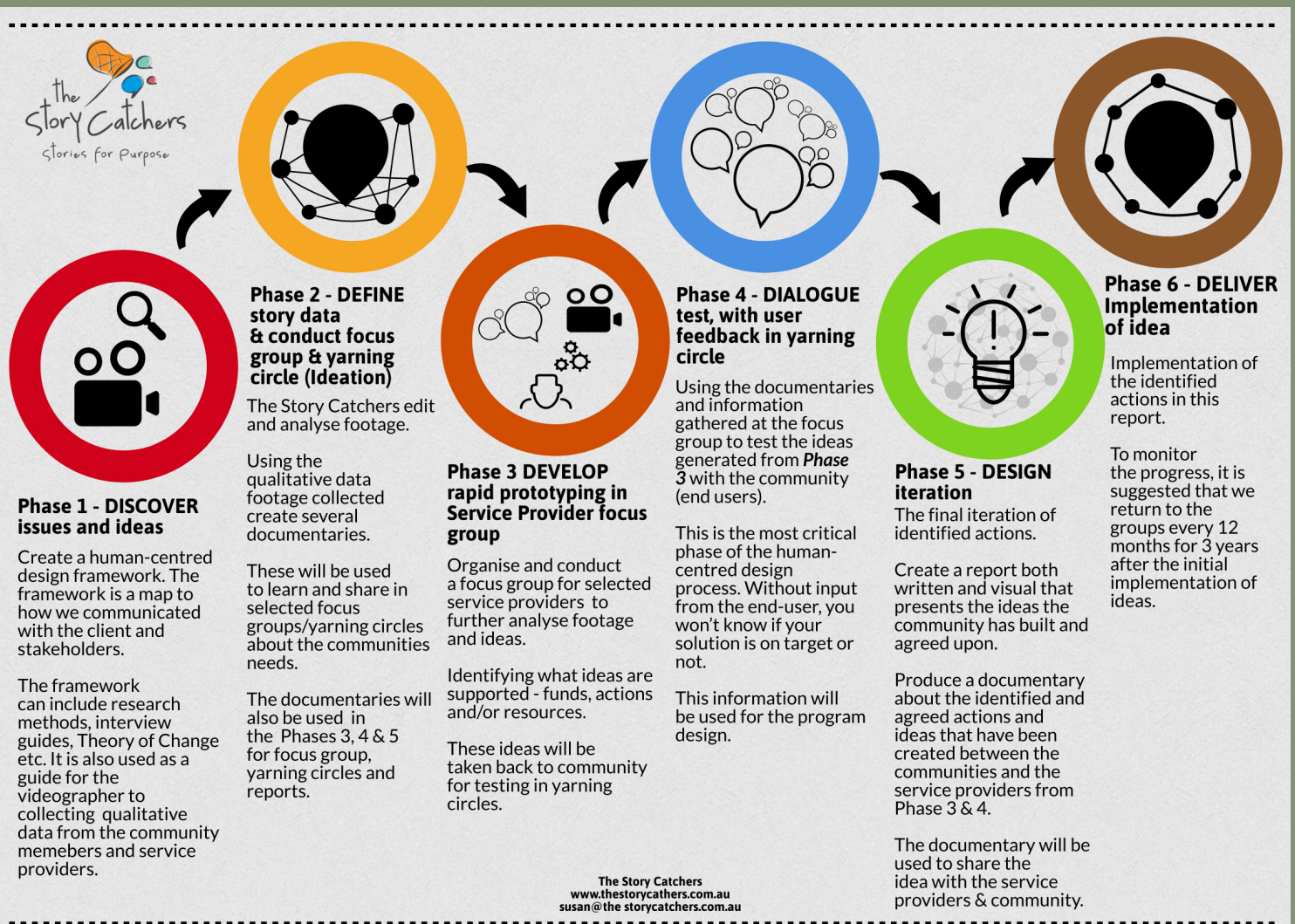


KEEPING TJITJI SAFE IN CARS

A Human-centred Design process to identify ways to increase the proper use of child car restraints in South Australian remote Aboriginal Communities



REPORT



Keeping Tjitji Safe in Cars:

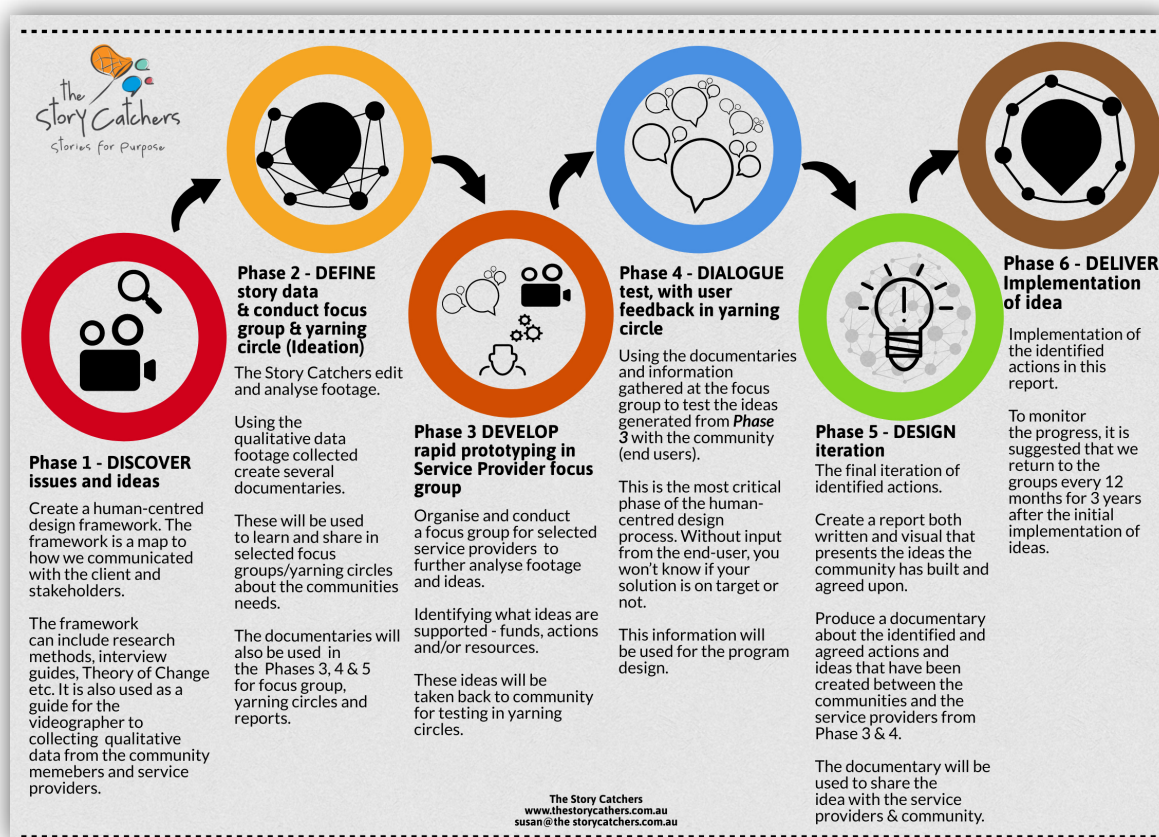
A Human-centred Design process to identify ways to increase proper use of child car restraints in South Australian remote Aboriginal Communities

EXECUTIVE SUMMARY

The Living Neighbourhoods and Travel Behaviour team of the Department of Planning, Transport and Infrastructure (DPTI) sought to better understand the complex interaction between cultural needs, transport needs and safety in relation to child restraints in remote South Australian Aboriginal communities¹, with a view to redesigning/modifying the current program being delivered by DPTI.

The current DPTI car seat program involved distribution of car seats and capsules to the 10 main communities along with Australian Red Cross (ARC) Baby Seat Training of community members. Trialling a human-centred design approach was proposed by The Story Catchers and Nereus Consulting to understand barriers and enablers to child car restraint use and explore community ideas to increase their correct use. The six² phases of the Human Centred Design process undertaken are:

Figure 1: The Story Catchers' Human Centred Design Process



¹ On the Anangu Pitjantjatjara Yankunytjatjara (APY) Lands and Maralinga Tjarutja (MT) Lands.

² Phase 6, implementation of the idea, incorporates the filming and editing of champions videos. The remainder of implementation activities is not part of this project which focused on the design of the idea. Suggested agreed actions for Phase 6 are provided towards the end of this report.

Phase 1: DISCOVER issues and Ideas – using the series of interview questions agreed in the HCD Project framework, interviews were captured on film as follows:

- August 2018 APY Land communities – 15 community members, service providers, DPTI staff and ARC staff
- February 2019 Yalata – 7 community members and service providers

The interviews yielded a mass of information in relation to enablers, barriers and ideas around the use of child car restraints.

Phase 2: DEFINE story data for focus groups and yarning circles (in preparation for workshops)

The most frequently reported vulnerability reported in both Yalata and the APY Land communities was awareness of child car restraint legislation and consequences of not using car seats correctly. The second most reported vulnerabilities were roadworthiness of cars (APY communities) and access to affordable car seats (Yalata).

Most initial ideas to increase correct use of car seats were around different elements of education and training and access to free or low-cost car seats. A whole of community approach was mentioned consistently by both community members and service providers as required to support change.

While both individual and community knowledge, attitudes and behaviours were reported to be extremely important in the approach to improving correct use of car seats, other external elements were reported as fundamental to enabling a change in behaviour. The Ottawa Charter recognises the many determinants of health and developed the five action areas for health promotion, which are suggested for use as a framework when redesigning the child car restraint program around the HCD idea.

Phase 3: DEVELOP rapid prototyping in Service Providers focus groups

A program stakeholder's workshop of mainly government service providers was held 15 May 2019 to consider the barriers and enablers to correct car seat use and the ideas put forward by community. The barriers, enablers and ideas were edited into documentaries viewed by the participants. The ideas were discussed in detail, with 2 workshop groups (APY and Yalata) building on the ideas presented by community and identifying who would be responsible, what resources were needed and who would need to support implementation of the idea.

Phase 4: DIALOGUE test with use for feedback in yarning circle

In the most critical phase of the HCD process, the ideas workshopped in Adelaide were returned to the communities for their feedback at 'community yarns'.

Community yarns were offered to both community members and service providers at:

- Pukatja, 29 July 2019
- Pipalyatjara, 30 July 2019

- Amata, 31 July 2019
- Mimili, 1 August 2019
- Yalata, 5 & 6 August 2019

In addition, several conversations were held on country as part of these trips with APY Executive and local service providers.

Communities were supportive of all ideas but were particularly keen on multi-pronged, whole of community education events. Through a highly iterative process, this idea evolved and was incrementally elaborated upon with each community yarn.

Phase 5 DESIGN Iteration and articulation of idea

This iterative process with community ultimately yielded the detailed idea (or set of ideas) described in Figures 2 and 3.



HUMAN-CENTRED DESIGN
PROJECT IDEA
Keeping tjitji safe
in cars

IDEA
Regular community 'Pop-up Pitstops'

PITSTOP ACTIVITIES

- A whole community approach - service providers and community all need to be educated on 'Keeping tjitji safe in cars'.
- Use an 'On the Right Track' branded marque as Pop-up Pitstop base in the community.
- To do whole day events: 9am -4pm.
- To provide a community BBQ lunch.
- Installation training: give seats to people that have completed training.
- Have aboriginal training assistants present (Male and Female).
- 'On the Right Track' height charts on display.
- Car sticker for distribution - 'tjitji on board', 'tjitji safe car'.
- Fun things for kids to do (see ideas in communication for tjitji, families and community).
- Have 'On the Right Track' child restraint animations screening.
- Gain commitment from Education, Health and Police departments to ensure that if they are transporting children they are using correct child restraints- provide training and child restraints to all these departments.
- Aboriginal Community Constables to have 'whats the law' yarns.
- Aboriginal RN's to have 'keeping tjitji' car safety' yarns.
- After training, distribute seats and certificates with a sticker that has the child's name and date for next seat fitting (e.g. 'Toms Seat change date...').
- Information on child restraints distribution point in community.
- Refresher training for service providers and community members.
- Have community leaders/elders at Pitstop as they help create change.

COMMUNICATIONS: for community

- Create cars seat installation instructions in language.
- Create signs and instructions in language.
- Create a video of a local person demonstrating a 'how-to' video).
- Create and use community champion videos for website, social media, Pop-up Pitstops and community meetings.
- Create a community video - re-enactment of an accident with one of the old cars in community - use own people from community in the film (could be a school project).
- Yalata - Youth shed community movie, nights - screen DPTI child restraint animations, champions videos and community videos prior to the movie.

COMMUNICATIONS: for tjitji, families and community

- To have a colouring competition in the schools around keeping tjitji safe in cars.
- Children's safety tattoos.
- Signs for cars (tjitji on board, this is a tjitji safe car).
- Stickers for car seats (this is Toms Seat).
- Height stickers on car, near door.

2 TYPES OF PITSTOP EVENTS

LONGER EVENTS (a whole day, or for the duration of the event)

- Spinifex Carnival,
- Yalata sports carnival,
- Ernabella Dance,
- Easter Footy Carnival

SHORTER EVENTS (a few hours)

- Men's group and Women's Group,
- Men's Health Night,
- Women's Health Night,
- Mums and Bubs/Family Centres.



IDEA

Regular community 'Pop-up Pitstops'

PITSTOP EVENT TIMING

- Run every 3 months (regular),
- Child Health Days
- Men's' Health night
- Women's' health night
- Pop-up Pitstops in conjunction with the health checks at schools
- Spinifex Carnival,
- Yalata Sports Carnival,
- Ernabella Dance,
- Easter Footy Carnival or similar where all communities gathering at one time

SUGGESTED PITSTOP LOCATIONS

- Yalata Community: New area at school (blue shed near the Oval) as good visibility.
- APY Communities: Centre of Town near the Shop or School.

INTER-AGENCY COLLABORATION AND COMMUNICATION

- Informing all service providers in the community about the 'Keeping tjitji safe in cars' Pop-up Pitstops initiative and ask one representative in each department to be a Pitstop champion.
- Develop a Keeping Tjitji safe in cars ticket book for service providers such as Health workers, the Police, Education workers etc, to use when they identify community members not using correct child restraints in cars. The tickets will have two butts. Butt 1 (collected for DPTI OTRT team)- the name of person and community and Butt 2 (given the community member) - an invitation to come and collect the correct car seat and be trained in the installation at the next Keeping Tjitji safe in cars Pop-up in their community.
- Gain commitments (MoU) from all service providers in the community to use correct child car restraints at all times when transporting children/babies in service providers vehicles (Education, Health, Police etc).
- All service providers to be trained in how to install child car seats and given seats for all of their vehicles.
- All service providers vehicles that using child restraints to transport children/babies to have visible stickers (Tjitji safe car).
- Aboriginal Community Constables to conduct 'whats the law' yarns at Pit-stops.
- Aboriginal RN's to conduct 'keeping tjitji' car safety' yarns at Pit-stops.
- Mums and Bubs/Family Centres to have a list of people that are using car seats and when they are due for the next size seat
- Mums and Bubs/Family Centres that not using seats - these people can be targeted to attend future Pop-up Pit-stops.
- Health services use Communicare (information sharing) to communicate between other health services in the community - Request to use Communicare to refer clients to Mums and Bubs or the Family Centres if the family has no access to child restraints.
- If people are caught in the community not using a child restraint, the police to refer them to the next Pop-up Pitstop to get training and a car seat.



Figure 2 & 3 – Human-centred design project idea – Keeping Tjitji safe in cars

Where to from here?

Suggested agreed actions in preparation for Phase 6: DELIVER Implementation of Idea:

1. Film community champions interviews and car seat installation demonstration videos for use in a variety of settings
2. Work with key stakeholders to obtain better baseline data on:
 - a. use of child car restraints
 - b. related incidence of morbidity/mortality
 - c. child restraint related traffic offences
 - d. child restraint related accidents
3. Harness the enthusiasm displayed at the Adelaide workshop and community yarns to establish a working group of key stakeholders to prepare and oversee implementation of an action plan based on the idea, including developing a Theory of Change, mapping the idea/s against the Theory of Change, setting objectives, targets, performance indicators, deciding on activities, timeframe, establishing resource needs, setting up a monitoring and evaluation framework.
4. Redesign DPTI's child car restraint program based around the idea distilled through the workshop process (figure 2). The redesign to:
 - a. be developed considering the five action areas of the Ottawa Charter:
 - i. Build healthy public policy
 - ii. Create supportive environments
 - iii. Strengthen community actions
 - iv. Develop personal skills
 - v. Reorient health services
 - b. incorporate relevant behaviour-change approaches³ appropriate for use with Aboriginal communities, including robust evaluation processes.

Plan for a multi-year timeframe and long-term funding to ensure sustainability of the programme and use monitoring and evaluation results to adapt and improve the next round of activities.

³ The Royal Automobile Club Foundation for Motoring Ltd (RAC Foundation) *Using Behaviour Change Techniques: Guidance for the road safety community* April 2017 presents techniques which may be adapted for use with Aboriginal Communities
https://www.racfoundation.org/wp-content/uploads/2017/11/Using_behaviour_change_techniques_Guidance_for_the_road_safety_community.pdf

Keeping Tjitji Safe in Cars: A Human-centred Design process to identify ways to increase proper use of child car restraints in South Australian remote Aboriginal Communities



“In community, there's a lot of rules that are relaxed, as long as people stay in community. Its just when they are travelling on the dirt roads, on the highway at high speeds, that's when problems happen, but in community, not so much. Because people just go between here and shop and home and clinic. There's lots of things that happen in community that wouldn't be allowed to happen anywhere else”.

- Service Provider and Community member, Mimili -

“Need to educate those community members who haven't been educated and educate children. Do we give these programs to schools? To service providers like CDP and other programs that use vehicles a lot? Other programs like On The Right Track - they are very good with what they do here. That makes a lot of sense”.

- Service Provider and Community member, Pipalyatjara -



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AIMS OF THE PROJECT

The Story Catchers and Nereus Consulting were engaged by the Living Neighbourhoods and Travel Behaviour team of the Department of Planning, Transport and Infrastructure (DPTI) to deliver a project to understand the complex interaction between cultural needs, transport needs and safety in relation to child restraints in remote South Australian Aboriginal communities¹, with a view to redesigning/modifying the current program being delivered by DPTI. A Human-centred Design process was used to ensure that the voices of the communities were heard and their opinions on what would work (and not work) was built into each step. The final idea resulting from the process was informed by these voices and opinions and tested with the communities.

The scope was flexible, allowing a high level of responsiveness to DPTI's needs, whilst maintaining the aim of the original project proposal to plan and undertake research, including story capture, focus groups and reports to:

- Understand the effectiveness of the current Australian Red Cross child restraint training program
- Understand community motivators
- Understand community barriers
- Capture positive and protective stories from active and possible community champions
- Learn and identify opportunities and challenges to inform program improvements

DEFINING THE PROBLEM

In Australia, road related fatality rates for Aboriginal and Torres Strait Islander children aged 0-4 years are 4 times higher than for other Australian children the same age. Children are less likely to be severely injured in a car crash if they are restrained in an age-appropriate car restraint and if the restraint is used correctly.²

Little data is collected and shared about how children from remote South Australian communities are travelling and whether they are being properly restrained.

Disaggregated data of restraint related traffic offences is generally not available for these areas. Some data is available for DPTI's On the Right Track Remote (OTRTR) clients, which represent a subset of people of driving age living on the Lands. Of the 159 car restraint related offences recorded for OTRTR clients over the period 1 January 2013 and 03 February 2020³, the following *may* have related to inappropriate or no use of child car restraints:

- 75 infringements were coded as *Code 518 - Fail to ensure passenger under 16 years old is wearing seatbelt and seated in accordance with rule - 1 such passenger*
- 64 infringements were coded as *Code 519 - Fail to ensure passengers under 16 years old are wearing seatbelt and seated in accordance with rule - more than 1 passenger*

¹ Specifically, the Anangu Pitjantjatjara Yankunytjatjara (APY) Lands and Maralinga Tjarutja (MT) Lands.

² Hunter et al, 2016 *Injury Prevention*: 22 (Suppl 2):A1-A397.

³ Wilson, J, 2020 [email]

Agreed action – DPTI to work with SAPOL to obtain disaggregated data (e.g. infringements specific to car restraints, location where infringement was recorded, home community of driver) on child restraint related traffic offences and accidents.

PROGRAM CONTEXT

Studies and literature reviews have found recognition of the safety value of child car restraints, consequences of crashes, availability and affordability of the restraints, and accredited installation to ensure correct usage were all critical issues, and that there was a need for action particularly in the more remote communities. The highest priority for most people was to get where they needed to, by whatever means were available. Seatbelts and seat restraints were a low priority. Recommendations include a long-term initiative should be established to increase the use of seat restraints among Aboriginal people, including education that considers the needs of people who rarely travel in vehicles, provision of seat restraint advice, hire and installation, and provision and use of restraints in buses.

CHILD CAR RESTRAINT LAW

Drivers must ensure that children in the car are:

- buckled up in an approved child restraint until 7 years
- wearing a correctly fitted and adjusted seat belt when over 7 years
- not in the front seat of a vehicle that has two or more rows of seats, unless all the other back seats are occupied by children who are also under 7 years
- not in load areas like boots and ute trays.

Fines and demerit point penalties apply. Children need to be kept safe in different restraints as their bodies grow. To ensure the safety of your child and to comply with the law, children must always be restrained correctly using the restraint that best matches the size of the child's body:

- birth to 6 months – rearward facing baby capsules
- 6 months to 4 years – rearward or forward-facing child safety seat with an inbuilt harness
- 4 to 7 years – safety seats or booster seats with lap-sash belts or harness
- 7 years and older – keep children safe after they have outgrown their booster seat.

Child restraint laws are based on age (rather than by height or weight) because research indicates that this is easier for parents to follow and will result in the smallest number of children being inappropriately restrained. However, a child's height and weight are still important to consider when making a choice about the right restraint or booster seat for your child. For example, the law specifies that:

- *If a child is too tall or heavy for the restraint specified for their age, they may use the restraint specified for the next age group.*
- *If a child is too small to advance into the restraint for their age, they should remain in the restraint specified for the previous age group until they have outgrown that restraint.*

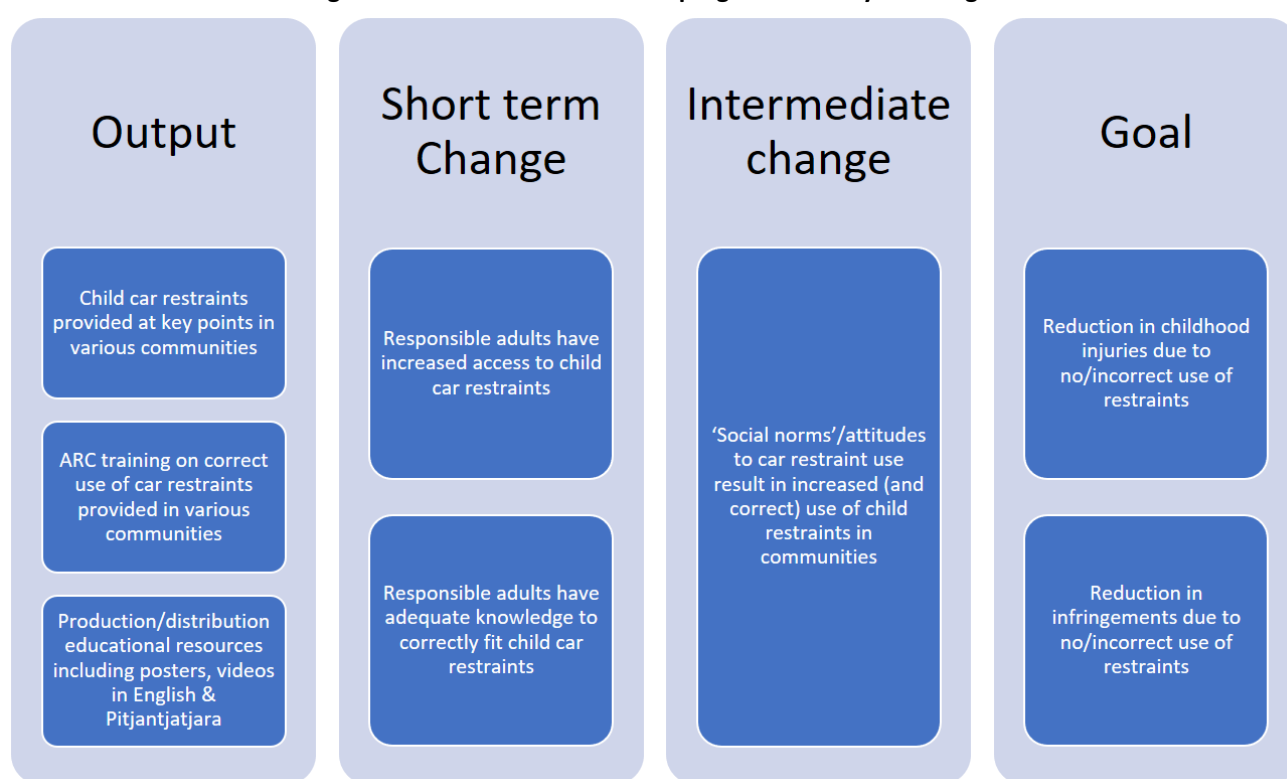
An adult seatbelt wont generally fit a child properly until they are at least 145cm tall. Children should remain in a booster seat until they can wear a seatbelt safely.⁴

DPTI have developed height charts for display and use at various points in the communities (refer to Appendix 12).

THEORY OF CHANGE OF DPTI'S CHILD CAR RESTRAINT PROGRAM

The figure below represents a highly simplified program logic or theory of change for the program. The interactions and pathways between outputs, short-term change and intermediate change are complex and not linear. This research project delved deeply into these interactions, as well as the enablers, barriers and ideas to change knowledge, attitude and practice around car restraint use.

Figure 1 DPTI's child car restraint program's Theory of Change



HISTORY AND DESCRIPTION OF DPTI'S CHILD RESTRAINT PROGRAM

The Aboriginal Road Safety and Driver Licensing – On the Right Track (OTRT) team within the Living Neighbourhoods and Travel Behaviour area of DPTI commenced work on the child restraint program in 2014. The program consists of three key activities:

- A. Purchase and distribution of child car restraints to remote communities
- B. Development and distribution of educational resources supporting correct use of child car restraints, including videos and posters
- C. Delivery of Australian Red Cross (ARC) training on the correct use of child car restraints in remote communities.

⁴ <http://www.myllicence.sa.gov.au/road-rules/seatbelts-and-child-restraints>, accessed 6 August 2018.

Car seats were purchased in 2012 in response to a budget surplus, stored in Marla and distributed to service provider storage areas from 2016. The program continued to evolve through a ripple effect starting with purchase of child safe restraints, providing ongoing training which in turn identified resources to be developed such as the child restraint animations, height charts and 'tjitji on board' stickers. Early consultation indicated that ongoing education and training is critical, and that DPTI will need to be adaptable to the communities needs as they change and arise.

DPTI advise⁵ approximately \$240,000 has been spent on the program from May 2017 to date, including:

- \$11,650 on training delivered 26 February to 2 March 2017, 17 to 22 September 2017, August 2018 and February 2019
- \$181,660 total spent to purchase 1040 child restraints
- \$13,325 has been spent on promotional items such as development & distribution of height charts and 'baby on board' signage.

Insert map of APY showing training to date and storage sites

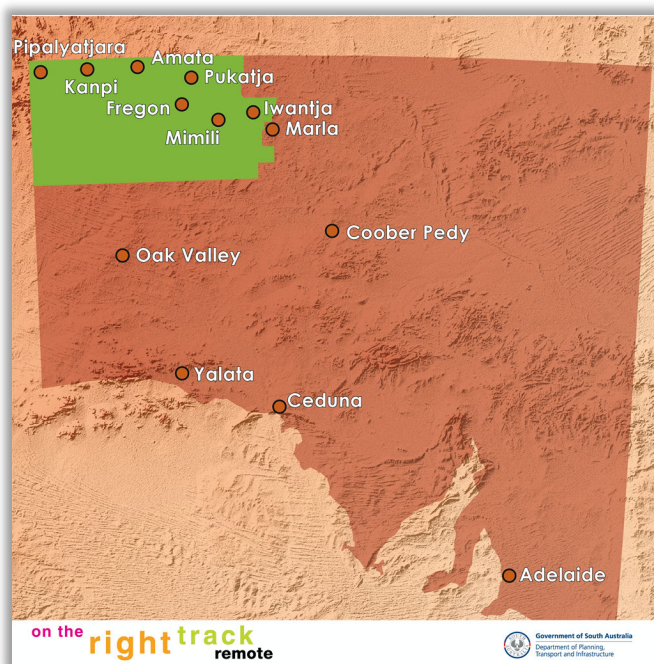


Figure 2 – map of APY and MT Land

PURCHASE AND DISTRIBUTION OF CHILD CAR RESTRAINTS

Child car restraints are stored in communities that have received ARC training provided by DPTI. Seats are generally not distributed to participants until after the training has been delivered, although DPTI understands seats have been given to community members prior to training in some locations.

A total of 1040 child restraints have been purchased by the program. Child restraints have been taken into storage by service providers. When seats are distributed, the service providers responsible for the storage area records the name, type of seat and date.

⁵ Wilson, J, 2020 jade.wilson@sa.gov.au

Data is still be collected about distribution of the child restraints, but DPTI advise⁶:

- 4 newborn capsules and 2 toddler’s capsules were collected late 2016 for use in Amata and Pukatja communities
- The OTRTR team distributed 100 child restraints during week beginning 21 August 2017, leaving 20 (10 for preschool, 10 for playgroup)⁷ in the following communities:
 - Amata (wellbeing centre)
 - Pipalyatjara (school/preschool)
 - Murputja (school/education centre)
 - Ernabella
 - Kenmore Park
 - Fregon
 - Mimili
 - Indulkana (Skillhire)
 - Oak Valley
 - Yalata
- A second distribution of 140 seats took place in July 2018 leaving a mixture of 20 (10 for child seat and 10 for booster in each of the following communities)
 - Amata (CDP, Wellbeing centre)
 - Pipalyatjara (CDP storage)
 - Ernabella (CDP storage)
 - Fregon (CDP storage)
 - Mimili (CDP storage)
 - Indulkana (CDP storage)
 - Yalata (Mums & Bubs)
- A third distribution of 200 seats took place in September 2019 leaving a mixture up 20 (10 for child seat and 10 for booster in each of the following communities)
 - Amata (CDP, Wellbeing centre)
 - Ernabella (CDP storage)
 - Fregon (CDP storage)
 - Indulkana (CDP storage)
 - Mimili (CDP storage)
 - Pipalyatjara (CDP storage)
 - Yalata (received an additional 60 of each)
- A fourth distribution planned for 2020 has not yet occurred due to impacts of COVID-19 and associated community closure.

⁶ Wilson, J, 2020 jade.wilson@sa.gov.au

⁷ based on the numbers provided by SA Health staff of children using early childhood services in each community

DEVELOPMENT AND DISTRIBUTION OF EDUCATIONAL RESOURCES SUPPORTING CORRECT USE OF CHILD CAR RESTRAINTS

In 2012 the *On The Right Track* team developed a series of videos⁸ about safe use of child restraints, presented both in English and Pitjantjatjara. A poster⁹ was also developed in both languages showing how the type of child restraint or seatbelt required changes with age. These resources have been made available to all communities and organisations in South Australia who work directly with Aboriginal people and can provide workshops/ educational sessions around child safety in cars.

On a recent trip to Yalata, a height chart was requested for distribution, so people could check their children's height against the child car restraint laws. Height charts have been produced and distributed to all communities across the APY and MT Lands (refer Appendix 11).



Height chart displayed in foyer of DPTI Grenfell Street office

DELIVERY OF ARC TRAINING ON CORRECT USE OF CHILD CAR RESTRAINTS

The ARC previously provided some initial car restraint training in association with DPTI on the APY Lands in 2010.

The first DPTI supported ARC (one staff member and one volunteer fitter) training trip as part of the current program occurred in September 2017 and delivered hands on child restraint training to staff members of RASAC and Skillhire. The ARC's Child Restraint Advisor suggested this be an ongoing activity in the APY Lands, so that skills are not lost with staff turnover, and that the OTRTR trip in August 2017 advertise the planned training, when seats are being distributed to communities.

Jade Wilson, of DPTI's Living Neighbourhoods and Travel Behaviour team, worked with ARC to modify the training to ensure it is culturally appropriate for delivery on the Lands.

⁸ http://www.dpti.sa.gov.au/ontherighttrack/resources/child_restraint_videos

⁹ http://dpti.sa.gov.au/_data/assets/pdf_file/0006/171933/Keep_Kids_Safe_in_the_Car_My_Licence.pdf

Details of September 2017 child car restraint training:

Date	Community	Venue
18 September 2017	Pukatja	Skill hire
19 September 2017	Fregon	Skill hire
20 September 2017	Mimili	Training Centre
21 September 2017	Indulkana	Skill hire

A mixture of male and female community members were trained. Service providers in Mimili were trained separately.

Details of 2018 child car restraint training

Date	Community	Venue
27 February 2018	Oak Valley	Community Office
28 February 2018	Yalata	Mums & Bubs
14 August 2018	Pipalyatjara	Community hall
15 August 2018	Amata	CDP
16 August 2018	Amata	CDP

A mixture of male and female community members were trained. In Yalata the main uptake was by women - young mothers associated with the Mums & Bubs program.

Details of 2019 child car restraint training:

The first round of story capture from the community members and service providers for this project was undertaken in association with the 2019 ARC training trip.

A mixture of male and female community members were trained. As the training was delivered it evolved to more of a practical, hand on training sessions. Once again, in Yalata the main uptake was by women - young mothers associated with the Mums & Bubs program.

Date	Community	Venue
13 February 2019	Yalata	Mums & Bubs


14 February 2019	Yalata	Mums & Bubs
25 November 2019	Pukatja	CDP
26 November 2019	Fregon	CDP
27 November 2019	Mimili	CDP
28 November 2019	Iwantja	CDP




Example posters for child car seat training and seat storage locations, which are updated as required:

TJITJI SEAT TRAINING

On The Right Track and Australian Red Cross are coming to communities to help people learn how to use tjitji seats. Training is available for everyone to attend. See your local CDP office to book in.

DATE	COMMUNITY	TIME
Tuesday 28 th April 2020	Pipalyatjara	10-12pm
Wednesday 29 th April 2020	Amata	9:30-11:30am, 1-3pm
Thursday 30 th April 2020	Fregon	11-1pm



DOES YOUR TJITJI NEED A CAR SEAT?

We want to keep all children safe travelling in cars. If you need a car seat, go to:





Note, the 2020 car seat training dates were postponed due to impacts of COVID-19 and associated community closure.

METHOD

The methodology incorporated elements of human-centred design processes and evolved as the project was implemented, in consultation with DPTI staff.

Human-centred design is an approach to problem solving, commonly used in design and management frameworks that develops solutions to problems by involving the human perspective in all steps of the problem-solving process. Human involvement typically takes place in observing the problem within context, brainstorming, conceptualizing, developing and implementing the solution.

This approach enhances effectiveness and efficiency, improves human wellbeing, user satisfaction, accessibility and sustainability; and counteracts possible adverse effects of use on human health, safety and performance¹⁰. As such, human-centred design is very helpful when trying to address very complex social problems.

DPTI staff acknowledged that the issue of use of child car restraints on Aboriginal communities is a complex, sticky challenge requiring a new approach, including collaboration and iterative design. Designing programs in these complex settings often presents challenges in start-up and scoping phases and program planners may not have evidence available to back the scaling up of their designs. Trialling a human-centred design approach in this context hoped to understand the complexity through probing, testing and learning; design leading to smoother start and more transparency for future activities and funders; and bring more rigour, efficiency and effectiveness to the car seat program.

PHASES OF A HUMAN-CENTRED DESIGN PROCESS:

Six phases of Human-Centred Design as used by Ideo.org, leaders in Human-Centred Design, are:

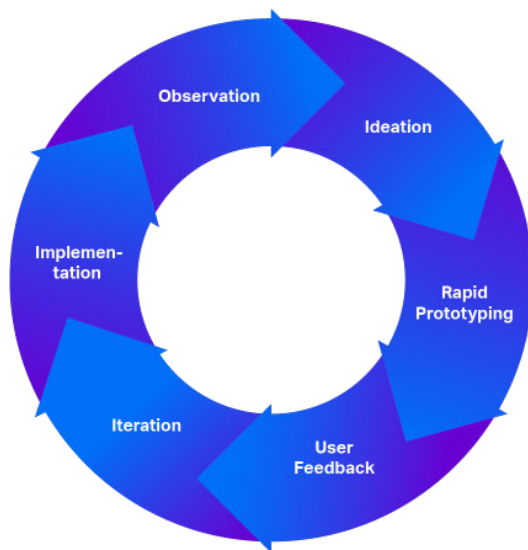


Figure 3 Ideo's HCD process

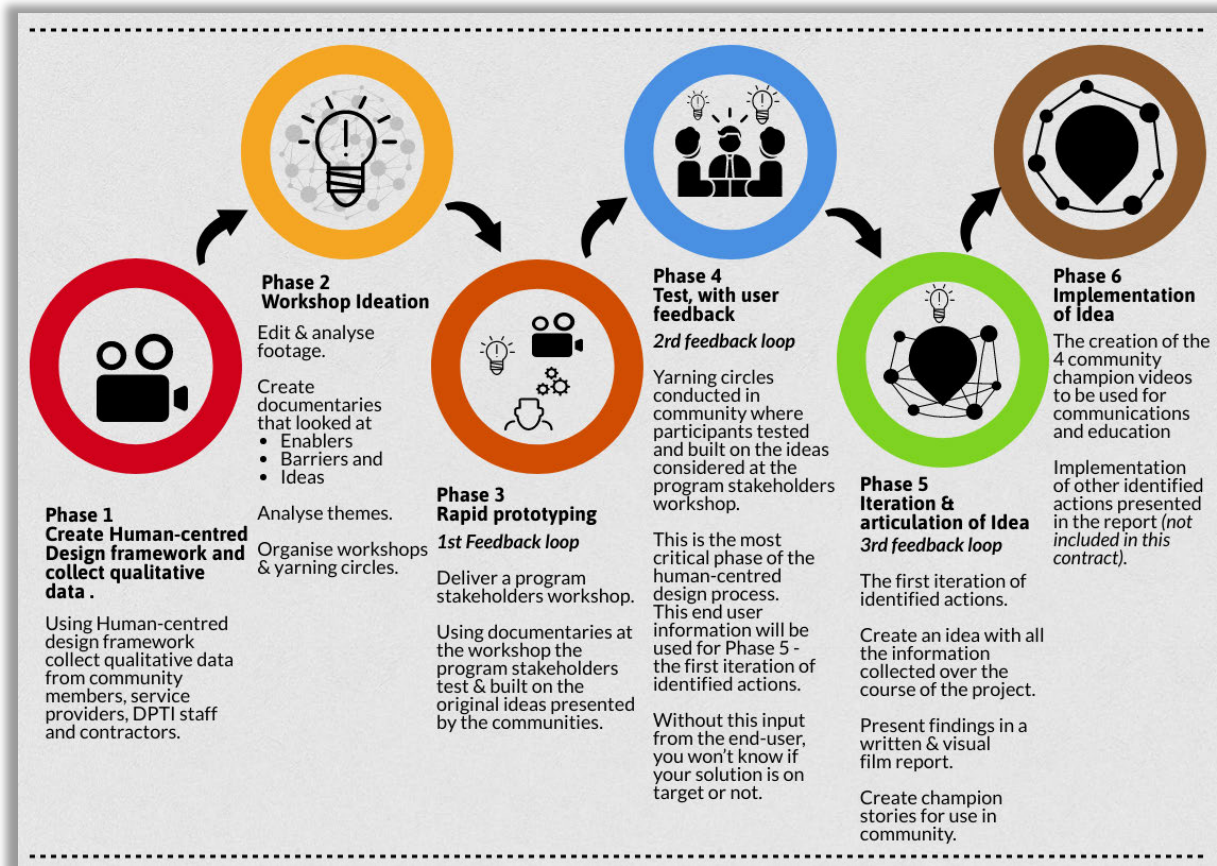
More information can be found here: <https://www.usertesting.com/blog/how-ideo-uses-customer-insights-to-design-innovative-products-users-love/>

¹⁰ ISO 9241-210:2010(E)

AN ADAPTED HUMAN-CENTRED DESIGN PROCESS

An adapted HCD process was designed to meet the unique needs of the project and stakeholders by capturing stories on film.

Figure 4 The Story Catchers' HCD process designed for the Child Car Restraint project



Meetings of the project team (Story Catchers, Nereus Consulting and the managers of the DPTI Living Neighbourhoods and Travel Behaviour team) took place at key project milestones and to prepare and debrief bush trips and workshops. This allowed the project to be nimble and responsive to needs, issues and ideas as they arose.

PHASE 1 – CREATE HCD FRAMEWORK AND COLLECT QUALITATIVE DATA

Despite the volume of anecdotal evidence, there are significant data gaps relating to the specifics of child restraint car seat use and related infringements on remote Aboriginal communities. The size and breadth of the problem is unclear, contributing to making identifying targeted responses difficult. As a result, 'defining the challenge' in human-centred design terms has been difficult. Filmed interview responses provided anecdotal evidence confirming that use of child car restraints is inconsistent at best and is a complex issue which communities and service providers struggle with.

Phase 1 comprised of the following elements:

1. Develop the research framework
2. Story capture on film

1. Develop the research framework

This was an internal document used by the Living Neighbourhoods and Travel Behaviour team of DPTI and to guide the work of the Story Catchers and Nereus Consulting.

The framework documented the current program, including initial theory of change, key research questions and proposed interview questions.

The framework was prepared by the consultants and accepted by DPTI in August 2018.

Overview of framework found at Appendix 1.

Consent forms found at Appendix 2.

2. Story Capture

Story capture was undertaken in association with the 2019 ARC car seat training. Using the series of interview questions documented in the research framework, stories were captured from community members, service providers, ARC trainers and DPTI staff. Interview subjects were identified in conjunction with DPTI staff.

The introductory message to Government Business Managers explaining the purpose of the story capture trips is at Appendix 4. The interview guide for story capture is at Appendix 5.

Stories from APY Lands

Interviews were captured during a trip to the APY Lands 13-17 August 2018 with:

- DPTI Staff: Jade Wilson & Shane Pilot
- Australian Red Cross: Teresa O’Nions & Ray Frankenberg
- Story Catchers: Susan Rooney-Harding

Promotional poster for this trip found at Appendix 3a.

Interviews were captured as follows:

Name	Gender	Role	Location of filming	Service provider/community member?
Stephen Johnston	M	Community Works Officer, Amata	Amata	Both
Leigh Brady	M	Community Elder	Amata	Community member/leader
Hadley Brady	M	Chair, Amata Community	Amata	Community member/leader
Ray Wallace	M	Govt Business Manager, DPC, for last 5 or 6 months	Amata	Service provider
Tony Walker	M	CDEP work supervisor, RASAC, Mimili accommodation centre, brigade captain CFS.	Mimili	Service provider

Sandy Marty	F	Manager of Mimili Family Centre, DHS, member of Women's Council	Mimili	Both
Zaavan Fielding	M	Liaison Officer, Nganampa Health at Mimili Clinic	Mimili	Both
Mary Sheldon	F	Senior Constable First Class, based at Amata Police Station	Pipalyatjara	Service provider
Tukimihia Ngatai (known as Nugget)	M	Community works officer for RASAC in Pip and Kalka communities	Pipalyatjara	Both
Zani Cushway	F	Erabella community, spent 15 years at Kenmore Park (Yunyarinyi Community)	Pukatja	Service provider
Geraldine Yama	F	Community member, from Ntaria, NT	Pukatja	Community member (from Ntaria)
Ruben Burton	M	PYC Director for all schools in APY and MT Lands and Wiltja Boarding School	Pukatja	Both
Jade Wilson	F	DPTI	Marla	Staff involved in DPTI program
Teresa O'Nions	F	ARC car seat trainer	Marla	ARC staff involved in DPTI program
Ray Frankenberg	M	ARC car seat fitter	Marla	ARC staff involved in DPTI program

Stories from Yalata

Interviews were captured during a trip to Yalata 13th – 14th February 2019 with:

- DPTI Staff: Jade Wilson & Shane Pilot
- ARC staff: Teresa O'Nions and Ray Frankenberg
- Story Catchers: Susan Rooney-Harding

Promotional poster for this trip found at Appendix 3b.

Interviews were captured as follows:

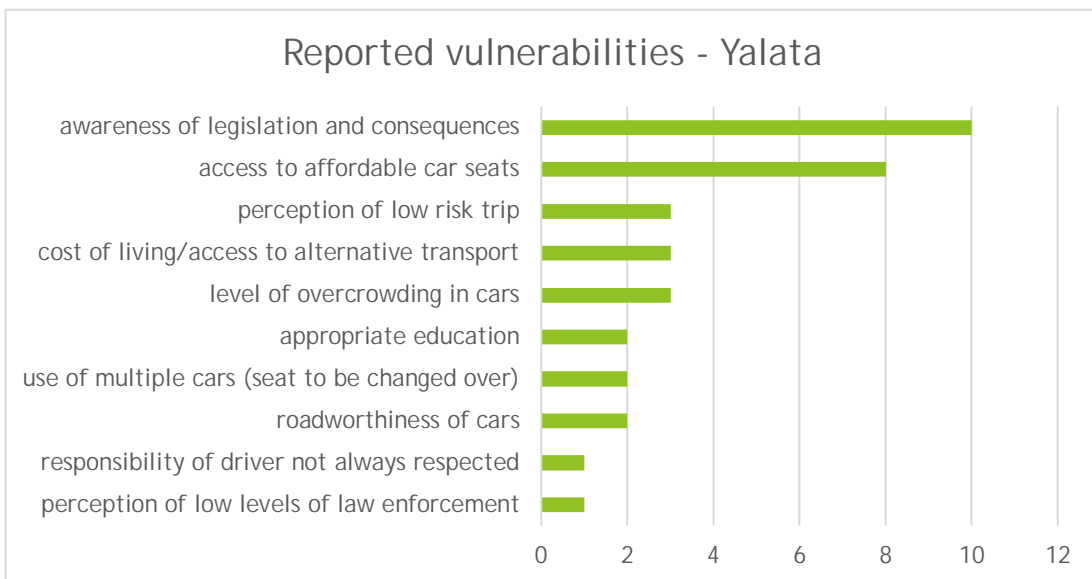
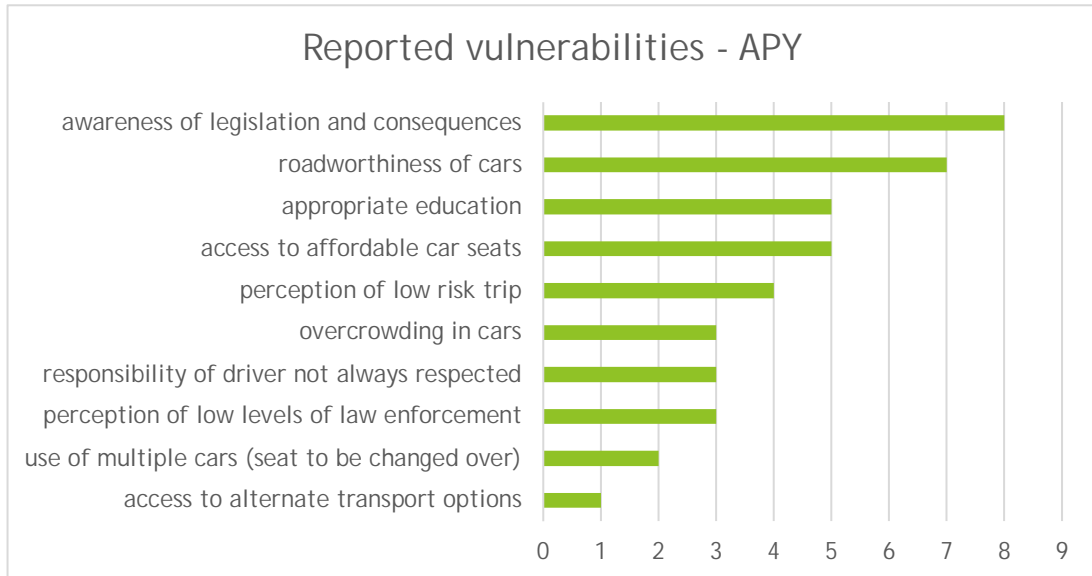
Name	Gender	Role	Service provider/community member?
Benjamin Koko	M	father	Community member
David Edwards	M	Senior Constable Yalata, SAPOL	Service provider
Jayleen Miller	F	Mums and Bubs Manager	Tullawon Health
Rihanna Mundy	F	Remote Area Nurse (RAN)	Tullawon Health
Rhonda Murphy	F	RAN	Tullawon Health
Samantha Petric	F	RAN	Tullawon Health
Shelly Mercer	F	Playgroup teacher	Yalata School

What the interviews captured – empathising and defining

These initial interviews yielded a great deal of insight, information and ideas, the interviews were then analysed for frequency of vulnerabilities and ideas to increase use of child car seats.

The responses to interview questions about barriers to correct use of car seats and concerns in relation to child car safety were grouped together under the one heading of “vulnerabilities” for analysis and to compare responses between regions.

The most frequently reported vulnerabilities in each region were:



The vulnerability impacting on the safe use of child car restraints most frequently reported by interviewees from both Yalata and the APY communities was the level of awareness of car seat legislation, including the requirements for different aged children, safe installation of car seats and the consequences of not using child car restraints correctly for the community, carers and parents.

Access to affordable car seats was reported in the top three vulnerabilities in both regions.

The level of roadworthiness of cars was the second most frequently reported vulnerability by interviewees from the APY Lands. Roadworthiness was an issue for Yalata interviewees but to a lesser

extent, with only 2 people raising the issue.

Perception of low risk trip, for example, going to the community store or driving on a back road, was a vulnerability commonly reported in both regions.

It should be noted that the perception of low levels of law enforcement was a theme which commonly came up in other parts of the interviews in both regions. This is somewhat underreported as a vulnerability in the above graphs, which focus on responses to the specific interview questions around barriers and concerns.

Interviewees were also asked about enablers to correct use of child car seats. Responses were very similar to the ideas for increased proper use of car seats, so we have focused on the ideas here (refer to next section – Ideation).

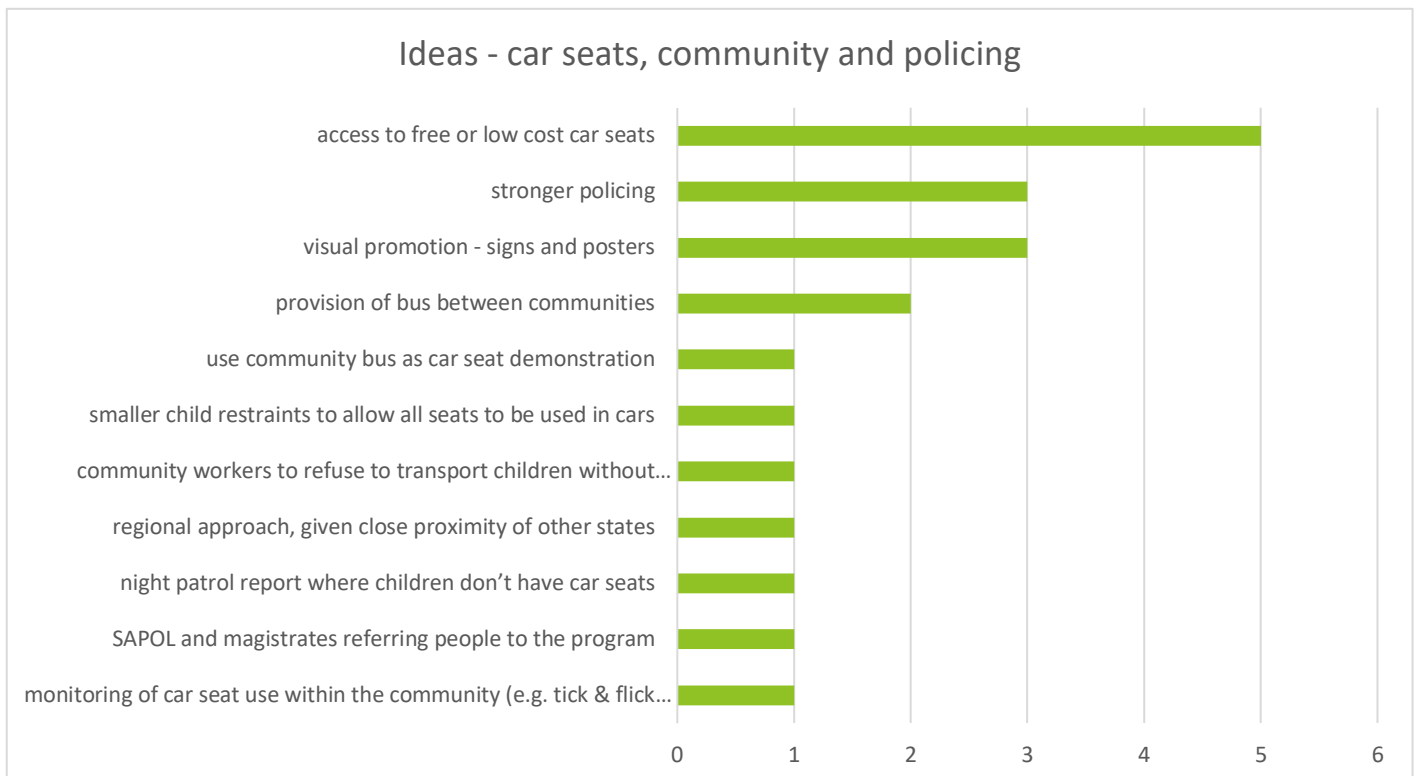
A marked difference was noticed by the project team between Yalata’s child car seat knowledge, attitudes and behavior and that of the APY Communities interviewed. Possible explanations put forward for this include:

- the Yalata community had recently been provided with child car restraint training
- the Yalata community has strong car seat champions
- the proximity of Yalata community to the Eyre Highway
- the strength of the Yalata Mums and Bubs program

PHASE 2: WORKSHOP IDEATION

The ideation phase included an analysis of ideas presented in the interviews for frequency. Education and training ideas were most regularly reported.





Interviews were edited into short videos for digestion and discussion in the workshop setting. Editing was undertaken by the Story Catchers in preparation for the Adelaide workshop and on-country yarning circles. The edited footage can be viewed here.

[APY Ideas for Yarning Circle](#)

[APY Ideas for Service Providers](#)

[APY Concerns](#)

[APY Enablers](#)

[APY Barriers](#)

[Yalata Ideas for Yarning Circle](#)

[Yalata Ideas for Service Providers](#)

[Yalata Concerns](#)

[Yalata Enablers](#)

[Yalata Barriers](#)

[Staff Concerns](#)

[Staff Barriers](#)

[Staff Enablers](#)

[Staff Ideas](#)

The most frequently reported vulnerability reported in both Yalata and the APY Land communities was awareness of child car restraint legislation and consequences of not using car seats correctly. The second most reported vulnerabilities were roadworthiness of cars (APY communities) and access to affordable car seats (Yalata).

Most initial ideas to increase correct use of car seats were around different elements of education and training and access to free or low-cost car seats. A whole of community approach was mentioned consistently by both community members and service providers as required to support change.

While both individual and community knowledge, attitudes and behaviours were reported to be extremely important in the approach to improving correct use of car seats, other external elements were reported as fundamental to enabling a change in behaviour. The Ottawa Charter recognises the many determinants of health and developed the five action areas for health promotion, which are suggested for use as a framework when redesigning the child car restraint program around the HCD idea (see Phase 6).

PHASE 3: RAPID PROTOTYPING IN WORKSHOP

A program stakeholder's workshop of mainly government service providers was held in Adelaide on 15 May 2019 to consider the barriers, enablers and ideas to correct car seat use and the ideas put forward by community. The barriers, enablers and ideas were edited into documentaries viewed by the participants. The ideas were discussed in detail, with 2 workshop groups (APY and Yalata) building on the ideas presented by community and identifying who would be responsible, what resources were needed and who would need to support implementation of the idea.

The workshop was conducted in conjunction with DPTI and facilitated by Kate Simpson and Susan Rooney-Harding. Participation was invited from key government departments (e.g. SAPOL, health, education) working with South Australian remote Aboriginal Communities and from participants with experience working with the communities and/or perceived influence on on-the-ground program implementation, including ARC and DPTI staff.

The invitation and agenda for the Adelaide workshop are found at Appendices 6 and 7 respectively.

Due to the large volume of information collected during the story capture trips, participants were provided with edited videos of responses to specific interview questions to watch prior to the workshop. These videos were separated into APY and Yalata stories and edited into: a) concerns and b) enablers, that is, interviewees' responses to:

- a) When people travel around your community, what sorts of things concern you about the way children are transported?
- b) What are the enablers to allow/encourage people to restrain children properly in cars?

One group of workshop participants watched the interviewees discuss APY concerns and enablers, and the other the Yalata interviews discussing their concerns and enablers.

At the workshop, barriers identified by the community that participants had watched for their homework were reflected upon and discussed. Ideas videos were then viewed and discussed in two groups (ideas from APY and ideas from Yalata), reflecting on videos and prioritising ideas for action. Questions for the community were identified and some of the workshop participants were filmed speaking these to camera.

Participants:

- Margaret Howard, DPTI
- Catherine Maynard, Australian Red Cross
- Tanya McGregor, SA Health
- Ashleigh Easthope, DPTI
- April Lawrie, SA Commissioner for Aboriginal Children and Young People

- Paul Roberts, SAPOL
- Scott Denny, SAPOL
- Jade Wilson, DPTI
- Dillon Batchelor, DPTI
- Gabby O'Neill, DPTI
- Teresa O'Nions, ARC
- Damien Epps, SAPOL
- Jo Barnes, SAPOL
- Hugo Rainho, Department for Education
- Chantelle Bala, Department of the Premier and Cabinet
- Deb Nowak, Department of Prime Minister and Cabinet

Prompts prepared to assist workshop reflections on 2018 story capture are found at Appendix 8.

WORKSHOP GROUP CONSIDERING APY INFORMATION:

When considering vulnerabilities, participants in this group had the impression that awareness of the legislation was not the issue as people know they need to behave a certain way when they travel to Adelaide, but not necessarily in community. The group felt it was important to *win the argument* to behave differently in the community. Perception of risk and overcrowding of cars were the other two issues prioritised by this group.

The group agreed that the response could be clear, joined up messaging from key partners – ARC, SAPOL and DPTI – and the commitment was made to collaborate.

	Idea 1 – Driver education - for next generation	Idea 2 – unlimited supply and access of child car restraints	Idea 3 – reward system
Low cost, no cost, action now	<ul style="list-style-type: none"> • Short awareness raising film for community events, police and schools • CAAMA • SAPOL has posters and a project under development, implement 	<ul style="list-style-type: none"> • Storage options - 24/7 and multiple locations • a communication plan with a range of different stakeholders 	<p>MAC/football star visit</p> <p>Competitions - to make posters, write songs.</p> <p>Use the dance festival to promote these issues.</p>
Requires resource (time, \$) who?		<ul style="list-style-type: none"> • Seats \$\$\$ • Training <ul style="list-style-type: none"> o SAPOL o DPTI o RASAC o ARC o RAA • Trailers (these are portable storage options) 	<p>Reward individuals then move to rewarding community.</p> <p>Have a community competition to increase the number of Kids and the number of seats.</p> <p>(police could be monitoring car seat usage)</p> <p>Rewards - softball uniforms)</p> <p>There is an insurance partner that may want to fund.</p>

Supported by your department? Why?	SAPOL – reduce road deaths	SAPOL – reduce road deaths	SAPOL – reduce road deaths
Requires collaboration? Who?	SAPOL – SWE (?) OTRTR Comm child Young people (great advocate) Aboriginal Affairs (EOFY funds)	<ul style="list-style-type: none"> · Data around number/% kids using seats - and number of seats in lands · Whole community conversation about where to place seat stock · Local Council a key stakeholder on this 	PAFC/AFC Role models Softball SNAICC Non-profit SAPOL/DPTI

WORKSHOP GROUP CONSIDERING YALATA INFORMATION

	Idea 1 – Whole community meetings	Idea 2 – men’s training by men	Idea 3 – education in schools kids on board
Low cost, no cost, action now	<ul style="list-style-type: none"> Yes low cost and can be done now 	<ul style="list-style-type: none"> Higher cost option, not a now option Training a male (problem to train someone up?) 	SAPOL has programs ready to go and deliver – low cost DoE – low cost and short term
Requires resource (time, \$) who?	DPTI yes – OTRTR team	<ul style="list-style-type: none"> Training a male requires cultural awareness Police have community constables that could be trained maybe Someone in OTRTR team Right age of person to be trained 	SAPOL DPTI ARC DoE Both requires money and resources Have staff already employed
Supported by your department? Why?	Yes from SAPOL, DPTI, DoE, ARC	Yes from SAPOL, DPTI, ARC DoE? Aboriginal Education worker	Yes from SAPOL, DPTI, DoE, ARC
Requires collaboration? Who?	Yes	Yes	yes
Idea 4 (Education week as a part of footy carnival or Health week) When?	Week long education meeting, at football carnival with DPTI, SAPOL, ARC and DoE that combines idea 1,2 and 3		

Ideas for testing with community (outcomes of the workshop) were:

- Car seats and risks of not using - whole community awareness raising campaign
- Unlimited supply and access of car seats
- Rewards systems linked to tracking behaviour change.
- Men’s Training in communities

A number of questions to the community from participants at the Adelaide workshop were filmed to take back and share with the communities.

PHASE 4: TEST, WITH USER FEEDBACK

In the most critical phase of the HCD process, the ideas workshopped in Adelaide were returned to the communities for their feedback at ‘community yarns’. Community yarns on country were conducted in conjunction with DPTI and facilitated by Kate Simpson and Susan Rooney-Harding.

Community yarns were offered to both community members and service providers at:

- Pukatja, 29 July 2019
- Pipalyatjara, 30 July 2019
- Amata, 31 July 2019
- Mimili, 1 August 2019
- Yalata, 5 & 6 August 2019

The invitations to Yarning Circles for community members and service providers and an example agenda are found at Appendices 9 and 10 respectively.

In addition, several conversations were held on country with APY Executive and local service providers during these trips.

The project team for the community conversations trips was:

- Jade Wilson, Manager, Living Neighbourhoods and Travel Behaviour team, DPTI
- Ashleigh Easthope, Senior Program Officer, Living Neighbourhoods and Travel Behaviour team, DPTI
- Kate Simpson, Story Catchers, facilitation
- Susan Rooney-Harding, Story Catchers, filming and facilitation

Despite the planning that went into these trips, participation rates by community was patchy at times. Competing meetings, unexpected disruptions and sorry business impacted the availability of community members and service providers. Reflections on the approach and the planning process of these visits has been provided to DPTI separate to this report.

Edited film 'Ideas' pieces were shown to community members and service providers to share and test ideas. At APY community yarns three ideas were tested: driver education, unlimited supply of child car restraints and access to restraints. At the Yalata community yarn ideas tested were grouped into 2 main headings: community (men's training, schools, car seat week, rewards, driver education, access to child car restraints) and services (pregnancy checks, baby health checks).

Communities were supportive of all ideas but were particularly keen on multi-pronged, whole of community education events. Through a highly iterative process, this idea evolved and was incrementally elaborated upon from community to community with each community yarn.

Key outcomes:

- Importance of training community men with community male present as an assistant
- Identified possible male trainers/assistants (identified that it would be okay to have Teresa as a trainer if there was a male from the community assisting)
- Various ideas around behaviour change – film a re-enactment of an accident, movie nights, taking to community, training and free seats, community meetings, referral to car seats at health checks, train service providers
- Community event was supported
- Discussion of what a community event would look like.

Ideas from the project team (DPTI and Story Catchers) generated from APY and Yalata community conversation trips.

To manage the tension between the project team’s own curiosity, idea generation and the need to maintain the integrity of a genuine engagement process we developed several strategies:

- A shared document for the team to put their ideas
- An agreement to note questions and ideas and that Kate would create a space for people to test these during key moments of the workshop
- That we aim to test ideas that the team has agreed as a priority (this happens at debrief)
- To allow the pauses to occur because they are the moment when people are considering and creating.

Idea’s generated by the project team were:

Person	Idea
Susan/Ash	Car sticker – that is a reminder and height check
Susan	Event that ties in work supporting events - APY Pukatja and Yalata - all schools come to community for the week. we'd have a pit stop - seats fitted stickers on DoH and SAPOL to deliver in schools - this partnership will lessen the burden on OTRTR staff
Jade	Do schools stuff prior to the event
Kate	Campaign approach
Kate	Pilot first in two communities
Kate	Desk top study on where indicators on wellbeing/safety have improved and learn from what worked there
Kate/Susan	Include car seat information (including where to access seats and training?) new baby kit for distribution to new parents
Susan/Jade	Pop up tent - how to make it fun? Measuring charts, weigh charts, colouring in competition
Susan	Align with PY media

Findings specific to APY conversations

Valuable conversations were had with community to test ideas discussed at the Adelaide workshop and thinking evolved towards:

- Not everyone is aware within the communities of the current availability of car seats
- A campaign/together approach – global effort, with layers of leadership including Community Councils, role modelling, materials and communications built in
- Community rather than individual rewards for correct child restraint use
- A rolling approach that may prioritised - starting the work with service providers, specifically Aboriginal workers or particular locations
- Service providers as leaders in the car seat space, need to have commitment from them to use car seats when transporting children as well
- Support for the community event idea

Findings specific to Yalata conversations

In-depth conversations were had with experienced Maternal and Child Health staff, including Aboriginal MCH Workers. Findings were as follows:

- The Yalata community is more advanced in their understanding of car seat requirements and how to fit them but still have challenges to implement this on the community
- Mums and bubs a pivotal part of the community and the place to test and start all car seat program activities
- Men's training - It would be okay for Teresa from Red Cross to train the men as long as there was a male from the community present as an assistant (a number of names were put forward)
- Men should be trained in legislation, risks of not using and how to fit car seats
- Many of the ideas were supported, including a community event, plus new ideas were generated

Overall impressions from community yarns

It was serendipitous that APY community yarns were held before Yalata's. APY yarns built markedly upon the discussions at the Adelaide stakeholder workshop. As mentioned earlier (refer page 14) the experience of the project team was that Yalata is in general more advanced in child car seat knowledge, attitudes and behaviour, and subsequent to the APY community yarns was able to deeply reflect upon and take the idea further.

The idea is common to both regions, but it is acknowledged that a one-size-fits-all approach would not be appropriate. Adaptations will be required to ensure activities are relevant and appropriate and meet communities "where they are".

Agreed action – filming demonstrations and community champions

Having videos of local community champions talking about child restraint use and demonstrating how to fit them was an idea that regularly came up and was supported across communities. Community members were keen to see demonstrations by real people (male and female) from their own community. The communities each identified a wide range of car seat champions - around 35 people in total, spanning men, women, community leaders and service providers. DPTI indicated these people/couples may be interviewed on film as car seat champions or car seat installation demonstrators in their community as follows:

- Yalata – Mima Smart
- Yalata – Benjamin Koko
- Mimili – Mark Campbell and Renee Campbell?
- Pipalyatjara – Nugget and Simi
- Pukatja – Community Patrol Coordinator

Two demonstration videos to be recorded of community members – one male, one female. This will require The Story Catchers to return to the Lands with the Australian Red Cross trainers to ensure videos demonstrate good practice compliant with legal requirements.

Two champion stories to be captured – one male, one female. Suggested questions to champions may be:

1. Why do you use car seats?
2. Does all your family use car seats?
3. Have you always used car seats since having/transporting children?¹¹
4. If not, what changed to make you able to use car seats?
5. What are the main things that help you use car seats? (e.g. could be having a good car, family support, access to the seats, fear of fine/losing license....)

The videos capturing champions' stories and demonstrating car seat installation can then be used to support a variety of elements of the idea, possibly being shown at pop-up pitstops, Umuwa office, PY media, Imparja, Community movie nights and in social media posts.

Video Reports Produced

Two videos were produced describing The Story Catchers adapted Human-centred Design process and the final idea produced by the communities and service providers.

[Service Providers – Keeping Tjitji Safe](#)

[Community - Keeping Tjitji Safe in Cars](#)

¹¹ Interviewer to make it clear to interviewees that questions 3 and 4 are not about finding fault but rather understanding how change may have come about.

Figure 2 &3 – Human-centred design project idea – Keeping Tjitji safe in cars



IDEA

Regular community 'Pop-up Pitstops'




PITSTOP EVENT TIMING

- Every 3 months
- Child Health Days
- Men's Health night
- Women's health night
- Pop-up Pitstops in conjunction with the health checks at schools
- Spinifex Carnival
- Yalata Sports Carnival
- Ernabella Dance
- Easter Footy Carnival or similar, with all communities gathering

SUGGESTED PITSTOP LOCATIONS

- Yalata Community: New area at school (blue shed near the oval) as has good visibility
- APY Communities: Centre of town near the Community Store, Art Centre or School.

INTER-AGENCY COLLABORATION AND COMMUNICATION

- Inform all service providers in the community about the 'Keeping tjitji safe in cars' Pop-up Pitstops initiative and ask each for a representative to be a Pitstop champion. 
- Develop a 'keeping tjitji safe in cars' ticket book for service providers, e.g. health workers, police, education staff, to use when they identify community members not using correct child restraints in cars. The tickets will have two butts: Butt 1 collected for DPTI OTRTR team with the name of person and community and Butt 2 given the community member with an invitation to collect a car seat and attend installation training at the next Pop-up Pitstop in their community. 
- Gain commitments (MoU) from all service providers in the community to use correct child car restraints at all times when transporting children/babies in service providers vehicles
- All service providers to be trained in child car seat installation and given seats for all of their vehicles.
- All service providers vehicles using child restraints to transport children/babies to have visible stickers (Tjitji safe car).
- Aboriginal Community Constables to hold 'whats the law?' yarns at Pitstops.
- Aboriginal RNs to conduct 'keeping tjitji' car safety' yarns at Pitstops.
- Mums and Bubs/Family Centres to have a list of people using car seats and when they are due for the next size seat.
- Mums and Bubs/Family Centres to encourage those not correctly using seats to attend future Pop-up Pitstops.
- Health services use Communicare (information sharing) to communicate between other health services in the community - Request to use Communicare to refer clients to Mums and Bubs or the Family Centres if the family has no access to child restraints.
- People found not correctly using a child restraint by police to be referred to the next Pop-up Pitstop for training and a car seat. 



IDEA

Regular community 'Pop-up Pitstops'

PITSTOP ACTIVITIES

- Whole community approach - service providers and community all educated on 'Keeping tjitji safe in cars'.
- 'On the Right Track' branded marquee as Pop-up Pitstop base in the community.
- Whole day events: 9am to 4pm.
- Provide a community BBQ lunch.
- Offer car seats to participants on completion of installation training.
- Employ Aboriginal training assistants (male and female).
- Display 'On the Right Track' height charts.
- Distribute car stickers - 'tjitji on board' and 'tjitji safe car'.
- Provide fun activities for kids (see ideas in communications box).
- Screen 'On the Right Track' child restraint animations.
- Gain commitment from Education, Health and Police departments to use correct child car restraints when transporting children (provide training and car seats).
- Aboriginal Community Constables to give 'what's the law?' yarns.
- Aboriginal RNs to have 'Keeping tjitji safe in cars' yarns.
- After training, distribute seats, certificates and sticker with child's name and date for next seat fitting (e.g. 'Tom's seat, change date...').
- Provide distribution point in community for information on child restraints.
- Provide refresher training for service providers and community members.
- Community leaders/elders present at Pitstop to help create change.

COMMUNICATIONS: for community

- Create car seat installation instructions in language.
- Create signs and instructions in language.
- Create a video of a local person demonstrating (a 'how-to' video).
- Create and use community champion videos for website, social media, Pop-up Pitstops and community meetings.
- Create a community video e.g. a re-enactment of an accident with an old car in community, with people from community in the film (could be a school project).
- In Yalata, screen DPTI child restraint animations, champions videos and community videos prior to youth shed community movie nights.

COMMUNICATIONS: for tjitji, families and community

- Hold a colouring competition in the schools around keeping tjitji safe in cars.
- Distribute children's safety tattoos.
- Distribute signs for cars (tjitji on board, tjitji safe car).
- Distribute stickers for car seats (this is Tom's seat).
- Place height stickers near car doors.

2 TYPES OF PITSTOP EVENTS

LINK with LONGER EVENTS (a whole day or for the event duration)

- Spinifex Carnival
- Yalata sports carnival
- Ernabella Dance
- Easter Footy Carnival

SHORTER EVENTS (a few hours)

- Men's group and Women's Group
- Men's Health Night
- Women's Health Night
- Mums and Bubs/Family Centres



PHASE 6: IMPLEMENTATION – SUGGESTED AGREED ACTIONS IN PREPARATION FOR IMPLEMENTATION OF THE IDEA

1. Film community champions interviews and car seat installation demonstration videos (refer to pages 22-24 of this report for details)
2. Work with key stakeholders to obtain better baseline data on:
 - a. use of child car restraints
 - b. related incidence of morbidity/mortality
 - c. child restraint related traffic offences
 - d. child restraint related accidents
3. Harness the enthusiasm displayed at the Adelaide workshop and community yarns to establish a working group of key stakeholders to prepare and oversee implementation of an action plan based on the idea, including developing a Theory of Change, mapping the idea/s against the Theory of Change, setting objectives, targets, performance indicators, deciding on activities, timeframe, establishing resource needs, setting up a monitoring and evaluation framework.
4. Redesign DPTI's child car restraint program based around the idea distilled through the workshop process (figure 2). The redesign to:
 - a. be developed considering the five action areas of the Ottawa Charter:
 - i. Build healthy public policy
 - ii. Create supportive environments
 - iii. Strengthen community actions
 - iv. Develop personal skills
 - v. Reorient health services
 - b. incorporate relevant behaviour-change approaches¹² appropriate for use with Aboriginal communities, including robust evaluation processes.

Plan for a multi-year timeframe and long-term funding to ensure sustainability of the programme and use monitoring and evaluation results to adapt and improve the next round of activities.

We note that implementation of actions would benefit from repetition of the above process, to ensure that stakeholders continue to be understood and involved and their feedback used to direct future solutions.

In addition, scope element 6 of the consultant's proposal included optional activities to continue the project cycle by returning to community 12 months after:

- ARC training to assess effectiveness and 'stickability' of training and the resulting level of knowledge, attitude and practice improvement
- report delivery to consider whether agreed actions and being implemented and whether implementation of those actions is resulting in an increase in proper child car restraint use.

¹² The Royal Automobile Club Foundation for Motoring Ltd (RAC Foundation) *Using Behaviour Change Techniques: Guidance for the road safety community* April 2017 presents techniques which may be adapted for use with Aboriginal Communities

https://www.racfoundation.org/wp-content/uploads/2017/11/Using_behaviour_change_techniques_Guidance_for_the_road_safety_community.pdf

APPENDIX 1

1) Documenting the current program, including:

- Initial Theory of Change
- What information is available to drivers?
http://mylicence.sa.gov.au/_data/assets/pdf_file/0004/155164/Aboriginal_child_ZCard.pdf
- History of the program, what were the “drivers”?
- How it has been adapted to date via trial and error

2) Defining the problem

- What’s the law <http://mylicence.sa.gov.au/road-rules/seatbelts-and-child-restraints>
- Data on the impact of low restraint use

3) Developing key research questions, such as:

- What we currently know about use of child restraints in remote communities and other challenging contexts?
- What is happening now on APY Lands in relation to child restraint use?
- What has been tried before?
- Is information available to drivers changing knowledge, attitude and behaviour?
- What opportunities are there for better uptake of proper restraint use – recommendations incorporating ideas from other regions, other disciplines and ideas from community members and stakeholders

4) Example of proposed interview questions

Suggested interview questions for community members

1. Please introduce yourself
2. When people travel or move about from one place to another, various things can affect their safety. What sorts of things concern you?
3. And what sort of things concern you about the safety of children when they travel?
4. Young children rely on older people to look out for them. What can older kids and adults do to improve the safety of youngsters when they travel?
5. Where in the car do you think the baby is safest? (*child seat, adults arms etc*)
6. When do you think car seats are needed? (*e.g. only long trips or around the community*)
7. Have you ever owned or had access to a car seat? Do you still have it? If not, what happened to it?
8. Do you know what the law says about child car restraints?
 - a. The type of restraints required for different age groups?
 - b. Where in the car children must be seated?
9. Where do people in the community usually birth their babies? Do you know if that place provides capsules for babies to return home?
10. Who is generally responsible for the safety of children in the community? E.g. grandparents, parents, entire family, entire community, others?
11. Is there anyone in the community who you think is really good at using proper child seats? (*looking for champions*)
12. Who makes up your family or household?
13. Are you responsible for young children?
14. What type of visits, activities and appointments do you take the children to?
15. How do you do this? E.g walk or car or ...
16. Do you own a car or use someone else's?
17. Did you use a child seat the last trip you went with child/ren?
18. Ask interviewees to draw a representation of the importance of children's safety to them
19. Tell me about an experience when you have been worried for the safety of a child in a car
20. Can you help me understand about the challenges for using a child car restraint – what kind of things make it harder?
21. What kind of things make it easier?

Questions for previously trained community members at Yalata:

1. When people travel or move about from one place to another, various things can affect their safety. What sort of things concern you about the safety of children when they travel?
2. Young children rely on older people to look out for them. What can older kids and adults do to improve the safety of youngsters when they travel?
3. Where do people in the community usually birth their babies? Do you know if that place provides capsules for babies to return home?
4. Who is generally responsible for the safety of children in the community? E.g. grandparents, parents, entire family, entire community, others?
5. Is there anyone in the community who you think is really good at using proper child seats? (*looking for champions*)
6. Who makes up your family or household?
7. Are you responsible for young children?
8. Did you use a child seat the last trip you went with child/ren?
9. What messages do you remember from the DPTI/Red Cross training?
10. Do you remember what you learnt that was new in the DPTI/Red Cross training?
11. Can you tell me....



On the Right Track - Keeping TjiTji Safe in Cars Story Consent form

The 'On the Right Track' Program has bought and distributed baby & child car seats to remote communities on the Lands, developed educational resources about use of baby & child car seats and organised delivery of training by Australian Red Cross about the use of car seats.

The 'On the Right Track' program would like to capture your story about how you keep your tjitji safe in cars.

These stories will help us improve what we are doing, which will help us to help you keep your tjitji safe.

The stories and information collected from these chats will be used for a number of purposes including:

- To hear your ideas about these activities, as well as any other ideas you might have
- To explore the use of baby & child car seats in your community
- To help us to understand what is working so we can support more of these outcomes
- To help us understand what is not working so we can understand how best to help out.

Confidentiality

We may like to use your story for reporting to government, or sharing with other people in meetings, conferences, social media, websites and publications.

Do you ** _____ (the storytellers name):

***Please indicate if they wish to remain anonymous - by marking anonymous after name*

Want to have your name of the Story YES NO

Give consent to us using your story in the following:

Written Publications YES NO

Social Media YES NO

Websites YES NO

Meetings YES NO

Be photographed YES NO

Be filmed YES NO

Signature of storyteller _____

Name of person recording the story _____

Location _____

Date of recording _____

***Explain about if they mention something that doesn't comply with the law we won't refer them to the police*

***Explain where they can get help if the conversation brings up uncomfortable feelings.*



on the **right track**



KEEPING TJI TJI SAFE IN CARS



**KEEPING YOUR
TJI TJI SAFE IN CARS**

Whats your story?

On the Right Track will be in
your community to hear
your stories

DATES

**13th- 17th
August 2018**

Want more information
contact
Jade
08 8343 2525
jade.wilson@sa.gov.au

'On the Right Track program would love to know your stories about keeping your Tji Tji safe in cars.

We will be coming to your community collecting stories (on film) to find out from you how we can best help keep Tji Tji safe in cars.



KEEPING TJITJI SAFE IN CARS



KEEPING YOUR TJITJI SAFE IN CARS

Whats your story?

On the Right Track will be in
Yalata community to hear
your stories

DATES

13-15 February
2019

Want more
information
contact
Jade

08 8343 2525
jade.wilson@sa.gov.au

'On the Right Track program would love to know your
stories about keeping your tjitji safe in cars.

We will be coming to Yalata community collecting stories (on
film) to find out from you how we can best help keep
tjitji safe in cars.



To: Prime Minister and Cabinet **Government Business Managers**
APY Lands West: Ray Wallis (ray.wallis@network.pmc.gov.au)
APY Lands East: Henry O'Loughlin (henry.oloughlin@network.pmc.gov.au)

On the Right Track

Level 16, 77 Grenfell Street
~~Adelaide SA~~ 5000

GPO Box 1533
~~Adelaide SA~~ 5001

Tel: 1800 768 675
Facsimile: 08 8402 1928
Email: OPYL.ontherighttrack@sa.gov.au
ABN: 92 366 288 135

Susan Rooney-Harding from 'The Story Catchers' is coming back to your community to capture stories for the 'On the Right Track' Program from the 12th – 17th August 2018 – this time we will be looking at how to keep kids safe in cars.

The 'On the Right Track' program has bought and distributed child car seats to remote communities on the Lands, developed educational resources about use of car seats and organised delivery of training by Australian Red Cross about the use of car seats.

These stories will help us improve what we are doing, which will help us to help you keep your kids safe.

The stories and information collected from these chats will be used for a number of purposes including:

- To hear community and stakeholder ideas about these activities, as well as any other ideas you might have
- To explore the use of car restraints for children in the community
- To help us to understand what is working so we can support more of these outcomes
- To help us understand what is not working so we can understand how best to help out.

As the Government Business Manager, we would appreciate your help in connecting us with several stakeholders from your communities of interest, in order to have these conversations around keeping kids safe in cars. Your input and assistance would be invaluable and greatly appreciated.

We are looking for names and introductions to the following people in your communities:

- Education Manager APY
- Families SA
- Remote School Attendants
- TAFE Teacher
- Child Health Care Nurse
- Police Person
- Community Constable
- Community Patrol
- RASAC/Skill Hire
- Community Champions – (people that are advocates for using child car restraints in your community)
- Nganampa Health – Council or Health Centre staff
- NPW Women's Council representatives
- Art Centres
- Translators
- School Teachers
- Community members (including parents, grandparents, uncles, aunties)
- SA Health Clinic Staff
- Liaison officers - Health Care Centres – do we mean Aboriginal Health Workers or?

Thank you for your assistance, it is greatly appreciated.



The intention of story capture is to focus on the positive and protective stories within the communities using the identified questions.

Suggested introductory spiel:

My name is Susan. Thank you for your time in talking with me today.

DPTI is interested in your experiences and how children being able to travel safely affects your daily life. We are gathering information about child restraint safety for Aboriginal people in several APY communities.

Explain people will not be reported to police or children services as a result of telling their story.

Explain consent form and obtain consent.

Sometimes discussions of safety can bring up issues we may not have expected, or may stir up uncomfortable emotions. If this happens, or you would like to stop participating at any time, that is ok. We would like to follow up with you after the session if you do choose to end the interview, in case there are things still bothering you. **DPTI to advice of appropriate process for follow up.** For example, we have a list of support services that we will leave with you in case you feel you need to talk to someone afterwards.

Suggested interview questions for community members

1. Please introduce yourself
2. When people travel or move about from one place to another, various things can affect their safety. What sorts of things concern you?
3. And what sort of things concern you about the safety of children when they travel?
4. Young children rely on older people to look out for them. What can older kids and adults do to improve the safety of youngsters when they travel?
5. Where in the car do you think the baby is safest? (*child seat, adults arms etc*)
6. When do you think car seats are needed? (*e.g. only long trips or around the community*)
7. Have you ever owned or had access to a car seat? Do you still have it? If not, what happened to it?
8. Do you know what the law says about child car restraints?
 - a. The type of restraints required for different age groups?
 - b. Where in the car children must be seated?
9. Where do people in the community usually birth their babies? Do you know if that place provides capsules for babies to return home?
10. Who is generally responsible for the safety of children in the community? E.g. grandparents, parents, entire family, entire community, others?
11. Is there anyone in the community who you think is really good at using proper child seats? (*looking for champions*)

12. Who makes up your family or household?
13. Are you responsible for young children?
14. What type of visits, activities and appointments do you take the children to?
15. How do you do this? E.g walk or car or ...
16. Do you own a car or use someone else's?
17. Did you use a child seat the last trip you went with child/ren?
18. Ask interviewees to draw a representation of the importance of children's safety to them
19. Tell me about an experience when you have been worried for the safety of a child in a car
20. Can you help me understand about the challenges for using a child car restraint – what kind of things make it harder?
21. What kind of things make it easier?

Suggested interview questions for stakeholders/service providers (any other subgroups?)

1. Please introduce yourself and your role in the community
2. When people travel or move about from one place to another, various things can affect their safety. What sorts of things concern you about the safety of children?
3. What barriers are people experiencing?
4. Do you think you or your organisation has a role in supporting address these factors?
5. Where do you see people succeeding in using restraints correctly? What are the enablers?
6. What do you think could be done to support an increase in correct use of restraints?
7. Are you currently or have you been involved in storage and distribution of car seats provided by DPTI? Do you have any comments to make about this program?
8. Do you or does your organisation see the issue of using child car restraints for Aboriginal people having a broader context in relationship to other issues (eg education, health or employment). Please detail. Any other issues?
9. If there was one thing you could do to help Aboriginal access and correctly use child car restraints, and there were no issues to deal with (money, politics, etc), what would you do?
10. Is there anything else you would like to add on the topic that you think we have not yet covered?

Group discussions in the ARC baby seat APY Lands training sessions

Where possible, Susan to record group discussions in response to questions contained in the ARC baby seat APY Lands training powerpoint presentation:

- a. "When Tjitji are hurt in car crashes, how does this affect our community?"
- b. How should we talk with people...
 - i. If the car or the restraint isn't right?
 - ii. In a way that delivers a positive message?
- c. Who else in the community can support what we are trying to do and what will they be saying to help?

KEEPING TJITJI SAFE IN CARS HUMAN CENTRED DESIGN ADELAIDE WORKSHOP



DATE: Wednesday
15th May 2019

TIME: 9am - 12:30pm

VENUE: DPTI
77 Grenfell St, Adelaide

RSVP: 6th May
jade.wilson@sa.gov.au
Jade Wilson

For more
information contact

Jade
08 8343 2525



DPTI are keen to improve their child car restraint program which has been delivered to SA remote Aboriginal communities in its current form for about 2 years.

Hear the story from Aboriginal communities across South Australia about their ideas on keeping their tjitji safe in cars

We asked the community, service providers and staff involved in the program about the the enablers, barriers, concerns and ideas around safe car seat use.

A number of ideas for change have arisen which DPTI would like to explore with you in an engaging, thought provoking workshop format.



DPTI Keeping Tjitji (Children) Safe in Cars Project
 Adelaide Workshop
 15 May 2019 (9.00-12.30)
 8.45 for 9am start
[insert room name and directions]
 Department of Planning, Transport and Infrastructure
 77 Grenfell St, Adelaide

Program purpose: To provide recommendations to DPTI of how best support the increased safety of children in cars in remote Aboriginal Communities of South Australia

Meeting purpose: To review and discuss videoed interview data collected from community members, service providers, Australian Red Cross staff and DPTI program staff and workshop the viability of the ideas they have for change.

Outcomes: a) Participants are aware of the context of the issue and can reflect on ideas for change
 b) Possible ideas for change are discussed (viability, timeframe, resources required etc) and prioritised
 c) Commitments, explanations of why something can't happen, questions or offers of collaboration are generated and recorded this will be taken back to the community.

A note on workshop process:

This project gathers community input through video. During the workshop you will watch a number of pieces of edited footage of up to 25 minutes long. We will be asking for your response to these. Where possible we'd like to record some of these on video to show the community when we return to start designing responses to this first phase of the work.

PLEASE NOTE: We will be recording the session for project purposes only (footage will not be shared outside of The Story Catcher - Child Safety in Cars project process) - you will also have the opportunity to record your responses and ideas that will be shared with community members in Yalata and APY (consent forms will be distributed on the day)

Indicative Agenda

Time	Output/Outcome
9.00 to 9.30	Welcome and scene setting
9.30 to 9.45	Community Barriers Review videos

9.45 to 10.20	Discussion of most significant barrier - can they be addressed?
10.20 to 10.35	Tea break
10.35 to 11.30	Ideas Watch ideas videos, reflect and prioritise?
11.30 to 11.35	Bio break
11.35 to 12.00	Respond to ideas
12.05 to 12.15	Questions for community
12.15 to 12.20	Next steps
12.20 to 12.30	Video spot

APPENDIX 8 – PROMPTS FOR WORKSHOP DISCUSSIONS TO REFLECT ON 2018 STORY CAPTURE

Workshops/focus groups will be undertaken later to review/confirm findings and discuss possible solutions.

Prompts for focus group discussions on country:

- When people travel or move about from one place to another, various things can affect their safety.
- To get things going today, I'd like to hear about what sorts of things concern you. (perhaps offer an example)
- And what sort of things concern you about the safety of children when they travel?
- Young children rely on older people to look out for them. What can older kids and adults do to improve the safety of youngsters when they travel?
- What sort of things could be done to improve your own safety when you travel?

Prompts for focus group discussion/workshop with DPTI staff:

- Sound bites: What were the most memorable quotes that people heard? Why were they memorable?
- Interesting stories: What was most surprising to you?
- Interactions: What was interesting about the way he/she interacted with his/her environment?
- Remaining questions: What questions would you like to explore in your next conversation?

On the Right Track (DPTI) want to improve the child car seat program delivered to your community

YARNING CIRCLE ABOUT KEEPING TJITJI SAFE IN CARS

CONTACT
Jade
08 8343 2525

We have collected ideas from the community and service providers about keeping tjitji safe in cars – we'd like to know what you think about the ideas and if they would work in your community



When we be visiting your community

Community Members yarn will be followed by a shared lunch

29 July Monday Pukatja (11.30am – 1.00pm)

30 July Tuesday Pipalyatjara TBC (10.30am – 12pm)

31 July Wednesday Amata (10.30am – 12pm)

1 August Thursday Mimili (10.30am – 12pm)

On the Right Track (DPTI) want to improve the child car seat program delivered to your community

YARNING CIRCLE ABOUT KEEPING TJITJI SAFE IN CARS

CONTACT
Jade
08 8343 2525

We have collected ideas from the community and service providers about keeping tjitji safe in cars – we'd like to know what you think about the ideas and if they would work in your community



When we be visiting your community

Service Providers yarn will start with a shared lunch

29 July Monday Pukatja (1.30pm – 3.30pm)

30 July Tuesday Pipalyatjara (1.30pm – 3.30pm)

31 July Wednesday Amata (1.30pm – 3.30pm)

1 August Thursday Mimili (1.30pm – 3.30pm)

APY Yarning Circle (focus group)
Gotta keep our tjitji safe in cars
 28th July - 2nd Aug (RASAC)

APY Lands (East & West) Travel to Pukatja, Mimili, Pipalyatjara and Amata communities

Indicative focus group plan			
Timing	Purpose	Process	inputs
0.00	Journey to here	Jade - community engagement on the Lands and service provider sessions in the city developed the ideas and we want to test these with you. The people in the city had some questions for you too if we had time.	5 minute snapshot video - ideas that relate to ideas that follow. (APY and Yalata)
	Present ideas	APY 1. Unlimited supply and access (Service Providers) 2. Driver education (Service Providers) 3. Reward system (Service Providers)	Drawing for each: 1. Driver in the centre 2. Map of town 3. Reward systems
0.10	Idea one	We have three ideas and this is the first. (choose the top priority) What do you like about this idea? How could we improve it? What would get in the way of this idea working?	Service provider? here?
0.30	Idea two	Repeat process	
0.50	Idea three	Repeat process	
1.10	Prioritising	Which idea do you like best? And why?	
1.20	Thank you		

Note: we will review the process as we go and fine tune. We are assuming the Yalata sessions are similar, however, there is one dominant idea. We may spend more time on this and responding to some of the service provider questions and will make this assessment at the end of the APY visit.

Keeping [Name] safe in cars.

Hi, I am Billy

You have to be taller than **Billy (145cm)** to ride in a car without a booster seat.

For more information visit www.dpti.sa.gov.au/ontherighttrack

on the **right track** Government of South Australia
Department of Planning, Transport and Infrastructure

Got to keep our tjitji safe in cars.

Hi, I am Billy

You have to be taller than **Billy (145cm)** to ride in a car without a booster seat.

Ruby must ride in a child safe seat until the age of 4.

Hi, I am Ruby

on the **right track**

Government of South Australia
Department of Planning, Transport and Infrastructure

For more information visit www.dpti.sa.gov.au/ontherighttrack

Tjiti up to the age of 8 months*
Must use an approved rear-facing child safe seat.

Tjiti 8 months up to 4 years**
Must use an approved rear-facing or a forward-facing child safe seat.

Tjiti 4 years up to 7 years**
Must use either an approved forward-facing child safe seat or a booster seat with a properly fastened and secured top-shoulder support or child safety harness.

Tjiti 7 years up to 16 years
Must use either an approved child restraint (or child safety seat or booster seat) depending on their size, or a seat of that is properly adjusted and fastened.