



## TIME TO REVISIT NEW ZEALAND CYCLE SAFETY

- Julie Chambers, Senior Policy Analyst, Safekids NZ

Cycling is a fun, healthy activity and growing numbers of people are buying bikes and encouraging children to cycle. Cycling can also be deadly, especially when child cyclists mix with traffic. It is time we looked again at official advice applying to children on bikes.

Over one quarter of all serious cycling injuries happen to children under the age of fifteen. Internationally, serious injuries for child cyclists peak at ages 10 to 13 years.

NZ’s child cycling crash numbers are high by international standards, and increasing. Over five years, child cyclist crashes that involved motor vehicles numbered 250 injuries and 22 deaths. Those that did not involve a motor vehicle resulted in the hospital admissions of 2,528 child cyclists, and one death.

Two very separate sets of skills are required for safe cycling. One is riding the bike; the other involves understanding road rules and safely negotiating traffic.

Best practice acknowledges cyclists on roads must be able to understand and apply road rules. While it might be reasonable to say some children can start cycling on quiet roads at ages ten or eleven, evidence suggests the majority of children will not be ready to ride in usual urban traffic until they are much older, about the same time we begin to consider them old enough to drive a car.

This is problematic because many children have the physical skills to ride a bike at a much earlier age. When their local roads are used by large numbers of cars, and clearly unsafe, they have nowhere to cycle. In response an increasing number of children ride on footpaths.

People riding on footpaths are balancing the danger of colliding with a car driving in or out of a driveway against the danger of riding on the road. It is an uneasy choice. This also contravenes the New Zealand Road Code, which prohibits riding on footpaths except when a cyclist is delivering information to letterboxes or when the footpath is a designated cycleway.

Overseas jurisdictions (Australia) allow children under twelve and an adult to ride on footpaths. Because the

majority of serious crashes happen when child cyclists leave the footpath and merge with traffic, this rule is accompanied with safety messages about always stopping before entering roads or crossings. Bells and cycling speed limits also assist in avoiding crashes with pedestrians.

Designating suitable footpaths as cycle ways creates safer cycling places, yet within our cities and towns this solution is happening much slower than the appeal for cycling is growing. There are many good reasons for children to cycle, but ‘off road’ cycle routes are rare and cycling has been shown to be the riskiest method of travelling to school.

So how old should children be before they ride on the road? Should they ride on some roads, and not others? What about speed limits and bells for cycles? Many seemingly suitable footpaths are not cycle ways, should children be told to break the law and ride on them?

At a time when more children are being encouraged to cycle we need clear, unambiguous safety messages for families. Most importantly, these messages need to be based on research about our own, New Zealand, cycling and road environments.

To view the article with references visit:  
[www.safekids.org.nz](http://www.safekids.org.nz) and click News.



*Breaking the law riding on the footpath, but is it safe to ride on the road?*

# ADVOCACY MATTERS

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## Think before you buy this Christmas

Christmas shopping can be a stressful time for parents, family members and friends, as it can be difficult to know what toys are best. In terms of safety here are a few simple tips you may like to pass on to parents and caregivers in your community or workplace to help them in their search for the “perfect” gift this Christmas.

Things to look for:

- Toys that are suitable for the child’s age and take note of age recommendations.
- Washable and non-breakable toys for babies and young children.
- Ride-on toys that are stable and appropriate for the child’s size and skill level.
- If buying toys such as bikes, scooters, canoes and skateboards remember that standard approved safety gear is essential.

## Remember the “Five S” guide when shopping for toys.

**Size:** The smaller the child, the bigger the toy. Remember children under three put everything in their mouths, up their noses and in their ears. They also cannot cough things up. So, if a toy is small, or can break easily into small parts, a child under three should not be playing with it.

**Surface:** Check that paints and fillings aren’t toxic as children can be poisoned if they lick or swallow them. Also check that soft toys are fire resistant and that the fillings can’t come out easily and be choked on.

**Strings:** Check that strings or tails on toys are not long enough to pose a strangulation or choking hazard and that they are firmly attached to the toy.

**Supervision:** Small children need close supervision with toys to prevent unintentional injuries occurring. Remember a supervised child is a safer child.

**Smooth:** If a toy has sharp points or rough edges a child could badly scratch or cut themselves.



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## Sleeping safe these holidays

Portable cots promise a good night’s sleep for travelling babies and toddlers. However, a recent Consumer test has shown that three out of six portable cots tested – mainly for safety – had a major failure when tested against the Australian/New Zealand standard for portable cots.

When purchasing a portable cot there are a number of things you should check for:

- The cot should have two locking mechanisms, to prevent it from collapsing accidentally.
- The mattress should fit snugly with no gaps at the sides or ends.
- There should be no gaps that could trap a finger, limb or head.
- Inside the cot, there should be no footholds that could allow the child to climb out.
- Make sure there are no protrusions or sharp edges.
- If the cot has wheels or castors make sure they have brakes fitted.
- If the cot has a removable base, check that it can be firmly secured.

For more information on the individual brands tested and to see which brands Consumer recommends check out the full report online at [www.consumer.org.nz](http://www.consumer.org.nz).

You can purchase 7-day access to the report results for \$15, take out a quarterly subscription for \$21 or an annual subscription for \$63. Prices valid until 31 December 2007.

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## Local Government elections – now is a good time to contact your newly elected local politician

New Councils and Community Boards were elected in October. Around the country local Councils are holding inaugural meetings with their new three year term politicians who have been “sworn in”.

Your newly elected representatives are aware they have the next three years to make a difference and most will take the opportunity to listen to your concerns such as your unsafe crossing, broken playground equipment or dangerous open culvert.

Councils are also beginning to hold meetings about what to include in their spending plans for 2008. Proposed projects and programmes (draft annual plans) are published early next year, for community consultation.

Now is a very good time to update your Council on the child injury ‘risk places’ you know exist in your community.

Councils’ responsibilities include minor road safety projects, such as ensuring good traffic management on local streets, safe pedestrian crossings and well surfaced footpaths. They are also responsible for most local parks and playground facilities.

Improvements and upgrades included in your Council's published draft annual plan will have a much higher chance of being funded, so get in early. Call or write to your local politician or Council today!

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## Recent Safekids Submissions

Effective injury prevention includes responding to requests for comment on proposals by government or other organisations. Over the past three months Safekids made three submissions.

- **Building for the 21st Century: Review of the Building Code.** Safekids submission has requested that the review considers:
  - Provisions for barriers around home swimming pools and spas be referenced to the NZ Standard NZS 8500:2006 in both the Building Code as a compliance requirement and in the Fencing of Swimming Pools Act 1987.
  - That all hot water systems in homes and buildings in NZ will deliver water that is 50 degrees celsius or less.
  - Whether existing provisions for safety glass are providing adequate safety against cutting and piercing injuries.
- **Land Transport New Zealand Guidelines for Railway Level Crossings:** While we provided a great deal of specific comment, the Safekids submission requested a greater 'child orientation' for safety facilities provided at level crossings.
- **Standards New Zealand 'Child restraint systems for use in motor vehicles' Revision of AS/NZS 1754:2004.** Safekids NZ submission on the revised Standard supported the inclusion of the new "Type F" booster seat for taller children and included a request for improved consumer information in paperwork accompanying new seats.

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## Fireworks still a danger to children

Despite restrictions on the sale of fireworks this year people continued to be injured over the Guy Fawkes period, including a number of children.

A one year old girl was severely burnt and required surgery and skin grafts when a stray firework landed in her pushchair and exploded. In another incident two boys aged 8 and 14 years were left with mild burns to their face and neck after a firework blasted fireballs out sideways instead of into the air.

This year the Government opted to introduce tighter restrictions on the sale of fireworks which saw the sale period shortened to four days instead of ten and the age for buying fireworks was raised from 14 to 18 years.

Statistically the Fire Service reported a decrease in the number of incidents they attended this year. For the ten day period, 27 October to 5 November, there were approximately 1859 incidents, compared to 2404 in 2006 and 2245 in 2005.

While the Fire Service attended around 500 less incidents this year it is important to note that Guy Fawkes fell on a Monday which is traditionally quieter. In 2005 Guy Fawkes fell on a Saturday and as a result reported the highest number of incidents ever on a single day with 556.

Safekids believes that while the new restrictions may be helpful in reducing the number of firework related injuries, a total ban on the private sale of fireworks is still the best option for preventing injuries.

Safekids wishes to congratulate Progressive Enterprises who announced they will no longer sell fireworks in their Foodtown, Woolworths and Countdown shops because of the damage and injury caused during Guy Fawkes Day celebrations despite the new restrictions. They too believe that the safety risks associated with the private use of fireworks outweigh the benefits.

Safekids believes that the safest way to celebrate Guy Fawkes is through controlled public displays but urges organisers to be vigilant with their safety precautions after three girls aged 7, 9 and 10, suffered burns at a public event attended by 12,000 people when a rogue firework went into the crowd.

Fireworks are undoubtedly potentially dangerous and high risk and New Zealand needs to find the safest way for families to enjoy them without more children being injured.



Safekids wishes to congratulate New Zealand drink company Charlie's for withdrawing TV ads considered socially irresponsible by the Fire Service and Safekids. The animated ads aired the week prior to Guy Fawkes and featured young boys firing skyrocketes at each others heads and blowing up letterboxes.

While the ad was withdrawn from TV, Charlie's has chosen to keep it on their website for people to view. To view the ad visit [www.charlies.co.nz](http://www.charlies.co.nz) and checkout the Charlie's News section on the right hand side of the homepage. If you would like to express your views you can email: Charlie's at [chat@charlies.co.nz](mailto:chat@charlies.co.nz).

# ACTION UPDATE

## Safe Kids Worldwide

Safe Kids Worldwide (SKW) was founded in 1987 and has grown to be a global network of organisations with more than 450 coalitions in 17 countries whose mission is to prevent unintentional childhood injury, a world leading killer of children.

The SKW Leadership Conference was held in Washington from 16-20 October and was attended by 15 of the 17 SKW member countries including New Zealand. The theme of the conference was Partnerships for Prevention which focussed on four key areas: public health, risk areas, partnership, management and leadership.

A highlight of the conference is the SKW international awards and this year the awards went to the following countries:

- Israel received the Outstanding NGO Partnership award for “Safe Kids Israel Partnership with Muslim Imans.”
- Safe Kids Austria received the Innovation award for “Paediatrician Injury Prevention Counselling/Child Safety Tips.”
- Safe Kids Philippines received the Research award

for creating a national report showing the severity of unintentional injuries over the past 40 years. They identified gaps in data collection and the Department of Health is now recognizing injury prevention as a health issue.

- Safe Kids Vietnam won the Advocacy Award for “Helmet Law Adoption.” Their campaign resulted in the Prime Minister announcing mandatory helmet use on all roads for all ages of motorbike riders. In Vietnam 90% of road transportation is conducted on motorbikes and there are 21 million motorbikes on the road with only 3% of the population wearing helmets.
- Safekids NZ received the International Child Passenger Safety award for its work on driveway run-overs.



*Safekids Injury Prevention Advisor Pepe Sapolu-Reweti, Safe Kids Worldwide Director Stephanie Fischer and Safekids NZ Director Ann Weaver at the Safe Kids Worldwide Conference*

## IPNANZ CONFERENCE

The Injury Prevention Network of Aotearoa New Zealand’s (IPNANZ) conference was held in Napier from 29-31 October, and was attended by around 135 delegates.

A highlight was controversial keynote speaker David Enwicht. The co-founder of Creative Communities International was certainly willing to challenge his listeners around injury prevention issues.

David believes that while it seems counter-intuitive, perceptions of danger can make people act more responsibly as making things appear safer encourages them to take more risk. A large part of his social innovation work involves re-designing street layouts to return roadways to the social function they once provided.

By removing traffic-calming objects such as white lines and caution signs, David says drivers tend naturally to move into a different frame of mind, where their perceptions of space and time are radically altered. The result is they automatically drive more slowly.

He told the conference how, in an EU-funded ‘Shared Space Project’, more than 30 villages in the Netherlands, and several other places in Europe, are

actually removing traffic control devices to deliberately create driver uncertainty. As a result, speeds have reduced dramatically and safety increased. Drivers are forced to look each other in the eye and negotiate their way through the space.

Other conference highlights included the art deco themed conference dinner at the Mission Estate Winery, the wide array of seminars and presentations on offer and the beautiful Hawkes Bay weather.

Safekids congratulates Joyce-Anne Raihania and Dr Alan Parsons who were the recipients of the 2007 IPNANZ Te Manaia Leadership awards. They were honoured at the IPNANZ conference for their outstanding contribution to the injury prevention sector and their part in the setting up of IPNANZ. For more information and highlights visit: [www.ipnanz.org.nz](http://www.ipnanz.org.nz)



*Dr Alan Parsons and Joyce-Anne Raihania*



## WALK TO SCHOOL WEEK 3-7 MARCH 2008

Schools across New Zealand are being invited to take part in Feet First Walk to School Week from March 3-7, 2008.

After two successful years as a regional event, Feet First, led by Land Transport NZ in partnership with local councils, is going nationwide from next year.

The aim of Feet First week is simple: more children walking to school every day. The ideal result would be to see all New Zealand children who can walking to school on a regular basis in a safe environment. Last year, more than 62,000 children from 170 New Zealand schools stepped out to take part in Feet First week.

During Feet First week primary school students are encouraged to walk to school with a caregiver, with friends or on a walking school bus. Walking school buses are a safe, fun and active way for children to travel to and from school with adult supervision.

As well as being a healthy activity, walking to school is a way for children to learn how to cross the roads safely and develop independence, as well as having a positive impact on the environment.

Participating schools will receive resources including flyers, posters, stickers, progress cards, and ideas for classroom activities, and will also have the chance to win great prizes. A highlight of the week will be Walk to School Day on Wednesday 5 March, with special events planned.

To keep the focus on walking to school after the week's events have finished, prizes are also on offer for schools participating in "Walking Wednesdays" for the remainder of the first term.

For more information, please visit: [www.feetfirst.govt.nz](http://www.feetfirst.govt.nz)



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## Kidshealth website

The child and youth health information website 'Kidshealth' is a joint venture between the Paediatric Society of New Zealand and the Starship Foundation.

The site provides quality information on the health and well-being of children and young people and has been specially developed for New Zealand by a team of 412 health professionals from across the country.

After two years online visitors to the site have increased seven-fold with more than 200,000 people viewing the site since it was launched.

The vision of Kidshealth is to become a central New Zealand source of high quality child health information with a focus on medical conditions as well as prevention and parent support.

Kidshealth is a valuable source of information catering for health professionals and the injury prevention sector as well as families and caregivers.

To find out more visit: [www.kidshealth.org.nz](http://www.kidshealth.org.nz)

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## Refugees As Survivors

Through the United Nations, New Zealand accepts and resettles 750 refugees a year. Although it may seem a small number, the positive impact on lives is remarkable.

Refugees have suffered the loss of family, friends, their possessions, their homeland and their culture, and many have survived trauma and torture. The work of Refugees As Survivors (RAS) is vital in helping bridge the vast gap between the danger and suffering of an old life and a bright new future as a New Zealander.

The vision of RAS is to ensure that all refugees and people with related backgrounds will have access to quality, culturally responsive health services to assist with positive resettlement in New Zealand.

RAS works with refugees in a number of areas including clinical assessment and treatment, community network health promotion, capacity building and research and evaluation. Part of this includes a 'Train the Trainer' partnership with Safekids NZ and Communities Living Injury Free, a community injury prevention program based at Auckland City.

On 8 October 2007 RAS launched their newest service, the Community Clinical Mobile Team, with Prime Minister Helen Clark in attendance. The team now have four Hybrid cars to allow them to travel to visit clients.

Other recent achievements for RAS include being awarded the National Road Safety Innovation and Achievement Award in 2006 for their Road Safety Education project. This project involved teaching new refugees road rules, pedestrian crossing, car restraints and safe cycling

during the six weeks they reside at the Mangere Refugee Reception Centre on arrival to New Zealand.

RAS were also awarded a Mayor of Auckland Community Safety Award this year for their part in developing a visual injury prevention New Migrant Safety resource for refugee communities, in partnership with Safekids and Communities Living Injury Free.

For more information on Refugees As Survivors visit:  
[www.aucklandras.org.nz](http://www.aucklandras.org.nz)



Arif Saeid, RAS Community Services Manager, with Auckland City Mayor his Worship Dick Hubbard at the 2007 Community Safety awards.

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## Taking the pulse of NZ child and youth health

In a first for New Zealand, information from many sectors and non-government organisations has been combined to produce a set of child and youth indicators and reports which highlight factors influencing health, and indicating opportunities for early intervention.

The two reports, 'Monitoring the Health of New Zealand Children and Young People; A Literature Review and Framework Development' and the companion document 'Indicator Framework', commissioned by the Ministry of Health in 2006, were the result of extensive international and national reviews, and involved considerable consultation and collection of data across many sectors that had not been brought together before.

Safekids NZ was part of the steering committee and contributed to the child safety section which highlights a 15 year decline in unintentional injuries to children. While it is still a leading cause of death for children, it is a reflection of the amazing work being done in the area of injury prevention and is a reminder there is still much more to be done.

For further information and to view the reports visit:  
[www.paediatrics.org.nz](http://www.paediatrics.org.nz)

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## UPCOMING EVENTS

### Bike Wise Week 2008

23 February to 2 March 2008

Bike Wise Week is a nationally co-ordinated week of cycle activities and promotion and a great opportunity to promote cycle safety in your community. See page 7 for further information.

[www.bikewise.co.nz](http://www.bikewise.co.nz)

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### Children's Day 2008

2 March 2008

Why not do something special with children to celebrate children's day? Plan an event for your family, school or wider community.

[www.childrensday.org.nz](http://www.childrensday.org.nz)

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### Safekids Leadership Conference 2008

6-7 March 2008, Auckland

The Safekids biennial Leadership Conference is aimed at coalition leaders or prospective leaders working on the Safekids Campaign. Registrations are now open and close 15 February 2008. For more information as it becomes available visit: [www.safekids.org.nz](http://www.safekids.org.nz)

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### Kids Trauma Conference

9 May 2008, Auckland

The second New Zealand National Paediatric Trauma Conference is a multidisciplinary conference for those working in the fields of injury treatment, rehabilitation, research and prevention.

To register contact Jillian Fleming at [jillf@adhb.govt.nz](mailto:jillf@adhb.govt.nz)

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### Safe Communities Conference

20-23 October 2008, Christchurch

The 17th International Safe Communities Conference is intended for international and national organisations and communities involved in prevention, control and research activities related to community safety focusing on reducing intentional and unintentional injuries. The call for abstracts is now open and closes 1 May 2008.

[www.scfnz.org.nz](http://www.scfnz.org.nz)

#### Safekids News:

Editorial contributions or enquiries contact Sarah:  
[sbyers@adhb.govt.nz](mailto:sbyers@adhb.govt.nz) or 09 631 0717.

Publication of contributed material is at the discretion of Safekids. If you no longer wish to receive Safekids News contact Nellie:  
[nellier@adhb.govt.nz](mailto:nellier@adhb.govt.nz) or 09 630 9955.

Next issue: March 2008

# SAFEKIDS CAMPAIGN 2007/08



## Campaign launch



The Safekids Drowning Prevention Campaign launched with a splash on 12 October with around 200 children hitting the water at the Whangarei Aquatics Centre.

Ten schools from throughout Northland took part in the day and participated in four activities including river safety, lifejackets, snorkelling and the Swim For Life challenge.

Highlights for the children included being filmed by children's TV programme 'What Now?', hearing Rob Hewitt's tale of surviving four days at sea and having the opportunity to learn valuable water safety skills.

New Zealand has one of the highest drowning rates in the OECD for children aged 0-14 years with only 25% of 12 year olds able to swim 200 metres confidently.

While 95% of schools in New Zealand offer some form of aquatics programme only 20% have the same objective as the Swim for Life 200 metre goal for 12 year olds.

Despite these concerning statistics, an alarming number of school pools are being forced to close due to limited resources and the importance of learning to swim is no longer reflected in the school curriculum.

Both of these factors limit schools in their ability to facilitate effective learn to swim programmes and fit them into an already full school curriculum.

The ability to swim and survive is a core life skill. The Safekids Campaign launch is an example of how communities can work together to provide opportunities for children to learn to swim and be safe in the water.

The day served as an introduction to water safety which the children, parents and teachers thoroughly enjoyed and

found beneficial. In light of its success it is hoped that more days such as these will be offered and more children given the opportunity to learn to swim and to survive.

Safekids worked with Water Safety New Zealand, Sport Northland, the Whangarei Aquatics Centre and Kaurilands to make this day possible.

Major sponsor of the Safekids Campaign:



## Bike Wise in 2008

As part of the Safekids Cycle Safety Campaign, Safekids will be launching a cycle resource aimed at children in February 2008. This coincides with Bike Wise Week 2008 and would be the perfect time to hold a cycle safety event in your community.

Running from 23 February to 2 March 2008, Bike Wise is a nationwide programme of events and activities promoting cycling as a fun, healthy and safe means of transport. Co-ordinated by Land Transport NZ, it is an opportunity to encourage children to get on their bikes and be safe when cycling.

Last year over 100,000 people took part in 533 cycling events and activities across the country. Major Bike Wise events in 2008 include:

- **Go by bike day**, Wednesday 27 February.
- **The Mayoral challenge**, any Saturday or Sunday between 16 February and Sunday 2 March.

The first 500 event co-ordinators who register their event will receive a free co-ordinator kit containing Bike Wise posters, merchandise and generic promotional material.

If you are interested in co-ordinating or participating in a Bike Wise event or activity visit the Bike Wise website, [www.bikewise.co.nz](http://www.bikewise.co.nz) or email [bikewise@landtransport.govt.nz](mailto:bikewise@landtransport.govt.nz)



## CAMPAIGN RESOURCES

To view some of the water safety resources available to you and your community visit the following websites:

- [www.safekids.org.nz](http://www.safekids.org.nz)
- [www.watersafety.org.nz](http://www.watersafety.org.nz)
- [www.maoriwatersafety.org.nz](http://www.maoriwatersafety.org.nz)
- [www.watersafe.org.nz](http://www.watersafe.org.nz)

# INFO CENTRE UPDATE

The Safekids Information & Resource Centre collects research and other material which adds to our knowledge about child injury and its prevention. Here is some of the material added to our collection recently:

## **Drowning [factsheet]**

[www.safekids.org.nz](http://www.safekids.org.nz)

Auckland, Safekids New Zealand: 2007

This is the factsheet developed for use in the Safekids Campaign 2007/08, where drowning prevention is one of the two themes. Information is presented under the following headings; 1) 'Key facts', 'Deaths', 'Hospitalisations', 'Age, gender and ethnicity' 2) 'Location of child drownings', 'Toddler drownings - the under fives', 'Older children 5-14 years'; boxed sections on: 'Paul's story' and 'Active supervision'. Includes references.

**Reference number 8801**

## **Child cyclist injury [factsheet]**

Auckland, Safekids New Zealand: 2007

A child cyclist injury factsheet compiled by Safekids for use in the Safekids Campaign 2007/08 as one of the two Campaign themes. Information and statistics are presented under the following headings; 1) 'Key facts', 2) 'Types of injury' 3) 'Gender and age' 4) 'Location' 5) 'Ethnicity'. Also includes boxed sections: 'Cycle helmets, Always wear your helmet when you ride your bike' and 'Child cyclist injuries and traffic'. Includes references.

**Reference number 8802**

## **Splash into safety: Keep your kids safe when in, on and around water**

[A4, A3, A2 (all in both Maori and English), A2, (laminated for damp areas such as those near pools, in English only)].

Auckland, Safekids New Zealand: 2007

These resources were developed for the Safekids Campaign 2007/08 as part of the drowning prevention theme. The same poster is available in A4, A3 and A2 sizes and a laminated A2 version is available for use in the damp areas near swimming pools. There are sections on: 'In the bathtub', 'In the pool', 'At the beach' and 'In the ocean, rivers and lakes'. There is an emphasis on: active supervision (e.g. hands kept on babies in baths at all times), the value of pool fencing, swimming between the flags, correctly fitted lifejackets, and the value of knowing CPR and first aid.

**Reference number 8804**

## **The Consumer magazine guide to bike helmets.**

Consumer (397) Oct. '00: 20-1

Wellington, Consumers' Institute: 2000

This was a pull-out poster from 'Consumer' magazine. Safekids has permission from 'Consumer' to use it as a PDF as part of the Safekids Campaign 2007/08 cycling injury prevention theme. It contains information on the right way to buy and wear a bike helmet, correct fit and relevant safety standards.

**Reference number 8805**

**Safekids Campaign 2007/08 [radio] adverts [on**

## **drowning prevention and cycling safety].**

Auckland, Safekids New Zealand: 2007

These radio advertisements from Safekids New Zealand were produced as part of the Safekids Campaign 2007/08 drowning and cycling injury prevention themes. They feature the voices of Safekids Ambassadors Pio Terei and Suzie Cato and child actress Madison Hunter. The ads contain the messages: 'Keep kids safe in, on and around the water', 'Learn to swim', 'Always actively supervise around water', 'Use correctly fitted life jackets', 'Use cycle helmets worn correctly'.

**Reference number 8806**

## **Foundation Certificate in Injury Prevention: Te Aho Tapu [pamphlet]**

[www.ipn.org.nz](http://www.ipn.org.nz)

Wellington, Injury Prevention Network of Aotearoa New Zealand (IPNANZ): 2006

This item is a pamphlet/brochure for the local 'Foundation Certificate in Injury Prevention: Te Aho Tapu' offered by the Injury Prevention Network of Aotearoa New Zealand, IPNANZ. Includes information on the course, the qualification it offers, fees and a registration form.

**Reference number 8811**

## **Check where the kids are - there's no going back! [Photos of a community driveway runover prevention education kit and samples of related resources]**

[www.childsafety.co.nz/](http://www.childsafety.co.nz/)

Auckland, Driveway Runover Prevention Project Group (DROPP Group): 2007

This record describes a collection of five printed out photos of a community education kit but we do not hold a copy of the kit. It is made up of a 7 m x .6 m rollable plastic sheet which is marked with one meter markings (at 1-6 meters) and the message 'Check where the kids are - there's no going back!' and 'check', 'supervise', 'separate'. There is also a base and PVC flag/banner which is 1.83 m x .46 m. There are also 3 cut out and painted life sized figurines of 2 toddlers and a baby and there are also stickers which are intended to be used as part of the 'Well Child' visit system and a sunvisor clip. The stickers feature the main safety message and the messages: "CHECK for children before driving off, SUPERVISE children around vehicles ALWAYS, SEPARATE play areas from driveways" and refer to the Child Safety Foundation. There are also visor sun glasses clips. The intention is that the sheet be laid out behind a vehicle at community events and the figurines be placed on the spaced intervals until they can be seen by the driver thus practically reinforcing how large the vehicle 'blind spots' are. There are 4 kits in Auckland region to be used to promote driveway runover prevention.

**Reference number 8797**

## **Contact us**

If you are interested in any of these items or the topics mentioned please contact the Information & Resource Centre on (09) 631 0724 or [infocentre@safekids.org.nz](mailto:infocentre@safekids.org.nz). Our database can also be searched online at [www.safekids.org.nz](http://www.safekids.org.nz). We are always happy to help with all your child injury prevention enquiries.