CULTURALLY RESPONSIVE PRACTICE

Case Study: ‘The Invisible Discriminator’

*beyondblue*, a member of the Global Anti-Stigma Alliance

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beyondblue creates change to improve the lives of people, families and communities affected by depression, anxiety and suicide, so that all people in Australia achieve their best possible mental health.
SOCIAL DETERMINANTS

Freedom from discrimination
Social inclusion
Economic security

Racial Discrimination Act 1975

It is unlawful for a person to do any act involving a distinction, exclusion, restriction or preference based on race, colour, descent or national or ethnic origin which has the purpose or effect of nullifying or impairing the recognition, enjoyment or exercise, on an equal footing, of any human right or fundamental freedom in the political, economic, social, cultural or any other field of public life.
DEFINING RACISM

Overt Racism
- Intentional
- Organised
- Malicious
- Entrenched
- Physical
- Unacceptable
- Un-Australian

Subtle Racism
- Unintentional
- Result of ignorance
- Funny/ Humorous
- Stereotypes/ Generalisations
- Generational (learned)
- Accepted
- Enabled
HISTORICAL CONTEXT

- custodians of Australia for approx. 50,000 years
- history of dispossession since 1788
- constitutional recognition, 1967
- Stolen Generations apology, 2008
- poor health due to social and economic exclusion
- higher prevalence of chronic illness for a range of conditions
- current life expectancy is 10 years less than non-Indigenous Australians
- 5% suicides 2001-10 by indigenous Australians (2.5% population)
SOCIAL AND EMOTIONAL WELLBEING

Family
History
Community
Land
Spirituality
Culture

Featured artwork by Donna Lei Rioli; healthinfonet.ecu.edu.au
EXPERIENCES OF DISCRIMINATION

- Being judged, viewed differently or with some nervousness on the part of a non-Indigenous person – often described as an awkward, clumsy or funny ‘vibe’
- Being ignored, avoided and feeling ‘invisible’
- Being refused service or given a lesser service
- Being watched or followed by security guards/shop staff, unfairly scrutinised, generally mistrusted
- Hearing racial slurs and racist jokes
- Being stereotyped as being of low intelligence, alcoholic, unreliable, good at sport etc.
- It being assumed that the success and material possessions that an Aboriginal person has must be due to ‘government handouts’ or ‘special treatment’.
- A lack of understanding of Aboriginality and misconceptions about skin colour
- A lack of respect for culture, traditions and family structure.
IMPACT OF RACISM

Frequency of reported racism

- Almost every day: 18%
- At least once a week: 26%
- A few times a month: 29%
- A few times a year: 16%
- Less than once a year: 3%
- Never: 8%

Experience of racism and mean k5 score

OTHER ANTI-RACISM CAMPAIGNS

You can help... start by signing the pledge at ANTaR.org.au

racism makes me sick
it affects my blood pressure & creates anxiety and depression

RACISM, IT STOPS WITH ME
is a campaign which invited all Australians to reflect on what they can do to stop racism wherever it happens.
I AM NOT RACIST .... BUT

Nationally representative benchmark survey of non-Indigenous people aged 25-44

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<th>% non-Indigenous people aged 25-44</th>
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- would move away if an Indigenous person sat near them in a public setting
- would watch the actions of an Indigenous person in a retail environment
- would tell jokes about Indigenous people
- would avoid sitting next to an Indigenous person on public transport
- would not hire an Indigenous person for a job
NATIONAL ADVISORY GROUP

- Advise on the relevance and cultural sensitivity of the Campaign’s themes and key messages
- Advise on appropriate dissemination strategies to ensure that the Campaign reaches its intended audience
- Advise on potential partnerships to complement and enhance the Campaign’s reach and sustain momentum post Campaign
- Assist in the dissemination of Campaign materials
- Advise on the evaluation of the Campaign

- Australian Human Rights Commission
- Deakin University
- ANTar
- The Lowitja Institute
- Reconciliation Australia
- Royal Australian College of General Practitioners
- National Congress of Australia’s First People’s
- Oxfam
- VicHealth
- Korin Gamadji Institute
- National Aboriginal Community Controlled Health Organisation
- Australian Indigenous Psychologists Association
CAMPAIGN STRATEGY

Campaign aim
Increase understanding of subtle discriminating behaviour
Increase understanding of impact on mental health
Challenge underlying attitudes
Generate a behavioural response
Ultimately contribute to reduced prevalence of discrimination

Primary target
non-Indigenous men and women aged 25 to 44
do not consider themselves as “racist”
may engage in subtle behaviour
may believe specific stereotypes

Integrated communications campaign
Television in Sydney and Melbourne
Outdoor advertising in Sydney and Melbourne
Digital advertising
Social media strategy (You Tube, Facebook, Twitter)
Media relations strategy
beyondblue Ambassadors
EVALUATION

- Reach within the target audience
- Message clarity
- Behaviour/attitude change
- Change in awareness of link between discrimination & depression/anxiety
- Cultural appropriateness

Benchmark stage data collection (prior to campaign launch)

Campaign launch

Campaign tracking

Evaluation data collection (post campaign launch)

Research with ATSI community

Quantitative

Qualitative
REACH

Nett: spontaneous and/or prompted recall: 50% (tracking) and 46% (evaluation)

- Spontaneous recall: 45% (tracking), 41% (evaluation)
  - Any paid: 28%, 22%
  - Any earned: 9%, 12%
  - Other recall: 11%, 11%
- Prompted recall: 34% (tracking), 28% (evaluation)
  - Television: 26%, 24%
  - Digital/internet: 12%, 12%
  - Outdoor: 6%, 7%

**AD1. Have you seen or heard anything about...? AD1c, AD1d, AD1e. Have you seen this (INSERT MEDIUM) advertisement before?**
Base: n=1038

Tracking
Evaluation
MESSAGE CLARITY

- Stop discrimination against Aboriginal and Torres Strait Islander people: 30%
- Treat Aboriginal and Torres Strait Islander people as equals/with respect: 29%
- Aboriginal and Torres Strait Islander people experience discrimination: 24%
- Discrimination causes depression/anxiety: 20%
- Do not discriminate against Aboriginal and Torres Strait Islander people: 17%
- Equality: 10%
- Thought provoking/reflect on how we act: 9%
- Discrimination is bad: 8%
- The negative effects of discrimination on Aboriginal and Torres Strait Islander people: 7%
- Discrimination/racism happens everywhere: 7%

AD2a/AD2ai. What were the main things this ad was saying? Anything else?
Base: n=1038
IMPACT

Talk to friend

Talk to family

Thought about what can do

Shared on social media

- Recognise
- Non-recognised

Done
Thought about

Denotes significantly higher than other subgroup at 95% CI

Found Info on discrimination

Gone to site

Found out about campaign

- Recognise
- Non-recognised

Done
Thought about

Denotes significantly higher than other subgroup at 95% CI
CRITICAL SUCCESS FACTORS

• Participatory design with the ‘beneficiary’ audience
• Accountability to the ‘beneficiary’ audience
• Clearly identify the audience to be targeted for change
• Systematic planning including extensive review of other similar campaigns
• Systematic testing of campaign concepts and materials
• Continuous multiplatform approach to marketing; go viral
• Positive and affirmative messages; generate ‘empathy’
• Use language to connect not automatically switch off
• Undertake longitudinal independent evaluation
• Recognise you can’t change everyone in the short term
Accept who you are.

Don't let people make decisions of who you are.

Racism is painful, it really is.

Mia
THANK YOU