CREATIVE ARTS-BASED HEALTH PROMOTION CAMPAIGNS IN NSW
Hepatitis NSW began offering Hepatitis Awareness Week Grants in 2009. Organisations can apply for up to $700 to run a hepatitis C awareness-raising activity. Events have included having an air-brush tattooist come to a community BBQ, chalk-artists decorating footpaths around Parramatta and having a tattooist come and speak to a group of young people.
Street Shot

- StreetShot photographic essay competition was launched in 2009.
- It received a health promotion award that year and has since been duplicated in States and Territories across Australia.
thINK About It

- thINK About It follows the same model as StreetShot but runs as a tattoo design competition.
- The winning designs produced by young people participating in hep C workshops will be produced as temporary tattoos as awareness-raising resources for Hepatitis Awareness Week.
Drawing them in

- Transmission magazine is the graphic magazine produced for young people by Hepatitis NSW
- **Drawing them in** is a recently completed pilot project whereby young people diverted from the Youth Drug and Alcohol Court were supported to create characters and storylines for an entire edition of Transmission Magazine.
Chopped Liver is a black comedy play about hepatitis C, written by Kamarra Bell Wykes and produced by Illbijerri Aboriginal & Torres Strait Islander Theatre Victoria.

Chopped Liver toured NSW in 2008 and 2009 in over 30 communities in NSW.

Chopped Liver was widely praised by stakeholders as it was believed to be an innovative, interesting way of presenting a considerable amount of important information to audiences that may be more difficult to engage with other mediums.
Deadly Shots Hep C
Deadly Shots AOD
Where’s the Shame, Love Your Liver

3 day community controlled resource development workshops with Aboriginal participants creating localised posters, films, songs, community announcements. Support workers: Aboriginal Hep C Service Access Coordinators, Liver Clinicians, NSP workers, AOD workers etc.

- Day 3: Performance by Black Chili Productions and launch of resources produced
- Stand alone website, media strategy
- Nowra, Tamworth, Walgett, Coffs Harbour, Sydney Metro, Western Sydney, Griffith, Dubbo, Newcastle & surrounds
Aboriginal SRH (inclusive of AOD) Campaign:

*It’s Your Choice Have A Voice! Rights, Respect, Responsibility*

- 3 day Hip Hop workshops with Aboriginal YP.
- 3 workshops a day: morning youth service, afternoon school, evening salsa parent/carer workshop. Deadly Styles community event day 3.
- Song writing in each community.
- Key messages delivered throughout workshops.
- Facebook page
- Media coverage
- 13 communities: Griffith Dareton Broken Hill Dubbo Coonamble Bourke Walgett Moree Grafton Kempsey Taree Inverell Tamworth Sydney Metro

E.G. Beyond Blue Deadly Styles event:

http://www.youtube.com/watch?v=PE12GP7CVU0
Where to from here?