

‘STRONG MOB’ HEALTH AWARENESS CAMPAIGN FEATURING BIRDZ AND KOBIE DEE LAUNCHES TODAY

Hunter Primary Care has created an exciting new health awareness campaign, titled ‘Strong Mob’. The campaign is directed at Aboriginal and Torres Strait Islander youth to encourage young mob to visit a clinic once a year for a health check, also known in the medical profession as the ‘715 health check’.

The campaign features a series of videos and posters of four key Aboriginal influencers, [Kobie Dee](#), [BIRDZ](#), [Naomi Wenitong](#) and [Dr Joel Wenitong](#) (The Last Kinection), who are well-established in the Australian Aboriginal hip-hop music scene. These influencers share their personal stories in regard to the importance of their health and wellbeing, their connection to country, culture and community. The Strong Mob campaign will launch today across social media sites Facebook, Instagram, TikTok, Snapchat and YouTube, to coincide with NAIDOC Week in 2021.

Supporting ‘Closing the Gap’ initiatives, Strong Mob has been created by young Aboriginal people for young Aboriginal people. Over the past 12 months, Hunter Primary Care has worked in collaboration with local Aboriginal communities to create a social media campaign that targets youth groups aged 5-24.

The co-design nature of the project presented an opportunity for young Aboriginal community members to collaborate and create a robust promotional campaign directed at youth culture, and focused on early intervention and prevention of chronic disease.

Throughout Hunter Primary Care’s research and engagement with the community, it was identified that youth wanted to hear from their community influencers about the need for a health check, and to better understand what is involved when having a health check.

Outcomes of the campaign will aim to increase the numbers of Aboriginal children and youth groups presenting for annual 715 health checks, more specifically, children from 18% to 46% and youth from 17% to 42%, by 2023.

“Throughout the campaign, we have established power and control for Aboriginal youth to guide their communities towards ‘Closing the Gap’ between Indigenous and non-Indigenous health inequities. As an organisation, we feel that a co-design process has been important to the success of the project. Developing a campaign that is created by young Aboriginal people, for young Aboriginal people has allowed us to

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produce content that resonates with communities and ultimately improve the campaign's success." Ms Brenda Ryan, CEO, said.

Hunter Primary Care is honoured to have worked with some of Australia's leading emerging talent in the Aboriginal hip-hop music genre, BIRDZ and Kobie Dee. Both BIRDZ and Kobie Dee agreed to appear in the campaign, as the focus of Strong Mob resonated well with their personal values and health and wellbeing journeys. Through the profile of these talented artists, the campaign is expected to reach a wide audience and demographic. The call to action to share the campaign on social sites will assist to expand the message to Aboriginal communities within the Hunter New England Central Coast region and beyond.

The four campaign videos and more information can be viewed here – www.strongmob.com.au

www.facebook.com/strongmobhealthycommunity

www.instagram.com/strongmobhealthycommunity

The campaign is funded through the Department of Health, Indigenous Australians Health Programme Emerging Priorities grant, which Hunter Primary Care was successfully awarded in 2020.

We encourage you to share this campaign across your networks in order to assist in educating young Aboriginal and Torres Strait Islander people in our communities to take care of their health, now and into the future.

For further information or interview opportunities contact Abby Richards, Senior Marketing & Communications Officer on 0409 386 233 or email arichards@hunterprimarycare.com.au.

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**GET YOUR
HEALTH CHECK.**

Kobie Dee supports Strong Mob



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#strongmobhealthycommunity

A project created by Hunter Primary Care and a deadly mob
who are passionate about good health and wellbeing.
Funded by the Australian Government Department of Health.

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