



Correctly installed car seats save lives



Many New Zealand parents are incorrectly using child car restraints—and are unknowingly putting their children at risk in the event of a road traffic crash.

To help address this issue, the Minister of Transport and Safekids New Zealand in November launched at Parliament a new tool—the *Kids that Click!* DVD and the *MySafekids* website.

Developed with funding from the Road Safety Trust, the website and DVD features videos that help parents pick the right child restraint for their children, teaches them how to install it correctly, and where to find help.

“Car seats and booster seats, when installed and used correctly, save children’s lives. *Kids that Click!* provides at-their-fingertips information that will allow them to make the right decisions that will give children the best chance of survival in the event of a car crash,” said Ann Weaver, Director of Safekids New Zealand.

Motor vehicle accidents are one of the leading causes of injury for children up to the age of 14. Every year an average of 16 children are killed (2000-2004) and approximately 180 others are injured or permanently disabled (2002-2006) as passengers in a car crash on New Zealand roads.

International research shows that 4 out of 5 child car seats used are incorrectly fitted in one way or another. “Incorrect installation greatly reduces the safety benefits of a child car seat,” Ann said.

In his speech, Minister of Transport Hon. Steven Joyce highlighted the challenges parents like him face in keeping kids safe as passengers in cars, and recognised the important role Safekids

plays in achieving the Government’s road safety strategy to 2020, Safer Journeys.

According to Safer Journeys, New Zealand has one of the highest child road fatality rates in the OECD, and part of this is due to the lack-- or incorrect use --of appropriate restraints.

“Our aim is to increase the level of restraint use by achieving a correct use and fitting rate of 90% for child restraints, and make the use of booster seats the norm for children aged 5 to 10, in line with international best practice,” the Minister said.

“Safekids New Zealand have greatly raised awareness on the correct use of child car restraints, including the life-saving benefits of using booster seats for school aged children,” he said.

The Minister also acknowledged the NZ Transport Agency for its new child restraint training programme, and Plunket for its 30th Anniversary of providing specialist child car seat care to New Zealand families.

Road Safety Trust Trustee Ernst Zöllner highlighted the importance of funding initiatives that make a significant contribution to addressing areas of concern under Safer Journeys.

“Safekids’ *Kids that Click!* has exceeded the Trusts’ expectations for delivering high quality community-based road safety projects,” Mr Zöllner said.

See related story on pages 3 and 8. To watch Safekids’ child restraint installation videos, visit

www.mysafekids.org.nz/passengersafety.

INSIDE



Kids that Click!
Page 3



Illuminated 20km signs
in buses...Page 5



Aquatic related
injuries...Page 6



New driveway kits
Page 7



Button battery
dangers... Page 11

Safer journeys everyone!

Welcome to the December edition of *Safekids News* for 2011. It's been a great year for Safekids and for promoting child safety on our roads.

We have just launched the *Kids that Click!* DVD and our new website, www.mysafekids.org.nz – our attempt to develop a resource that gives parents simple, video-based information to keep children safe on the road, at home and at play.

Special thanks to Minister of Transport Hon. Steven Joyce, our major sponsor the Road Safety Trust, Starship Foundation, the Ministry of Health, Safe Kids Worldwide, Safe Kids Canada and Plunket for giving their support and expertise to *Kids that Click!*

Together with the Auckland Plunket car seat managers, we recently commemorated the *World Day of Remembrance for Road Traffic Victims* (page 8). This reminds us of our important injury prevention roles, and helps us remember the nearly 3,500 adults and children that die in road traffic crashes around the world, every day.

Recently Safekids was awarded the TRAFINZ Road Safety Leadership Award for our 2-year Child Passenger Safety campaign (page 3). We were also a finalist at this year's TVNZ Marketing Awards. Our '148cm' message is now a regular message from those who deliver child passenger safety education across the country.

We share our achievements with Safekids Coalitions, organisations and individuals that have taken our safety messages and resources to communities across the country—you are truly the heart that beats life into the Safekids Campaign.

We couldn't have achieved this without your support.



Season's Greetings from the Safekids New Zealand team, shown here with the TRAFINZ Road Safety Leadership Award and the TVNZ Marketing Finalist Award. (From left, seated) Simone Randle, Blackie Tohiariki, Ann Weaver, Joanna Milne, (standing) Anthony Rola, Wayne Carter, Moses 'Alatini, Gervaise Ledger and Vikki Jarvis (not in photo).

Finally, happy holidays to everyone! Let's celebrate the progress we have achieved, and look forward to the year to come – may our efforts be reflected in fewer child injuries.

Sincerely,

Ann Weaver
Director, Safekids New Zealand



Help Kids like Ethan this Christmas



Starship Foundation needs \$5 million to rebuild the Level 6 Neuroservices and Medical Specialties Wards. These wards help children like Ethan, who received a life saving kidney transplant this year. Now you can also give a lifesaving gift to children on these wards.

To read Ethan's story and to make a donation, visit:

www.starship.org.nz



Kia Ora Kate!

Safekids NZ welcomes Kate Carr, New President and CEO of Safe Kids Worldwide. She comes to Safe Kids Worldwide from Malaria No More where she served as the Managing Director and Chief Development Officer.

In her welcome statement, Kate said over a thousand child deaths each day and thousands more injuries that require medical care could be prevented if known injury prevention methods were applied across the globe. "It's vitally important that Safe Kids continue to provide an advocacy voice and expand its education of parents, caregivers and children to empower them with prevention skills."

Please join us in welcoming Kate to the injury prevention community. Send her a big *Kia Ora* at kcarr@safekids.org



Safekids News is Safekids NZ's quarterly publication.

For enquiries, contact the editor at anthonyr@adhb.govt.nz.

Safekids News encourages discussion within the injury prevention community. Opinion articles or articles with bylines reflect the views of the author alone, and do not necessarily reflect the views of Safekids New Zealand

About Safekids New Zealand

Safekids New Zealand is the injury prevention service of Starship Children's Health and a member of Safe Kids Worldwide. Our mission is to reduce the incidence and severity of unintentional injuries to children in New Zealand aged 0 - 14 years.

Safekids NZ Team

Ann Weaver, Director
Anthony Rola, Marketing & Communications
Blackie Tohiariki, Kaiwhakahaere/ National Safekids Campaign
Joanna Milne, PA to the Director
Moses 'Alatini, Policy Analyst
Simone Randle, Injury Prevention Advisor
Wayne Carter, Information Specialist

Make a difference

Safekids New Zealand encourages the involvement of government, community, industry, decision makers and families in child safety. If you would like to know more about us, wish to advocate on behalf of children in your community, or partner in a programme with us, contact us at:

Safekids New Zealand

Fifth Floor, Cornwall Complex,
40 Claude Road, Epsom, Auckland 1023
PO Box 26488, Epsom, Auckland 1344
New Zealand.

Telephone: +64-9 630 9955
Fax: +64-9-630 9961
www.safekids.org.nz



MYSAFEKIDS LAUNCHED

Safekids' new video-based website helping parents keep kids safe on the road, at home and at play is now live.

How parents search for information about raising children has changed with the arrival of high speed internet and consumer devices such as iPads and smartphones.

"The goal of *MySafekids* is to give valuable, easy to understand tips and best practise parenting information through short video clips," said Anthony Rola, Safekids Marketing & Communications Coordinator.

The website currently has two campaigns, driveway run over injury prevention and *Kids That Click!*—featuring child restraint installation information. *Kids that Click!* was produced thanks to funding from the Road Safety Trust, and gives parents information for choosing and installing child restraints at each stage—from babies and toddlers, to preschool and school age children.


"We aim to educate parents so that they feel empowered. We know that even the most responsible parents don't always know when a child is safe to come out of a child restraint, or if they are using their car seat correctly," Anthony said.

A DVD version of *Kids that Click!* is also available, and serves as a guide to professionals who engage with at-risk communities-- such as injury prevention providers, midwives, nurses, Well Child and Whanau Ora providers, police and retailers.

Other features of *MySafekids* is the Question Bank for frequently asked

questions (FAQs), links to Twitter and Youtube sites, and the latest news and information about child injury prevention.

To request a copy of *Kids That Click!* or to visit *MySafekids*, go to:

 www.mysafekids.org.nz



At the *Kids that Click!* launch in Parliament: Ann Weaver, Safekids NZ Director (presenting); Hon. Steven Joyce, Minister of Transport; and Ernst Zöllner, Road Safety Trust Trustee.

MySafekids: SIGNS OF A RISKY DRIVEWAY

One of the main contributing factors that influence driveway run over risk levels is the design of our properties.

Dr. Michael Shepherd, Clinical Director and Pediatric Medicine Specialist at Starship Hospital's Emergency Department, advises parents through a *MySafekids* video, to look for the warning signs that make a driveway risky:

- A long driveway
- A driveway shared with other properties
- A driveway off a quiet road or cul-de-sac

- The driveway also provides pedestrian access to house
- The driveway leads to parking - cars need to be moved around to make room or allow vehicles to leave
- No physical barrier (i.e. fence) between driveway and outdoor play area

The *MySafekids* website features other videos that create awareness about driveway run over injuries. Watch the videos at:

 www.mysafekids.org.nz/drivewayrunover



SAFEKIDS WINS TRAFINZ LEADERSHIP AWARD

The New Zealand Local Authority Traffic Institute (TRAFINZ) in November awarded Safekids New Zealand the TRAFINZ Road Safety Leadership Award, for its outstanding contribution and for demonstrating national leadership in transportation safety in New Zealand.

One of two major awards given out at the TRAFINZ Conference held in November, Safekids' winning entry was its Child Passenger Safety Campaign 2009-2011. The same campaign was a 'Finalist' at the 2011 TVNZ Marketing Awards.



"The Safekids Campaign was able to shift public opinion towards the life-saving benefits of using child restraints, as well as move the Government to consider regulation change to keep kids 5-12 years old (or under 148cm) in booster seats," said Ann Weaver, Director of Safekids New Zealand.

"We would like to thank Starship Foundation, the Ministry of Health, our media partners BCG2 and Mediacom, our sponsors and Safekids Coalitions across the country for supporting the Safekids Campaign," Ann added.

For more information, visit:

- www.safekids.org.nz/index.php/page/Child_Passenger
- www.trafinz.org.nz



Safekids' Moses 'Alatini accepting the TRAFINZ Leadership Award from TRAFINZ' John Gottler and Andy Foster.

April-July 2012 Workshops: Mark your calendars

Safekids is now planning the 2012 Safekids Campaign workshop series leading up to the launch of the next campaign themes Child Cycling Safety and Safety Out and About.

The workshops will be held between April and July, and offers participants up-to-date, evidence-based information and resources to support their community child injury prevention activities over the year.

The workshop encourages networking and participant involvement in collaborative planning action.

"Our goal is to increase awareness on leading child injury issues, encourage evidence-based interventions, and help build capacity by linking national and regional agencies with Maori, Pacific and mainstream injury prevention workforce in communities," said Blackie Tohiariki, Safekids Campaign National Coordinator.

To know more about the workshops, or if you are interested in organising one for your community, visit/ email:

- www.safekids.org.nz/index.php/page/Workshops
- victoria.jarvis@adhb.govt.nz



30 years of Plunket Car Seats

This year marks Plunket's 30th anniversary of providing specialist care to New Zealand families through its car seat rental scheme. Plunket's first rental scheme started in Dunedin in 1981 and has now grown to 130 outlets nationwide.

Safekids congratulates Plunket's for this important milestone. For more information about their car seat rental scheme, visit:

- <http://plunket.org.nz/what-we-do/what-we-offer/car-seats/>



REPORT RECOMMENDS ILLUMINATED 20KM/H SCHOOL BUS SIGNS

By Moses 'Alatini, Safekids Policy Analyst

Safekids supports Transport Engineering Research New Zealand (TERNZ) 20kmh school bus signage research. The research clearly showed that the flashing 20kmh signs had a significant effect on reducing traffic speed around school buses.

The results are a timely boost for Rural Woman of New Zealand, who have been advocating for the 20km/h flashing signs to become mandatory on all rural school buses. At the recent forum in Wellington we attended, injury prevention and child safety groups voiced strong support for the implementation of TERNZ's recommendations.

As a first step, TERNZ recommended that 50 buses in one area be fitted with illuminated 20kmh signs, alongside a publicity campaign to raise driver awareness.

In New Zealand, one child dies a year crossing the road to or from school buses in a rural area. Lisa Collins, whose son was killed getting off a school bus in Kaitiāia in 2008, attended the forum.

"I'm happy to be able to raise awareness and support change that will help prevent other children and their families from going through the same painful journey that we will always live with," she said.

The signs would cost \$422 each plus installation and mounting. There are approximately 2,500 school buses operating on 1700 routes around the country. The \$2.5 million to install 20kmh flashing signs on all the country's school buses is less than the 'social cost'

of \$3.5 million the Ministry of Transport puts on just one life lost on the roads.

Rural Women of New Zealand has been calling for the cost of the signs to be funded by the Road Safety Trust.



Quad bike harm reduction project – Indicators of progress to June 2011

In November 2010 the Department of Labour (DoL) launched a campaign focused on improving quad bike safety on New Zealand farms, with the intention that this will result in fewer accidents involving quad bikes, and riders will experience less harm.

The campaign promoted four steps towards the safe use of quad bikes:

- always wear a helmet
- choose the right vehicle for the job- pay close attention to manufacturers' instructions about carrying passengers and maximum load limits
- don't let kids ride adult quad bikes
- riders must be trained or experienced enough to do the job.

As part of the monitoring process, the DoL released a report (July 2010 to June 2011) outlining the key indicators used to track progress relating to changes in behaviour on how quad bikes are used in farms.

Key findings are:

- ✓ Greater awareness on the importance of helmets and its use.
- ✓ 9% more farmers intended to wear helmets in 2011 than they did in 2010.
- ✓ helmet sales shows at least a 200% increase in sales (April to June 2011)
- ✓ 5% fewer farmers have opted not to operate quad bikes on their properties in 2011 than in 2010.



- ✓ 7% more farmers indicated they check quad bikes before riding them each day in 2011 than in 2010.
- ✗ no significant change in the number of farms that allow under-16 year olds to ride quad bikes (15% in 2010 and 16% in 2011).

Although the report findings are still in its early days, we still envisage that no children under the age of 16 years should operate an adult-sized quad bike on any NZ farm.

Overseas studies have proven that people under the age of 16 should not be permitted to operate a quad bike. This recommendation is also echoed by manufacturers who say that quad bikes should not be used by people under the age of 16. Manufacturers also display prominent warning labels on all new quad bikes sold in New Zealand.

Research has shown that drivers under the age of 16 years are 2.5 times more likely to be injured on quad bikes than drivers 16–34 and 4.5 times more likely to be injured than drivers aged 35–54. Thirty percent of deaths associated with quad bike injuries were to those under 16 years old. (Anson, K et al. September, 2009)

INJURY ADMISSIONS: AT THE BEACH, BY THE POOL, 2007-2010

Prepared by Safekids New Zealand in partnership with the Starship Trauma Service

This article examines unintentional injury admissions to Starship Children's Hospital over a four year period from January 2007 to December 2010. The objective of the study is to describe causes of injury to children whilst at the beach, swimming pool or in a boat.

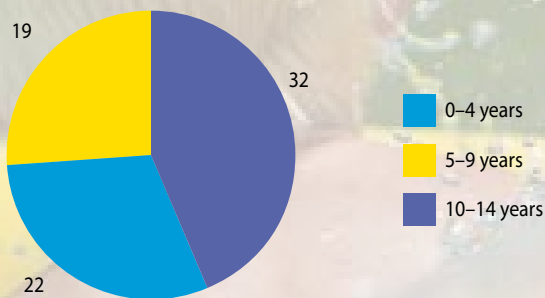
Caution: Starship provides a tertiary referral service and children are admitted to Starship from all over New Zealand. This means the admission data used in this article is representative of Starship admissions only and are not representative of any specific geographic area.

Injury admissions

Search results revealed that over the four year period 73¹ children were admitted to Starship as a result of an unintentional injury which occurred at the beach, by the pool or in or around a boat.

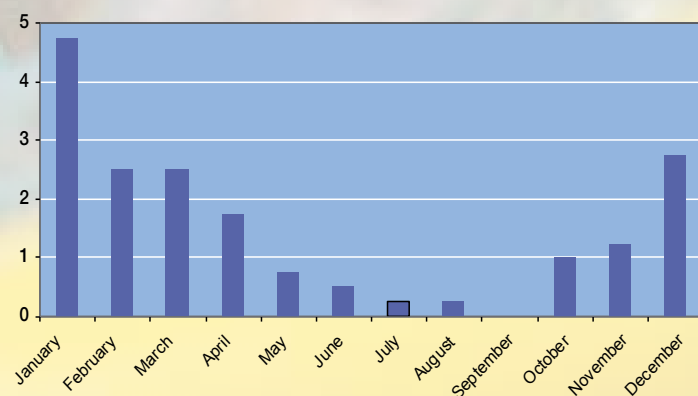
Children most frequently injured were aged 10 to 14 years (n=32) followed by 0 to 4 years (n=22) then 5 to 9 years (n=19) (Figure 1).

Figure 1: Beach, pool and boat injury admissions by age group, Jan 2007 to Dec 2010



Admissions were highest over the warmer summer months and most frequent in the month of January which had an average of five admissions over the four year period (Figure 2).

Figure 2: Beach, pool and boat injury admissions monthly average, Jan 2007 to Dec 2010.



A fall injury was the leading cause of injury accounting for a total of 30 admissions over the four year period. Thirteen children aged 5 to 9 years; eleven children aged 10 to 14 years and six children aged 0 to 4 years were injured seriously enough to be admitted to hospital following a fall incident at the beach, by the pool or in/ around a boat.

Causes of fall injuries included:

- A slip or fall at the swimming pool/ hot pool (n=11)
- A fall in, onto or from a boat – on dry land and in the water (7)
- Jumping or diving into water (n=4)
- Falling off a cliff or other structure onto the beach, rocks or into the water (n=4)
- Falling whilst getting into or out of the water (n=2)
- Other (2)

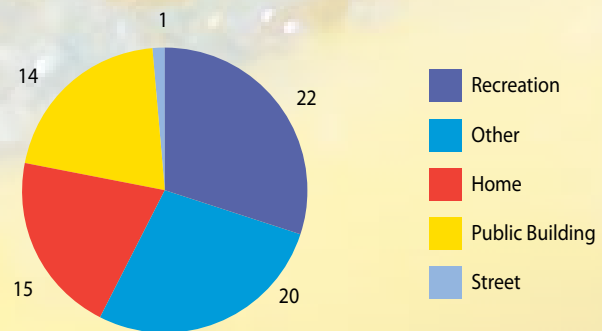
Seventeen children were admitted to hospital as the result of a drowning incident. Thirteen children were aged 0 to 4 years. Three children were aged 10 to 14 years and one child was aged between 5 and 9 years. The high numbers of children aged 0 to 4 years reflects national datasets which show that pre-school aged children are at increased risk of drowning.²

Seven children were admitted as the result of a cutting injury which occurred at the beach, by the pool or in or around a boat. All of these children received a cut to the foot caused by standing on a sharp object. Three injuries were caused by the child standing on broken glass or ceramics highlighting the importance of efforts to remove glass and hazardous rubbish from children's play spaces.

Other injury causes included: 'Striking Against/ Struck Accidentally' (11), 'H2O Craft Accident' (3), 'Overexertion and Strenuous Movements' (3), 'Caught Accidentally in or Between' (1) and 'Other' (1).

The most common place of injury was: a recreational location - typically the beach, followed by 'other', then 'home' - often a home swimming pool/ spa pool and a 'public building' - usually a public swimming pool (see Figure 3).

Figure 3: Injury admissions by place of injury 2007 to 2010



In the study period, 51 children who were admitted to Starship were European, 8 children were Tamariki Maori, 8 were Pacific and 6 were of 'other' ethnic origin. Twelve children were born in other countries including Britain, Australia and Japan.

Table 1: Injury admissions by ethnicity and country of birth, 2007 to 2010

Ethnicity		Country of birth	
European	51	NZ born	61
Maori	8	Non-NZ born	12
Pacific	8	Total	73
Other	6		
Total	73		

¹ Excludes all cases of intentional injury, abuse and cases discharged as deceased. Also excludes non-aquatic related injuries including poisoning, hot water burns and falls that were not related to an aquatic environment or activity.

² Safekids New Zealand. *Factsheet: Drowning Auckland*, Safekids New Zealand: 2007.

DRIVEWAY KITS: WHERE THEY ARE, WHO TO TARGET

By Blackie Tohiariki, Kaiwhakahaere/ National Safekids Campaign

E nga mana, e nga reo, e nga karangatanga maha. Tena koutou katoa.

Safekids Coalitions now have Driveway run over kits ready. Thank you so much for the positive responses from our new regional caretakers.

We have seen some absolutely brilliant community events being hosted. People are stunned, bewildered and shocked to see what they cannot see. Some groups recently have placed a whole classroom (16 children) within the blind zone.

For those who wish to use the kits, below are just some groups to target or events you can take the kit to:

- Parent, teen parent, grandparents groups
- Marae, Kura, Te Kohanga Reo
- At Tamariki Ora Days, A&P shows, health, safety and fun days
- Pacific and church communities
- Refugee and new migrant communities
- Driver licensing groups, courier and taxi companies
- With retailers, at supermarkets, shopping malls and where people use public car parks.
- Decision-makers, Ministers, MPs, Councilors, council staff and planners

The awareness education has been tremendous. I hope to join you at your events. Please invite me! No promises, but you never know ... I could just appear from out of your blind spots to CHECK you out, help you SUPERVISE and reiterate the research to SEPARATE children's play areas from driveways.

Keep up the great work everyone! Noho ora mai.



To watch a video about the driveway kit

www.mysafekids.org.nz/drivewayrunover

Safekids Driveway kit locations:

Auckland Region
East Coast
Far North
Gisborne
Hamilton
Hawera
Hawkes Bay
Hutt Valley

Nelson
New Plymouth
North Shore/
Rodney
Ohakune
Palmerston North
Porirua
Otaki/Kapiti Coast

Rotorua
Taupo
Wairarapa
Wairoa
Whakatane
Whangarei

New locations will be announced soon.

If you would like to use a driveway kit at your event, email

campaign@safekids.org.nz

2011 Parent & Child Show: Driveway & Burns Prevention

Safekids once again joined forces with the NZ Fire Service and Burn Support Charitable Trust to promote child safety awareness at the Auckland Parent & Child Show held at the ASB Showgrounds.

During the 3-day event, the team came face-to-face with 12,000 parents, caregivers, kids and early childhood workers.

Initial survey results show there was strong awareness about the life-saving benefits of smoke alarms, the "Get out, stay out" message, and the 20 minutes to cool first aid message. There was also good understanding of Safekids CHECK, SUPERVISE & SEPARATE message.

"We also established partnerships with relevant organizations that will help spread our awareness and safety messages," said George Stephens of the NZ Fire Service.



Carrie Trow of Burn Support Trust, George Stephens of the NZ Fire Service, Wayne Carter of Safekids and a guest drawing the winner of a safety pack.

Driveway Run Over: ideas, new user guide

Here are some ideas you can use to promote your driveway run over campaign.

Kylie Kelsen of Plunket Car Seats in Dargaville used the Safekids 'Warning Sign' stickers on the fluorescent vests used at their car seat clinics. Barb Long of Otago and Southland Plunket used them on recycling bins, and is writing letters to organisations about placing driveway warning signs in car parks.

At the recent Parent & Child Show in Auckland, we created the Blindzone Bee character to make the campaign kid-friendly.

To help you at your event, we recommend downloading the 'Safekids New Zealand driveway run over interactive kit instructions' book, which has key safety messages, detailed instructions for using the kit and frequently asked questions.

To download the instruction book, or to order driveway run over resources, download the order form and user guide at:

www.safekids.org.nz/index.php/page/Driveway_Runover

www.safekids.org.nz/index.php/page/Campaign_Tools
(Order form)





'CELEBRITY' CLINICS HIGHLIGHT

Auckland's spring brought the usual mixed bag of scorching sun, gale force winds and freezing rain.

This however wasn't enough to melt, dampen or ruffle the team spirit at the Safekids and Plunket Celebrity Car Seat Checking Clinics in Auckland.

Held in Mangere, North Shore, Auckland City and Henderson, the event celebrated the 30th Anniversary of Plunket's car seat rental scheme. The clinics also commemorated the World Health Organisation's Day of Remembrance for Road Traffic Victims.

Plunket technicians checked 266 car seats at the four events. 129 anchor bolts were installed for free, and 34 car seats found expired or broken, were replaced.

16 crosses on car seats were also on display, representing the up to 16 children that could have been saved if they were using correctly installed car seats. This was a striking reminder for parents and caregivers about the importance of correctly installed car seats.

Lending star power and much needed hands at the clinics were some of the country's biggest TV and entertainment celebrities - Nerida Cortese, Petra Bagust, P-Money, Rawdon Christie, Sam Wallace, Suzy Cato and Toni Street.

"The celebrities did very well as scribes, helping mark the faults the car seat technicians find in each seat. Everyone who had the car seats checked appreciated the free service, saying they learned a lot, and commented on what a 'good thing' the clinics were for their community," said Anthony Rola, Safekids Marketing & Communications Coordinator.

For more information about car seat safety and Plunket's car seat rental scheme, visit:

- www.mysafekids.org.nz/passengersafety
- <http://plunket.org.nz/what-we-do/what-we-offer/car-seats/>



Dancing with the Stars' Nerida Cortese (right) at the information and donation table.



Pastor Mike Porteous from the Greenlane Christian Centre leading the service at the Auckland City Checking Clinic.



The real 'Stars': Natalie Denton, Counties Manukau Car Seat Rental Scheme (CSRS) Manager; Annie Nuualiitia, Auckland City CSRS Manager; and Simone Budel Waitemata CSRS Manager.



Breakfast host Petra Bagust helps check a car seat.

REMEMBRANCE DAY MESSAGES



16 crosses represent 16 children killed in car crashes every year. Many thanks to Britax NZ for donating the 16 carseats and Bunnings Mt Roskill for making the crosses.



Kid's show host Suzy Cato's favourite part of the clinic--helping mums keep the kids happy!



Safekids' Blackie Tohiariki leads the Mangere service.



Geoff Symonds of Auckland Transport 'scribing' at the Mangere clinic.



Weekend Breakfast hosts Sam Wallace and Rawdon Christie.



TV Sports Journalist and Breakfast Weekend host Toni Street.



Rapper and music producer P-Money keeps the kids entertained.

'The Day' around the world

New Zealand was just one of the countries which celebrated the World Day of Remembrance (November 20) for Road Traffic Victims.

In Ghana, victims and their families presented a petition to Parliament. In Japan a candle-light vigil took place in front of a darkened Tokyo Tower. In Luxemburg the first trees of the Road Victim Memorial Wood were planted, and Poland inaugurated one of the world's few national memorials dedicated to those who lost their lives in road traffic crashes.

UN Secretary General Mr Ban Ki-Moon highlights the significance of the event. "Each day, nearly 3,500 people die on the roads. Tens of thousands more are injured. Families are broken apart. The futures of young people are dashed. Road accidents have become the leading cause of death for people aged 15 to 29. This is an unacceptable price to pay for mobility."

"On this World Day of Remembrance for Road Traffic Victims, let us mobilize all possible contributions to improving road safety – from city planners to vehicle designers, from policy makers to road users. Let us honour those who have lost their lives on the world's roads by acting to save the lives of others," he added.

For more information, visit:

www.worlddayofremembrance.org



Taupo, Turangi, Mangakino Children's Safety Day

Children's Safety Days were held in Taupo, Mangakino and Turangi thanks to our Safekids Taupo Coalition. Various agencies in the region came on board to deliver important child safety messages.

"Passenger safety, driveway safety and fire safety were the main themes for the three safety days, featuring Ruben the Road Safety Bear, Flint and Amber of the Firewise team and Safekids' new driveway run over interactive kit as the highlights. Cycle and water safety messages were also delivered," said Taupo Road Safety Coordinator Christine Hutchison.

"We would like to thank members of the Safekids Coalition Taupo, the NZ Fire Service and Police representing each community," added Central Plateau REAP Early Childhood Co-ordinator Laura Dawson.



Smoke alarms cost 2 cents a day (You can afford it!)

By George Stephens, NZ Fire Service

Some say they can't afford smoke alarms. I say you can't afford to be WITHOUT them.

On average the cost of a working smoke alarm in your home is just 2 cents. If you need 5 alarms then that's 10 cents a day. That's nothing compared to a new flat screen TV paid off weekly, or \$2 chips you buy from the supermarket.

Recently there was a near miss in a house fire in Auckland. The occupant was asleep, and there was a fire in his lounge. He was alerted by a hallway smoke alarm, and had to jump out his bedroom window as the fire and smoke was too advanced to escape through the front or back doors.

He was lucky. 80% of fatalities are in homes where there are no smoke alarms (or not working ones). To not have working smoke alarms, in my opinion, is crazy. The excuse of "not affording it" is irresponsible.

It could be your turn for a house fire TONIGHT. Are you prepared?

For fire safety questions, visit/ email:

www.fire.org.nz
george.stephens@fire.org.nz



HIDDEN DANGERS: COIN-SIZE BATTERIES

Hidden within the gadgets you buy as gifts this Christmas is a potentially serious, even fatal danger to children.

Inside mini remote controls, small calculators, watches, car key fobs (remotes), flameless candles, singing greeting cards and other electronics, are very powerful, coin-sized button batteries.

Swallowing 20 mm coin-size lithium batteries can be very dangerous to children. When a coin-sized battery gets stuck in a child's throat, saliva triggers an electrical current which may create a chemical reaction that can severely burn the esophagus, leading to painful injuries and even death.

According to Safe Kids USA, more than 3,400 swallowing cases in the US were reported in 2010 alone, with 19 children either sustaining life-threatening, debilitating injuries or causing death.

In New Zealand it is an emerging issue. The NZ Medical Journal reported in April 2010 four cases whereby children had inserted batteries up their noses and that had caused injury.

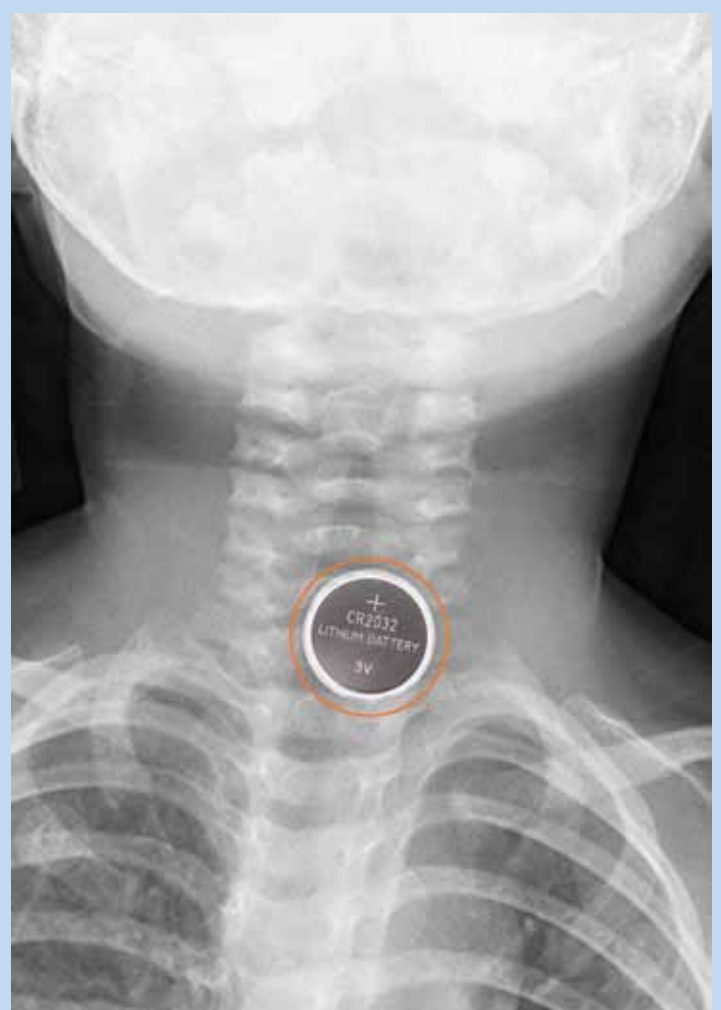
The Ministry of Consumer Affairs is partnering with Safekids New Zealand to raise awareness about the dangers of ingesting button batteries, and offering the following safety messages*:

- **SEARCH** your home, and any place your child goes, for gadgets that may contain coin lithium batteries.
- **SECURE** coin lithium battery-controlled devices out of sight and reach of children and keep loose batteries locked away.
- **SHARE** this life-saving information with caregivers, friends, family members and sitters.

*Safety messages developed by Safe Kids USA and Energizer.

For a video about button battery-related injuries, and for more information, visit:

-  <http://thebatterycontrolled.com/>
-  www.safekids.org/safety-basics/safety-spotlight/battery-safety/
-  www.poison.org/battery



Any of these devices may contain button batteries that can cause serious or fatal injury when swallowed by a child:



TV remote



Car key remote



Musical greeting cards

Calculator



Musical books



Digital thermometer

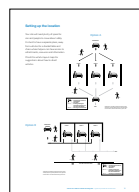


Other small battery powered devices

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:

How to run a child car restraint checking clinic: A guide for professionals and volunteers. Child restraint checking clinic recording form.

Auckland, Safekids New Zealand: 2011. 17 p.



This publication, 'How to run a child car restraint checking clinic' is a guide for both professionals and volunteers. It was adapted, with permission, from the Accident Compensation Corporation's checking clinic guide.

RoadSafe Auckland provided some funding and support. The second PDF is the 'Child restraint checking clinic recording form' which is to be used in conjunction with the 'guide' to record the results of the checking clinic. The two PDFs are available under 'Project plans' at:

http://www.safekids.org.nz/index.php/pi_pageid/27

Reference number 9632

The Plunket "Are we there yet?" roadshow: The Funky Monkeys in association with Plunket and SKIP [DVD recording of one of the complete live shows].

Wellington, Plunket: 2011

This DVD is a recording of one of the complete Waikato Plunket "Are we there yet?" roadshow: which features the Funky Monkeys ('in association with Plunket and "Strategies with Kids - Information for Parents SKIP"). The shows were around the topics of: safe travel, child restraints, road safety, crossing safely, making choices, parenting advice, driveway run overs etc.

Reference number 9628

Kids that click: Car seat installation videos to keep kids safe in cars. [Safekids NZ DVD and website]

Auckland, Safekids New Zealand: 2011.



This includes: DVD Menu: For Parents (Available in English and Maori). Chapter headings are: Why does your child need a car seat?, What do you need to know

before you buy a car seat?, Rear-facing car seats for babies and toddlers, Forward-facing car seats for young children, How to use the UAS (Universal Anchorage System), Booster seats for school age children, Seat belts for children over 148cm tall, Where to get more information. For Kids: Music video: Our children, our treasure (Featuring Tiki Taane's Starship Lullaby), Polkadots safe travelling song (in English and Maori), Professor Pogo discovers the benefits of booster seats (featuring Jonny Reid, A1GP 'Black Beauty' Driver). The car seat installation videos are also available at:

<http://mysafekids.org.nz/campaigns/Passenger-Safety/Passenger-Safety?c=4>

and the Safekids NZ YouTube channel:

<http://www.youtube.com/user/SafekidsNZ>

Reference number 9618

File of notes on making lever door handles toddler-proof. Includes printouts from websites.

This file of information includes printouts from websites on making lever door handles toddler-proof. It includes printouts from websites, some of which sell temporary plastic 'latch' systems which fit around the handle.

In some home situations it might be simpler to fit deadbolts or small removable bolts to doors and use stairgates in doorways to provide the necessary 'child safe' areas. (For instance, a door which opened directly out onto a driveway would be one area of concern in terms of the risk of driveway run overs.)

Reference number 9630

53 children admitted to hospital after being injured by vehicles in home driveways.

Queensland trauma review. February 2010: 1 side.

The Queensland Trauma Registry is a research project that has collected and reported injury data since 1998 and now twenty Queensland public hospitals are collecting and systematically reviewing QTR data.

This brief one side report focuses on child driveway run over deaths and injuries in Queensland over Jan. 2005 - Jun. 2009 giving detailed stats on deaths, injuries and hospitalisations.



PDF available at:

<http://www.uq.edu.au/conrod/docs/Feb%202010%20-%20Driveway%20Run%20Overs.pdf>

See more at:

<http://www.uq.edu.au/conrod/index.html?page=100412>

Reference number 9636

Australian/New Zealand Standard AS/NZS ISO 8124.6:2011 Safety of toys - Part 6: Swings, slides and similar activity toys for indoor and outdoor family domestic use. [ISO 8124-4:2010].

Wellington, Standards New Zealand: 2011. 55 p.

This Standard was prepared by Joint Standards Australia/ Standards New Zealand Committee CS-018, Safety of Children's Toys. It provides requirements to minimise the risk from certain specific hazards associated with the referenced products (swings, slides and similar activity toys for indoor and outdoor family domestic use) when used in a domestic environment.

This standard is a mandatory product standard in New Zealand under the Fair Trading Act (1986).

Reference number 9638

Appropriate mouth-guard use by children playing rugby in Otago.

Chatfield, Amy, Supervisor: Associate Professor Bernadette Drummond Dunedin, University of Otago: 2011.

This 2010-11 Summer Scholarship report prepared for the Child Injury Prevention Foundation New Zealand (CIPFNZ) focuses on the use of mouth-guards by children playing rugby in Otago.

Reference number 9640

Bunk beds.

This webpage includes the advice: "Bunk beds can be dangerous, especially for very young children. Most bunk bed injuries happen when children fall from the top bunk. Children can also get stuck in gaps or get their clothes caught on tall corner posts. This can often lead to serious or even fatal injuries."

Available at:

<http://data.consumeraffairs.govt.nz/productsafety/consumerinfo/bunk-beds.html>

Reference number 9616

Consumer magazine - Safer kids special - September 2011, Issue 517.

Driveways ... safe for kids?

Consumer 517 September 2011: 7.

This article is on the issue of child driveway run overs and discusses some of the factors involved: supervision, layout of your property and vehicle design (blind zones).

Reference number 9623

<http://www.consumer.org.nz/news/view/driveways-safe-for-kids>

Look out behind you!

Frederikson, Bev

Consumer 517 September 2011: 14-17.

This article is on the issue of child driveway run overs. The article describes: reversing alarms, reversing sensors and reversing cameras and focuses in particular on reversing cameras and tests and compares many of these products. They tested 13 camera systems which cost from \$180 to more than \$700.

Reference number 9624

<http://www.consumer.org.nz/reports/car-reversing-aids>

Kids on the move: There's a recommended stroller to suit every budget.

Consumer 517, September 2011: 18-20.

This article describes the testing of seven 'all-terrain', three-wheeled strollers or 'baby buggies' (three three-wheelers and four four-wheelers). It recommends trying the stroller out, recommends checking for size and convenience and comments on safety, durability and ease of use.

Reference number 9626

<http://www.consumer.org.nz/reports/strollers>

Tied down: We select the best child restraints from three international testing programmes.

Smith, Paul

Consumer 517, September 2011: 8-13

This article describes the age and size-appropriate use of child restraints, the correct installation, relevant law and standards. The article describes 'what to look for' and gives use 'tips'. It argues against buying restraints second-hand or using older restraints on safety grounds and recommends hiring them. It argues against the use of backless boosters or booster cushions.

See also: <http://www.nzta.govt.nz/traffic/students-parents/child-restraints-technician-list.html>

For more see:

<http://www.consumer.org.nz/reports/child-car-seats>

Reference number 9625

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. You can also ask to be put on the emailing list for *KidsInfo Bulletin*, our bulletin of selected child injury prevention-related items added to our collection (emailed out every two months). Our database can also be searched online at www.safekids.org.nz. We are always pleased to help with all your child injury prevention enquiries. Follow us on Twitter at www.twitter.com/safekidsnz



www.safekids.org.nz