



If we can do it, anyone can! Sharing success stories through media

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‘Ngawa Kurumutamuwi’ (We Are Strong) was a three month program that was delivered in Pirlangimpi, Tiwi Islands, from September to November 2014. It aimed to promote smoking cessation, weight loss, and increased fitness through exercise activities, smoking and nutritional education and support, and food supply interventions. The program was championed by local community members and supported by a variety of local and other stakeholders including the National Heart Foundation, Northern Territory (NT) Department of Sports, Racing and Recreation, NT Department of Health, Tiwi Islands Shire, and the local community store. Many positive outcomes resulted; smoking cessation commenced, waistlines reduced, and fitness improved.

Local staff were proud of the program’s success, and wished to share some individual stories in an engaging way. They wanted to disseminate and promote a key community-initiated slogan, “if we can do it, anyone can”. By doing so, they hope to inspire Pirlangimpi residents and other Indigenous people in remote communities to initiate health programs and healthy lifestyle choices.

A low budget video was developed to facilitate this process and to disseminate the success story of a community led healthy lifestyle program. Several program participants told their positive stories about weight loss, smoking cessation and fitness improvements. The video showcases the community leadership that contributed to the program’s success. A script was developed by a local Aboriginal Health Practitioner (AHP) and a Darwin-based student nutritionist. Filming occurred over 5 days in several locations throughout the community. Staff used a Nikon SLR D7100 camera and Adobe Premier Pro software to produce a 7 minute video involving interviews with 6 people. The video also included footage from exercise and education activities that were part of the program.

A “Pirlangimpi Boot Camp” Facebook page was used by community members during the program to share activities, exercises, food ideas and achievements. During production of the video, local and non-local staff learnt new audio-visual production skills. This video was disseminated through a community screening in December 2014, social media platforms, online databases and emails. Preliminary evaluation of the video indicates it was an engaging, inspirational tool for lifestyle change, and successfully communicated project outcomes. If we can share healthy lifestyle program successes through low budget media, anyone can.