

# ACTION GUIDE

Introducing the Close the Gap campaign 2012

3things

Changing the world,  
3things at a time.



## Introduction

Hey there! Welcome to a brand spanking new 3things Action Guide, your 3-step handbook for changing the world. Over the next few pages you'll find a plethora of stimulating stimuli and feasible feats that are yours to put into practice this term.

If you haven't read one of these before, every guide works by suggesting 3 simple actions – small, medium and big – that can have an epic effect on the world around you. In this edition we're looking at ways to raise awareness for National Close the Gap Day on March 22nd

## What's the **CLOSETHEGAP** campaign?

Close the Gap is all about Indigenous health equality. At the moment, Aboriginal and Torres Strait Islander peoples can expect to live up to 17 years less than other Australians. Right now, Indigenous children are only half as likely as non-Indigenous children to see their first birthday.

It's a health crisis you'd associate with an impoverished nation, but it's happening right here in our own backyard. The Close the Gap campaign aims to change this picture by petitioning the government to take action and bring an end to this 'unhealthy' imbalance.

The resources at [www.oxfam.org.au/close-the-gap](http://www.oxfam.org.au/close-the-gap) will help unpack the campaign, answer all your questions and psych you up for the small, medium and big actions below. You'll find info, facts, and stories of success on the Close the Gap campaign.

## Your challenge this term is to... **raise awareness.**

Many Aussies don't realise just how shocking the Indigenous health situation has become. That's why we're stoked about National Close the Gap Day, because it's your opportunity to team up with thousands of student advocates across the country and give this issue the attention it deserves.

So, leading up to March 22nd, have a look at the small, medium and big actions below. Then get together with your mates, put this Action Guide into action and help make this the biggest National Close the Gap Day ever!

### SMALL ACTION = **BIG RESULTS**

Page 2

Spread the Pledge  
We're aiming for 200,000 signed Close the Gap pledges by March 31st. It's a tad crazy, which makes you perfect for the job!

### MEDIUM ACTION = **VERY BIG RESULTS**

Page 3

Become a Creative Storyteller  
Grab your pen/paintbrush/camera/guitar to start capturing and spreading the stories about closing the gap.

### BIG ACTION = **HUGE RESULTS**

Page 4

Do the Day  
This is the big one; get your whole school together to host a National Close the Gap Day event on March 22nd!



Photo: Robert McKechnie/OxfamAUS



Photo: Jason Malouin/OxfamAUS



Photo: Victor Harbour high school, SA



Photo: Zianna Clarke/Immanuel College

For support with taking action, get in touch with us at 3things - [3things@oxfam.org.au](mailto:3things@oxfam.org.au)

Upload your Close the Gap photos to [facebook/3things](https://www.facebook.com/3things) or send in your stories/video/photos to [3things@oxfam.org.au](mailto:3things@oxfam.org.au) and it may just appear on [www.3things.org.au](http://www.3things.org.au)

**CLOSETHEGAP**

An initiative of  Oxfam Australia





Photo: Sydney secondary college, NSW



Photo: Federation square, Melbourne

## Small Action - Big Results

### Spread the Pledge.

More than 175,000 Aussies have signed the Close the Gap pledge so far, calling on our government to achieve health equality for the Indigenous community within 25 years. **We're aiming for 200,000 signed pledges by March 31st.** Now, we're not the greatest mathematicians here at 3things, but even without calculators we figured that that's almost 25,000 signatures. Oh boy, we'll definitely need your help!

### Why this Action?

Charging into Canberra to yell 'Oi, Australia cares about this issue!' becomes much more effective with a few hundred thousand petitions in hand.

In fact, since 2008, the show of public support for Close the Gap has already contributed to the appointment of a Federal Minister (that is, a pretty big deal who gets stuff done) for Indigenous Health as well as over \$1.6 billion in fresh funding for the cause. You're only a few clicks from being a part of this national turnaround, so tap into the mighty power of the pledge!



Photo: Gordon Williams, Oxfam AUS

### What you can do

1

Jump onto the Close the Gap 'Cause' Facebook Page, "Like it" and then click the 'Sign the Pledge' tab on the left-hand side.

2

Fill out your Title, First Name, Last Name and Postcode. Now hit 'Sign'. Voila! You've joined more than 177,000 Aussies fighting Indigenous health inequality. But you're not done yet...

3

Spread the pledge to your friends by clicking the 'Share' option. You can choose to post it on the wall of a specific mate or even make it your status so you pop up on everyone's Newsfeed. Brilliant, thanks to you we'll hit 200,000 in no time!

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## CLOSETHEGAP

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## Medium Action - Very Big Results

Become a Creative Storyteller

Are you a fan of **arty stuff**??? Maybe you love **taking photos**. Or writing poems. Maybe you even **compose a few sneaky pop tunes** on the side.

Whatever you love, you can use your passion to capture and spread the stories behind Close the Gap in a way that brings hope, brings understanding or brings the statistics to life.

### Why this Action?

Firstly, sharing your artwork with your community will have a greater impact than just handing out another government leaflet. But wait, there's more! Storytelling is also an integral part of Indigenous culture, a way of sharing info and educating about tradition – whether its oral or through an iPhone .

It forces you to absorb the story you plan to tell, almost for it to become part of who you are. So the process of creative storytelling will not just impact the peeps that get to see what you've come up with, but it will also affect you personally.



### What you can do

1

Start by unpacking the who, what, when, where and why of Indigenous health inequality. You could start by listening to the stories of an Elder/ someone in your community or heading over here on the Oxfam website/over here at [ANTAR.org.au](http://ANTAR.org.au)

2

Now it's time to turn that information into inspiration! Try going for a walk, journaling your thoughts or metaphorically diving headfirst into a blank canvas – whatever works for you. Then create. Don't forget to get feedback from your friends or art/ drama/dance/music teacher as you go.

3

The scary part; sharing. You'll have to throw yourself out there, whether it's by putting together an exhibition during lunchtime, performing at assembly or posting your work online. Remember – as long as you're bringing attention to Indigenous health inequality – it's all worth it!



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## Big Action - Huge Results

Do the Day

This is it. The big one. The Blossom of our Powerpuff Girls. The 'Pop' of our Rice Bubbles. If the three actions in this Action Guide were members of Destiny's Child, this one would be Beyonce.

On March 22nd, we're asking if you can get your whole school involved in hosting an event for National Close the Gap Day!

## Why this Action?

So far we've been focusing a lot on raising awareness for Indigenous health issues and the Close the Gap campaign on a personal level. This has been awesome. However, by hosting a National Close the Gap Day event at your school, you can start raising awareness on a grand scale + provide an opportunity for as many people as possible to get involved/show their support for Close the Gap. Imagine that!



Photo: Koo Wee Rup college, VIC/Star News Group



Photo: Maclean college, NSW



Photo: Warrnambool college, VIC



Photo: Richard Kendall/Oxfam/AUS

## What you can do

1

**Plan, plan, plan!** Do you want to invite an Indigenous health worker or Elder to speak at assembly? Dedicate a sporting event to Close the Gap? Make a Close the Gap mural? All of the above and more? Grab our Schools Action Kit and find out how, 'cause you need to start preparing now.

2

**Now that you've got your game plan, it's time to get the word out!** Facebook is a great place to start, but it's important to have some unmissable reminders around school. Put posters up at the canteen, that electronic-screen-thing at reception (if you have one), on notice-boards and in classrooms. Sneak a few mentions in the daily announcements. Whatever it takes!

3

**It seems a bit obvious, but don't forget to run your event well!** Make sure that all your helpers know exactly what they need to do on the day. Also, remember to be flexible with some back-up plans if random things pop up (e.g. wet weather). Communication is the key. Oh, and don't forget to have fun!

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