**LIVE DEADLY! – LOOKING AFTER YOURSELF, YOUR HOUSE AND YOUR COMMUNITY**

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***LIVE DEADLY! – Looking after yourself, your home and your community***

***Theme***

This paper will detail a health promotion campaign developed by our Aboriginal Environmental Health Unit and explore the reasons why it was created, how it came to be and the direction of which the program will progress forward. LIVE DEADLY! is a series of recognisable posters and brochures that is essentially a collaboration of environmental health messaging in a simplified format with concise slogans and images of local people from local communities.

**Why was there a need for this program?**

Both past and present members of our Aboriginal Environmental Health Unit identified a need within our local communities for a targeted environmental health promotion campaign that reaches out and is audience specific to appropriately harness engagement from members of community. While there are many successful health promotion programs for children, the need for tailored programs targeting adults can be acknowledged. This will help to address the widening gap in knowledge and health standards between adults and children. It was recognised that there wasn’t an issue with the technical aspect of existing environmental health promotion material but rather that delivering it in a uniform concise way with the support of local people may lead to an increase in environmental health awareness and improved public health outcomes.

**Progressive Analysis**

A trial of the posters has recently been conducted within three communities nearby to Derby. Members of our Aboriginal Environmental Health Unit initially completed surveys with community members to gain an indication as to their existing environmental health knowledge. Following completion of these surveys, the posters were placed in community buildings with the hope that people would recognise the familiarity of the people on the posters and then engage the message. Post-trial surveys were then completed with encouraging results indicating an increase in awareness of how an individual can look after themselves, their house and contribute to the health of their local community.

**Where to from here?**

LIVE DEADLY! will be launched in Derby in the near future with people from the communities directly involved with the development of the program invited to attend. Smaller launch days within individual communities are being considered. The rollout of the program will likely see a targeted approach in the messaging where posters and promotional material relative to an identified environmental health issue will be placed within a given community as required. The program has the flexibility evolve in time with interchangeability of photos of community members to ensure the highest level of engagement is achieved.

**Abstract Summary**

LIVE DEADLY! is a health promotion campaign that seeks to address the need for adult targeted health promotion programs within Indigenous communities. The focus of the program is concise messaging and the inclusion of local people within the content. The need to empower people to address their health needs and the health needs of their community has been addressed. LIVE DEADLY! is an attempt to collaborate existing material and present it a manner that harnesses engagement.

**Main Presenter Biography – Lachlan Chapman**

Lachlan Chapman is the Aboriginal Environmental Health Program Coordinator at the Shire of Derby/West Kimberley. He has worked in the Environmental Health Field since 2012 in Victoria up until January 2019 working across local government in metropolitan and regional areas as well as the Legionella Team at the Victorian Department of Health. Lachlan has a keen interest in Emergency Management and has contributed to the delivery of EHPA Emergency Management Course for Environmental Health Professionals. He also has an interest in Water and Sanitation and is keen to further develop in this area.

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