

# 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

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Workshop Notes

Chris:

Script

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Pencils and Inks

Mark and Wilmarc:

Colours

Jaymes:

Letters

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Pre-press

## Thanks:

East Arnhem Shire Council, Tina White and Sue Colquhoun.



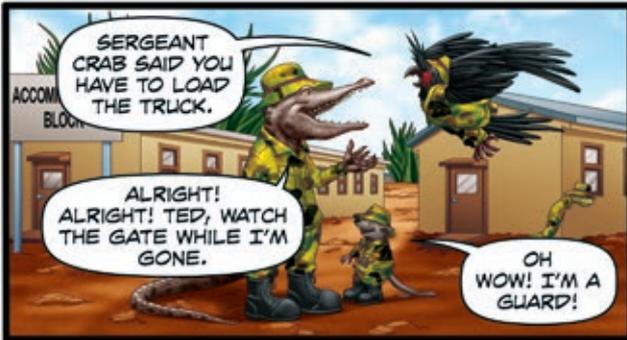
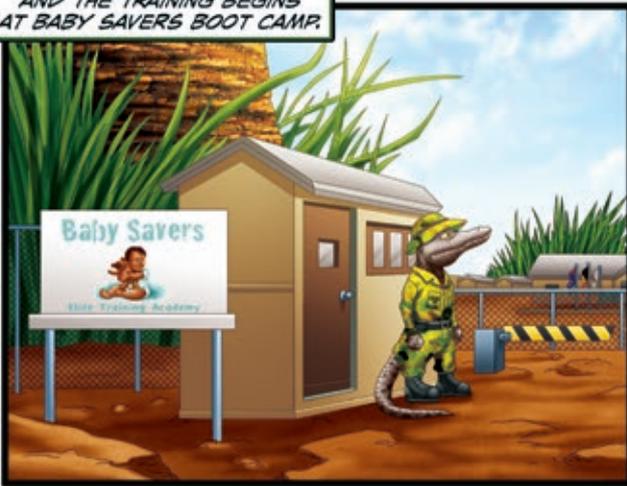
We hope this picture book encourages Indigenous mums and dads to immunise their children regularly and help protect them from unnecessary diseases.

Damian Amamoo, CEO, Inception Strategies

[www.inceptionstrategies.com](http://www.inceptionstrategies.com)



AND THE TRAINING BEGINS AT BABY SAVERS BOOT CAMP.





TRY LOOKING AT THE SIGN!

OH! THANK YOU, SIR.



HERE WE GO!



FROM THE LOOKS OF YOU TWO, THE BABY SAVERS' RECRUITERS MUST BE GETTIN' PRETTY DESPERATE!

LAST TIME I SAW A GECKO AND A GOANNA FRONT UP FOR BASIC TRAINING WAS AFTER THE SECOND WORLD WAR. IT WAS THE MOTHER OF ALL BABY BOOMS AND WE JUST DIDN'T HAVE ENOUGH BABY SAVERS TO GO 'ROUND.



WHICH DIVISION ARE YOU BOYS WITH?

VACCINATION.\*

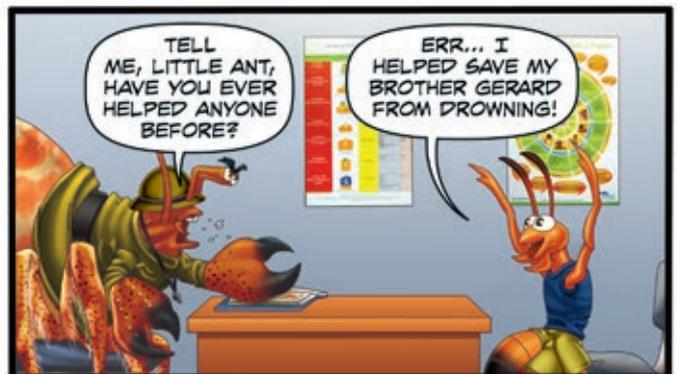
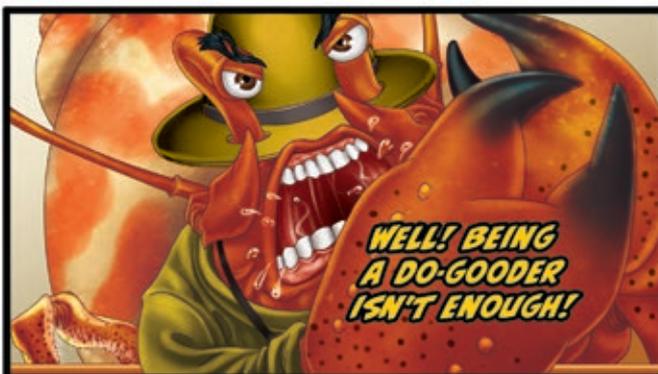
*\*IMMUNISATION STRENGTHENS PEOPLES RESISTANCE TO DISEASE. THE MOST COMMON WAY TO IMMUNISE YOUR BABY IS BY VACCINATION.*



VACCINATION DIVISION, EH? THAT MEANS YOU'VE GOT SERGEANT CRAB AS YOUR INSTRUCTOR. YOU BOYS BETTER STAY ON THE RIGHT SIDE OF HIM!



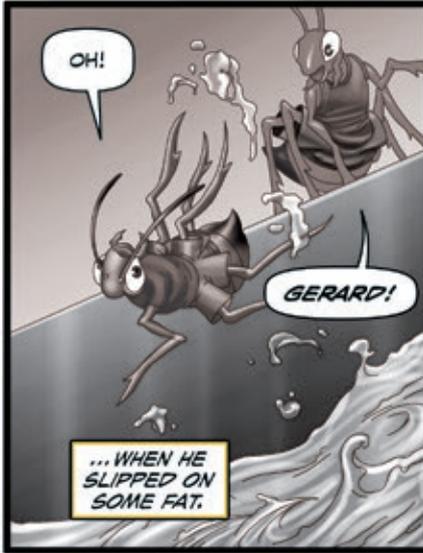
OR YOU'LL BE OUT ON YOUR EAR. HAHHAHA!



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.



UHM...



I'M LOSING CONFIDENCE IN YOU, TERENCE!



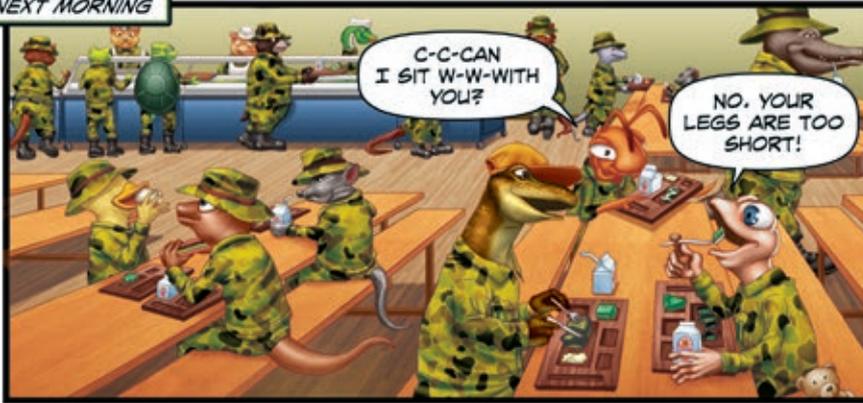
COMMANDER TINA!



SERGEANT,  
THIS LITTLE  
ONE DESERVES  
A CHANCE.

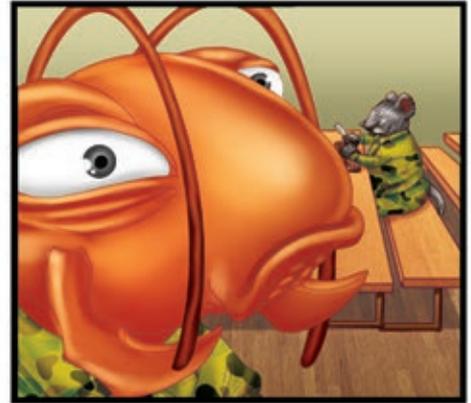
ER... YES  
COMMANDER, YES,  
OF COURSE.

NEXT MORNING



C-C-CAN  
I SIT W-W-WITH  
YOU?

NO. YOUR  
LEGS ARE TOO  
SHORT!



HE'S JOKING,  
SIT DOWN, BRO! I'M  
JEFFREY AND THIS  
IS GEORGE.

HI! I'M  
TERENCE.



WHO'S THE  
GIRL FROG BY  
THE DOOR?

IT LOOKS  
LIKE DAISY! I'VE  
SEEN HER DOWN  
AT YIRRKALA  
BILLABONG.



YOU  
KNOW  
HER?

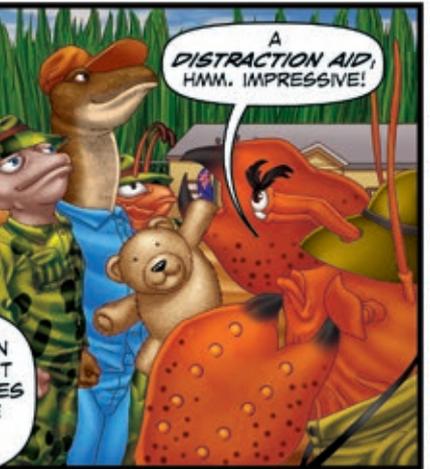


OH MY  
GOSH! SHE'S  
COMING OVER!

IT'S A  
MIRACLE.









LATER THAT DAY

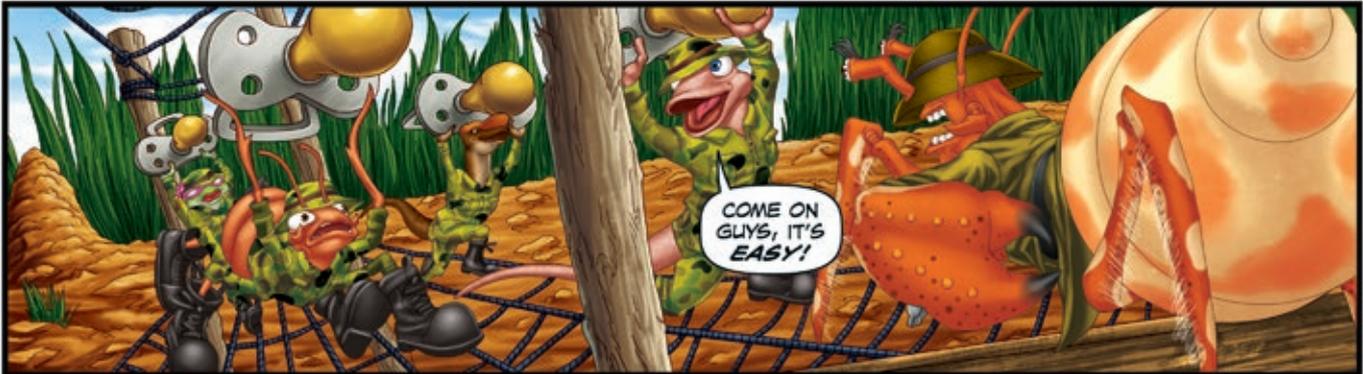
GET THOSE TYRES UP THIS HILL!

C'MON GUYS! YOU CAN DO IT!

PUFF! PUFF!

PUFF! PUFF!

ARRRGH!



COME ON GUYS, IT'S EASY!

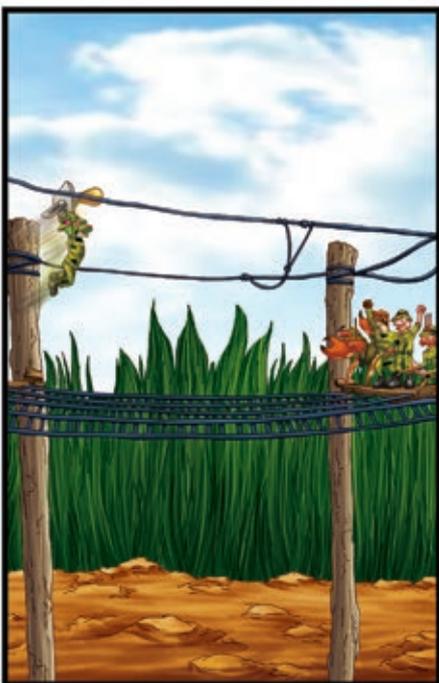


5 SECONDS LEFT!

THE FROG LOOKS LIKE SHE'S CHOKED\*

DAISY, YOU CAN DO IT!

\*SUFFERING FROM PERFORMANCE ANXIETY



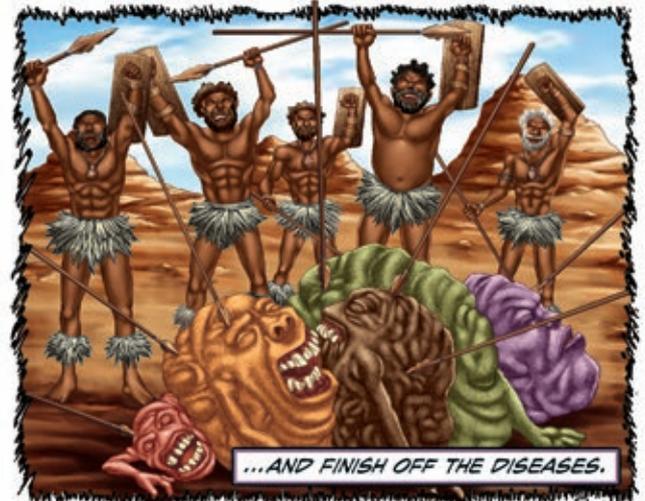
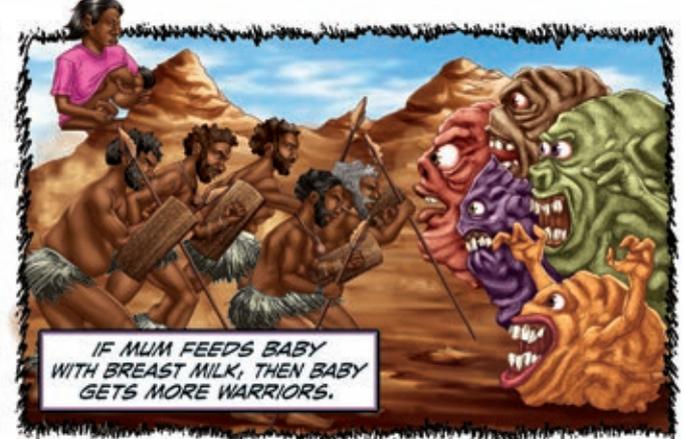
DAISY IS THE MOST BEAUTIFUL FROG I'VE EVER SEEN.



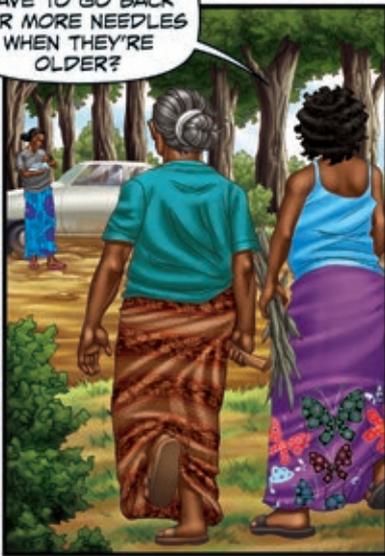
KEEP MOVING. LET'S GET TO THE NEXT EXERCISE.



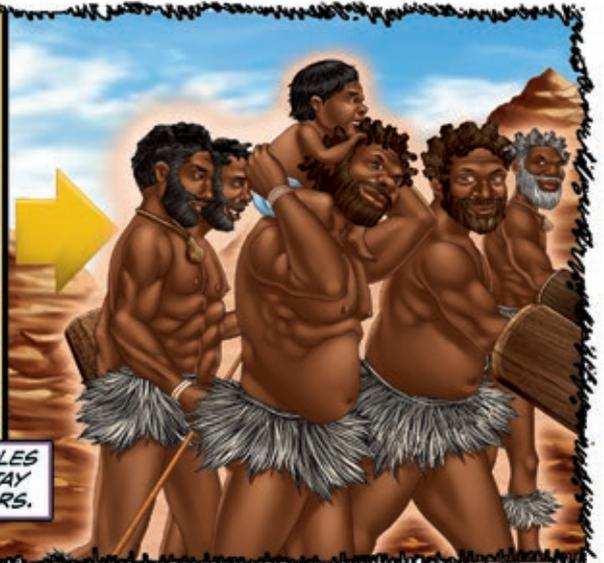




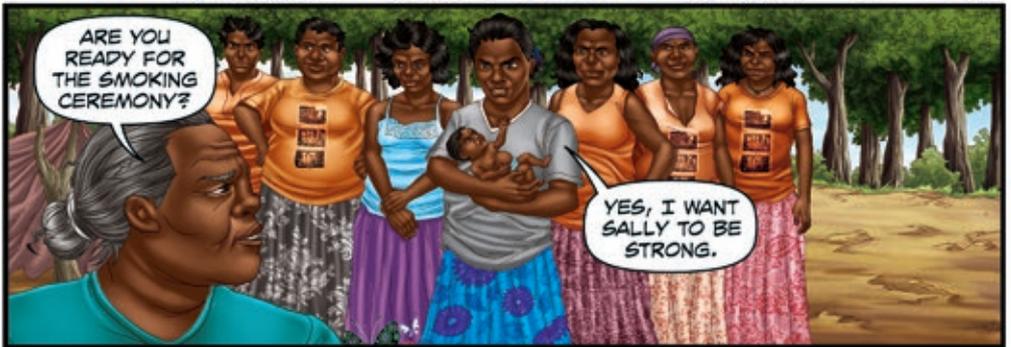
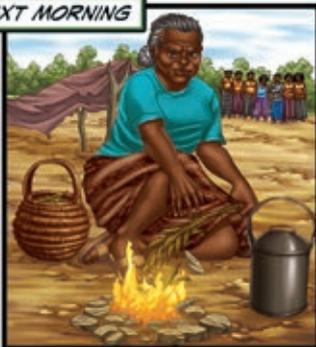
WHY DO BABIES HAVE TO GO BACK FOR MORE NEEDLES WHEN THEY'RE OLDER?



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?

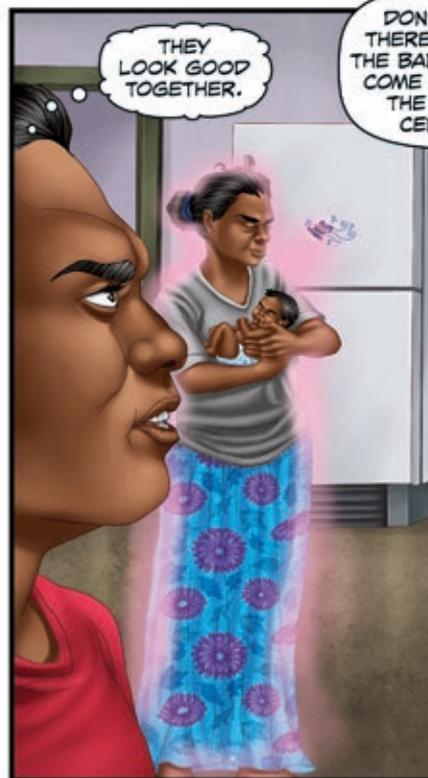
IS THAT THE BABY?

TODDLERS!

CRASH!  
BANG!  
RING!



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





**REPORT!**

BABY SALLY ONLY HAS RED AND BLUE BALLOONS.

WHAT DOES THIS MEAN?

IT MEANS SHE HAS SOME IMMUNITY\*, THE BALLOONS ARE PUFFED UP AND STRONG BECAUSE MUM IS BREASTFEEDING.

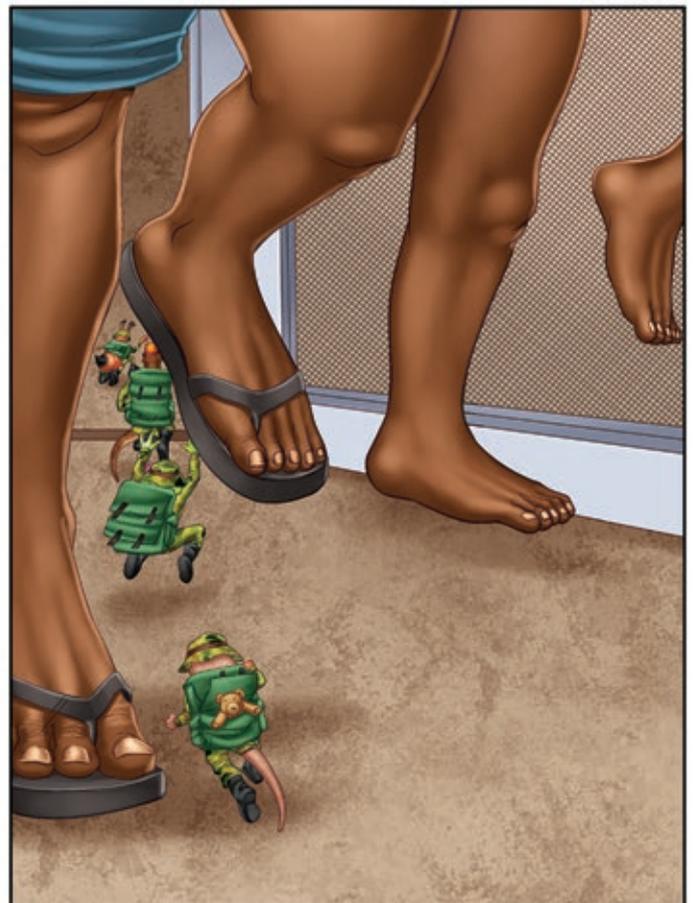
WE STILL NEED MUM TO TAKE BABY TO THE HEALTH CLINIC.

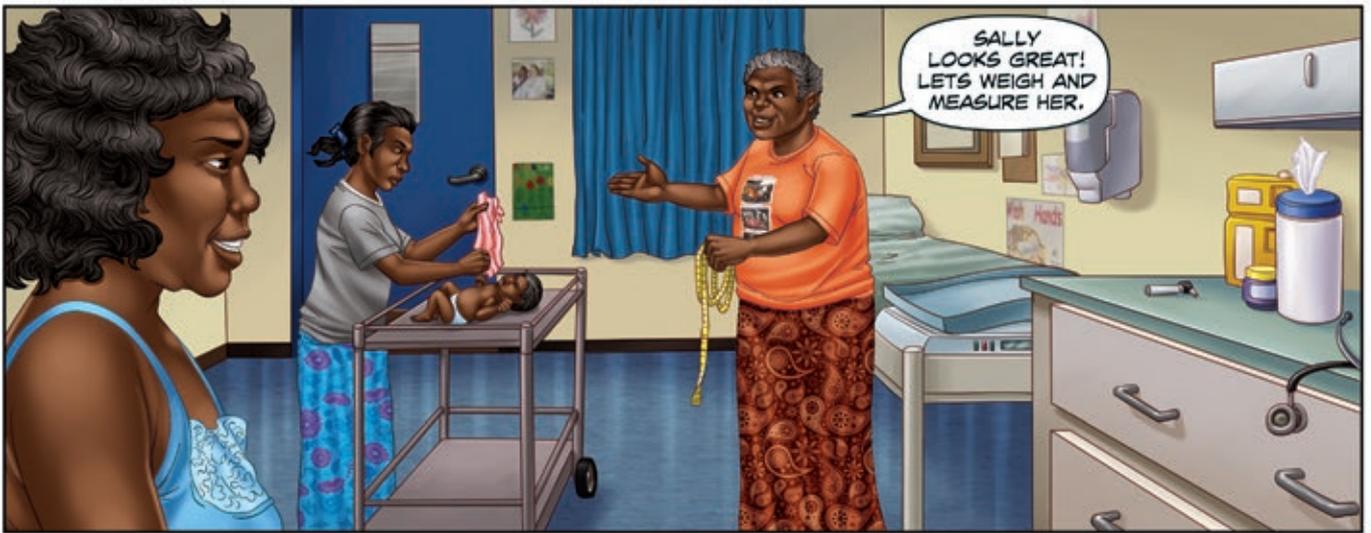
OK, AND WHAT ABOUT THE TODDLERS?

THEY'VE GOT MORE BALLOONS AND IMMUNITY COVERAGE, SIR! BUT SOME OF THEIR BALLOONS ARE SMALL AND WEAK. THE TODDLERS NEED SOME BOOSTER NEEDLES TO RAISE THEIR LEVEL OF IMMUNITY PROTECTION.

\*PROTECTION AGAINST INFECTIONS.

RETREAT!  
RETREAT!





SALLY LOOKS GREAT! LETS WEIGH AND MEASURE HER.



SALLY'S WEIGHT AND HEIGHT ARE NORMAL. YOU CAN GET HER DRESSED NOW.

TANIA, ARE YOU BREASTFEEDING?

YES.

AND DID BABY HAVE HEP B AND BCG INJECTIONS\* AT THE HOSPITAL?

YES.

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



IT'S IMPORTANT TO REMEMBER, BABY WILL NEED TO COME BACK TO GET HER 2-MONTH NEEDLES.

I MIGHT BE OUT BUSH.

I THINK TANIA IS CONFUSED ABOUT THE IMPORTANCE OF BABY NEEDLES.



THERE'S A 'BABY CARE' TV PROGRAM THAT DEALS WITH VACCINATION ON IMPARJA\* AT 7PM TONIGHT.

MAYBE, IF WE CAN GET TANIA TO WATCH IT, SHE MIGHT CHANGE HER MIND ABOUT BABY NEEDLES?

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

LATER

TANIA, WHAT ARE YOU DOING TONIGHT? LET'S WATCH SOME TV?

OK, I'LL PUT THE KIDS TO BED EARLY. CASSIE'S GOIN' OUT SO IT WILL JUST BE YOU, ME AND TOM.



THE VACCINATION TV PROGRAM MUST HAVE STARTED, BUT WE NEED TO CHANGE THE CHANNEL TO IMPARJA.

WE NEED TIME TO MAKE A PLAN.

NO TIME FOR A PLAN! BABY SAVERS ARE GO!



REAOW!



FWOP



KER-THUMP



OH!

THWAACK

REAOW!



AARRK-HISS!



THAT WAS A GOANNA! NOW A FROG?

WHAT'S WRONG WITH THE CAT?

YOWWWW!

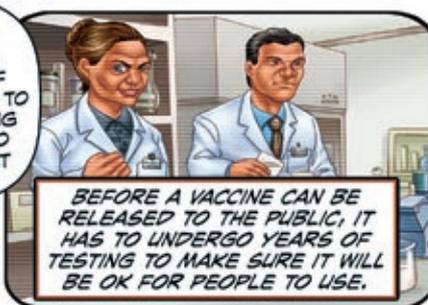
CLICK



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.



MAYBE BABY NEEDLES ARE A GOOD IDEA, SINCE THEY PUT SO MUCH WORK INTO IT TO HELP BABIES GET STRONG.

WE'RE GOING TO TALK TO AN INDIGENOUS STRONG WOMAN ELDER ABOUT HOW SHE BELIEVES VACCINATION CAN HELP THE COMMUNITY.



LET'S WATCH THE FOOTY.

OH NO...





WE WERE SO CLOSE!

TANIA NEARLY CHANGED HER MIND.

WE CAN'T GIVE UP!

EARLY MORNING, SIX WEEKS LATER



GEE, THAT WAS A TOUGH ALL-NIGHT MISSION TO FIND THAT BABY BOOK IN THE BEDROOM AND GET IT ALL THE WAY TO THE KITCHEN TABLE.

YES, TEDDY AND I ARE EXHAUSTED.

QUIET EVERYONE. LET'S SEE IF IT WORKS!



TANIA, SALLY IS TWO MONTHS OLD, SO IT'S TIME FOR HER BABY NEEDLES. MAYBE WE TAKE HER AND THE TWINS INTO THE CLINIC FOR A HEALTH CHECK?



YEAH, MAYBE.

4PM THE SAME AFTERNOON



WE FAILED!

V-DIVISION! YOUR TIME IS UP. TANIA AND TOM HAVEN'T TAKEN BABY SALLY FOR HER 2-MONTH BABY NEEDLES.



MY JOB IS ON THE LINE HERE.



IN THESE EXCEPTIONAL CIRCUMSTANCES, COMMANDER TINA HAS AUTHORISED THE USE OF SPECIAL AGENT MARY.

HI MARY!

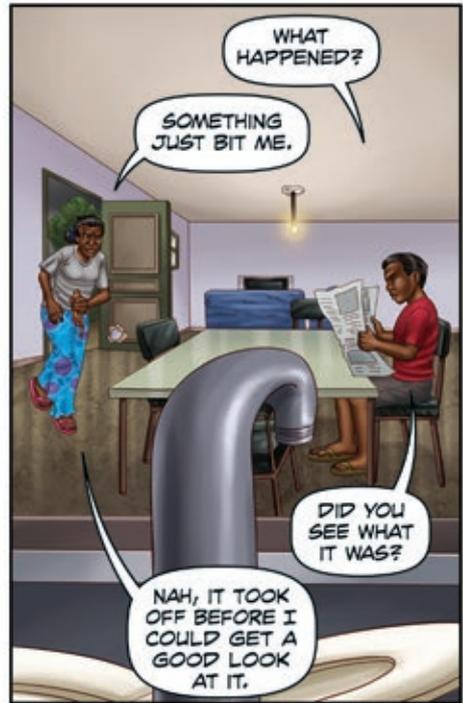
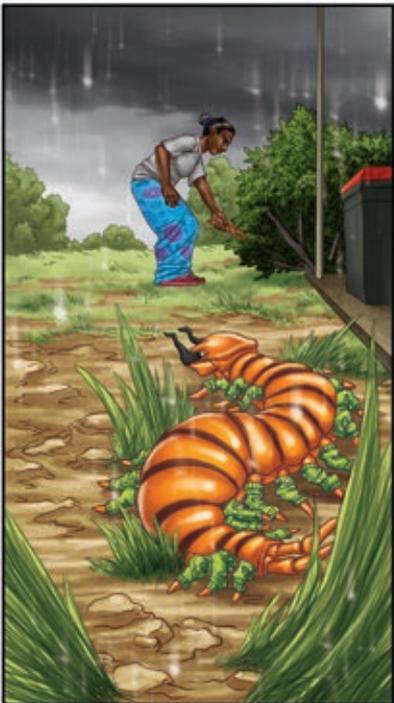


LET'S GET TO SHELTER.



I MIGHT DIG SOME CASSAVA FROM THE GARDEN FOR DINNER.

AGENT MARY! THERE'S THE TARGET, HOLDING THE BAG!



WHAT HAPPENED?

SOMETHING JUST BIT ME.

DID YOU SEE WHAT IT WAS?

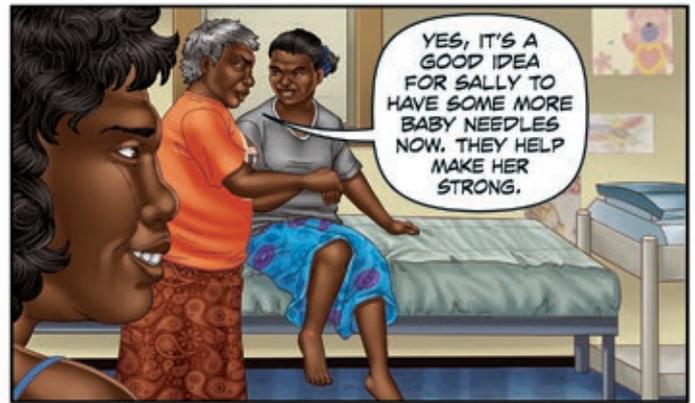
NAH, IT TOOK OFF BEFORE I COULD GET A GOOD LOOK AT IT.

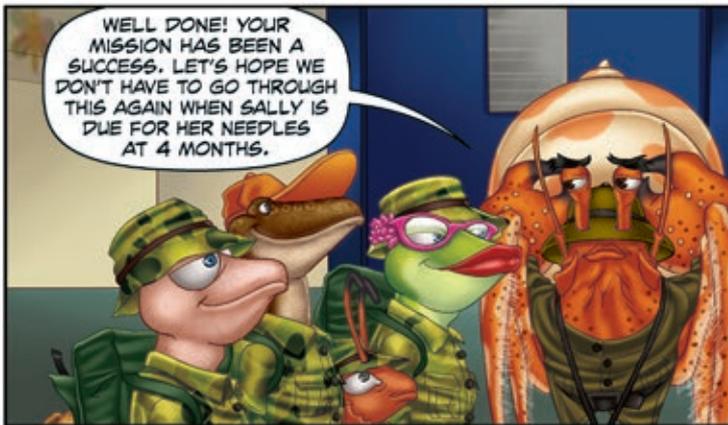


IT DOESN'T LOOK LIKE A SNAKEBITE. HOW DO YOU FEEL?

JUST A LITTLE SORE.

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.

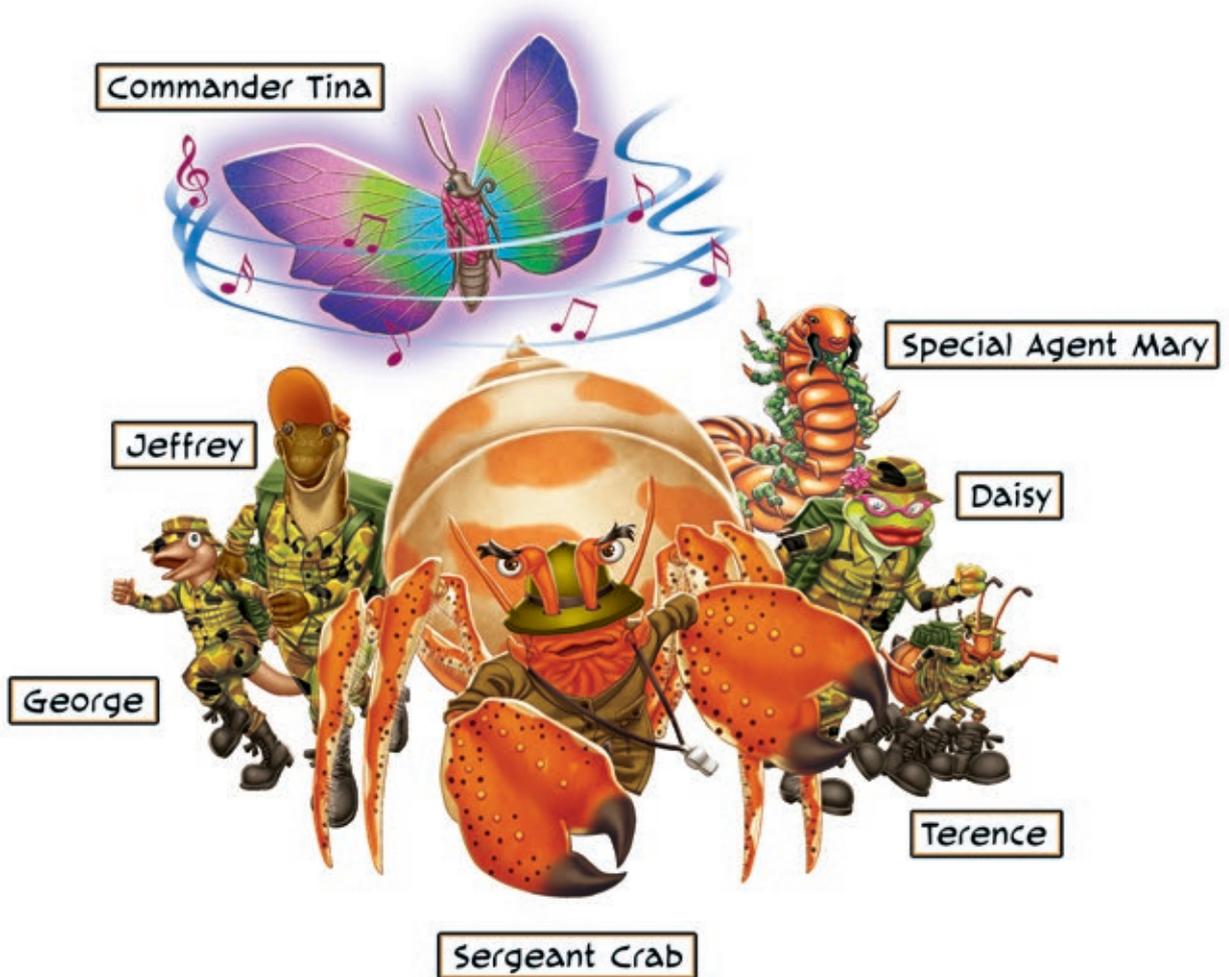
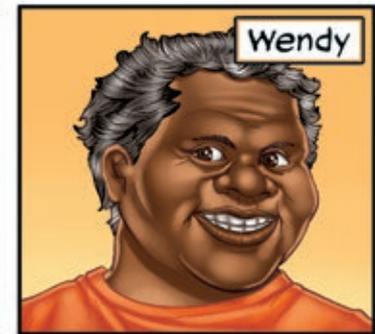
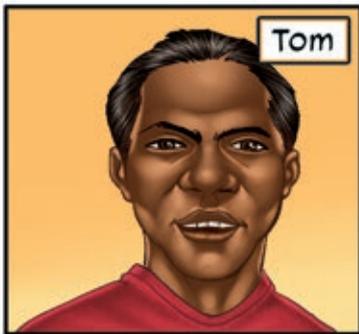
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Take the stress out of looking for Immunisation Information



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

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