

Binar Health Embassy Project

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The Binar Health Embassy (Albany, January 2024) was a pilot project to ascertain the positive impact that Binar's basketball activities could have on broader health objectives for the Aboriginal community. From planning and engagement with key stakeholders, the analysis of results became very clear that conducting a community health outreach adjacent to a popular basketball event was well received by the community and incredibly cost effective for the medical service providers.

This has culminated into the creation and roll out of a rural "Health Embassy" that encompasses sport as a vehicle to promote chronic disease management, health promotions and greater youth and community engagement to empower ownership of individuals health outcomes. The Inaugural event was in Albany WA with > 500 youth participants. The second was in Bunbury WA with >300 and the next is planned in Leanora WA.

At all times a culturally safe approach was maintained that was led from Binar and Dalton Health Direct focussing on Culture, Sport, Youth Leadership and Youth Development. A paradigm shift is required by everyone if we are to make practical and real progress towards Closing the Gap on key targets.

It is well documented that CTG strategies are underpinned by having Aboriginal and Torres Strait Islander people having a genuine say in health strategy, health promotions, policy and programs. This was the brokering message with our nonindigenous partners who were integral to the success. Engagement with local Aboriginal Controlled Health Organisations and partners provided direct access for health care.

We enabled eight health promotion stalls at the event with a focus on chronic disease and health across all facets such as Rheumatic Heart Disease, Skin Disease, Diabetes, Smoking/Vaping, Chronic Wet Cough, ENT, Heart Health, Asthma, Headspace Mental he