

What diversity means in responding to endemic and emerging STIs in remote Aboriginal communities

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Acknowledgements and Overview

- Traditional Owners

Overview

- Remote Australia and STIs
- What have been our approaches to address diversity
- Young deadly free project as an example for addressing diversity

Our goals are to

- Close the gap in health status between Indigenous and non-Indigenous adolescents
- Particularly in the areas of sexually transmissible infections (STIs), blood borne viruses (BBVs), alcohol and other drug use



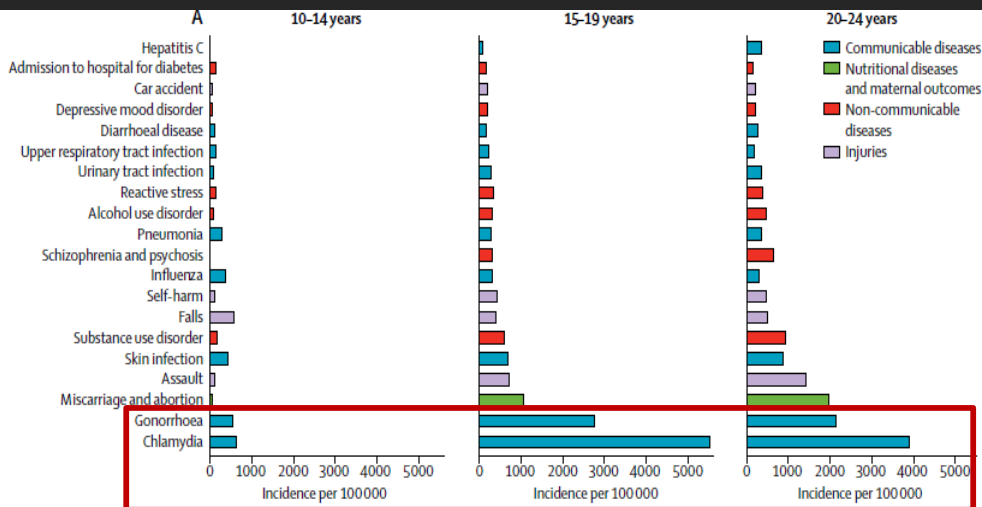
Context

- 50% of Indigenous population are aged <25 years compared to 32% of non Indigenous population
- Disadvantage across multiple determinants of health
- Nevertheless a great deal of strength and resilience within communities that is often overlooked



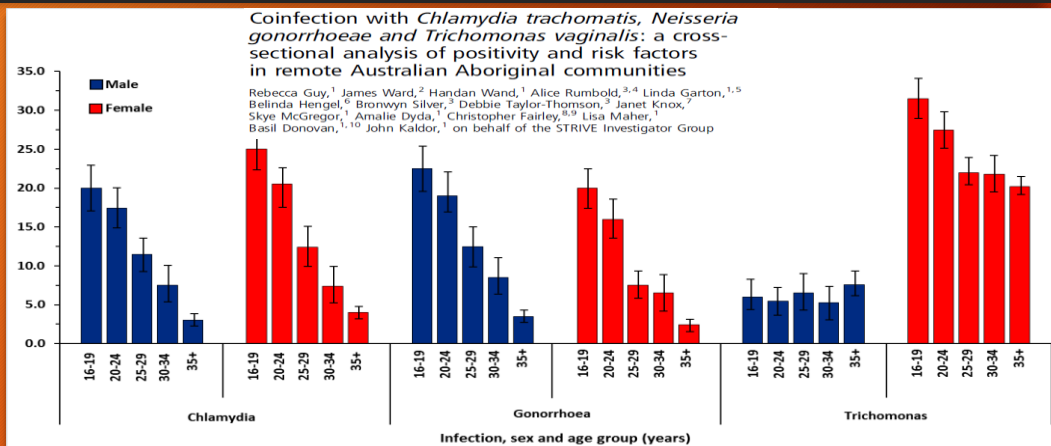
Health and wellbeing of Indigenous adolescents in Australia: a systematic synthesis of population data

Peter S Azzopardi, Susan M Sawyer, John B Carlin, Louisa Degenhardt, Ngiare Brown, Alex D Brown*, George C Patton*



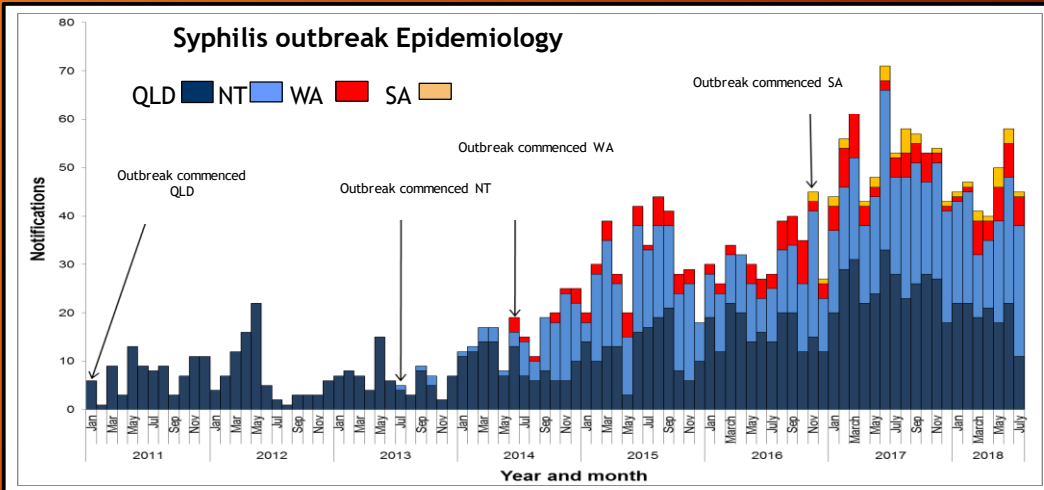
Azzopardi Sawyer S, Carlin J, et al The Lancet, 2017

What is there to do - Impacting STIs



Guy, Ward, Wand et al STI 2015

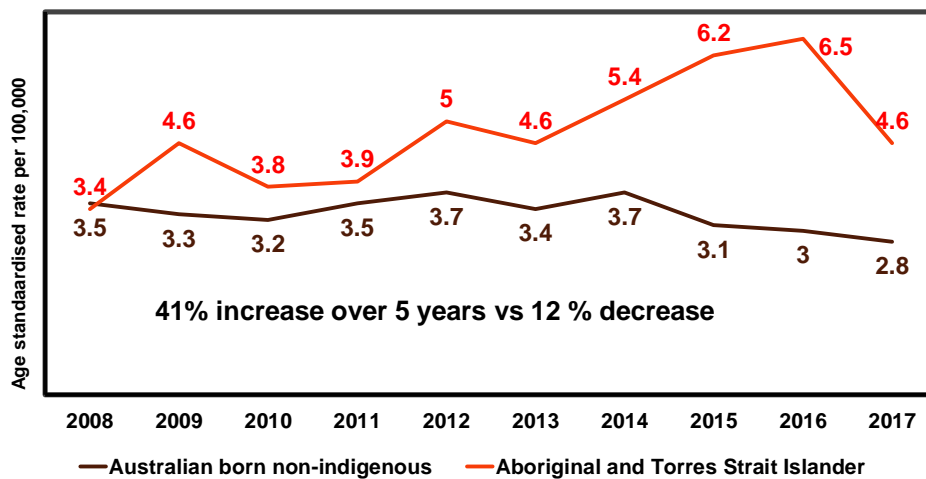
Impacting STIs



Ward, Guy, Akre et al. MJA, 2011
Epidemiology of syphilis in Australia: moving toward elimination of infectious syphilis from remote Aboriginal and Torres Strait Islander communities?

Impacting HIV

HIV diagnosis rates by Aboriginal and Torres Strait Islander 2008-2017



Kirby Institute 2018

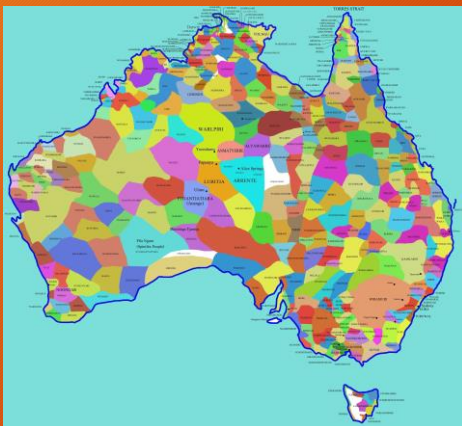
The FNQ HIV Outbreak (aka ‘*The Cairns Cluster*’)

- Commenced in Cairns in 2014
 - Now 40 diagnoses
 - Predominantly young (18-35) and male (though 3 females to date)
- MSM (though *not* gay), and only sporadic IDU
 - Many are associated with infectious syphilis
- Poor housing situations and employment, drug and alcohol usage, high mobility, low health literacy
- Spread to Cape York, Torres Strait, NW Qld, and the Northern Territory...



Slide: Dr Darren Russell Cairns SHS

Diversity in remote Australia?



Geography (spanning jurisdictions, guidelines)

Place (urban centres, remote and very remote communities)

Language groups


Additional diversity

- Religion
- Education
- Mobility
- Men's and Women's business
- LGBTQI, Sistergirls & Brotherboys
- Health clinics and responses
- Policy and program responses
- Stigma and discrimination

Diversity in the remote Australian context

Implications of diversity

- Too hard basket
- Homogenous approach to a campaign that covers all young people
- One approach will cover remote communities (not believable)
- Often results in lower levels of knowledge, health literacy and slower uptake of biomedical interventions
- Costs



Strategies to address this



Young Deadly Free Project

- Commonwealth funded project
- Remote Communities STI and BBV
- Website- resources include factsheets, videos, animations, posters
- Social media component
- Peer Education component
- Outcomes- improved understanding health literacy, greater attendance at clinics
- www.youngdeadlyfree.org.au

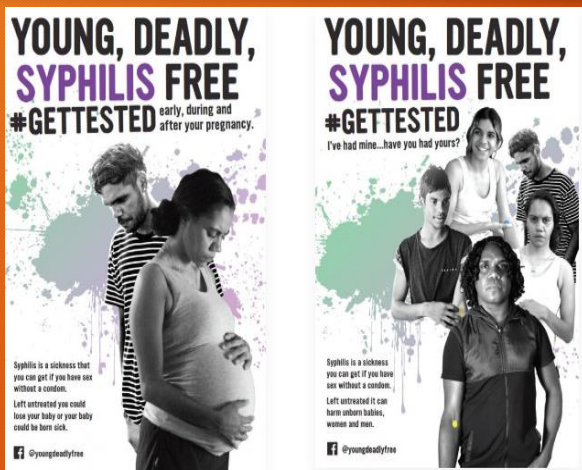
Young deadly free project

- Consultations in major areas- Far North Queensland, Western Australia, Northern Territory, South Australia

Filming and talent sourced in

- Ceduna and Adelaide (SA), Katherine, Darwin, Alice Springs and Nhulunbuy (NT), Mapoon, Yarrabah, Cairns (QLD), Kununurra and Broome (WA)
- English as main language, translated messages where possible in Aboriginal languages (especially radio)

Phase 1 to Phase 2



Television commercials- Phase 1



Strategies to ensure inclusivity Phase 1-2



- Consulted and involved elders including religious elders, clinicians and young people in all aspects of the project
- We have included females, males, LGBTQI peoples, Sistergirls and Brotherboys
- We visited and consulted and involved all major geographical areas

Strategies to ensure inclusivity from Phase 1 to 2

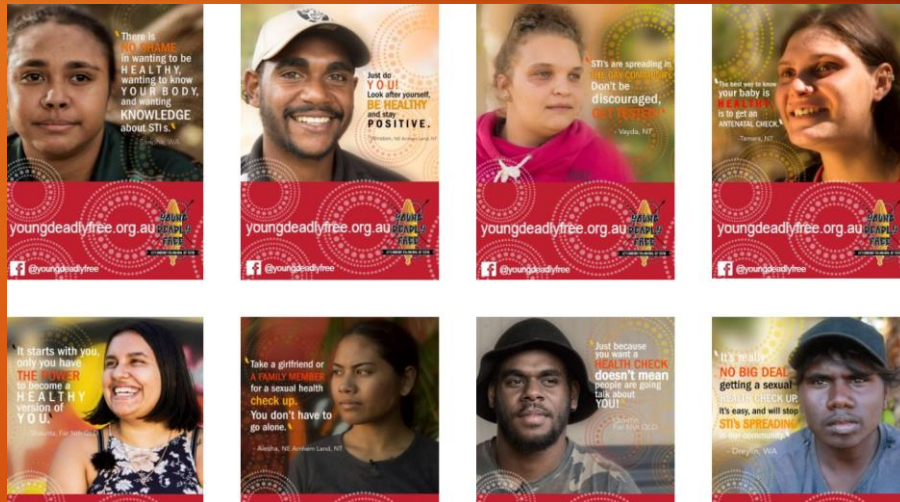
- Resources were developed
 - using strengths based approach in all of our resources
 - covering topics STIs HIV and viral hep, contact tracing, antenatal care
 - with humour
 - with issues central to sexual health, such as respect, responsibility and trust
 - with stories determined by communities

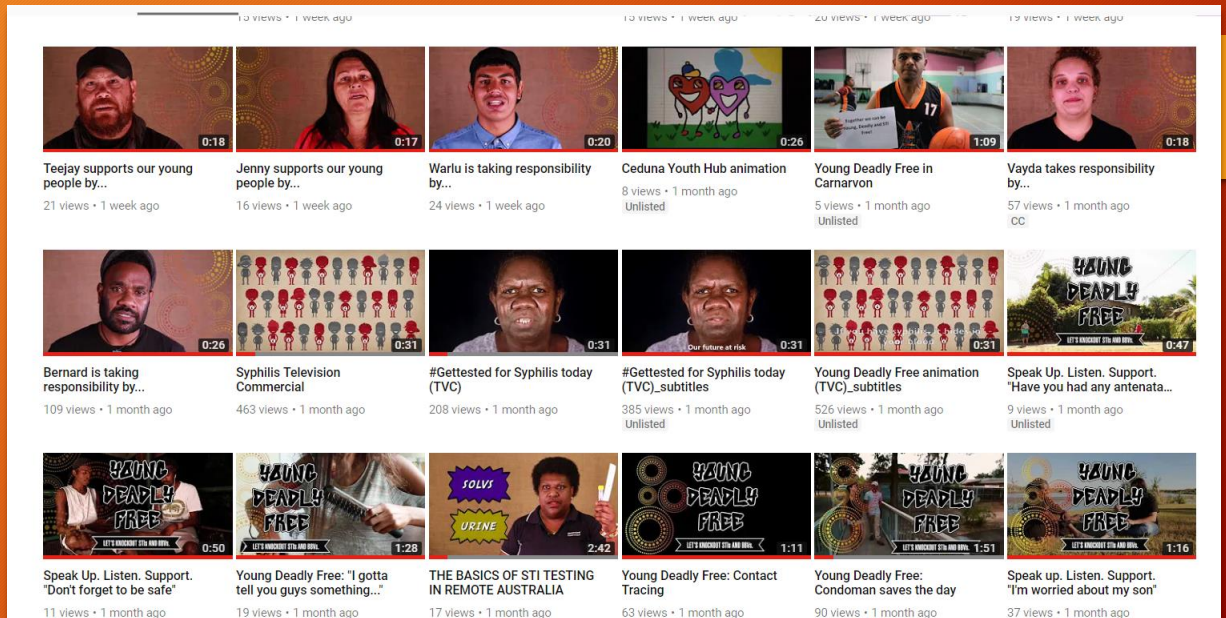
Strategies for addressing diversity Phase 2

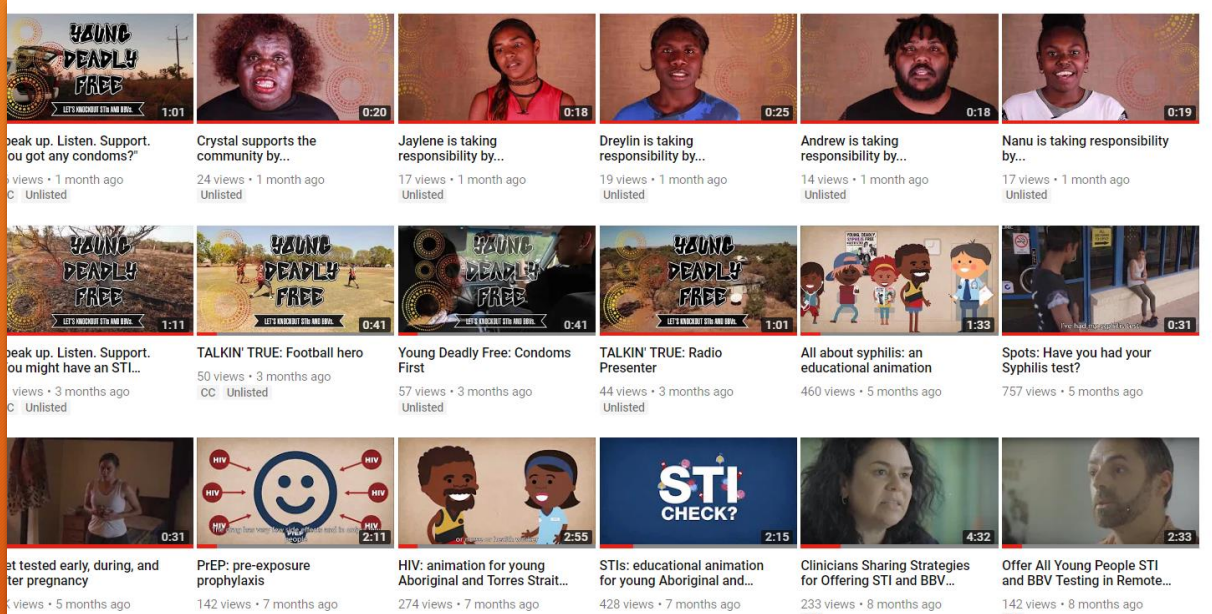


- Both new TV commercials are available to view at:
youngdeadlyfree.org.au/young-deadly-syphilis-free/tv-and-radio/

To phase 2







In conclusion

- We never compromised our values
- We negotiated with communities
- We ensured diversity and
- We have delivered

Acknowledgements

Project Lead- Amanda Sibosado



- Louise Armitage
- Kathleen Brodie
- Linda Forbes
- Our Generation Media