

TAKE BLAKTION: USING COMEDY TO ENGAGE ABORIGINAL YOUNG PEOPLE WITH SEXUAL HEALTH PROMOTION

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Background:

Aboriginal young people are a priority population in state and federal STI and HIV strategies. Take Blaktion launched in 2015 to engage Aboriginal young people aged 15 – 29 via social media with culturally appropriate health promotion encouraging condom use and STI testing. The program's first two years achieved high organic reach and engagement with minimal budget and it relaunched in 2019.

Approach:

Take Blaktion features high-profile Aboriginal comedy ambassadors to develop sketch videos that use humour to deliver sexual health messaging. Comedy has a long history within Aboriginal media, and Take Blaktion leverages uniquely Aboriginal humour to circumvent shame associated with sexual health promotion. The program actively adopts a strengths-based approach: it deliberately avoids content or messaging that may reinforce negative views of Aboriginal young people. Rather, it encourages creative thinking about behaviours that promote sexual health.

Outcomes:

The 2020 – 2021 campaign exceeded Key Performance Indicators (KPIs) on reach and engagement: it achieved 5,920,772 impressions (KPI = 5,110,407), 467,138 video views (KPI = 282,566), and 15,258 link clicks to the Take Blaktion website (KPI = 2,868) with an engagement rate of 5.65% (KPI = 5%). Males under 24 are traditionally hard to engage with health promotion, but accounted for the highest proportion of impressions. Males also accounted for a higher proportion of video views, while females accounted for a higher percentage of engagements. Comprehensive evaluation to assess long-term program impacts on attitudes and behaviour has commenced.

Innovation and Significance:

Program success has relied on Aboriginal involvement at all levels. The program is supported by an Advisory Committee of Aboriginal Health Workers and developed by an Aboriginal Creative Agency. Campaign ambassadors are well-known Aboriginal community members, as well as celebrities. Take Blaktion has demonstrated successful engagement of an Aboriginal youth audience with sexual health promotion via social and digital media.

Disclosure of Interest Statement:

None