

Safekids New Zealand Campaign 2010 2011 KEY MESSAGES & Sound Bites

You may use the key messages and sound bites for interviews with media or articles.



MOTOR VEHICLE CHILD PASSENGER SAFETY/ CHILD RESTRAINTS & BOOSTER SEATS

| | |
|---|--|
| <p>Key Safety Messages</p> | <ol style="list-style-type: none"> 1. Always use the correct child restraint and booster seat for your child's height and age. 2. Follow the manufacturers' instructions for your child restraint. 3. Remember all child car seats being used in NZ must meet the accepted Safety Standards at all times. 4. Make sure your child restraint or booster seat correctly fits your vehicle. 5. Get help installing your child restraint or booster. Contact a Safe2Go certified technician for support and to get help to correctly install a child restraint. |
| <p>Sound Bites & Impact Statistics</p> | <ul style="list-style-type: none"> • "According to Safekids research, about a classroom full of children (23) are admitted to hospitals each month in New Zealand with injuries sustained while they are travelling in a car..." • "...and on an average, 16 children in New Zealand die each year from injuries sustained where the motor vehicle they were travelling in was involved in a crash." • "According to research gathered by Safekids, 4 out of 5 child car seats are incorrectly fitted in one way or another. This can greatly reduce the safety benefits of child car seats..." • "According to research gathered by Safekids, when correctly installed and used, child car seats can reduce the risk of death by 70% for infants, up to 54% for toddlers, and reduce the need for hospitalisation by 69% for 4 years and younger." • "Booster seats can reduce the risk of injury for primary school kids by up to 59%." • "Seatbelts are designed to fit adults, not kids." • "When kids use a seatbelt that doesn't fit them properly, this can cause severe head, spine and abdominal injury in a crash." • "When they outgrow their child restraints with harnesses, keep kids in booster seats until they are 148cm tall, because the higher they sit, the safer the fit." |

Safekids New Zealand Campaign 2010 2011 KEY MESSAGES & Sound Bites

You may use the key messages and sound bites for interviews with media or articles.



BURNS PREVENTION / FIRE SAFETY CAMPAIGN

| | |
|---|---|
| <p>Key Messages</p> | <ol style="list-style-type: none"> 1. Hot water burns like fire. 2. Keep hot drinks and kettles out of reach of young children. 3. Working smoke alarms save lives. 4. Place burns under cold running water for at least 20 minutes to cool and seek medical advice. |
| <p>Sound Bites & Impact Statistics</p> | <ul style="list-style-type: none"> • "According to research gathered by Safekids, of 1 to 2 year olds admitted to hospital for burn injuries, over half are severely burnt by spilt hot drinks (tea and coffee) and other liquids (such as soups and noodles)." • "According to research gathered by Safekids, over 5 years (2002-2006) 23 children under the age of 15 died from being burnt by fire or flame, an average of almost 5 children dying each year." • "Hot water burns like fire." • "Young skin burns more quickly and deeply than adult skin, at lower temperatures." • "It certain conditions, 15 minutes after being made, a cup of tea can still burn a baby or a child." • "A hot cup of tea spilled over a baby is equivalent to a bucketful of boiling water tipped over an adult." |