



# yohfest

INSPIRING HEALTHIER  
FUTURES THROUGH  
CREATIVITY



## CREATIVE APPROACH TO HEALTH EDUCATION

Act-Belong-Commit YOH Fest (Youth on Health Festival) is a performing and visual arts event for West Australian school students. YOH Fest combines the fun of the arts with health education to create a unique, exciting and valuable experience for young people.

Since it began in 1998, YOH Fest - in partnership with Healthway - has encouraged more than 50,000 young people to adopt, preserve and lead a positive and healthy lifestyle.

Integrating preventative health messages into the vibrant, creative and exhilarating YOH Fest event format has proven itself to be both a popular and highly successful way of addressing health issues that affect young people.

It is through participating in events such as Act-Belong-Commit YOH Fest that young Western Australian's are exposed to valuable lessons, community service, leadership, mentoring opportunities and the richness of the arts. This is such a valuable program, contributing to a healthier future generation of Western Australia.

- Hon. David Templeman MLA  
Minister for Culture and the Arts;  
Heritage; Local Government

## HOW DOES IT WORK?

"YOH Fest has been awesome for me. It has given me the confidence to talk about issues that scare me. I have made heaps of new friends and feel like I belong to something special.

- 15-year-old, male YOH Fest participant

Each year, school students are given a health theme to base their performance or art piece on (the 2020 theme is *isolation*). They immerse themselves in the theme, research and discuss important health topics, and apply their creativity to create their own unique interpretation of the theme. They then share their masterpiece with YOH Fest audiences, their school and their wider community.

Although fun is the key, YOH Fest is a competition. Entrants are judged and awarded on their understanding of the health topic, originality of their idea and how they express the message through drama, dance, music, film or the visual arts.

Heats are held in venues across Western Australia and the top submissions from each category are selected for the annual State final in Mandurah in October.

However, this year YOH Fest has adapted to the uncertainty of COVID-19 by creating a 'virtual showcase' online. This has allowed the Festival to continue, regardless of coronavirus restrictions. Fortunately, it has also highlighted the potential and opportunity for schools from even the most remote communities across Western Australia to participate.

# 2019 - 2020 PARTICIPATION

96  
SCHOOLS

3,000+  
STUDENTS

30,000+  
REACH

7,000 LIVE  
AUDIENCE  
MEMBERS

8 WA  
REGIONS

600+ ENTRIES



## KEY DIFFERENTIATORS

### BY YOUNG PEOPLE, FOR YOUNG PEOPLE

A unique characteristic and a key contributor to YOH Fest's success is the event's youth engagement model. The festival is managed by young volunteers who run every component of the event from participant engagement, to stage management, to MC duties. This ensures that decisions and activities are always in the best interest of the students and that YOH Fest also builds the skills and capacity of up-and-coming leaders.

### AMBASSADOR PROGRAM

In 2019, YOH Fest has also begun the 'Ambassador Program' initiative. The goal of the program is to empower and inspire young people who display leadership potential to step-up within their own community. Ambassadors take on the role of actively engaging and mentoring their peers to lead healthier lifestyles. YOH Fest supports Ambassadors to implement their ideas and develop their leadership skills.

### ACCESSIBILITY

YOH Fest's aim is to engage as many young people as possible in a dialogue about mental health and wellbeing. To achieve this, YOH Fest has made a point of removing common barriers.

- Entry is low cost with only a token fee charged (entry is free in 2020).
- The judging matrix is heavily focused on entertainment and message - not flashy sets and costumes.
- YOH Fest visits regional areas including the Kimberley, Pilbara, Midwest and Goldfields. From 2020, YOH Fest will be accessible to even the most remote communities with the new online showcase platform.

## GET INVOLVED

You can help us make more impact in the following ways:

- Become a financial partner to help us take YOH Fest to the next level
- Donate in-kind support for travel, event prizes or business development
- Spread the word about YOH Fest or introduce us to your network
- Have an idea? Let us know - [admin@yohfest.com.au](mailto:admin@yohfest.com.au)



[www.yohfest.com.au](http://www.yohfest.com.au)

 [admin@yohfest.com.au](mailto:admin@yohfest.com.au)

 0438 998 751

 Official YOH Fest

 yohfest

 @yohfest

 yohfest