

BABY SAVERS



INCEPTION
STRATEGIES



BABY SAVERS

Visionaries:

GSK Australia contracted Inception Strategies to develop an Indigenous immunisation picture book and poster series that encourage Aboriginal and Torres Strait Islander families to be proactive about immunising themselves and their children to help protect them from unnecessary diseases.

Workshops:

The workshops to develop the script were held with Aboriginal women in Yirrkala, Northern Territory.

Production:

Damian:

Workshops, Script, Creative Supervision

Rachel and Mengling:

Project Manager

Rachel:

Workshop Notes

Chris:

Script

Jason:

Pencils and Inks

Mark and Wilmarc:

Colours

Jaymes:

Letters

Mengling, Diane, Kelly, Jax, Rachel :

Editing

Erik, Elsie, Liz, Rachel:

Proofing

Lesley:

Pre-press

Thanks:

East Arnhem Shire Council, Tina White and Sue Colquhoun.



We hope this picture book encourages Indigenous mums and dads to immunise their children regularly and help protect them from unnecessary diseases.

Damian Amamoo, CEO, Inception Strategies

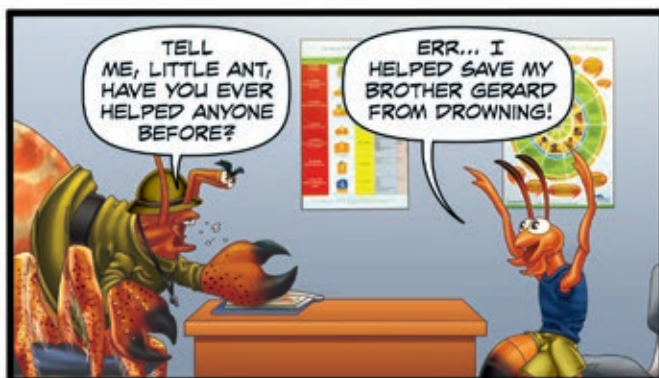
www.inceptionstrategies.com



AND THE TRAINING BEGINS
AT BABY SAVERS BOOT CAMP.







WE WERE
CRUISING
ALONG THE
SINK...



OH!

GERARD!

...WHEN HE
SLIPPED ON
SOME FAT.



I GOT HIM JUST
BEFORE HE WENT
DOWN THE PLUGHOLE.



YOU'RE INTERVIEWING
FOR THE VACCINATION
DIVISION. DO YOU KNOW
HOW *IMPORTANT*
VACCINATION IS?

HMM!



VACCINATION
PROTECTS BABIES
AGAINST SOME
SERIOUS DISEASES*.

*IMMUNISATION USES THE BODY'S
NATURAL DEFENCES TO HELP FIGHT AGAINST
DISEASES AND KEEP YOUR BODY HEALTHY.

UHH...



I'M LOSING
CONFIDENCE IN
YOU, TERENCE!



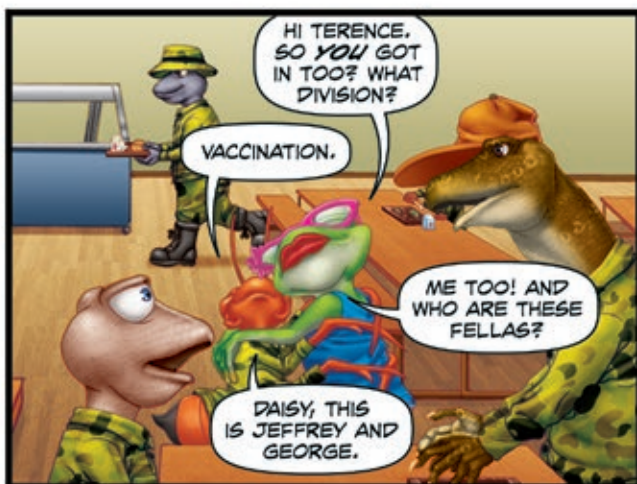
COMMANDER
TINA!





NEXT MORNING









IT'S NOT JUST MINE, SIR. IT'S JEFFREY'S TOO.



IT'S OUR SECRET WEAPON SIR, TO DISTRACT THE HUMAN BABIES WHEN THEY'RE HAVING THEIR NEEDLES.



YES SIR! THANK YOU SIR!











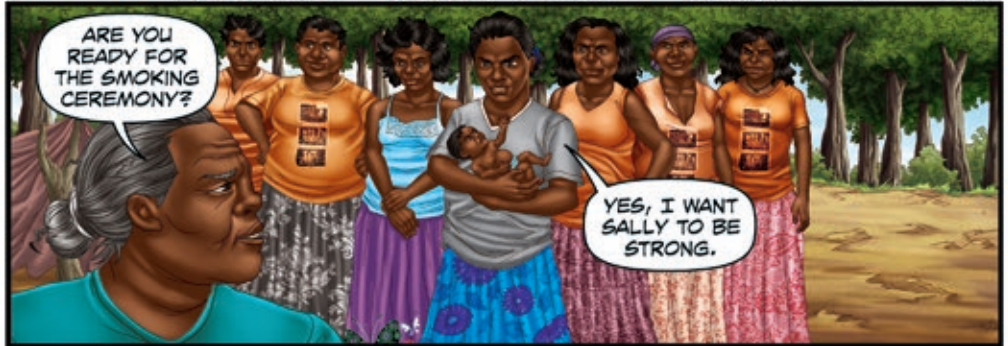
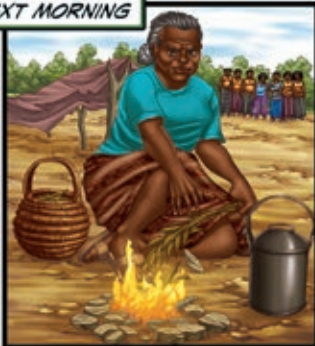
WHY DO BABIES HAVE TO GO BACK FOR MORE NEEDLES WHEN THEY'RE OLDER?



BABIES NEED MORE NEEDLES SO THAT THE SHIELDS STAY STRONG FOR THE WARRIORS.



NEXT MORNING



ARE YOU READY FOR THE SMOKING CEREMONY?

YES, I WANT SALLY TO BE STRONG.



SMOKE'S READY NOW.*

*THE BABY IS NOT HARMED DURING THE SMOKING CEREMONY. IT IS HELD OUTSIDE THE LINE OF SMOKE AND IS BRIEFLY PASSED THROUGH THE SMOKE STREAM A FEW TIMES DURING THE RITUAL.



WHERE'S THE BABY?

IS THAT THE BABY?

TODDLERS!

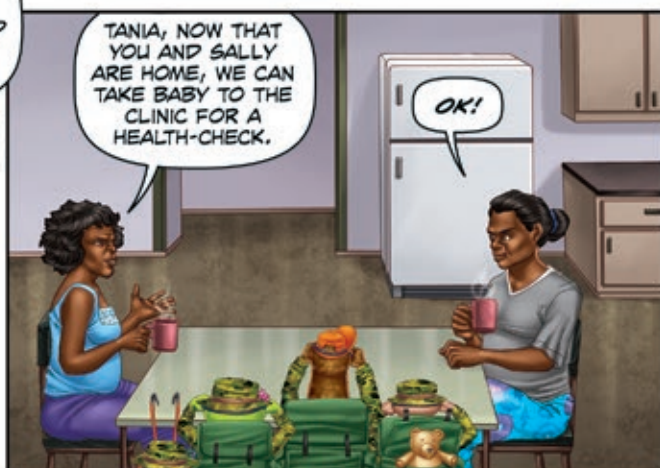
CRASH!
BANG!
RING!



BE CAREFUL, THEY CAN BE DANGEROUS, STAY ON ALERT!









*THESE INJECTIONS WILL HELP PROTECT BABIES FROM HEPATITIS B DISEASE (HEP B) AND TUBERCULOSIS (BCG).

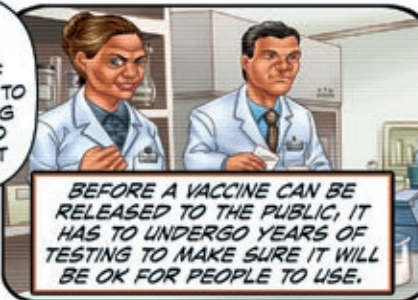


*AN INDIGENOUS-OWNED TELEVISION STATION THAT BROADCASTS FROM CENTRAL AUSTRALIA OVER A LARGE FOOTPRINT. IMPARJA IS AN ARRERENTE WORD MEANING 'FOOTPRINTS'.





IT TAKES MILLIONS OF DOLLARS AND MANY YEARS OF CLINICAL RESEARCH TO BE ABLE TO BRING NEW VACCINES TO THE PEOPLE THAT NEED THEM.

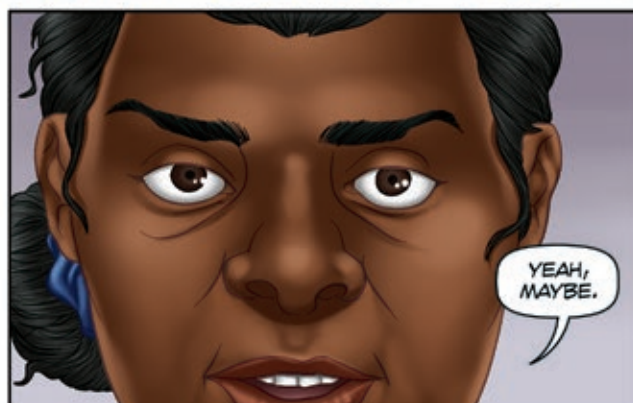


BEFORE A VACCINE CAN BE RELEASED TO THE PUBLIC, IT HAS TO UNDERGO YEARS OF TESTING TO MAKE SURE IT WILL BE OK FOR PEOPLE TO USE.



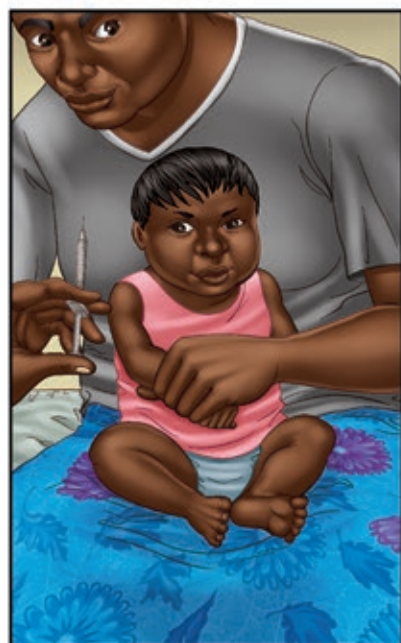
THE AUSTRALIAN GOVERNMENT MAKES SOME OF THESE VACCINES AVAILABLE ON THE 'NATIONAL IMMUNISATION PROGRAM' BECAUSE IMMUNISATION HELPS PROTECT PEOPLE FROM MANY DISEASES.







NEXT MORNING





Talk to your Healthcare Professional,
local Aboriginal Health Service or Medical Centre
about helping to keep your baby strong.

At birth

2 needles

2 months

2 needles
and 1 medicine

4 months

2 needles
and 1 medicine

6 months

2 needles

12 months

3 needles

18 months

3 needles

4 years old

Up to 2 needles

The information provided in this book is based on the schedule for most Aboriginal and Torres Strait Islander children living in the Northern Territory, as of January 2014. Some children may be given a different number of needles or medicines to drink, so please speak to your healthcare professional about what your baby's needs are.

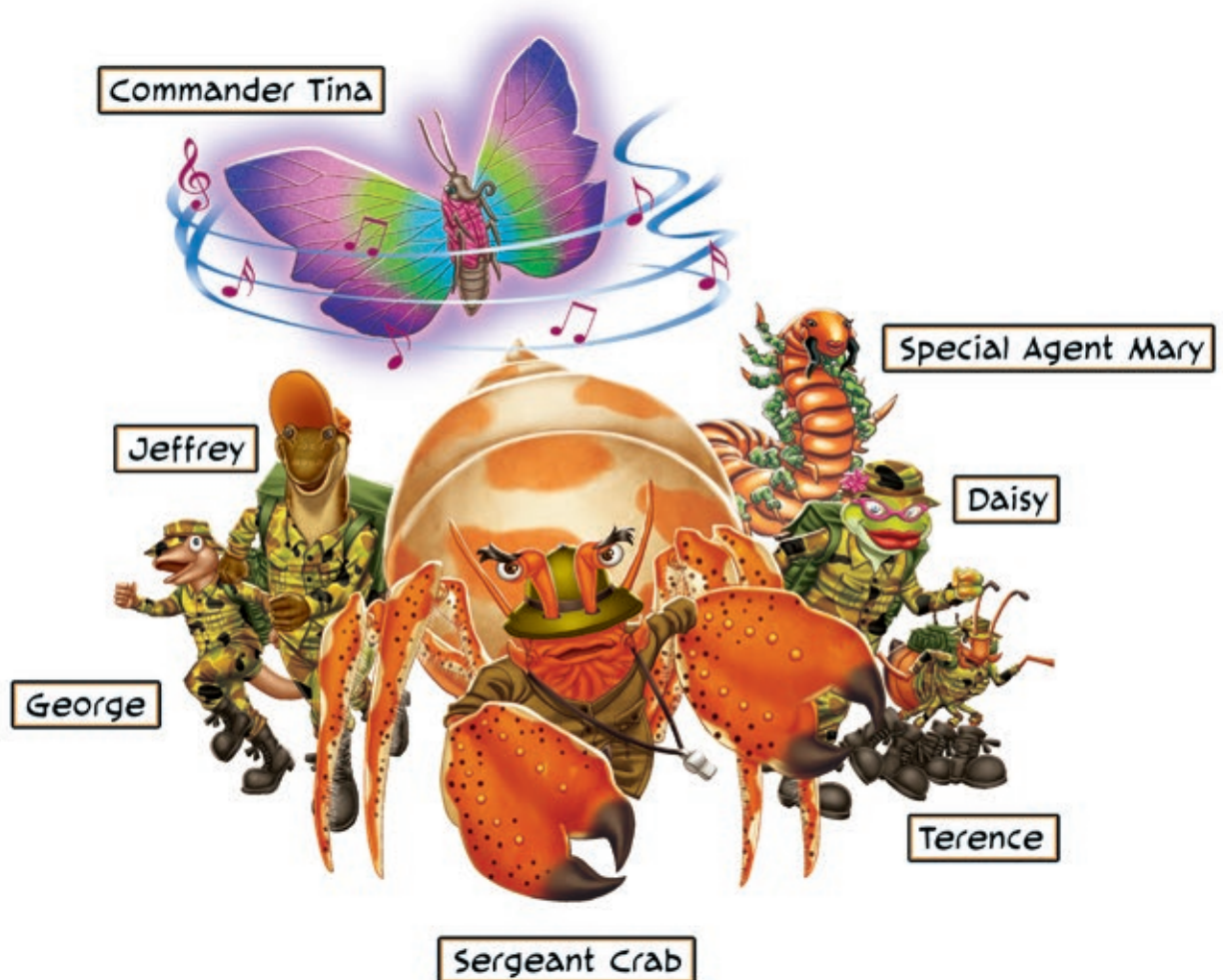
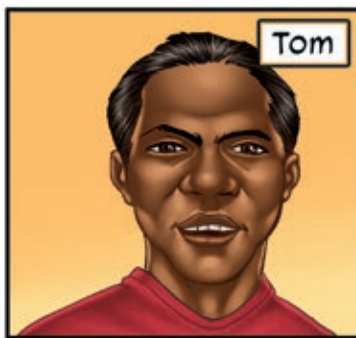
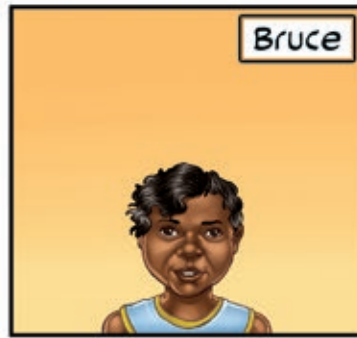
Produced as an educational service by GSK Australia

 myvaccination.com.au
Take the stress out of looking for immunisation information



GlaxoSmithKline Australia Pty Ltd. Melbourne, VIC.
www.gsk.com.au

Date of approval: March 2014, AUS/VAC/0051/13.



We would like to thank the following talented women for their assistance in developing the storyline: Marrpalawuy, Wendy Yunupingu, Melanie, Nora Dhumudal Dhamarranndji, Dipililnga Marika, Shirley Gurruwiwi and Sally Wirrpanda.