

Press release

Aboriginal and Torres Strait Islanders urged to 'Step Up' for the COVID-19 vaccine in new campaign

23 August 2021

The Institute for Urban Indigenous Health (IUIH) along with its four founding Community Controlled Health Services (CCHSs) hopes to spark a reason for Aboriginal and Torres Strait Islanders aged 12 and over to get the COVID-19 vaccine with the launch of the I Stepped Up campaign and website.

The campaign features informative videos, answers to frequently asked questions and a slew of other resources which are all available on the campaign website www.istepppedup.com.au providing community members with tailored COVID-19 vaccine information in one place.

IUIH CEO, Adrian Carson said it was important Aboriginal and Torres Strait Islanders came out to get vaccinated now, to protect their family and community before another COVID-19 outbreak occurs in Queensland.

“It is crucial to provide our community with the information and resources they need to feel comfortable about coming out to get vaccinated,” Mr Carson said.

“With this campaign we want to ensure our people get informed from well-respected community members, so we have Elders including Aunty Mary Graham and Uncle Les Collins providing insight into why we should get vaccinated.

“Everyone has a different motivation for getting the COVID-19 vaccine, whether to protect their community, to keep family members safe or to make plans for the future, so we want to highlight the different reasons to resonate with more of our mob.”

Resources such as videos featuring well-respected community members on why they 'Stepped Up' to get the vaccine, myth busting and 'I Stepped Up' social tiles and informative brochures will also be shared across social channels to encourage community in SEQ and beyond to 'Step Up'.

Visit the I Stepped Up website here: www.istepppedup.com.au and follow the campaign on social media here: www.facebook.com/deadlychoices

Media contact:

Lena Gerber
Lena.gerber@iuih.org.au
0409 619 768