



FACT SHEET

Local Indigenous community campaigns to promote better health

What the Australian Government is doing

The Government wants to make sure that Indigenous Australians have a better understanding of the risk factors involved in chronic disease, such as diabetes, cardiovascular disease and heart disease, and know how quality health services can help prevent or better manage chronic disease.

We particularly want to get these messages through to some groups of Indigenous Australians who tend not to go to a doctor or health service, such as young men.

How this will work

- A comprehensive research program will look at people's health behaviours, and assess people's awareness of relevant health services and how they can be accessed.
- From this, Indigenous media organisations will be funded to get their community involved in developing and spreading health messages.
- By late 2010-11, we will know what partnerships and projects worked best. What we have learned will be passed on to states and territories, who can then undertake their own health promotion activities.
- Through these partnerships, we expect that the health messages and promotions will be reinforced, extended and localised, leading over time to gradual improvements in people's health behaviours and the greater take up of health services.

How this will help Indigenous Australians

- Indigenous Australians will be more aware of chronic disease risk factors and the importance of healthy lifestyle choices.
- Aboriginal and Torres Strait Islanders will get to know about health service providers in their communities and the role they can play in preventing and managing chronic disease.

Who will implement the new approach

- The Department of Health and Ageing will be responsible for the research program in 2009-10, and subsequent strategy, to be implemented from mid-2010.
- The Australian Government, in partnership with state and territory governments, will be responsible for communications activities from 2010.