

## HER RULES HER GAME; OUR STORY

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**Background:** In 2018 the Kimberley Aboriginal Medical Service (KAMS) entered into a partnership with the West Kimberley Women's Football League. With the rapid rise of women's AFL in communities, this partnership was a unique opportunity for KAMS to think outside of the box and engage with the community away from traditional settings. The primary aim of the partnership was to encourage young Aboriginal women to be physically active. It also provided a platform for health message delivery, in particular sexual health issues.

**Methods:** The project was branded "Her Rules Her Game" by local players and a campaign was launched. A social media strategy was developed based on marketing principles and community feedback. KAMS also developed a TV commercial featuring strong, positive images of local female Aboriginal players. On game days health staff had a presence with themed rounds promoted on social media and at the field. This online platform was used to share sexual health content and run engaging and educational sexual health competitions.

**Results:** Within a few months we had over 2000 social media followers receiving posts on football as well as important health messages. Post engagement was high with the local community sharing stories about their journey to a healthier life. Video posts were popular with some clips viewed over 14,000 times. High engagement was evident in not just football posts but also in direct health messages.

**Conclusion:** Her Rules Her Game is an example of strength based health promotion which is community led. It has also demonstrated the advantages of cross program collaboration. KAMS will continue to support and encourage this approach in future program delivery.