

2011 DEADLYS

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Health workers honoured at Deadly Awards

27 September 2011

An innovative program aimed at reducing alcohol intake during pregnancy and a tireless mental health worker from the Northern Territory were among the winners of the health awards at the 17th Deadly Awards at the Sydney Opera House on September 27.

The Deadly Award for Outstanding Achievement in Aboriginal and Torres Strait Islander Health went to the Ngaanyatjarra Pitjantjatjara Yankunytjatjara (NPY) Women's Council Aboriginal Corporation from Alice Springs – with their "No Safe Amount – The Effects of Alcohol in Pregnancy" program.

2011 NAIDOC person of the year, Terri Janke and the Minister for Indigenous Health Warren Snowdon MP, presented the NPY Women's Council with their award.

Mr Snowdon said he saw many examples of programs that were improving health outcomes for Indigenous communities in his capacity as Minister for Indigenous Health.

"They are investments in the lives of Aboriginal and Torres Strait Islander people that we all share, but among the best programs and services I see are those developed and implemented by Indigenous people for, and on behalf of their communities - like our winners tonight," Mr Snowdon said.

The NPY Women's Council is an Aboriginal, community-controlled organisation dedicated to improving the health and wellbeing of approximately 6000 Anangu men, women, and children living in the Central Australian region.

"No safe amount – The Effects of Alcohol in Pregnancy" is an early intervention and prevention campaign designed to raise awareness of the harmful and permanent effects on the unborn child of using alcohol during pregnancy, particularly awareness of Foetal Alcohol Spectrum Disorders (FASD). This is achieved through an educational/advertising campaign and DVD resource using a combination of media including animation and live action.

The campaign was developed in partnership with young people in the remote Aboriginal Community of Imanpa, including script development, pre- and post-production and casting.



The stories contained within the DVD were role played by local community members who

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were actively engaged in the process. And the three 30-second broadcast-quality commercials are in both Pitjantjatjara (the local language) and English. The three components of the campaign are: Ititjara (pregnancy); The Growing Brain; and Responsible Fathers.

Meanwhile, a woman who has been at the forefront of Aboriginal mental health for over a decade has won this year's Deadly Award for Aboriginal and Torres Strait Islander Health Worker of the Year.

Muriel Jaragba is an Anindilyakwa woman, who lives and works with her people on Groote Eylandt in Arnhem Land, NT.

Fluent in three Aboriginal languages, Muriel helps many clients and their families across several communities and is highly knowledgeable in both traditional Aboriginal healing and Western approaches to address mental health problems.

Muriel has contributed to the wider Aboriginal society through her significant research work with close collaborator Dr Kylie Lee on mental health and substance use. She has also been involved in developing suitable programs to help cannabis users, families, the wider community and other groups across the country.

Her achievements have been nationally and internationally recognised with her groundbreaking substance use and mental health research efforts nationally recognised with a finalist nomination in the 'research' category at the 2010 National Drug and Alcohol Awards.

Muriel's outstanding achievements, in the difficult area of mental health and drug and alcohol issues, have contributed greatly to enhancing the health and wellbeing of many people across various Aboriginal communities.

"These health winners are out there doing the hard yards in their communities," says Executive Producer of the Deadly Awards Gavin Jones.

"They are our unsung heroes and deserve recognition and acknowledgement for the valuable work they do."

Recognition and reconciliation go hand in hand—and the Deadlys play an important role by recognising the success of so many Aboriginal and Torres Strait Islander Australians.

The Deadly Awards will be broadcast on SBS One on Sunday, October 2 at 9.30pm and repeated on SBS Two on Saturday, October 8 at 7.30pm.

Vibe Australia produces the Deadly awards, Vibe Alive, Vibe 3on3®, In Vibe, Deadly Vibe, Deadly Sounds and Deadly TV. For more information about products: www.vibe.com.au

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