



Reflect Reconciliation Action Plan

April 2021 to April 2022

Red Nose is Australia's leading authority on safe sleep and safe pregnancy, and bereavement support for families affected by the death of a child.

Red Nose Australia was founded in 1977 by bereaved parents who wanted to make sure the devastating impact of the death of their child never happened to anyone else – by finding out why their babies died suddenly and unexpectedly, and then educating parents and health professionals about how to prevent it.

Their determination and tireless fundraising efforts created one of Australia's most successful public health program – "Back to Sleep", which has so far resulted in an 85 per cent reduction in SIDS in Australia.

While we have reduced SIDS by 85% and invested more than \$17 million into lifesaving research, 3,000 babies, toddlers and pre-schoolers still die suddenly and unexpectedly each year.

Through world-class research, lifesaving safe sleeping and safe pregnancy education, and vital bereavement support services, we continue the work of our founders.

Research also tells us of the extra burden of mortality associated with SUDI and Stillbirth being carried by our Aboriginal and Torres Strait Islander population.

Thus, we are committed to initiatives to reduce this unacceptably high burden, to be undertaken in consultation and collaboration with the Aboriginal and Torres Strait Islander community.

Red Nose currently employs 65 staff nationally, based out of the nine office locations below.

- Docklands, VIC
- Surrey Hills, VIC
- Lilyfield, NSW
- Chifley, ACT
- Kensington, WA
- Mt Gravatt, QLD
- New Farm QLD
- Hamilton South, NSW

Red Nose recognises that we currently do not employ any Aboriginal and/or Torres Strait Islander staff across the organisation but look forward to ensuring we create a welcoming and culturally safe environment through our Reconciliation Action Plan journey.

OUR RECONCILIATION ACTION PLAN

Red Nose's Reconciliation Action Plan (RAP) will ensure that we are continually working towards being a culturally inclusive organisation and that all resources and service provision used within the organisation are developed and adapted to meet the needs of Aboriginal and Torres Strait Islander communities.

Through this RAP, Red Nose will implement a tried and tested framework to drive reconciliation through practical actions.

Red Nose is committed to creating a cultural shift within the organisation, which first focuses on increasing staff awareness about the implementation of the RAP, actioned by the improved acknowledgment of significant dates including NAIDOC Week and National Reconciliation Week.

Red Nose acknowledges the higher incidence of perinatal and baby and infant death are experienced within Aboriginal and Torres Strait Islander communities and we seek to ensure our resources and knowledge reaches all people in a culturally safe and appropriate manner.

Our RAP will ensure our commitment to continuous action to reduce the barriers to access between Aboriginal and Torres Strait Islander communities and safe sleep and best practice bereavement education and support.

Red Nose acknowledges we could be doing more to address the five dimensions of reconciliation and ensure all who work, volunteer or support Red Nose understand the importance of strengthening our relationship with Aboriginal and Torres Strait Islander communities.

Red Nose' current reconciliation activities to date include:

- Updates to the Red Nose Website to action our goals within the RAP and to better support the Aboriginal and Torres Strait Islander community;

- The inclusion of two Aboriginal and Torres Strait Islander representatives on our National Scientific Advisory Group (NSAG);
- The creation of the NSAG working group for "Aboriginal and Torres Strait Islander Initiatives", whose main aim is to increase the work of Red Nose in Aboriginal and Torres Strait Islander communities, ensuring relevance and cultural sensitivity is at the forefront of all progression; There will be three Aboriginal and Torres Strait Islander representatives on this committee.
- The inclusion of an Acknowledgement of the Traditional Custodians on the Red Nose and Sands Homepage; and
- The introduction of an Acknowledgement of Country at the beginning of all Red Nose meetings.
- Production and distribution of literature that is specific to the needs of Aboriginal and Torres Strait Islander Communities across Australia. These pieces of literature are currently under review to ensure their relevance and cultural appropriateness is current moving forward.

Our organisations current RAP Champion is Bridget Sutherland, Director of Prevention and Advocacy, for Red Nose. Bridget is responsible for driving action and promoting change within Red Nose.

COMMUNITY PARTNERSHIPS

The Reducing the Risk of SUDI in Aboriginal Communities (RROSIAC) program is a previously funded program that was delivered across the state of Western Australia between 2008-2019. It serviced healthcare staff and community across regional and remote locations and is tailored to address the disproportionately high rates of Indigenous infant mortality through reducing the rates of Sudden Unexpected Death in Infancy (SUDI), including Sudden Infant Death Syndrome (SIDS) and fatal sleep accidents.

It looked not only at accessing Aboriginal and Torres Strait Islander families, but aimed to educate those working with these families in the infancy period.

Through the RROSIAC program, Red Nose directly contributed to the Council of Australian Governments (COAG) targets of Closing the Gap in life expectancy within a generation and halving the gap in mortality rates for Aboriginal and Torres Strait Islander children under five.

After merging and becoming a national organisation in 2016, Red Nose wishes to build upon these education initiatives on a national level, expanding the reach of programs like these by strengthening our relationships with Aboriginal and Torres Strait Islander Communities across Australia.

Throughout the provision of the RROSIAC initiative across Western Australia, Red Nose has established strong working partnerships with a multitude of organisations, highlighting our engagement with reconciliation and Aboriginal and Torres Strait Islander peoples to date.

These include a strong working relationship with Aboriginal Health Council of Western Australia (AHCWA), the peak body for Aboriginal Health Services across Western Australia, and their 22 partner organisations across the state, as well as, but not limited to the following;

- WA Country Health Service
- Department of Communities
- Yorganop Child Services

- Health Department of WA
- Child and Adolescent Health Service

Red Nose, through the RROSIAC program, assisted heavily in upskilling staff in the area of SUDI prevention state-wide. Sessions were run to upskill Community Health Nurses, Aboriginal Health Workers, Midwives and Public Health staff across the state, both in the public sector through hospital training days and facilitated sessions, or in the Aboriginal Community Controlled Health (ACCHO) sector, when visiting regional and remote communities.

Staff training opportunities were increased in the latter years of the program using the Western Australia Country Health Service (WACHS) Telehealth Network, which allowed for more frequent training in regional and remote areas, accessing areas of the state previously reduced due to travel restrictions.

INTERNAL ACTIVITIES & INITIATIVES

During the last 12 months, Red Nose has begun to implement change to turn our organisation's good intentions into action by formalising our commitment to reconciliation.

Red Nose has done this to develop opportunities within our services to improve health outcomes for Aboriginal and Torres Strait Islander peoples and communities, ensuring more effective and relevant service.

Some of these activities include:

- Inclusion of our Guiding Principles (GP) for Aboriginal and Torres Strait Islander communities on our Red Nose Website. This articulates our commitment to working inclusively with the Aboriginal and Torres Strait Islander community. The GP document reflects the NHMRC guidelines of working ethically by expressing the values of ethical relationships with Aboriginal and Torres Strait Islander communities.
- The inclusion of an Aboriginal and Torres Strait Islander representative on our National Scientific Advisory Group (NSAG);
- The creating of the NSAG working group "Aboriginal and Torres Strait Islander Initiatives", whose main aim is to increase the work of Red Nose in Aboriginal and Torres Strait Islander communities, ensuring relevance and cultural sensitivity is at the forefront of all progression;
- The inclusion of an Acknowledgement of Country on the Red Nose Homepage; and
- The introduction of an Acknowledgement of Country at the beginning of all Red Nose meetings.

RECONCILIATION ACTIONS

RELATIONSHIPS			
Action	Deliverable	Timeline	Responsibility
Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.	April 2021	Director Prevention & Advocacy
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	April 2021	Director Prevention & Advocacy
	Increase Aboriginal and Torres Strait Islander representation on Red Nose' NSAG Aboriginal and Torres Strait Islander Initiatives Working Group who are responsible for RAP delivery.	October 2021	Chair of NSAG Aboriginal and Torres Strait Islander Working Group
Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	May , 2021	Prevention & Research Manager
	RAP Working Group members to participate in an NRW event.	27 May- 3 June 2021	RAP Working Group Chair
	Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	27 May- 3 June 2021	Prevention & Research Manager
Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to all staff.	April 2021	Co-CEO's
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	June 2021	Director Prevention & Advocacy
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	August 2021	Prevention & Research Manager
Promote positive race relations through anti-discrimination strategies.	Research best practice and policies in areas of race relations and anti-discrimination.	April 2021	Co-CEOs & Executive Assistant
	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	August 2021	Co-CEOs & Executive Assistant

RESPECT			
Action	Deliverable	Timeline	Responsibility
Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.	June 2021	Executive Assistant to Co-CEOs and Co-CEO
	Conduct a review of cultural learning needs within our organisation.	July 2021	Director Prevention & Advocacy
Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area.	April 2021	Prevention & Research Manager
	Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	April 2021	Executive Assistant to Co-CEOs and Co-CEO
Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	Raise awareness and share information amongst our staff about the meaning of NAIDOC Week.	July 2021	Prevention & Research Manager and Director Prevention & Advocacy
	Introduce our staff to NAIDOC Week by promoting external events in our local area.	July 2021	Prevention & Research Manager and Director Prevention & Advocacy
	RAP Working Group to participate in an external NAIDOC Week event.	July 2021	Chair of RAP Working Group

OPPORTUNITIES			
Action	Deliverable	Timeline	Responsibility
Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	June 2021	Co-CEOs
	Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	October 2021	Director Prevention & Advocacy
Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	September 2021	Executive Assistant to Co-CEO
	Investigate Supply Nation membership.	September 2021	Executive Assistant to Co-CEO

GOVERNANCE			
Action	Deliverable	Timeline	Responsibility
Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	Form a RWG to govern RAP implementation.	May 2021	Director Prevention & Advocacy
	Draft a Terms of Reference for the RWG.	July 2021	Director Prevention & Advocacy
	Establish Aboriginal and Torres Strait Islander representation on the RWG.	June 2021	Chair of RAP Working Group
Provide appropriate support for effective implementation of RAP commitments.	Define resource needs for RAP implementation.	June 2021	Chair of RAP Working Group
	Engage senior leaders in the delivery of RAP commitments.	July 2021	Chair of RAP Working Group
	Define appropriate systems and capability to track, measure and report on RAP commitments.	September 2021	Director Prevention & Advocacy
Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	September 2021	Prevention & Research Manager and Director Prevention & Advocacy
Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia's website to begin developing our next RAP.	December 2021	Prevention & Research Manager



Contact Details

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