

## **Development of Lived Experience Videos About Methamphetamine with Aboriginal and Torres Strait Islander Peoples**

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**Introduction:** Stigma is commonly associated with methamphetamine use. Research indicates that the most effective stigma reduction interventions involve contact, direct or indirect, with people with lived experience. This project aimed to produce lived experience videos to help reduce methamphetamine related stigma by sharing real stories from Aboriginal and Torres Strait Islander communities.

**Method / Approach:** In-depth semi-structured interviews (n=11) were undertaken to capture the experiences of Aboriginal and Torres Strait Islander individuals, families, health workers and communities around methamphetamine. These interviews were used to identify common themes and create transcripts for three lived experience videos from different perspectives: 1) someone who recovered from methamphetamine-use disorder, 2) a parent of someone who uses methamphetamine, and 3) a health worker. The transcripts focused on sending messages of hope and recovery.

The research team collaborated with Garuwa, a First Nations led creative agency, to produce high-quality videos featuring actors portraying real stories. The videos were also developed in collaboration with an Expert Advisory group comprising Aboriginal elders, researchers, and health workers, to ensure cultural safety and community relevance throughout.

**Key Findings:** The lived experience videos officially launched in February 2025. To date, the reach of the resources has been outstanding (>1,800 total views) and they have been well received by the community. This has been assisted through partnerships and/or collaborations with key stakeholders including Indigenous Community Television (ICTV; 4-week TVC campaign estimated reach of 438,746 people) and 13YARN Australia's national crisis support line (>156,300 video views). Planning for an evaluation of the impact and reach of the resources is underway.

**Discussions and Conclusions:** This project represents a collaboration between researchers, Aboriginal community members, and a First Nations creative agency to produce high quality video lived experience stories about methamphetamine.

**Implications for Practice or Policy:** These video resources have the potential to reduce methamphetamine related stigma and reduce barriers to help-seeking.

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