

Aboriginal Road Trauma (ART) Sorry Business Project, ENOUGH’S ENOUGH Campaign

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Abstract

The Northern Territory (NT) has the highest incidence of road fatalities per capita in high income countries. The Northern Territory Police Force (NTPF) and Motor Accidents Compensation Commission (MACC) developed a campaign to appeal to Indigenous audiences entitled Aboriginal Road Trauma (ART) ENOUGH’S ENOUGH campaign. Consultations with Indigenous groups took place to ensure messages are received and understood within indigenous communities where there is a high rate of illiteracy. Storytelling by respected leaders sharing real road trauma stories that deeply impacted their community and a showcase of art was adopted to convey that alcohol is not part of Aboriginal culture.

Background

More Indigenous Australians die on NT roads than anywhere else and this campaign aims to address the root of the problem by discussing culture. A distribution of the road-crash fatalities among Indigenous territorians in NT is shown in Figure 1.

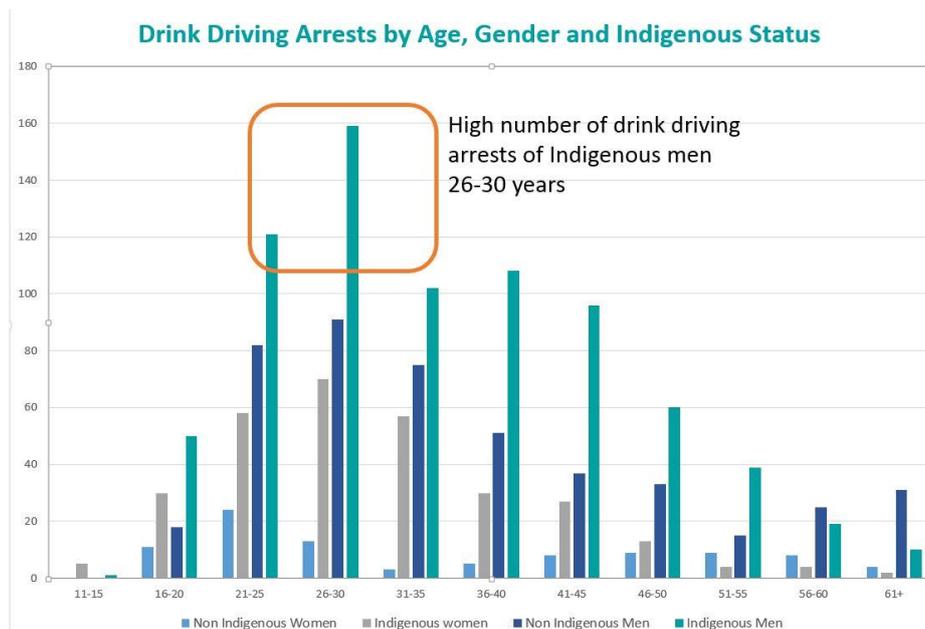


Figure 1. Road-crash fatalities among Indigenous territorians in NT

The National Drug Law Enforcement Research Fund (2016) identified that Indigenous people involved in their studies reported a strong sense of ‘family obligations’ which referred to situations where they described pressure from members of their extended families to drive after drinking. The underlying responsibility for transporting family members appeared to be difficult to avoid and related to cultural values that involved responding to family needs as a priority. One of the key objectives for the ENOUGH’S ENOUGH Road Safety Campaign was for Indigenous communities to adopt a culture-led response to the problem of drink driving.

Influencers play a vital role in educating and changing behaviours in local communities – especially Elders, community leaders, women and children and it is through their story telling that speaks to their communities and reminds them about the cultural values and helps communities understand the impact that drink driving can have on everyone.

Method

Story telling was a key element for this campaign. Interviews with First Circle members, a group of Aboriginal leaders from across the Territory, revealed that there is little knowledge at a community level in how to begin to deal with serious issues such as drink and drug driving, pedestrian safety and passenger safety.

Community leaders from across the Territory were identified and the creative team from Brand and Story developed compelling stories that are genuine, culturally relevant and featured influential representatives from community. The campaign comes to life through the stories that Aboriginal artists tell in their own unique style. Each leader has created artwork and we hear them recount a ‘sorry business’ story from their community – a real story of road trauma caused by drink driving that has deeply impacted their community.

The key to the successful execution of this film series was in creating visually stunning works with engaging stories. The consultancy engaged to produce the campaign was Brand and Story – an organisation renowned for telling business stories. Brand and Story utilised a small crew to ensure they were fast, flexible and reactive and the production was approached like a documentary with cinematic values.

Results

Following the official launch of the campaign, the campaign materials were distributed across the NT to all remote and urban media outlets and stakeholder groups as well as through Police Stations and our Community Engagement Police teams. The Indigenous representatives used in the campaign, were engaged to communicate and showcase the campaign in their community with their artwork on display to reiterate the cultural message that “alcohol is not a part of our culture. ENOUGH’S ENOUGH.

A number of barriers were identified including: lack of awareness of the impact of drink driving. The need for ongoing education on driver awareness and stakeholder partnerships to provide training was highlighted. This campaign is merely one step in a myriad of initiatives that need to be implement to instigate real change in behaviours in remote Indigenous communities.

Conclusions

The Aboriginal Road Trauma (ART) Campaign is the first that has sought to undertake targeted consultation of Indigenous Territorians and give them a voice to say that drink driving is not a part of Indigenous culture. Through the engagement of leaders in remote communities to standing up and saying ENOUGH’S ENOUGH, the campaign has been embraced across the NT.

References

The National Drug Law Enforcement Research Fund. (2016). Drink driving among Indigenous Australians in outer regional and remote communities and development of a drink driving program: A summary of findings and recommendations. Research Bulletin No. 2: Fitts, M.S., Palk, G.P.
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