

**Creative**  
THINKING <sup>on</sup> **youth drinking**

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*Safer Communities Conference 2006*

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15 August 2006

- History of Hutt YATA
- RMA partners
- Launch
- Traditional Activities

- LLG
- CPO's
- Afterballs.....
- Our target was on enforcement. We do it well....
- BUT HOW DO WE COMMUNICATE WITH YOUNG PEOPLE??

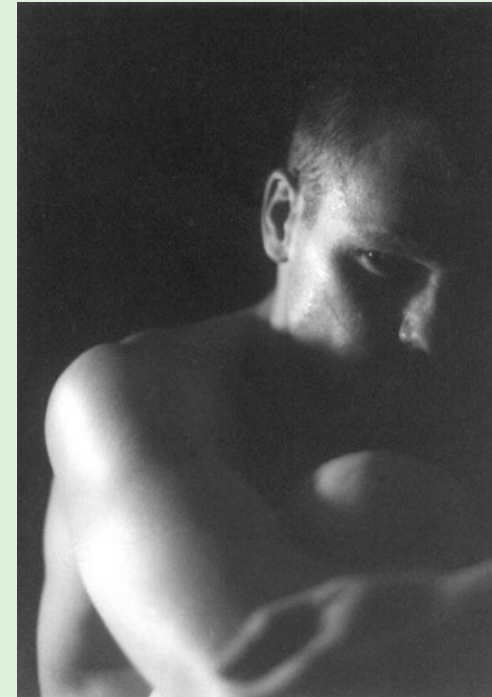
- How do we traditionally communicate with YP
  - Forums
  - Fliers
  - TV
  - Radio
  
  - In adult environments
  - On adults terms

- How do YP communicate
  - TXT
  - Web
  - Art forms (music, graf art, visual mediums)
- How should we communicate with YP
  - In their environment
  - On their terms

SO.....

## Photovoice

- Blending of photography and social action
- Working on the premise that people are experts in their own lives
  - Enables people to record and reflect the communities strengths and problems
  - Promotes dialogue on issues
  - It engages policymakers





"You find these little telltale (signs) all over town. Every bottle has a story . . . The lights reflect on this bottle and it's a reflection of somebody's life there – this is what's holding them back; this is their own little prison. The bottle represents what's got control over them."

- Text-based Consultation
  - Txt is an increasingly popular means of communicating with young people
  - Currently untapped by public health and community development professionals
  - It is possible to interact with young people in the Hutt Valley with the help of their cell phones and 4 digits:

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