

Cancer Australia's innovative strategy to reach across cultures



Australian Government
Cancer Australia

At a glance

Client: Cancer Australia

Industry: Government

Problem: Data showed a disproportionately high rate of preventable deaths by breast cancer amongst the Indigenous population. In Indigenous culture, talking about breasts is taboo, and there is a misunderstanding that cancer automatically means a death sentence

Solution: Global Vision brought in Indigenous celebrity Leila Gurruwiwi to star in a video that shared lifesaving information and encouraged indigenous women to seek early intervention

Outcome: The video formed a central part of a wider national campaign and played a vital role in achieving better health outcomes for indigenous women in Australia

Summary

Global Vision was brought on to support a nation-wide breast cancer awareness campaign hosted by Cancer Australia. Tasked with appealing to the Indigenous population, Global Vision tackled cultural barriers with the help of a unique celebrity connection courtesy of its Head Director.

It was thanks to Global Vision's strong connections in the TV industry & out-of-the-box thinking that the campaign took off – after all, **clever thinkers take a global vision.**

Cultural barriers were increasing Indigenous breast cancer mortality rates

Cancer Australia, a government department created to reduce the impact of cancer, address disparities and improve outcomes for people affected by cancer, found that there was a disproportionately high rate of preventable breast cancer deaths within Indigenous populations. Unfortunately, the department struggled to get resonance.

Within Indigenous culture, discussing breasts is taboo and there's a misunderstanding that a cancer diagnosis (even if it's early and treatable) is a death sentence. This prevented women from talking about it, let alone getting screened regularly.

Cancer Australia reached out to Global Vision as part of a wider national campaign to improve outreach and understanding within affected communities.

Indigenous presenter becomes face of campaign

Global Vision has a number of award-winning TV producers on staff and they knew that bringing in a well-known Indigenous celebrity was the key to getting conversations started.

Whilst workshopping ideas, Global Vision realised that its Head Director happened to be the man that put together NITV's Marngrook Footy Show. This connection allowed Global Vision to bring in the show's celebrity panellist, Leila Gurruwiwi, to front the campaign.

As an Indigenous icon associated with healthy activity, Leila's cultural expertise made it more approachable to discuss breast cancer. Global Vision directed & filmed a video of Leila talking amongst women, using terminology like "sisters", and highlighting that this was important women's business.

The video was then made shareable on social media platforms so that people all over the country could easily watch it.

TV ad a big hit with Indigenous community

The video, filmed as part of a wider campaign titled "Lots to Live For" during Breast Cancer Awareness Month that encouraged Indigenous people to prioritise screening for the people in their lives, went viral and took Leila on the road. It was picked up by media outlets and had hundreds of hits in earned media.

It allowed breast cancer to be a more approachable topic within the community and it's still circulating on social media today.

With so much at stake, we drew from our ethos of clever thinkers take a global vision to play our part in such an important campaign.