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Introduction

Following the development of an animation encouraging the general population to get a heart health check, the need for a culturally specific video for Aboriginal and Torres Strait Islander peoples (hereafter referred to as Aboriginal peoples) was identified.

Partners

Pilbara Aboriginal Heart Health Program funding allowed this project to progress.

Objectives

With the aspiration of relevance in the Pilbara whilst also resonating across Australia, the complexity of resource development was recognised. With around 31 traditional Aboriginal languages in the Pilbara alone, to develop a resource in each language was unrealistic. However, a reported 80% of Aboriginal peoples across Australia speak Aboriginal English, so on advice, it was decided to develop the resource in Aboriginal English.

Methods

Nyungar scholar Glenys Collard developed a script in Aboriginal English using a yarning style. Key messages were weaved into interactions, emphasizing family and stories that reflected characters' lived experiences. (<https://theconversation.com/yarns-from-the-heart-the-role-of-aboriginal-english-in-indigenous-health-communication-163892>) Community engagement was critical and from May-October 2020, consultation with Pilbara Aboriginal Medical Service staff members, community members and other organisations resulted in adaptations to the script and story board to include nuances of the Pilbara region (language, colours, scenery, characters). The video was produced by a WA advertising company with some expertise in cultural and linguistic diverse animations and the final 90sec animation was uploaded onto the Heart Foundation website and 500 hand-held video-brochures in November 2020. Feedback was received via an 11-item online survey emailed to key contacts around the country and via paper-based survey tools. Comments were also recorded via email and face to face interactions.



Glenys Collard (script writer) and Kelton Pell (voice over) top left. A video brochure (bottom left) Animation still (right)



Get a heart check

Lessons Learned

Feedback:

- 79 online survey responses were received:
- 41% identified as Aboriginal peoples
- 78% female
- 11% were 18-29yrs, 43% 30-49yrs, 43% 50-74yrs
- 62% lived in WA, 13% in NSW
- 81% deemed the animation suitable for the Aboriginal community that they belonged to or worked with (16% unsure, 3% deemed it not suitable)
- 92% reported liking the animation (colour, language, imagery)
- 99% thought the message was clear about what to do.
- 70% believed it would encourage people to take action and get a heart check (29% unsure)

Importantly, of 32 respondents who identified as Aboriginal Peoples: 31 liked the animation and deemed it suitable for their community.

Qualitative comments included practical ideas regarding wider dissemination opportunities (e.g. schools, T shirts, libraries).

"Yeah it's done solid."

"Clear messaging and visual representations."

"Loved the older voice of an Aboriginal man."

"I think this will resonate with community."

"I like the directness of message: firm but not patronizing."

"We don't like going to the doctor too."

"A conversation rather than an info session."

"Kept the health information simple and the straight to the point"

"No clinical jargon or acronyms."

Impact/What's next?

Recognizing the uniqueness of each Indigenous community and awareness that "one size does not fit all", feedback to date shows the colour, language and imagery has resonated with many Aboriginal people.

A second animation about heart attack signs and the importance of getting help quickly has since been developed. A similar process and characters from the first animation were used. This is also available on the Heart Foundation website and has been well received.

We hope the yarning style messages encourage more heart checks and helps save lives.

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