

Stronger You, Stronger Mob Campaign

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The Strong Spirit Strong Mind Youth Project (SSSMYP) is an alcohol and other drug (AOD) and social and emotional wellbeing (SEWB) prevention project, targeting young Aboriginal people, aged 12-25 years, across Western Australia (WA).

Funding of \$9.27 million over a four-year period (July 2021 – June 2025), was received through the WA State Government Election Commitment.

The SSSMYP public education campaign is attached to other key strategies such as:

- Community Grants
- Scope of Service for Youth Community Outreach
- Culturally Secure Youth Resources

The Stronger You, Stronger Mob public education campaign was developed to provide strengths-based messaging and culturally appropriate strategies to support young Aboriginal people in WA.

The key focus areas of the culturally secure campaign are:

- Prevent the early uptake of AOD use for young Aboriginal people aged 12-25 years across WA;
- Increase their awareness of the harms associated with AOD use; and
- Maintain and improve optimal levels of social and emotional wellbeing.

The concepts are aligned to the SEWB model by Gee, Dudgeon, Schultz, Hart and Kelly, 2013.

The campaign media includes radio, out-of-home advertising, social media, digital advertising, and paid search.