



Act-Belong-Commit Pilbara staff Shelley Heelan and Lesley Murray, centre, with Roebourne residents participating in the campaign's new Aboriginal mental health TV ad. Picture: Alicia Perera

Wider reach for campaign

■ Alicia Perera

A first-of-its-kind Aboriginal mental health program developed in Roebourne is about to get wider scale attention through a TV ad to be broadcast Statewide during NAIDOC Week.

Commissioned by mental health campaign Act-Belong-Commit, which co-ordinated the program pilot, and shot entirely in Roebourne by local media business Ngaarda Media, the Standing Strong Together campaign ad depicts Roebourne locals of all ages and language groups socialising with family and friends, and getting involved in a range of sports, art and cultural activities.

The ad will be broadcast Statewide during NAIDOC Week on several metropolitan and regional channels, with Roebourne residents given a sneak peek at an Act-Belong-Commit community event last week.

Act-Belong-Commit Aboriginal project manager Lesley Murray said the ad aimed to show what keeping mentally healthy involved in an Aboriginal context, including strong connections to family, country, culture and language, in a way that appealed to other Aboriginal and Torres Strait Islander communities.

"We wanted to complement the Aboriginal Act-Belong-Commit Standing Strong Together project and bring it together in a visual ad form to spread the positive message that's being created in Roebourne across WA, and we hope maybe, Australia," she said.