

Question on Notice
No. 1940
Asked on 26 November 2009

MR O'BRIEN asked the Deputy Premier and Minister for Health (Mr LUCAS)

QUESTION:

Will the Minister advise of the work the "Which Way Our Way" campaign is undertaking in my electorate?

ANSWER:

I thank the Honourable member for Cook for his question.

The Bligh Government is committed to effecting real change in the area of health. For far too long there has been a disparity between the life expectancy of Indigenous and non-Indigenous Queenslanders. A key impact of this is the unacceptably high levels of drinking and smoking amongst Indigenous Queenslanders.

The Government is committed to taking action in this area as part of Premier's Q2 vision for the future of Queensland. She has committed her Government to cutting obesity, smoking, heavy drinking and unsafe sun exposure by one third in order to make Queensland, Australia's healthiest people.

The "Which Way Our Way" program is just one example of the Government's commitment. The program is aimed at reducing alcohol-related harm by delivering a culturally appropriate campaign which promotes 'strong community' and 'strong cultural' messages to Indigenous people. In strong communities, people will be able to say 'no' to alcohol and the damage that it can cause.

The campaign involves two distinctive advertisements, 'Sand' and 'Fishing', delivered through mass media channels including television, radio and press. The advertising period will continue until January 2010.

The program also provides small grants and resources for local health workers to develop and implement community-based activities in partnership with Indigenous community members.

Since the launch of Which Way Our Way at the Laura Festival in June 2009, a number of activities have been funded and implemented in Indigenous and Welfare Reform communities, including:

- Hopevale Healthy Lifestyle and Cultural Event;
- Bamaga Youth Education Sessions;
- Coen NAIDOC Celebration;
- Weipa Festival; and
- Mapoon 'Healthier Lifestyle Physical Activity Community Challenge'.

Planning is currently underway with more local communities, so that the Which Way Our Way message is spread across north Queensland.

In November 2009, the advertising component of the Which Way Our Way program won a number of prestigious awards at the Queensland Multi-Media Awards ceremony held in Cairns.