



# 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 5<sup>th</sup> August 2012. The content was 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 drug use.

### Objectives

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

Increase awareness and knowledge of available alcohol and other drug 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 related to health, social and legal consequences of use.

## Target Groups

Primary:

Aboriginal young people aged 12 to 25-years 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 Campaign scheduled for 2 July, 2017.

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

## Campaign Performance

### Campaign Evaluation

An independent evaluation was conducted during August and September, 2017 with a mix of male and female participants. The methodology used included the delivery of 17 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, attitudes and intentions of the target group.

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

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

The new animated videos increased the awareness of where to get help and had some positive impact on the target group's attitude towards getting help;

- As a result of the Campaign, sixty-nine percent of respondents indicated they were more aware of where to get help;
- Eighty-four percent of respondents indicated they had seen or heard the Campaign at least once;
- At least a quarter of respondents were aware of the Alcohol and Drug Support Line;
- The best known sources for help, as a result of the Campaign were friends/family and the Meth and Alcohol and Drug Support Lines;
- Sixty-five percent of respondents were more aware of the harms of alcohol and drug use;
- There is almost a universal and increased support for the continuation of the Campaign and little sign of campaign media and message wear-out; and
- An increased recognition of the Strong Spirit Strong Mind Metro Project brand and campaign executions, as a result of the recommended changes, by Aboriginal young people.

The Campaign evaluation included suggested improvements, which were:

- Increase the length of the animated video advertisements;
- Include health professionals, doctors and police within the Campaign materials;
- Have different scenarios that other Aboriginal young people can relate to; and
- Use actors instead of animated people.

### 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 and animations;
- Radio advertisements – Law, Regret and Football;
- Campaign fact-sheets;
- A4 posters; and
- Wallet cards.

To access the campaign materials visit:

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