

Putting child restraints at the heart of a safety culture in remote Aboriginal communities: a (modified) human-centred design approach

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Abstract

Child safety restraints undoubtedly are protective of babies and children travelling in cars. For a broad range of reasons their use in remote Aboriginal communities in South Australia is not ubiquitous. On the Right Track Remote has been working with ‘The Story Catchers’ to capture stories on film from community members and other service providers to understand the complexity of the issue and help to increase the effectiveness of our current child restraints program. The methodological approach has provided us with invaluable learning, insights and inspiration.

The Project

A wholistic approach has been taken that considers:

- The current policy environment, including road rules surrounding restraints
- The environment – community, institutions, structures in place that either hinder or support the use of restraints
- Existing community actions and programs
- Personal skills and behaviours, noting this is only one element considering behaviour change indicators such as favourable attitude, intention to adopt a behaviour, perceived action efficacy, perceived approval, perceived social norms etc.
- The existing body of literature about cultural understandings of childrearing
- Understanding the effectiveness of the current program.

An interview guide was created so that we could learn from people, capture their stories on film and seek to understand their perspectives, their worries and concerns, what they love and care for and how we can respond most appropriately to create the difference that they want.

This has been a powerful body of work that has substantially changed the way we deliver our child restraints program in ways we could not have conceived without the involvement of communities at each step of the design process. Importantly the communities have also been involved in determining the evaluation criteria and measures of success.