



## Media Release

### **It's Your Choice, Use Your Voice! Rights, Respect and Responsibility Campaign Launch**

14/07/2011

The Aboriginal Health and Medical Research Council (AH&MRC) received funding from NSW Health to implement a creative arts based campaign. The aim of the campaign is to empower and educate Aboriginal adolescents to make informed choices about sexual and reproductive health and understand the negative impacts of alcohol and other drugs on their health. The campaign is targeting Aboriginal adolescents aged 12 – 19 years of age across NSW.

The AH&MRC has engaged Indigenous Hip Hop Productions (IHHPs) to develop a production that will convey messages about rights, respect, responsibility, choices and consequences around sexual reproductive health, the impact of alcohol and other drugs in relation to sexual reproductive health. IHHP will be conducting a three day Hip Hop and song writing workshops with Aboriginal Adolescents in 13 communities across NSW.

IHHP is a renowned Hip Hop group who have worked extensively with young people in over 300 communities across Australia. IHHP have expertise delivering health messages to young people through interactive creative methods– including: hip hop, salsa, music production and film.

The AH&MRC looks forward to engaging Aboriginal young people, their peers and Communities, Teachers and Support workers in discussions regarding sexual reproductive health, alcohol and other drugs. A facebook page has been created that will provide updates about the campaign.

The final day will conclude with a Deadly Styles event and the Participants will celebrate and perform to their entire community. For more information about this campaign and IHHPs work click on the following link:

- Search Facebook page: 'It's Your Choice, Have a Voice!'
- <http://www.youtube.com/watch?v=PE12GP7CVU0>

The AH&MRC is proud to be able to develop a program which can support young Aboriginal people to feel empowered and to make informed choices about their sexual and reproductive health as well as developing an understanding about the impacts of drug and alcohol misuse in relation to sexual reproductive health.

The Campaign will be launching in Balranald on the 1<sup>st</sup> of August and ending in Sydney on the 23<sup>rd</sup> September 2011.

For further information visit the Campaign facebook page, contact Harpreet Kalsi Campaigns Coordinator AH&MRC [hkalsi@ahmrc.org.au](mailto:hkalsi@ahmrc.org.au) (02) 9212 4777 or Dina Saulo, Aboriginal Sexual Reproductive Health Coordinator AH&MRC [dsaulo@ahmrc.org.au](mailto:dsaulo@ahmrc.org.au)