- Living away from your country can be hard most of the time, you can often feel disconnected and sad when you don't spend time with your friends or family. Practicing your traditional cultural activities throughout your daily life can help you stay connected and feeling good.

Yarn to your mob

- Is yarning with your family and friends through different forms of communication, for example this can be in person, over a phone call or during facetime. It doesn't matter how you yarn with them, as long as you keep maintaining contact you'll be on the right path.

Get involved

- Is participating in cultural activities that celebrate culture and give young people a sense of community. This can be song, dance, art, crafting, hunting to name a few. Doing this can greatly improve your connection to your culture and it helps you keep a strong inner spirit.



Key messages

This content can be used for public relations opportunities such as media statements, interviews, newspaper articles. It can create organic social media content for communities to use to help improve their SEWB situations.

Visit Country

- Whenever you're feeling disconnected, make sure you go back home and visit your country to reconnect and maintain your strong inner spirit.

Learn Culture

- Get involved with your local community youth group to keep active and learn about your culture.

Yarn with Elders

- Feeling unsure about your country and culture? Have a yarn with your Elders to make sure you're on the right track.

Yarn with mob

- When life is getting a little tough and you don't know what to do, it's always good to yarn with your mob.

Stay connected

- Being away from country can be hard sometimes, a great way for you to stay connected is by practicing cultural activities at home.

Yarn with your mob

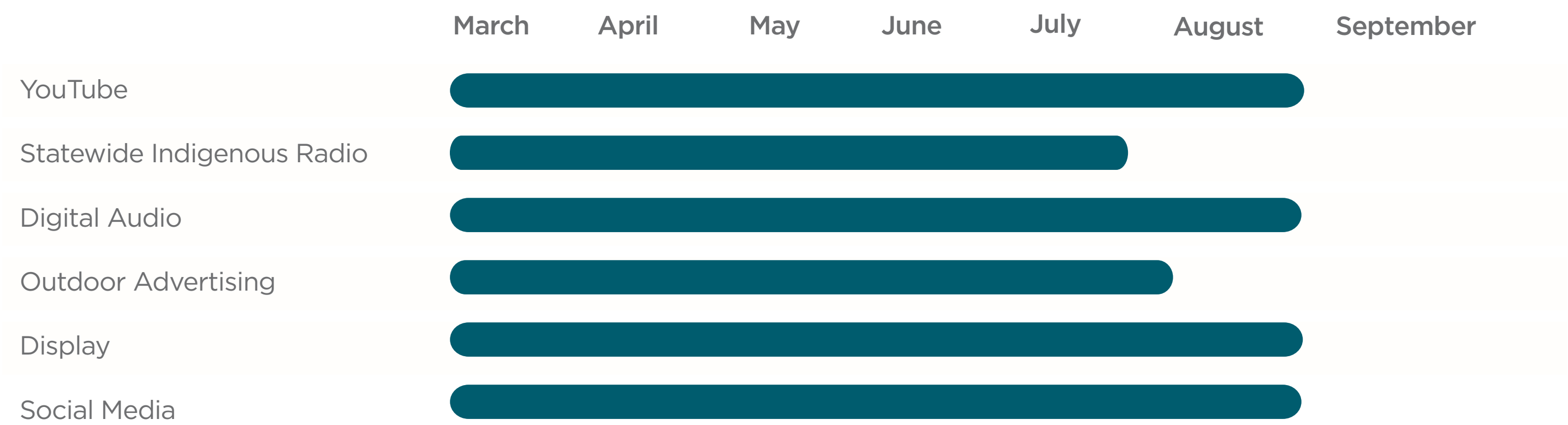
- It's always good to yarn with your mob. It can be in person, on facetime or even a phone call.

Get involved

- Keeping yourself involved in cultural activities is a great way to stay connected to your culture.



Statewide campaign schedule



Campaign materials

Videos:

Yarn to your mob

Being connected to family and friends is important to keeping a strong inner spirit. Can be face to face, can be Facetime or even just a phone call. It's always good to yarn with your mob.

Get involved

I love getting involved in events and enjoy sharing my culture because it helps strengthen my inner spirit. It's good for me and my mob. We're deadlier together.

Visit Country

I love coming back home and spending time on country. Reconnecting with my culture keeps my spirit strong. Stronger spirit, stronger mob.

Yarn to Elders

I learn so much from my Nan and Pop. I yarn to them as much as I can and listen to their stories and learn about our culture. It keeps me strong.

Stay connected

It's hard living away from my country. Making art, weaving, and planting seeds help me feel connected to culture and home. It keeps me strong.

Yarn with mob

When things are bothering you, it's good to yarn about it with supportive friends and family you can trust. I love learning from them and sharing our culture.

Learn Culture

I get a lot out of being part of my community youth group. We get to kick the footy, get out on our country and learn about our culture. Keeps me strong.



Campaign materials

Radio Commercials | 30 seconds

[Stay connected](#)

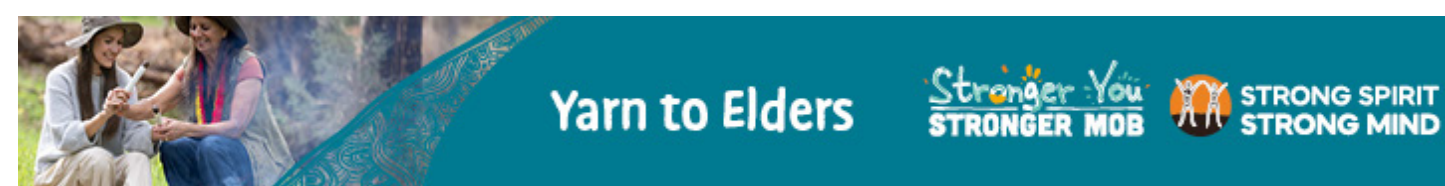
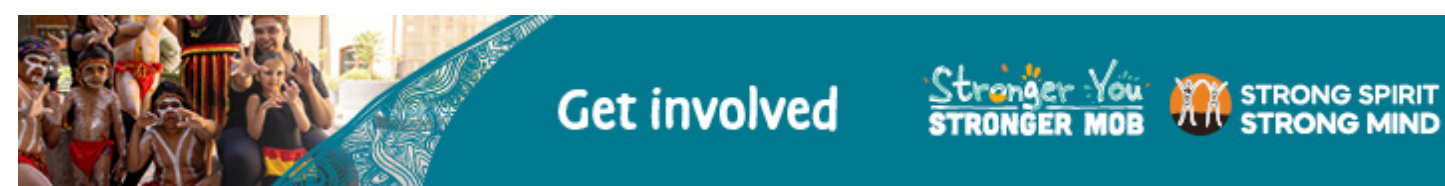
[Visit Country](#)

[Yarn to Elders](#)

[Respect our Culture](#)

Signature Taglines:

- Yarn to your mob
- Yarn with mob
- Get involved
- Visit Country
- Yarn to Elders
- Stay connected
- Learn Culture



Resources to use locally

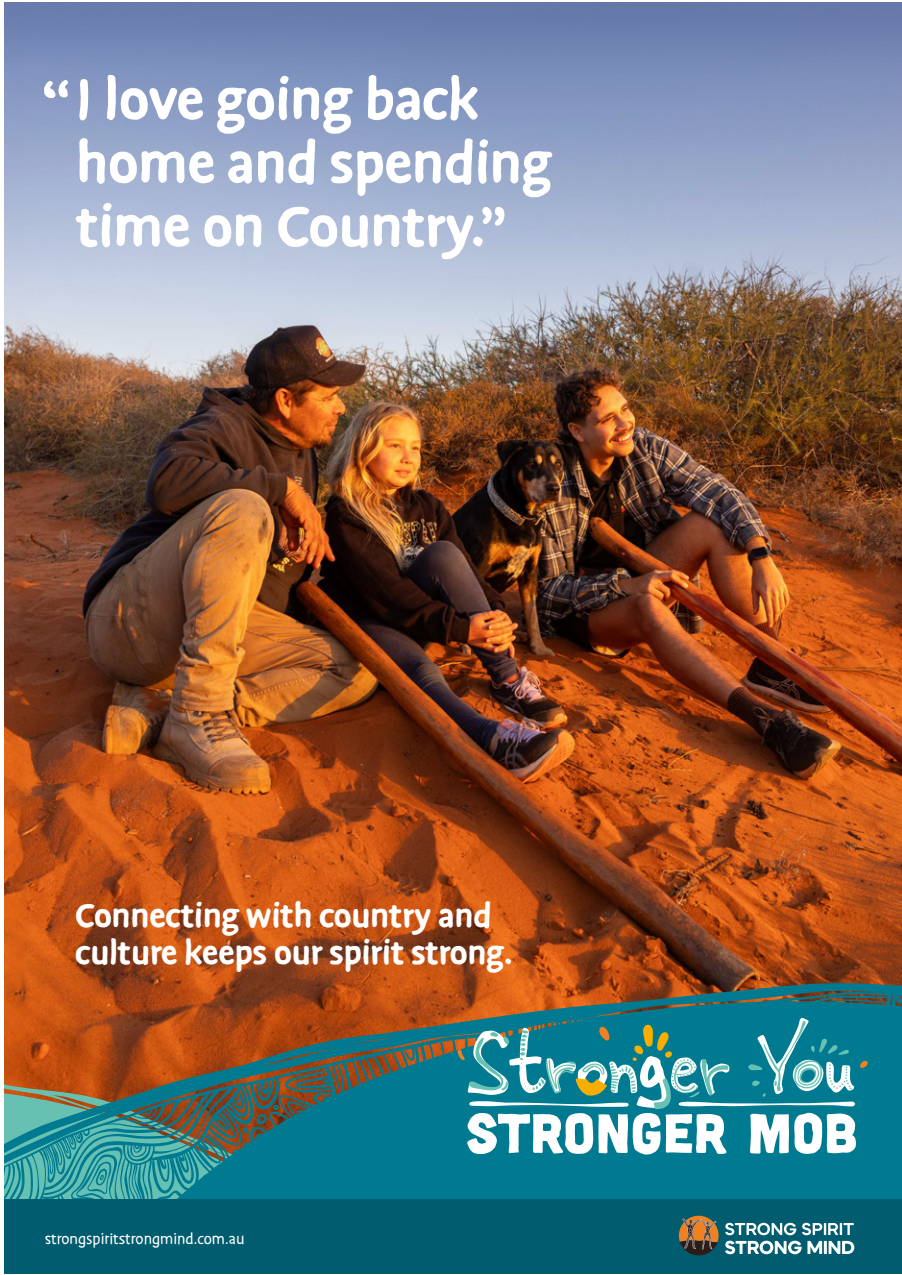
Posters | A3



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Resources to use locally

“I learn heaps yarning to Nan and hearing her stories.”




Yarn to Elders to learn about our culture and keep our spirits strong.


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strongspiritstrongmind.com.au

STRONG SPIRIT
STRONG MIND

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“Making art helps me feel strong and connected to country.”




Being off country can be hard, staying connected to culture keeps us strong.

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“It’s always good yarning with your mob.”




Can be in person, on facetime or even a phone call.

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Resources to use locally



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Resources to use locally

Organic social



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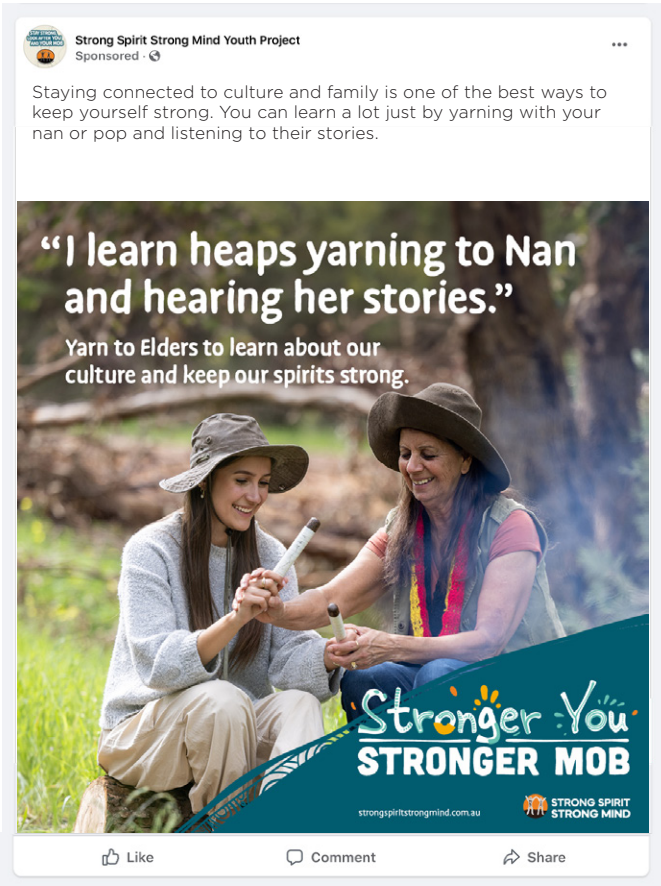
Resources to use locally

Organic social

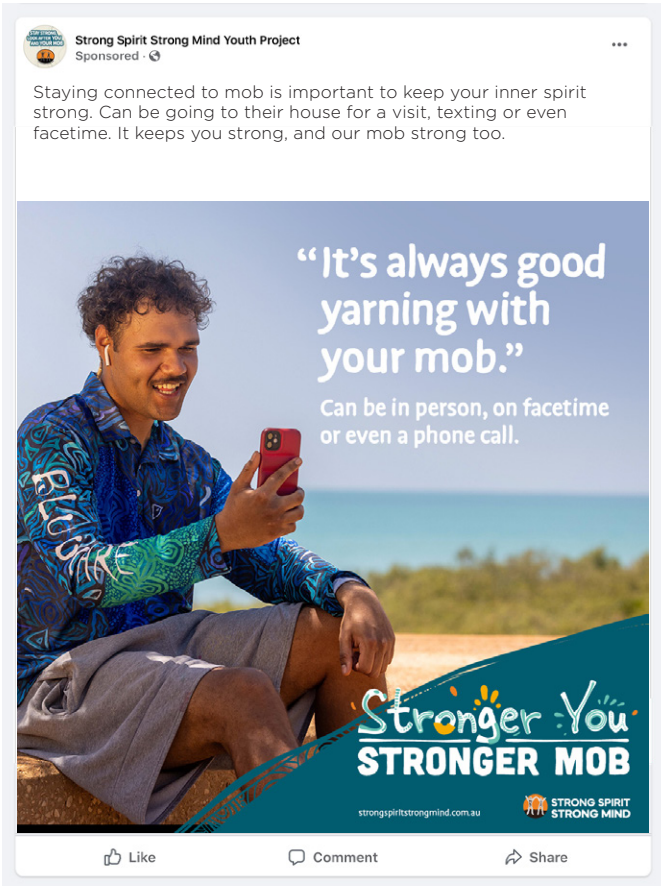


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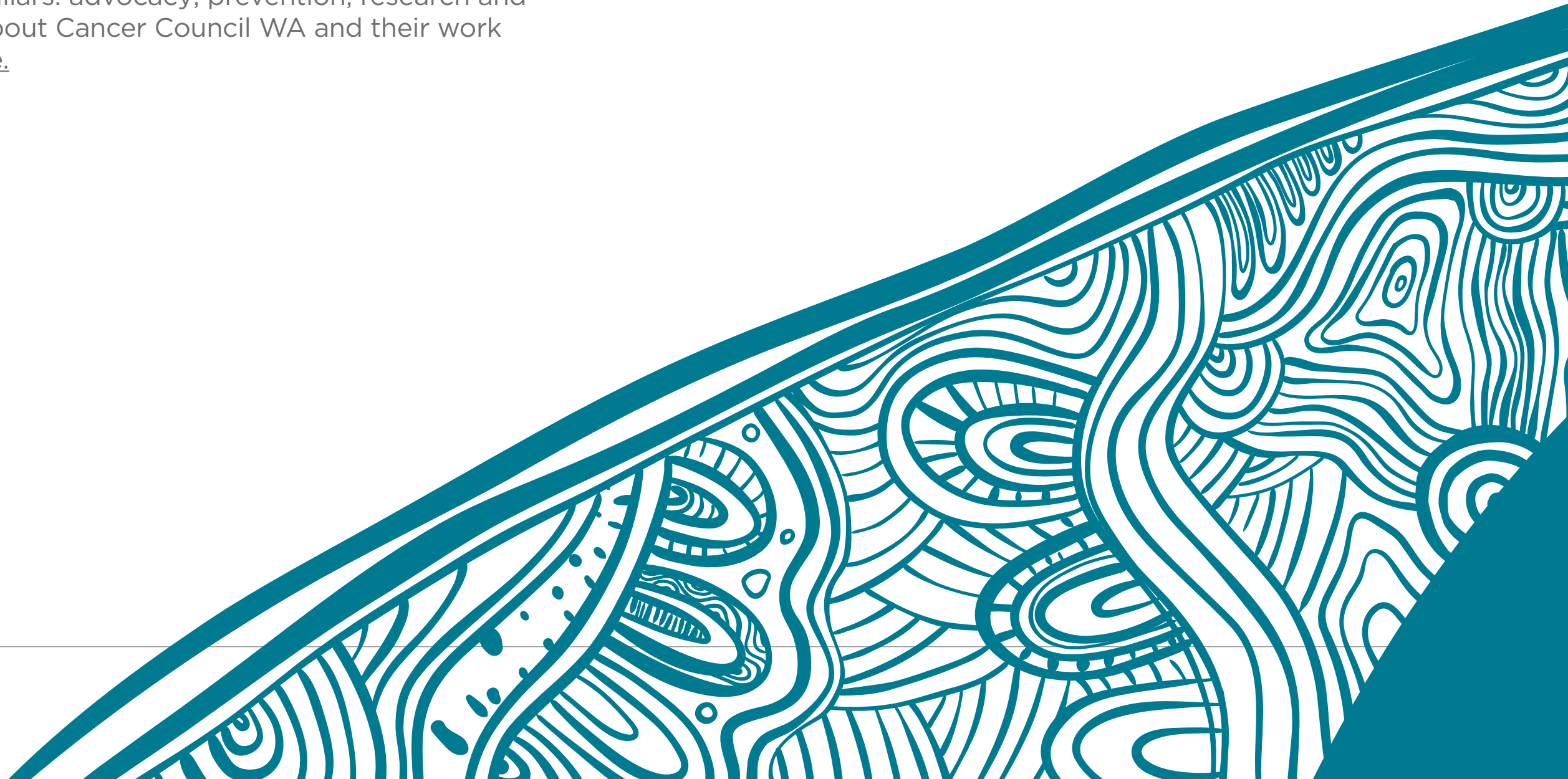
Our partners

The 'Stronger You, Stronger Mob' campaign is a joint initiative between the Mental Health Commission and its non-government organisation partner Cancer Council WA.

All graphics were designed by Nani Creative and should not be amended in any way.

Cancer Council WA

Cancer Council Western Australia (CCWA) enables the planning and implementation of the Mental Health Commission's public education campaigns. CCWA is WA's leading cancer charity working across every aspect of every cancer. CCWA delivers work across four main pillars: advocacy; prevention; research and support. To find more about Cancer Council WA and their work please visit their [website](#).





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