



# Lived Experience Videos: Culturally Informed Resources About Methamphetamine

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Australian Government  
Department of Health and Aged Care



THE UNIVERSITY OF  
SYDNEY  
—  
Matilda Centre

# Acknowledgement of Country

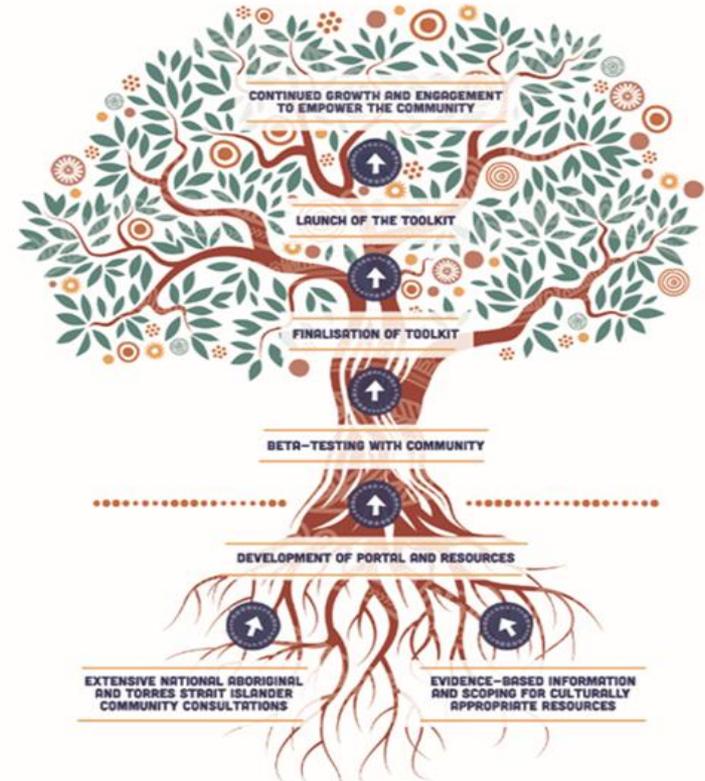
*I would like to acknowledge and  
pay respects to the traditional  
owners of the land*

*I would like to acknowledge the  
many community members who  
have provided input into this work  
and generously shared their  
stories.*





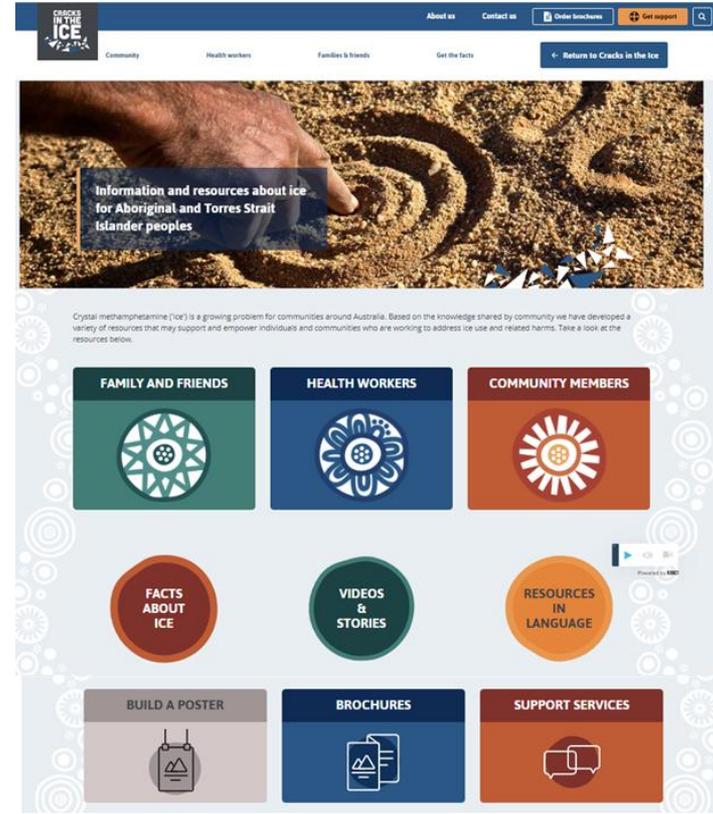
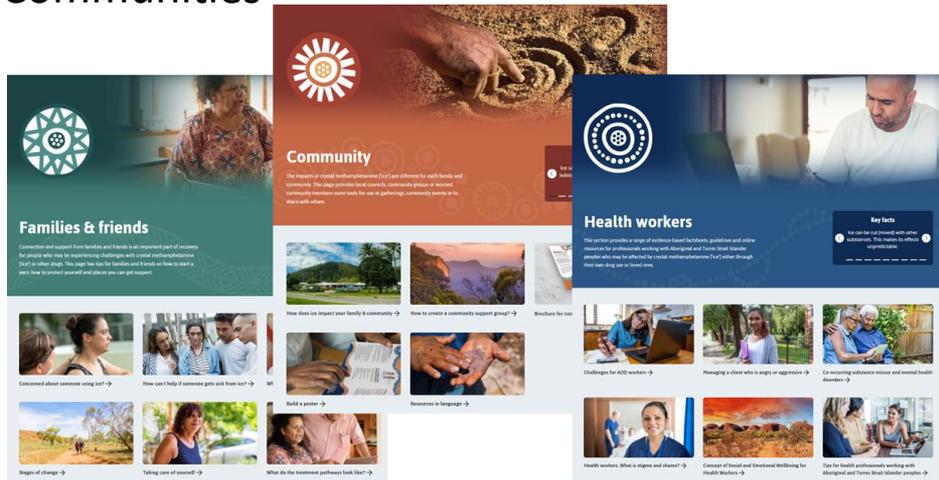
- National resource developed in consultation with Aboriginal and Torres Strait Islander communities across Australia
- Led by an Expert Advisory Group
- Input from 240 Aboriginal and Torres Strait Islander people through focus groups and online beta-testing





## Evidence-based resources for:

- Families
- Health workers
- People who use methamphetamine
- Communities





- Methamphetamine, and people who use it, experience high levels of stigma
- Hearing from people who have lived experience is effective in reducing stigma
- Communities wanted to “real stories, real voices” about methamphetamine
- Speak directly to communities

## Overall aims of the lived experience videos:

- Reduce stigma and discrimination (e.g. show methamphetamine use and dependence can affect anyone; emphasise the importance of seeing the person behind the substance)
- Show that recovery is possible
- Provide hope to families and health workers that they are not alone.
- Provide insight to the community by having real stories from real people.





# How the Videos Were Made



- 11 in-depth interviews + 15 focus groups informed the video stories
- Co-created with Garuwa, a First Nations-led creative agency
- Guided by an Expert Advisory Group including Elders, researchers, and lived experience voices
- Stories were portrayed by Aboriginal actors and filmed on Bidjigal and Gadigal lands

## GARUWA

*Ga-Roo-Wa* translates to 'ocean' in Gathang, Worimi language.

GARUWA holds the deep, rich stories of their people, continuing these practices across various mediums.





# Jay's Story (Lived Experience)



Jay shares how methamphetamine affected his life, including his job, relationships and mental health. He reflects on what helped him reconnect and find a path forward.





# Morgan's Story (Health Worker)



Morgan reflects on her work supporting people affected by methamphetamine and the importance of connection, patience, and non-judgemental care.





Reach



Since launch (1<sup>st</sup> February 2025)

The logo for '13 YARN' features the text in a stylized, colorful font with a glowing effect, set against a black background.

13 YARN

156k views

4.2k likes

92 shares



ABORIGINAL  
HEALTH  
TELEVISION

A Toric Health Media Channel

4 week national campaign

170 partner locations

Estimated reach of 189k viewers

The logo for 'ICTV' features a stylized white 'C' with a dot in the center, followed by the text 'ICTV' in a bold, white, sans-serif font, all on a black background.

ICTV

4 week TV campaign

Reach of 439k TV viewers

14.5k social views



# Reach



- Shared across Facebook, Instagram & LinkedIn (paid + organic). Led to increased engagement from community health workers & families
- Mailout to 300+ organisations incl. AMSs & PHNs of flyers with QR codes + culturally tailored brochures
- Designed to reach audience through both online and offline methods





# Positive Feedback



Multi Award winning Content Creator 🏆 Creative Director & Producer 🌟 ...  
Great clips!!!

Good onya for sharing your story, I hope people that are struggling with ice read your story and know help is out there.

Social and Emotional Well-Being Care Coordinator at...  
This work is a mighty tough space, thank you for caring, and sharing ❤️  
Like · 🌟 1 | Reply

good onyou for being brave enough ought to speak about your [addictions.so](https://addictions.so) proud you are now on recovery path!hope people addicted,what this,and get help to recover from their addictions.keep up the good work!

--  
This is so very valuable and needed  
Like · 🌟 1 | Reply

359 followers  
Thanks for sharing 😊  
Like · 🌟 1 | Reply

🌟🌟🌟🌟🌟🌟  
6w Like Reply

Addiction is not about the person as such it is about what the addiction does to they and the people around them. The person you know and love is still in there, never give up 💙

🏆 really important work. It is affecting so many in the community. Its a shocking drug

A thank you for looking after the addicts. very important

7yrs clean from ice myself. We need to talk more about addiction and recovery. "Recover loudly to keep others from dying quietly!"  
4 🌟🌟

Talking promotes processing healing,self care and self belief 🌟🌟🌟🌟

Great organisation love U mob

Thankyou for helping 🌟🌟🌟

this is beautiful 🌟

well said 🌟

can I get the link please

Thank you for Ur work 🌟🌟🌟

Amazing work

🌟🌟🌟

13\_YARN · Creator  
<https://bit.ly/cracksintheice-videos>

It's so beautiful  
1 like Reply

I love this 🌟  
2 likes Reply

13\_YARN · Creator  
Copy and paste this link 🌟



PERSON WITH LIVED EXPERIENCE



FAMILY MEMBER



HEALTH WORKER

First Nations lived experience stories  
about crystal methamphetamine



# Visit Us



1

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download the app



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Google Play or the App Store

2

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# Thank You!



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