

# MEDIA RELEASE



**KIMBERLEY**  
Aboriginal Suicide Prevention Trial

## New campaign for Kimberley young people shortlisted for First Nations National Media Awards

11 November 2019

**A newly launched campaign to promote social and emotional wellbeing for young people as part of the Kimberley Aboriginal Suicide Prevention Trial, has been shortlisted for Best Promo or Campaign in the First Nations National Media Awards 2019.**

*Wot Na Wot Kine* – a local saying meaning ‘What’s up, how are you going?’ – encourages young people to help themselves and talk to someone they trust, if they are doing it tough.

The campaign also aims to:

- Decrease the stigma/shame associated with talking about mental health.
- Encourage young people to get professional help, if required when they have problems that impact their social and emotional wellbeing.
- Positively role model ways to stay strong and well, including the importance of community, Country and culture.
- Promote community ownership and confidence to tackle this issue.
- Ultimately, reduce the risk of young people taking their own lives.

The *Wot Na Wot Kine* campaign is a joint initiative between Kimberley Aboriginal Medical Services, (KAMS) and WA Primary Health Alliance as part of the Kimberley Aboriginal Suicide Prevention Trial.

The campaign was produced by Goolarri Media who were also instrumental in consulting with young people to ensure the message would resonate with the target audience.

KAMS Deputy CEO and Trial Working Group Chair, Rob McPhee, said *Wot Na Wot Kine* is a positive, strength-based campaign, developed through extensive consultation with the Kimberley community, service providers and young people, in particular.

“We know young people feel comfortable talking to their peers and are highly likely to share issues with them before they open up to adults or health professionals.

“This campaign aims to make it safe for them to do so, by giving them some conversational tools, but also emphasising that when they need more than a yarn, they should seek professional help.”

The campaign features Kimberley community members rather than professional actors, to showcase some of the people already working to keep their communities strong. This includes [Bianca Graham](#), West Kimberley Youth Delegate for the Trial and Yawuru Youth Development Officer, and [Michael Haji Ali](#), Broome Community Liaison Officer for the Trial and Broome Community Citizen of the Year 2019.

“We need to build the capacity of young indigenous people in the Kimberley,” Bianca Graham said.

“We want strength-based dialogue, to create culturally strong and empowered young people who know their foundations.”

*Wot Na Wot Kine* is airing on television, radio and social media until January 2020. You can find the campaign films [here](#) or follow *Wot Na Wot Kine* on [Facebook](#) and [Instagram](#).



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The First Nations National Media Awards 2019 will be presented at CONVERGE Alice Springs on 29th November 2019.

**Helplines:** If you find yourself in an emergency, or at immediate risk of harm to yourself or others, please contact emergency services on 000. Other 24-hour services include: Lifeline on 13 11 14 and Suicide Call Back Service on 1300 659 467

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## **Media Contact**

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## **About the Kimberley Aboriginal Suicide Prevention Trial**

The Kimberley Aboriginal Suicide Prevention Trial is helping to develop a model of suicide prevention that meets the unique and culturally sensitive needs of the region's Aboriginal communities. The Trial aims to identify the best approaches to doing this, which will inform a wider national approach.

The Australian Government chose the Kimberley as one of 12 national Suicide Prevention Trial Sites. This is due to the tragic over-representation of suicide in Aboriginal communities such as the Kimberley, where the age-adjusted rate of suicide is more than six times the national average.

The Trial is guided by the recommendations of the Aboriginal and Torres Strait Islander Suicide Prevention Evaluation Project (ATSISPEP) and covers the entire Kimberley region, with the following nine areas chosen to develop community-led responses: Broome, Bidadanga, Dampier Peninsula, Derby, Fitzroy Crossing, Halls Creek, Kununurra, Wyndham and Balgo.

A strong cultural framework underpins all its activities. Community decision making on suicide prevention strategies in local communities is a priority. The Trial is community driven through representation on the Working Group which is co-chaired by the Minister for Indigenous Australians Ken Wyatt and Kimberley Aboriginal Medical Services (KAMS) Deputy CEO, Rob McPhee. It is led by WA Primary Health Alliance, Country WA PHN, in partnership with KAMS, who are coordinating on-the-ground activities.

The four-year Trial comprises a planning and implementation phase and its findings and outcomes will be evaluated by the Australian Government, as part of a national evaluation.