



Strong Spirit Strong Mind Metro Project Fact Sheet

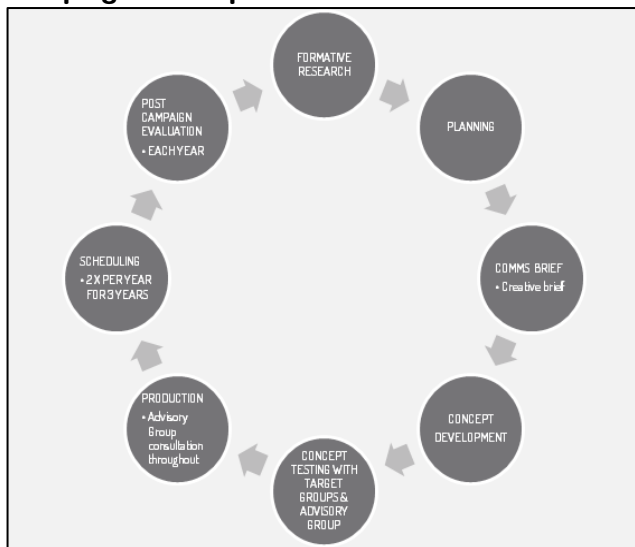
Campaign Background

The Strong Spirit Strong Mind Metro Project (the Campaign) is a prevention campaign developed in response to strengthening the range of alcohol and other drug support services for Aboriginal people in the Perth metropolitan area.

The Campaign is a funded project under the “Western Australian Footprints to better health” initiative.

The Campaign was first launched on 5th August, 2012 with the content created with the support of the Aboriginal community which was guided by workshop consultations delivered in the Perth metropolitan area.

Campaign Development Process



Concept testing was conducted with Aboriginal young people, and the Aboriginal community to ensure credibility and believability of the materials, and to ensure the advertisements were culturally secure, when communicating the harms of alcohol and other drug use.

The Campaign concept was found to be believable, elicit the correct message take-out and meet the research agency’s creative evaluation requirements for the ability to be recognised and retained into long-term memory.

Campaign Purpose

Aim

The campaign aims to prevent and delay the early uptake of alcohol and other drugs.

Objectives

Increase awareness and knowledge of the harms associated with alcohol and other drug use; and

Increase awareness and knowledge of alcohol and other drug available support services.

Key messages

- Alcohol and drugs messes with your mind and affects your relationships;
- No alcohol and drugs is the safest choice;
- Alcohol and drugs can put you in shameful and dangerous situations; and
- Alcohol and drugs can weaken your spirit.

The Campaign portrays how alcohol and other drug use can impact your life by demonstrating the harms to the mind, body and spirit associated to health, social and legal consequences of use.

Target Groups

Primary:

Aboriginal young people aged 12 to 25-years-of-age in the Perth metropolitan area.

Secondary:

Aboriginal community (including parents, family and friends) in the Perth metropolitan area.



Campaign Media

The campaign uses a range of media channels including:

- Online videos;
- Radio;
- Bus and train interiors;
- Social media; Facebook, YouTube;
- Targeted advertising; and
- Search engine marketing.

The performance of the digital channels, including social media and online videos, was monitored and optimized throughout the two campaign bursts occurring in March and May, 2016.

Following the Campaign burst, channel and placement performance was reviewed against media benchmarks and the media strategy was updated accordingly.

The Campaign is scheduled to continue until the end of the 2017/2018 financial year, with the next burst of the Campaign to commence in June, 2017.

Campaign Performance

Campaign Evaluation

An independent evaluation was conducted in 2016 with a mix of male and female participants. The methodology used included the delivery of 14 face to face focus groups collecting both qualitative and quantitative data. The following measures were used to ascertain the effectiveness of the Campaign:

- Identify community response to the Campaign messages, including both unprompted and prompted recall of the Campaign;
- Measure the target audiences' acceptance and ability to identify the take out messages of the Campaign executions; and
- Measure changes in knowledge, intentions and attitudes of the target audience.

One hundred and fifty-five Aboriginal young people participated with sixty-three percent males and thirty-seven percent females, aged between 12 to 25-years in Perth metropolitan area. Fifty-five percent of the participants were aged 12 to 14-years and thirty-seven percent aged 15 to 17-years.

The evaluation found that it performed above expectations, indicating the following:

- There is almost a universal acceptance of the potential negative consequences of alcohol and other drug use;

- Eighty-three percent of respondents indicated they were more aware of the harms associated with alcohol and other drug use as a result of the Campaign, with around a quarter naming each harm covered in the Campaign;
- At least three quarters of all respondents recall being exposed to the Campaign, with half seeing or hearing it more than three times;
- Three quarters of all respondents claimed to have recently seen or heard alcohol and other drug advertising, but this covered a range of campaign messages including tobacco and drink driving;
- Most respondents identified that all elements of the Campaign were appropriate for Aboriginal young people, and eighty-six percent of respondents would like to see the Campaign again;
- A third of all respondents recognised the logo and half recognised the slogan;
- The most recognised campaign advertisements were the bus ads, with sixty-four percent, followed by the video advertisement played on social media, with sixty-two percent awareness of the advertisements; and
- The best known sources for help were generally practitioners, alcohol and other drug counsellors, family and helplines.

The Campaign evaluation included suggested improvements, which included:

- Make the posters more attention grabbing through improved visuals;
- Increase the logo size on all materials;
- Ensure people depicted are clearly Aboriginal; and
- Increase brand recognition through more promotion.

Support Materials

Support materials have been developed to assist with community-based prevention strategies to extend the reach of the Campaign and localise messaging where relevant. These include:

- Video Advertisement;
- Radio Advertisements – Law, Regret and Football;
- A4 Posters; and
- Wallet Cards.

To access the campaign materials visit:

[Strong Spirit Strong Mind Metro Project - Resources](#)