



# Lived experience videos about methamphetamine developed with, and for, Aboriginal and Torres Strait Islander communities

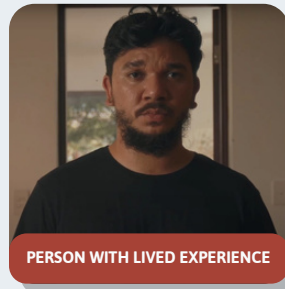
## Final Report of Promotional Activities | 31 July 2025

### About the videos:

*Cracks in the Ice*, in partnership with First Nations led creative agency GARUWA, produced three videos highlighting the lived experience of Aboriginal and Torres Strait Islander peoples impacted by crystal methamphetamine.

Filmed on the lands of the Bidjigal and Gadigal Peoples of New South Wales, the videos are based on themes from real life stories obtained via interviews with First Nations communities across three different Australian states.

By conveying the complex experiences and impacts individuals feel (e.g., mental health, feelings of isolation, burnout), these videos aim to **reduce the stigma associated with methamphetamine use, encourage empathy, and provide hope to communities.**



PERSON WITH LIVED EXPERIENCE



FAMILY MEMBER



HEALTH WORKER

### Reach and impact:

The videos were officially launched on **Thursday 6<sup>th</sup> February 2025**, and made freely available to view via *Cracks in the Ice* "Videos & animations" resources page for Aboriginal and Torres Strait Islander peoples. Six short teaser clips (or 'cutdowns') were also created from the full videos and used for promotional purposes.

Following a series of promotional activities and key partnerships, the videos have generated **a combined estimated total of:**

**1.1+ million** video views    **900,000+** people reached    **18,000+** page views

**All three lived experience stories were very well-received by audiences.**

A total of **89 comments** were recorded across all social media posts promoting the videos, including those through partnerships and collaborations with key stakeholders. Social media user sentiment was overwhelmingly positive (>90%) as shown here by just some of the comments we received:

This is so very valuable and needed  
Like · 1 · Reply

really important work. It is affecting so many in the community. Its a shocking drug



359 followers  
Thanks for sharing  
Like · 1 · Reply

good onyou for being brave enough ought to speak about your [addictions.so](#) proud you are now on recovery path!hope people addicted,what this,and get help to recover from their addictions.keep up the good work!

Good onya for sharing your story, I hope people that are struggling with ice read your story and know help is out there.

Addiction is not about the person as such it is about what the addiction does to they and the people around them. The person you know and love is still in there, never give up

Like Reply

7yrs clean from ice myself.  
We need to talk more about addiction and recovery.  
"Recover loudly to keep others from dying quietly!"

Love Reply



Multi Award winning Content Creator  
Great clips!!!

I love this  
2 likes Reply

Thankyou for helping

Thank you for Ur work

this is beautiful

Talking promotes processing healing,self care and self belief

can I get the link please

Amazing work

well said

13\_YARN · Creator  
<https://bit.ly/cracksintheice-videos>

13\_YARN · Creator  
Copy and paste this link

thank you for looking after the addicts. very important

It's so beautiful

1 like Reply

Social and Emotional Well-Being Care Coordinator at...

This work is a mighty tough space, thank you for caring, and sharing

Like · 1 · Reply

Great organisation love U mob



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Here's a breakdown of the results for each story, including all organic + paid social media activity from February to July 2025

### Lived Experience Story #1 - Jay's recovery



|                                   |                                 |                           |
|-----------------------------------|---------------------------------|---------------------------|
| <b>135,000+</b><br>video views    | <b>851</b><br>reactions / likes | <b>50</b><br>video saves  |
| <b>101,000+</b><br>people reached | <b>21</b><br>comments           | <b>71</b><br>video shares |

### Lived Experience Story #2 - Robyn (Family perspective)



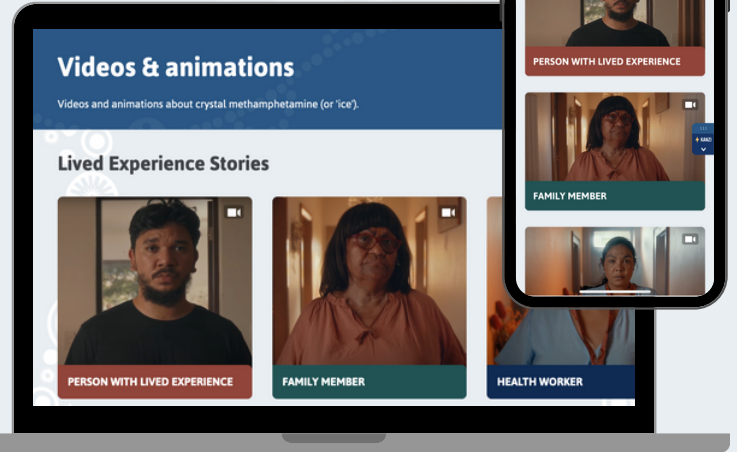
|                                  |                                   |                            |
|----------------------------------|-----------------------------------|----------------------------|
| <b>82,000+</b><br>video views    | <b>2,170</b><br>reactions / likes | <b>120</b><br>video saves  |
| <b>64,000+</b><br>people reached | <b>25</b><br>comments             | <b>115</b><br>video shares |

### Lived Experience Story #3 - Morgan (Health worker perspective)

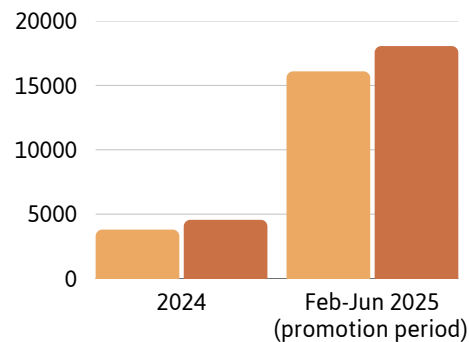


|                                   |                                   |                            |
|-----------------------------------|-----------------------------------|----------------------------|
| <b>152,000+</b><br>video views    | <b>2,342</b><br>reactions / likes | <b>131</b><br>video saves  |
| <b>127,000+</b><br>people reached | <b>43</b><br>comments             | <b>206</b><br>video shares |

Website analytics for our  
“Videos & animations” page,  
activity from February to June 2025

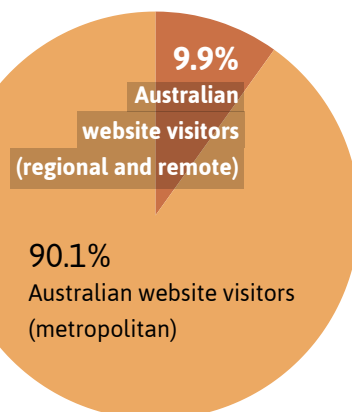


● Total website visitors ● Total page views



**16,090**  
website visitors  
from Australia

that's **4x** higher  
than the previous  
12 months (2024)



**1,580**  
Australian  
website visitors  
from regional and  
remote areas\*

that's **5.5x** higher  
than the previous  
12 months (2024)

\*Australian users accessing the page from outside a major capital city (e.g. Sydney, Melbourne, Brisbane...) and surrounding metropolitan area.

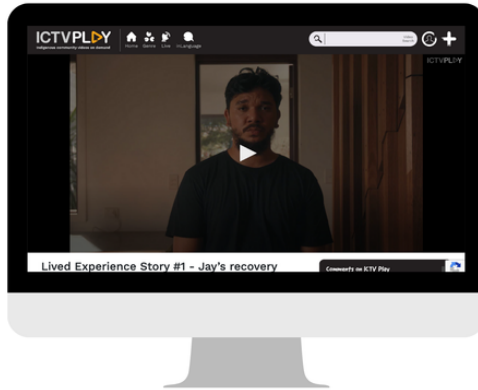
### Key partnerships and collaborations:



**4 week television  
commercial campaign**

**Estimated audience  
over 429,000 viewers**

**>17,000 views via ICTV Play  
(on-demand) & social media**



**Indigenous Community Television (ICTV)** is a television service delivering cultural and community video content to remote Aboriginal and Torres Strait Islander communities around Australia, and beyond.

Throughout February, the 6x cutdowns aired across 46 primetime (6-9pm) ad spots as part of a 4 week TVC campaign.

Given the community-focused nature of the videos, ICTV also offered to feature all three of the full videos as part of their regular programming.

**13YARN (13 92 76)** is Australia's national crisis support line run by Aboriginal and Torres Strait Islander people for Aboriginal and Torres Strait Islander community members.

Throughout March, 13YARN actively promoted three of the 6x cutdowns across Facebook, Instagram, TikTok and LinkedIn, which each attracted significant engagement.

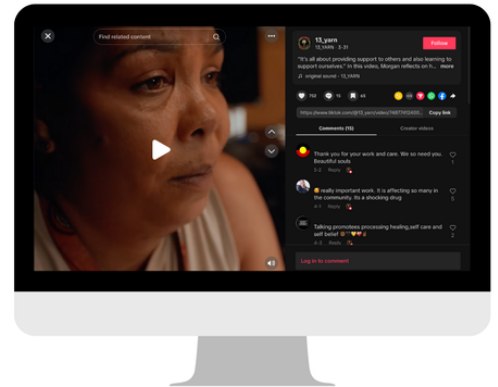
These outcomes have contributed to an ongoing partnership between Cracks in the Ice and 13YARN, prompting further discussion around future cross-promotion opportunities.



**Videos shared on 13YARN's  
social media accounts**

**>172,000 views, >4,300 likes  
& 380+ shares/saves**

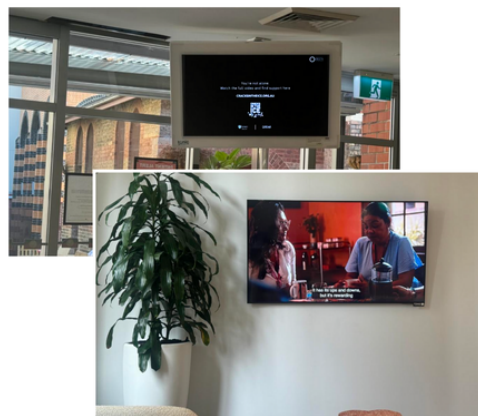
**60+ comments, overly  
positive sentiment (>90%)**



**4 week digital  
display campaign**

**110+ Aboriginal Medical  
Service sites nationally**

**Estimated audience  
over 277,000 viewers**



**Aboriginal Health Television (AHTV)** delivers culturally relevant, health & wellbeing messages via TV screens inside Aboriginal Medical Service (AMS) waiting rooms.

Throughout June, the 6x cutdowns were played every 30 mins across 118 regional and remote AMS locations across Australia, as part of a 4 week campaign.

As an endorsement of the content, AHTV also offered to add all three of the full videos to their dedicated content loop free-of-charge.



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### Other key promotional activities:

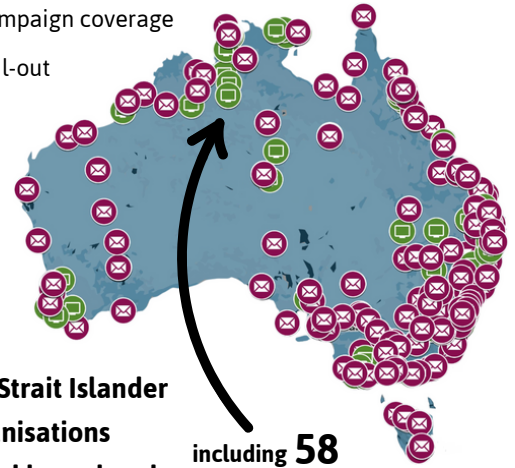
**A direct mail-out campaign**, distributed to selected list of 277 Aboriginal and Torres Strait Islander health organisations and Primary Health Networks (PHNs) across the country.

Each mailer contained an A5 letter with a QR code directing Service Managers to our new videos, as well as sample pack of our 4x printed brochures for Aboriginal and Torres Strait Islander peoples.



- Aboriginal Health Television (AHTV) campaign coverage
- Direct mail-out campaign coverage

**85% of Aboriginal and Torres Strait Islander health organisations were located in regional and remote areas**



**including 58 organisations located in the Northern Territory**



**10 week Facebook & Instagram ad campaign**

**>166,000 video views, over 11,700 landing page visits**

**Reached over 120,000 Australian users**



**6x Facebook & Instagram video ad campaigns**, each promoting one of the 6x cutdowns, ran for 10 consecutive weeks from March to June.

Two campaigns featuring both cutdowns from “Jay’s recovery” have since become our most successful social media ad campaigns to-date, achieving a \$0.06 cost per click (CPC) and 15.31% click-through rate (CTR).

These results vastly outperform Australian industry averages for CPC (ranging from \$2.10 to \$2.50) and CTR (0.90%)

### Feedback from stakeholders:

The videos have also received unanimous support and positive feedback from our key partners who work closely with these communities, as evidenced by **the following endorsements:**

*“These resources have been instrumental in raising awareness around crystal methamphetamine use, a topic frequently discussed by help seekers calling 13YARN.”*  
**Marjorie Anderson,**  
Head of Indigenous Affairs, Lifeline Australia

*“The creation of these lived experience videos is a strong example of what’s possible when partnerships are values-aligned and focused on meaningful impact. We’re proud to have worked on this TVC campaign...”*  
**Tamara Whyte, Interim General Manager,**  
Indigenous Community Television

*“Great to have the three perspectives shared. Some great messaging. Well done!”*  
**David Edwards, Director,**  
WellMob

*“The positive response from our audience underscores the importance of these resources in supporting help seekers and fostering informed conversations around substance use in our communities.”*  
**Dallas Taylor, Service Delivery**  
National Manager, 13YARN

*“Given the impact of methamphetamine use on the First Nations communities served by AHTV, Tonic believes the content produced approaches the issue with cultural sensitivity and honesty, offering meaningful value to our audience.”*  
**Lizza Gebilagin, Head of Content,**  
Aboriginal Health Television Network