

Local Adaptation of Health Promotion Materials

Schubert NS, Anjou MD, Wynne C, Gilden R, Saunders T, Roberts PI, Taylor HR
Indigenous Eye Health, The University of Melbourne, Melbourne, Australia

Background

In 2015, Indigenous Eye Health (IEH) at the University of Melbourne developed a range of resources to promote the message of Check Today, See Tomorrow (CTST), encouraging a yearly eye check for Aboriginal and Torres Strait Islander people with diabetes.

An iterative community-driven process was undertaken to develop eye health promotion messages and resources focusing on diabetes eye care.

It involved urban, remote and rural settings, from three states;

- Deception Bay, South East Queensland
- Looma Community, Kimberley, Western Australia
- Grampians region, Victoria

The national resources were designed to enable local adaptations by other communities to support local control and ownership.

Conclusion

In May 2018, IEH received a small grant from the Department of Health and Human Services (DHHS) Victoria to support health promotion related to diabetes eye care in Indigenous communities in Victoria.

IEH worked with Aboriginal Community Controlled Health Organisations in three new 'Roadmap' regions to support local adaptation of the CTST resources;

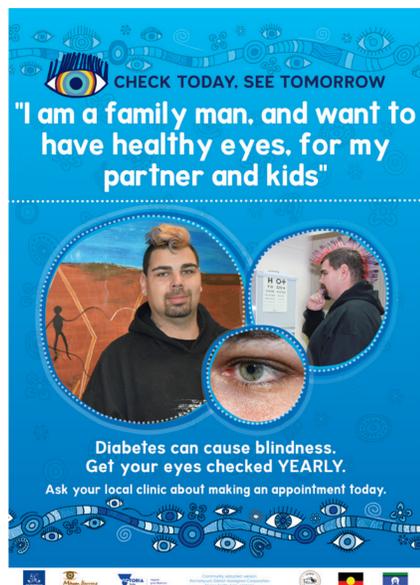
- Ramahyuck District Aboriginal Corporation (Central Gippsland)
- Gippsland and East Gippsland Aboriginal Corporation (East Gippsland)
- Rumbalara Aboriginal Co-operative (Central and Lower Hume)
- IEH also worked with local and statewide stakeholders to promote diabetes eye care at the Victorian Aboriginal Football and Netball Carnival in Ballarat in October 2018.

Ramahyuck District Aboriginal Corporation (East Gippsland)

The 'standard' poster template, used to depict the community 'hero', a close up of the eye and a visual acuity test.

Ramahyuck worked with one of their local diabetes clients, Shane Smith, to develop this poster.

They also printed a number of smaller flyers to use as handouts for their clients to promote awareness around diabetes eye care.



Gippsland and East Gippsland Aboriginal Corporation (East Gippsland)

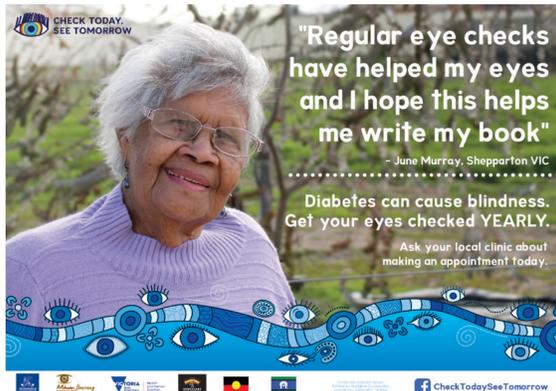
Another 'hero' style, landscape poster.

GEGAC ran a diabetes eye health day at the clinic and invited community members into a session that included eye examinations.



At the community event, GEGAC worked with one of their local clients with diabetes and Aboriginal Health Worker, Joshua Tuiono, in developing this poster for their clinic.

Rumbalara Aboriginal Co-operative (Central and Lower Hume)



The 'hero' style poster template has a close up of the client in a local setting.

Rumbalara worked with one of their local diabetes clients, June Murray, to develop this poster.

Victorian Aboriginal Football and Netball Carnival (Ballarat)

IEH worked with both local and statewide organisations to integrate diabetes eye health promotion messages throughout the carnival.



This included umpires wearing the CTST shirts, as well as a promotion stand with handouts and information relevant to diabetic eye care.

Rumbalara are looking to launch their locally adapted CTST resources at a community event in March 2019. This will be integrated into a broader event for National Close the Gap Day.

