

Tobwabba Aboriginal Medical Service

(Forster)

A need for culturally appropriate education resources to promote the importance of motor vehicle child restraints, prompted an innovative response from the NSW community of Forster.

Strap Us In, Keep Us Safe

A video called 'Strap Us In, Keep Us Safe,' was created by the community, under the guidance of Tobwabba Aboriginal Medical Services (AMS) staff and a steering group, made up of local partners.

Using part of a \$4000 grant from the Aboriginal Health and Medical Research Council (AH&MRC) under the broader Aboriginal Child Seat Restraint Project, the video showcases a number of scenarios aimed at supporting parents and carers to make more informed decisions about child safety.

The video was officially launched in April 2015 and will now be provided as a DVD to community members and stakeholders, with the potential for some of the footage to be used in statewide communication materials and shared with National Indigenous Television (NITV).

In addition to raising awareness, part of the project also focused on providing practical support to families in installing and correctly using car seats, to help reduce the number of preventable injuries to children.

In all cases, the incentive of receiving a car seat was linked to parents committing to bringing their child to see either a midwife or family health nurse and will be provided with complementary resources to help them make better choices about the type of car seat they needed.

The success of all of these activities was due in large part, to the development of positive partnerships and relationships. Staff involved in the project said developing a partnership with the AH&MRC and other Aboriginal Community Controlled Health Services working on similar projects in NSW, was crucial.



Project Managers and Participants of the Strap Us In, Keep Us Safe Project

Members of the local steering group, who helped to guide the project, also represented a range of different sectors and community influencers. Families First, the local Police and Home Start Forster, were just some of the organisations throwing their support and expertise behind this important campaign.

One of the stars of the 'Strap Us In, Keep Us Safe' video, Margie Donnelly, an Aboriginal Family Support Worker from partner organisation Homebase Services, said she hopes to see more projects like this one.

"I think it's imperative that the message gets out that child restraint and strapping our kids in properly, saves lives. Funding for these kinds of projects is so important. We could not have done this video and launch without the grant from AH&MRC."

View Part One of the Strap Us In, Keep Us Safe' video at:
<https://youtu.be/IDdf5BIEcgM>

View Part Two of the Strap Us In, Keep Us Safe video at:
<https://youtu.be/WvrfHmHEwu8>

**For more information contact
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