

Project 10: ++

**East Kimberley Aboriginal Restraints &
Drink Driving Media Campaign**
(Project ID Number: 77)

**Community Road Safety Grant
Report**



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COMMUNITY ROAD SAFETY GRANT FINAL REPORT

Project name: East Kimberley Aboriginal Restraints & Drink Driving Media Campaign

Project ID No: 77

1. BACKGROUND

This project used AN Aboriginal media outlet in the East Kimberley to target Aboriginal people with the aim of changing their attitudes, beliefs and behaviours in relation to using seatbelts, child restraints and drink driving.

This project involved the production of two 30- second radio advertisements targeting Aboriginal people living in Kununurra, Halls Creek, Warman (Turkey Creek), Wyndham, Argyle and surrounding regions. Both advertisements were produced at the Waringarri Radio Station (Aboriginal) in Kununurra and were broadcast to at least 6 remote Aboriginal Communities and 3 Kimberley towns throughout the East Kimberley, reaching a total of approximately 4,500 Aboriginal people. A local Aboriginal role model was employed to do the voice over in the radio advertisements. All commercials were broadcast during radio shows popular with young Aboriginal men in particular. The advertisements ran for eight-weeks during the RSC's Rural Restraints and Drink Driving campaigns in June, July and August 2003.

2. RATIONALE

The Paucity Of Road Safety Information (via the media) for Aboriginal People

There are presently no road safety educational advertisements that are aimed solely at Aboriginal people being broadcast on any television or radio stations in Western Australia. Yet the statistics show that Aboriginal people continue to be over represented in road trauma.

The Road Safety Council's state road safety campaigns target young 'white' males, as statistically in Western Australian they are the major group who are over represented in road crashes. Generally the RSC's mass media campaigns are broadcast on metropolitan and regional television and radio stations. Aboriginal people living in remote communities do not have access to regional television and radio broadcasts and are therefore missing out on important road safety information.

According to the Australian Bureau of Statistics Census 2001 there are approximately 13,742 Aboriginal people living in the Kimberley and 5,681 living in the Pilbara. Of those there are also approximately 3000 Aboriginal people living in approximately 200 remote Aboriginal Communities throughout the Kimberley region alone. Aboriginal people are three times more likely than non-Aboriginal people to be involved in a serious crash, so by producing and broadcasting culturally appropriate television and radio commercials, which feature Aboriginal people, it is hoped that Aboriginal people will be able to relate to and understand the issue better. By using Aboriginal media outlets that are broadcast to remote Aboriginal Communities and

towns, it is also hoped that the messages about restraints will get to this group of people and therefore begin to change behaviours and attitudes.

Road Crashes Involving Aboriginal People

In Western Australia between 1988 and 1997 research has found that there has been a general increase in the number of serious crashes involving Aboriginal persons. This research found that the majority of Aboriginal crash fatalities were male and over 60% of Aboriginal crash fatalities were aged 21 to 39 years. It was also found that passengers were the most common Aboriginal fatality followed by pedestrians. (Source: Data Analysis Australia, 2000).

Cercarelli and Knuiman (2002) found in their research that while hospitalisations from road injury for non-Aboriginal people have been decreasing by 6.7% per three year period since 1971, the rates of hospitalisation for Aboriginal people have been increasing by 2.6% per three year period. They also found that the increasing trend was more pronounced in males, those aged 0 – 14 years and over 45 years, and for those living in rural areas. For Aboriginal people aged 0 – 14 years there was an overall increasing trend with the rate increasing by approximately 8.1% per three year period compared with an overall decreasing trend of 3.2% for the same aged group over the same time period for non-Aboriginal people. A possible reason for the rising rate for the 0 – 14 year age group amongst Aboriginal people would suggest that they are not using restraints and over crowding in vehicles.

Cercarelli and Knuiman (2002) also found in their research that the two most common road user types for Aboriginal people that are hospitalised because of a road crash are passengers and pedestrians. Results showed that Aboriginal people had a higher proportion of passengers hospitalised compared with non-Aboriginal people (22.9% compared with 15.6%) between 1971 and 1997 in Western Australia. These findings reflect a non-compliance with seatbelt type legislation, over crowding and riding in the open load space.

In the Kimberley in 1998, the rate of Aboriginal hospitalisation from road crashes (785 per 100,000) was three times the rate of non-Aboriginal people (239 per 100,000). (Department of Transport, The Way Ahead: Kimberley Region, 1998). Research undertaken by Data Analysis Australia (2000) for the Department of Transport WA found that between 1990 and 1999 in the Kimberley, of all driver and passenger fatalities, 63% were not wearing seatbelts.

Legge, Gavin & Cercarelli (2002) found in their study that between 1996 and 2000, in 18% of all serious crashes in the Kimberley Population Health Region at least one driver (or rider) had a BAC of 0.05% or over (compared with 11% for the rest of the State). In 87% of these alcohol-related crashes the person with the highest BAC was male, and in 63% they were aged between 15 and 29 years of age.

References:

Cercarelli & Knuiman, 2002, Trends in road hospitalisation rates for Aboriginal and non-Aboriginal people in Western Australia, 1971-97, Injury Prevention, (8) 211 – 215

Data Analysis Australia. 2000. Analysis of Road Crash Statistics Western Australia 1990 to 1999. For WA Department of Transport.

Legge, M., Gavin, A.L, and Cercarelli, L.R. 2002. Crash Statistics for the Western Australian Population Health Regions, 1996 – 2000: Kimberley Population Health Region. RR124 (Vol 6).

3. TARGET GROUP

Primary: Aboriginal men aged 17 – 39 years, living in remote and rural regions in the East Kimberley region of Western Australia.

Secondary: Other Aboriginal men, women and children, living in remote and rural regions in the East Kimberley region of Western Australia.

It is expected that the road safety messages will be received by approximately 4,500 of the target group in the East Kimberley region of Western Australia.

4. OTHER ORGANISATIONAL INVOLVEMENT

Other organisations that were involved in this project included the following:

Community Organisations supporting project	Contact Person	Telephone Number	Contribution/Participation
The Kimberley Public Health Unit	Director: Gloria Sutherland	08 9192 9377	1. Letter of support 2. Assistance and advice on evaluation
Kimberley Aboriginal Medical Service Council (KAMSC)	A/Chief Executive Officer: Yvette Roe	08 9193 6043	1. Letter of support 2. Assistance and advice on road safety issues in Aboriginal Communities. 3. Assistance with evaluation.
The Shire of Broome	Manager Corporate Services: Jason	08 9191 3456	1. Letter of support 2. Financial support of \$1500 to the

	Lyon		production of the television commercial
Kullarri Regional Council	Chairperson: Rosetta Sahanna	08 9193 7931	1. Letter of support
Kimberley District Police Office	Superintendent Fred Zagami	08 91 92 1157	1. Letter of support 2. Commitment to the enforcement of seatbelt laws during campaign

5. OBJECTIVES

Objective 1:

To use Aboriginal media in the East Kimberley to communicate culturally appropriate road safety messages to Aboriginal people living in the region about using restraints and drink driving.

Objective 2:

To use local Aboriginal role models to change Aboriginal peoples behaviours and attitudes towards using restraints and drink driving.

Objective 3:

To increase discussion with the Aboriginal community about the unacceptability of non-restraint use and drink driving.

6. STRATEGIES

1. **Use of Aboriginal Mass media**

Radio: Record and produce two 30 second culturally relevant and language appropriate radio commercials about wearing restraints and drink driving. The advertisement used a local Aboriginal identity as a role model. The dialogue/script for the commercial was determined through a consultation process with local Aboriginal people and Waringarri Radio Station to ensure the language is appropriate. (See appendix A & B for copies of radio scripts)

2. **Aboriginal Role Models:**

A local Aboriginal identity has been used as a positive role model in the television commercial to reinforce messages.

3. Airtime on Local Aboriginal Radio Station:

The commercials will be aired on Waringarri Radio in Kununurra. Waringarri Radio reaches the towns of Halls Creek, Warman, Argyle, Wyndham and Kununurra as well as a number of remote Aboriginal Communities in the region.

7. TIMELINE

This project started on 1st June 2003 and finished on 20th August 2003. Evaluation was completed in September 2003.

8. BUDGET

Budget:

<i>Item</i>	<i>Cost</i>
Broadcast of two 30 sec radio sponsorships for eight (8) weeks on Waringarri Radio (total 200 spots @ \$15.00/spot) including GST	\$3300.00
Talent Fees: 3 hours @ \$50.00/hr including GST	\$165.00
Total	\$3465.00

CONTRIBUTIONS FROM OTHER SOURCES: Waringarri Radio produced the radio advertisements at no charge, cost of which normally was 2 hours @\$70.00 per hour, making a total cost of \$140.00. Waringarri Radio also contributed one free broadcast for every four paid – making a total of \$750.00 worth of in kind support.

9. EVALUATION METHODS

***Objective 1:** To use Aboriginal media in the East Kimberley to communicate culturally appropriate road safety messages to Aboriginal people living in the region about using restraints and drink driving*

Evaluation method:

- Number of times commercials aired on East Kimberley Aboriginal radio stations.
- Post intervention surveys of target group to determine if the messages have reached the target group as well as assess message recall.

***Objective 2:** To use local Aboriginal role models to change Aboriginal peoples behaviours and attitudes towards using restraints and drink driving.*

Evaluation method:

- Post intervention survey of the target group to assess target group views on the Aboriginal role model selected and if he was an appropriate role model.

***Objective 3:** To increase discussion of the unacceptability of non-restraint use amongst the Aboriginal Community in the East Kimberley.*

Evaluation method:

- Post intervention surveys of target group to assess behaviour and attitudinal changes as well as message recall. The self reported survey of the target group was carried out one month after the commercials had completed their broadcast on radio. Surveys consisted of 10 questions, which asked for responses on advertisement recall and message recall as well as demographics of the target group. (See attachment C for a sample of the survey instrument used)

10. RESULTS MEASURED AGAINST OBJECTIVES

A community meeting was scheduled at the Waringarri Aboriginal Corporation to obtain some feedback about the campaign from the target group. Unfortunately a Kimberley Land Council meeting was scheduled at the same time and only a small number of the target group turned up. A total of 10 post-intervention survey's were completed by the target group at that meeting. Of those, 4 were male and 6 female and 8 regarded themselves as Indigenous and 2 did not. Four of the respondents were aged between 18 and 35 years and 6 were aged between 36 and 55 years.

Objective 1: To use Aboriginal media in the East Kimberley to communicate culturally appropriate road safety messages to Aboriginal people living in the region about using restraints and drink driving

- A total of 200 radio advertisements were broadcast on Waringarri Radio at time slots popular with young Indigenous men between 1st June 2003 and 20th August 2003 (radio advertisements were broadcast at least twice per day).
- One hundred percent of the target group surveyed had heard the road safety advertisements on Waringarri Radio at some time in the last 2 months.
- Eight percent of respondents correctly identified what the advertisements were about and, when prompted, 90% could recall the particular road safety message the advertisement was portraying.

Objective 2: To use local Aboriginal role models to change Aboriginal peoples behaviours and attitudes towards using restraints and drink driving.

- One hundred percent of respondents thought the advertisements were suitable for Aboriginal people.

Comments:

“Because the speaker was Aboriginal they could be easily understood by everyone”.

“Perhaps some local people should also talk in local Aboriginal language or broken English”.

Objective 3: To increase discussion of the unacceptability of non-restraint use amongst the Aboriginal Community in the East Kimberley.

- Eighty percent of those surveyed said that hearing the advertisement had made them think more about changing their behaviour in relation to wearing their seatbelt and drinking and driving.

Comments:

“Makes you think about putting your seatbelt on and not drinking and driving”.

“Really care about public safety including myself – provide a safe environment for all”.

11. DISCUSSION

Results showed high message recall amongst those completing the survey's with 90% indicating that they could recall what the advertisement they had heard was about. One hundred percent had heard a radio advertisement for Aboriginal people in the last two months. Of those, 80% indicated that the advertisements was about wearing seatbelts compared with 80% indicating drink driving (participants were able to give more than one answer).

There was a high acceptance of the advertisements with 100% indicating that they though the advertisements were appropriate for Aboriginal people. Behaviour change was also evident with 80% indicating that they had thought more about wearing seatbelts and avoiding drinking and driving after hearing the advertisements.

12. CONCLUSION

The statistics show that Aboriginal people continue to be over represented in road trauma, yet it was found that there were no road safety educational advertisements that were aimed solely at Aboriginal people being broadcast on any television or radio stations in Western Australia. This project aimed to get road safety messages about the importance of wearing seatbelts out to this group of people. With Waringarri Radio reaching many Aboriginal people living in remote communities around the East Kimberley region, it was evident the Aboriginal media outlets such as Waringarri Radio are an important channel for getting information out to the target group.

Results from the post-interventional surveys showed high message recall amongst those completing survey's with 90% indicating that they could recall what the advertisement they had seen was about. There was a high acceptance of the advertisements with 100% indicating that they though the advertisements were appropriate for Aboriginal people and behaviour changes were also evident with 80% indicating that they had thought more about wearing seatbelts after seeing or hearing the advertisements.

Using Aboriginal media outlets for this campaign was successful in getting messages about wearing seatbelts out to Aboriginal people living in the East Kimberley region of Western Australia.

APPENDIX A

EAST KIMBERLEY INDIGENOUS SEATBELT CAMPAIGN.

01/06/03 – 20/08/03

RADIO SCRIPT

Scenario: Family getting ready to go on a trip in the car.

Audio: Sounds of car doors slamming and people getting into the car.

DRIVER (Teddy): HEY, EVERYONE'S GOT TO BUCKLE UP BEFORE WE GO.

PASSENGER: NAH, WE'LL BE RIGHT TEDDY

DRIVER (teddy): YOU NEVER KNOW WHAT'S GOING TO HAPPEN ON THE ROAD, A KANGAROO OR COW MIGHT JUMP OUT OR WHAT IF THE CAR SKIDS, WE MIGHT ROLL. YOU JUST DON'T KNOW. IF YOU HAVE YOUR SEATBELT ON YOU WON'T GET HURT. I WANT TO MAKE SURE ALL YOU MOB GET THERE SAFE.

PASSENGER: YEAH, MAYBE YOU'RE RIGHT, WE NEED TO KEEP EVERYONE SAFE HEY.

Audio: Sounds of people clicking seatbelts

VOICE OVER (Teddy): BUCKLE UP EVERY TRIP. IT MIGHT SAVE YOUR LIFE. YOU NEVER KNOW WHAT'S GOING TO HAPPEN ON THE ROAD.

THIS ROAD SAFETY MESSAGE WAS BROUGHT TO YOU BY ROADWISE, THE ROAD SAFETY COUNCIL, THE NATIONAL SAFETY COUNCIL OF WA TRUST FUND, THE PAKAM NETWORK AND GOOLARRI MEDIA.

APPENDIX B

EAST KIMBERLEY INDIGENOUS DRINK DRIVING CAMPAIGN

01/06/03 – 20/08/03

Radio Script

Scenario: Bunch of guys leaving a football match.

Sound Effects: Final whistle at the end of the football game, sounds of people cheering in the background.

SCRIPT

Fella 1: HEY LETS GO HOME AND CLELBRATE BIG WIN, EH?

Fella 2: BUT WHO'S DRIVING? WH HAD FAR BIT OF GROG TODAY.
CAN'T DRINK 'N DRIVE YOU KNOW, IT'S NOT SAFE.

Fella 1: THAT'S OK BRO. BOSS MAN FOR TODAY HAS ORGANISED
ALL THAT. TEDDY'S DRIVING US HOME.

Teddy: YEH. I NEVER DRINK AND DRIVE. IT'S REAL DANGEROUS
DRIVING ON THE BOOZE – PEOPLE GET KILLED.

Authoritive Voice (Teddy) :

**WHEN YOU'RE GOING PLACES, GET SOMEONE TO DRIVE
WHO'S NOT ON THE GROG.**

THIS ROAD SAFETY MESSAGE WAS BROUGHT TO YOU BY ROADWISE,
THE ROAD SAFETY COUNCIL, THE NATIONAL SAFETY COUNCIL OF WA
TRUST FUND AND WARINGARRI RADIO.



East Kimberley Aboriginal Radio Campaign- Evaluation Survey

Date: _____

1. **Have you seen or heard any advertisements about road safety for Aboriginal people on the radio lately?**

Yes No (if no, go to question 7) Don't know

If yes, what were the advertisement/s about? (you may tick more than one)

Drink Driving Walking safely Wearing seatbelts Other

2. **Which TV and/or radio stations did you see the advertisement/s on? (you may tick more than one)** Waringarri Radio PAKAM network WAFM Star FM Other

3. **Can you remember what the advertisement was about?**

Yes No Don't know

4. **If yes, what was it about? What was the message you got from the advertisement?**

5. **Do you think the advertisements were suitable for Aboriginal people?**

Yes No Don't know

If no, why? _____

6. **Have the advertisements made you think about what you do in regards to safe driving on the road?**

Yes No Don't know

If no, why? _____

7. **Gender:** Male Female

8. **Do you regard yourself as Aboriginal?** Yes No

9. **What age category do you belong?**

0-17yrs 18-25yrs 26-35yrs 36-45yrs 46-55yrs 56-65yrs 65 and over

10. **Where do you normally live?** _____

THANK YOU FOR YOUR TIME.