



## We've Taken Blaktion

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## Background



- Communications campaign targeting Aboriginal young people (15-29 years)
  - Year 1 (Oct 2015-June 2016) - 850,000
  - Year 2 (July 2016-June 2017)
- Led by AH&MRC and NSW STIPU Unit
- Delivered by Aboriginal media agency, Biiard Uninyee Productions
- Overseen by an Aboriginal Governance Group
- Consultation undertaken with Aboriginal young people



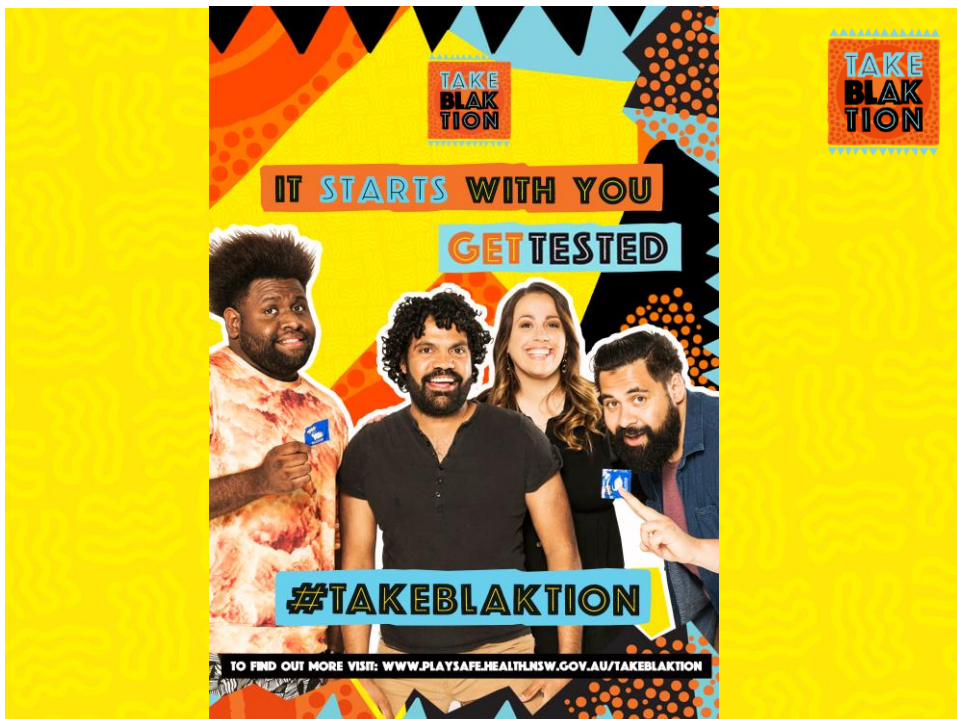
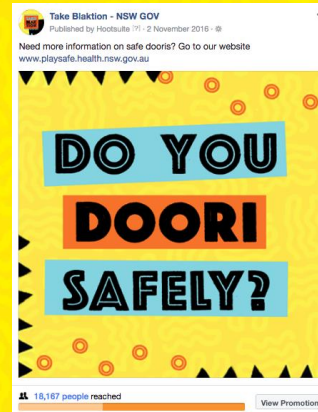
## Aim

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



## Campaign

- Tone – sex positive, inclusive, fun, and culturally appropriate
- Uses comedy to overcome the shame and stigma around sexual health.



# Campaign activity



**Take Blaktion - NSW GOV**  
Published by Hootsuite (7) · 7 September 2016 · @

Introducing Wednesday Words, where we define the words us mob use.  
First word up: DOORI: A Koori word for "sex". What word do you use where you come from?

**DOORI** VERB

A Koori word for sex.

Niece: "Hey aunt, what you do on the weekend?"  
Aunt: "I got doori with lubly one."  
Niece: "Can you wanna!"

And if you're getting doori,  
make sure you are doing it safely.

#takeblaktion!



121,171 people reached [View Promotion](#)

**Take Blaktion - NSW GOV**  
14 July · @

Ian asks the hard questions so you don't have to! This week what do people want to know about sexual health?



11,375 people reached [View Promotion](#)



## Campaign metrics



- Reach: 1.3 million people
  - 72% < 35 years
  - 57% female / 43% male
- Impressions: 1.9 million
  - 64% impressions organic
- Total campaign budget: \$50k
  - Including media spend: \$4,159
- Page fans: 4,309

## Campaign metrics



- Engagement: 128,130
  - 105,124 video views (across 32 videos)
  - 14,898 reactions
  - 5,395 comments
  - 2,713 shares
- Engagement rate: 9.5%
- Click through rate: 0.05%

## Top content



- Ambassadors
- Videos
- Comedy
- Aboriginal language
- Competitions
- Event photos



## Success Factors



- Aboriginal led
- Social media
- High profile ambassadors
- Tone and content
- Partnerships



# Thank-you



NSW Ministry of Health

AH&MRC

Biiard Uninyee Productions

Naya Ngarra

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

Aboriginal Community Controlled Health Services

Local Health Districts

Ian Zaro, Carly Wallace, Bjorn Stewart, Matty Shields, Steven Oliver, Elizabeth Wymarra

Family Planning NSW

Sexual Health Infolink

