

#beabrother



Insights from an innovative, health promotion project to reduce alcohol consumption in young African-Australian men

Presenter:

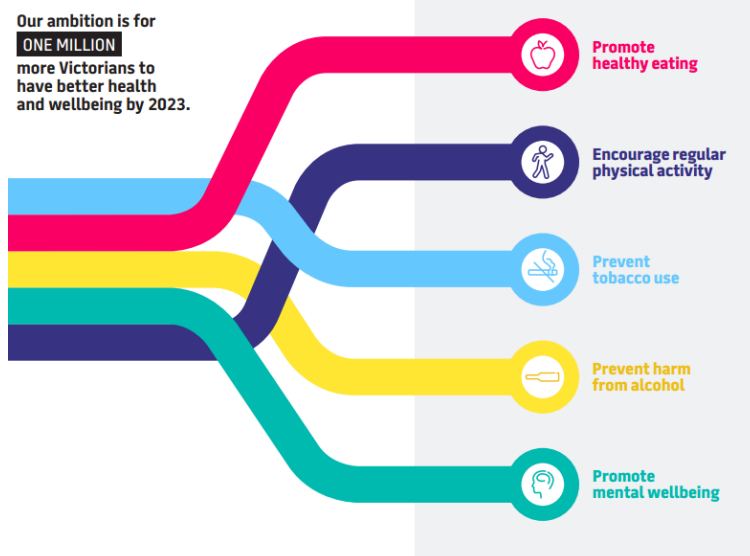
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Manager, Alcohol and Tobacco,
VicHealth



VicHealth Action Agenda

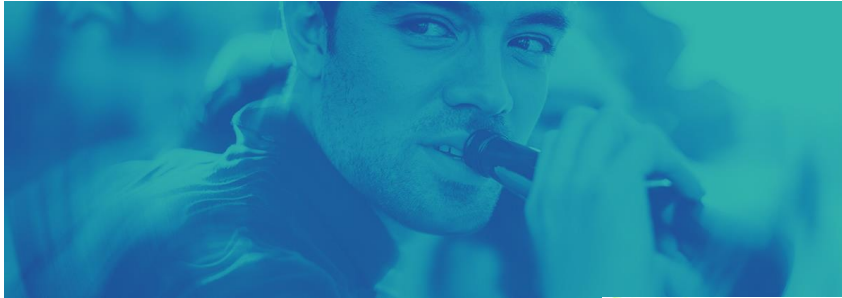
Our ambition is for
ONE MILLION
more Victorians to
have better health
and wellbeing by 2023.



VicHealth's Innovation Challenge - Alcohol

We wanted ideas that aimed to:

- Reduce the amount Victorians drink, particularly those who drink a lot, often
- Increase the acceptability of saying no to a drink, or drinking a bit less.



Be A Brother

Project team: cohealth, filmmaker Ezeldin Deng, Youth Support and Advocacy Service, Victoria University

Proposal: #BeaBrother - a social marketing campaign and initiative that supports young African men to become role models called "Brothers", who support one another to drink less.

Strengths of the Be a Brother pitch:

- ✓ A **creative** approach
- ✓ **Co-design** (developed by the community, for the community)
- ✓ **Building on existing skills and talent** of the young African Australian community, and within cohealth arts generator



Background

Identified need in the community:

- Cohort of heavy drinkers (South Sudanese young men aged 18 - 30 years)
- Heavy burden of troubled pasts, civil war in Sudan
- High levels of dislocation from their families and communities
- Sense of belonging (critical to social connection) is severely lacking
- Experience of media representation is largely negative

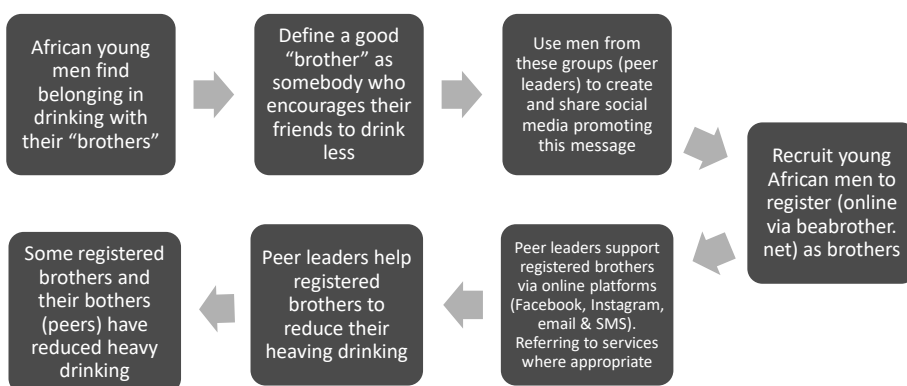
(Goren, 2006; Horyniak, Higgs, Cogger, Dietze, & Bofu, 2016; Jaworski et al., 2016; Kahsay, 2012; Melville, n.d.; Turnbull & Stokes, 2011).

Project Aim:

Be a Brother aimed to make it socially acceptable amongst young African men aged 16-25 in Melbourne's western region to drink moderately. The project encouraged young men to 'be a brother' by supporting their friends to drink less.



Method / Approach





Victorian Health Promotion Foundation

Social media campaign

BE PART OF THE SOLUTION

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DRINK LESS HAVE FUN

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ALCOHOL WON'T TAKE AWAY THE PAIN

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Fri, 15 Apr, 7:00 PM

Not trying 2 burst ur bubble 2nyt but take the time 2 count ur drinks and count ur blessings, now what matters most?
#starthinkingdrinkless
#beinspired

Yesterday 8:00 PM

#alcoholwillbluryourfuture Try 2 turn it down a notch. A swimming pool full of liquor ain't fun if u drown in it. Don't abuse ur limit
#drinklesslivemore



Project Reach

	Active participants n=245	Involved Participants n=99	Audience n=3,350	Registered Brothers n=100
Gender	70% male 30% female			75% male 25% female
Age	5% aged 16-18 years 80% aged 20-30 years 15% aged over 30			
Cultural Background	80% South Sudanese 10% Burundian 5% Ugandan 2% Ethiopian 1% Liberian 1% West African 1% Vietnamese			74% African Australian 17% Non-African



Project Evaluation

- Western-style quantitative data collection through administering scaled tools with individual participants was not culturally appropriate. ‘Yarning’ method employed. (Bessarab & Ng’andu 2010; Geia, Hayes & Usher 2013)
- Qualitative data from staff and project participants was gathered via:
 - semi-structured interviews with project staff and film-maker (each 1 to 1.5 hours), and
 - focus groups with brothers including mentors (2 x approx. 1 hour each, one a month after the start of the social media campaign, one a month after its completion, plus groups for film development)
- Data from interviews and focus groups were analysed descriptively via content/ theme analysis



Key Findings

- Over 100 young African men signed up
- Participants spoke of their and/or others’ reduction in alcohol consumption as a result of the project.
- Change in these young men’s beliefs about themselves and their ability to create change in this area (i.e. their relationship with alcohol).
- Movement towards a new discourse around alcohol in this community, a ‘collective self-esteem’ and the creation of a culture of support for change



Quotes from participants

"When I receive it [a SMS] it's the reason why I go out and I don't drink, or go out and drink less, or go out and feel very proud as a brother"

"To me it's supportive, like having a big brother telling you you're messing up, telling you to think twice. The part of support that I like, someone is willing to give you their time to try to help you to make a better choice."

Acknowledgements

- Ezeldin Deng, Film-maker
- Liss Gabb, cohealth
- Associate Professor Craig Fry, Victoria University
- Dr Caroline Clark, Victoria University



VICTORIA UNIVERSITY
MELBOURNE AUSTRALIA

Find out more:

<http://beabrother.net/about/>
*(you can watch the three films and
music video)*

*Look up Be a Brother on Facebook,
YouTube and Instagram*

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