

## **Media Precinct - headspace – SEWB – Take A Step – Mumbrella Awards Entry**

### **The brief:**

Compared to the wider population, First Nations young people experience higher levels of psychological distress and are almost three times more likely than other young people to die by suicide. In an endeavour to improve the lives of young people living with mental health issues, headspace sought to:

- Raise awareness of mental health amongst First Nations young people
- Empower and equip young people with tools to recognise when they need support
- Destigmatise reaching out amongst First Nations young people and their caregivers
- Build trust in headspace to improve help seeking assistance

Budget: \$500k

Timeframe: August 2021 to April 2022

### **The insight:**

While mental health issues were rife amongst all young people in 2022, for First Nations young people there are additional, dramatic factors that impact their wellbeing, including:

- Racism
- Intergenerational Trauma
- Cultural Continuity
- Lateral Violence
- Family and Housing Instability
- Financial Instability
- Elevated levels of alcohol and drug abuse

While the impact of these issues on First Nations young people is immeasurable, the visibility of this impact varies across communities. Whether these issues happen in the open or behind closed doors, the emotional impact on young people is too often repressed. The invisibility of mental health issues within First Nations communities is one of the main reasons they are often not recognised or addressed in a healthy manner.

As well as this, the direction was informed by the First Nations notion of “living in two worlds,” feeling constantly caught between Indigenous and Western contexts. For our message to land with impact, it needed to be sensitive to the nuances of First Nation culture and for this reason, it was vital that headspace’s Wominjeka Youth Reference group assisted in the development of the campaign.

### **The strategic solution:**

To destigmatise mental health effectively, media and creative needed to reflect the varying experiences of different communities and bridge these “two worlds”. Understanding that First

Nations young people aren't a 'one size fits all' audience was crucial, and by working with the Wominjeka Youth Reference group, the campaign was poised to deliver effectively through both message and medium.

If mental health was invisible, finding a way to quantify it visually through media and creative would help to establish its validity in community.

Media formats that make mental health visible, loud, and proud amongst First Nations young people would assist in normalising the topic and providing accessibility. Higher dwell-time channels where young people are engaged and receptive would assist in empowering them to recognise when and how to ask for help.

From a creative perspective (Carbon Creative); culture, storytelling, and the need for every day, relatable stories were at the heart of the creative direction. Symbolising the deep and eternal connection First Nations people have to the land, rocks were used as a visual metaphor to tell the story and to make the seemingly invisible symptoms of mental health visible to all.

## **Execution:**

Using First Nations mental health statistics and headspace's national network, a grid of high priority regions were identified – ensuring distinctions between location and language were considered. The campaign was rolled out nationally across:

- First Nations & FTA TV
- BVOD
- YouTube & Twitch
- Spotify
- Facebook, Instagram and TikTok
- OOH
- Cinema
- First Nations & Mainstream Radio

Because directly targeting First Nations young people demographically in Australia is almost impossible, becoming a voice in the community was integral to building trust – community radio and stadium billboard placements in tactfully selected sports games boosted this. Where targeting *was* available, over 2,000 First Nations digital footprints were built to identify 'follow' patterns, ensuring we bridged the gaps between two worlds, upweighting investment depending on necessity for assistance in the community and proximity to headspace centres.

## **Results:**

Take A Step had an incredibly positive impact and First Nations young people were responsive to the campaign.

As per Kantar research conducted in January:

- 77% prompted awareness of headspace for First Nations young (6% higher than national average)

- 77% also agreed that the campaign made them feel more comfortable and knowledgeable about discussing mental health issues with friends and family
- Amongst First Nations young people that saw comms, actions were increased as below:
  - Speaking to someone on eheadspace (22%)
  - Spending time outdoors (40%)
  - Connecting with culture and stories about my mob (40%)
  - Taking time to do the things I enjoy (37%)

The importance and effectiveness of the campaign was also recognised by various media outlets with 160 pieces of earned media exposure acquired.

As the impacts of ill mental health on First Nations young people was becoming increasingly dire, Take A Step engaged one of Australia's most at risk communities and motivated them to take charge of their social and emotional wellbeing.