



Driveway run overs:

Changing the Game



The Child and Youth Mortality Review Committee (CYMRC) has released a special report on *Low Speed Run Over Mortality*, shedding light on deaths related to vehicles moving at low speeds (10kph or slower) in an off-road setting. This includes driveway run over injuries.

The report involves a thematic analysis of run over cases: identifying the time of day, month, and day of the week the run over occurred; the activity of the child at the time and the nature of supervision.

It also looked at ethnicity described in the context of deprivation; the child’s relationship to the place of incident and with the driver; vehicle movement; and if alcohol was a factor.

CYMRC Chair Dr. Nick Baker said learning as much as we can about cases of low speed run overs is important to help prevent this injury issue: “From recent media coverage about children who have been run over, we know just how quickly and frequently it can happen, and how devastating it is for families and communities.”

Report findings suggest policy and legislation changes are needed to improve systems that monitor and review low speed run overs.

“While motor vehicle deaths on roads are reviewed by the Police and the Ministry of Transport, and workplace-related vehicle deaths reviewed by the Department of Labour, children may die off-road or in private driveways with no organisation maintaining a systematic overview of the picture for this class of death,” Dr Baker said.

Some of the report’s recommendations include extending driveway

design guidelines to consider child safety; that state-owned housing stock, current or new developments, be modified over time or it is ensured that children have safe play areas; and that landlords, including Housing New Zealand, should lead prevention activities that separate play areas from driveways.

Other recommendations include funding injury prevention via Whanau Ora initiatives, considering driveway safety in driver licensing and testing, and allowing alcohol testing whenever a child is seriously injured regardless of location.


Equally important is the report’s support of community campaigns, such as Safekids’ Driveway Run Over Campaign, that encourage attitude and behaviour changes among parents and drivers.

“Greater emphasis should be placed on the dangers posed by slow moving cars to children. Many things that kill fewer children are seen as a greater hazard—children fear dogs, monsters and the dark—however the truth is slow moving vehicles are much more dangerous.”

The report suggests specific actions, such as active supervision, keeping cars locked, slowing down on driveways, having a child proof gate or fenced play area, and understanding just how large the blind area is around a vehicle.

“Driveway deaths can happen in a blink of the eye, so we all need to change the way we act around vehicles,” Dr Baker said.

Download the full report at (search: *Low speed run over mortality*):

 www.cymrc.health.govt.nz

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Welcome to the latest edition of Safekids News

Safekids welcomes the release of the Child and Youth Mortality Review Committee's (CYMRC) report on Low Speed Run Over Mortality. The release of the special report is very timely, particularly now that we are approaching the summer months when driveway run overs are more likely to happen.

Safekids has resources that complement the CYMRC report, such as the advocacy guide (page 5), position paper and factsheet on driveway run over injuries. We hope you will use these documents in implementing injury prevention programmes that help protect our children from low speed run overs.

This month, Safe Kids Worldwide representatives from twenty of our member countries participated in the Safe Community Conference in Falun, Sweden. We met with global injury prevention and health leaders to discuss how to make our communities around the world safer for children.

Safekids strongly believes in the importance of having a solid base of information in the development, implementation and evaluation of child injury-prevention work, so we were very pleased to hear Dr. Margie Peden of the WHO, highlighting the importance of evidence-based strategies to strengthen the Safe Community movement.

Finally, I would like to thank the organisers and attendees of the recently concluded 2011 Safekids Campaign community workshops.



Safekids NZ welcomes new members of the Safe Kids WW network (Italy, Uruguay, Malaysia and Mexico). Photo by Chatchai Im-arom of Safe Kids Thailand.

We hope that we have enriched you with knowledge that will translate into initiatives that will keep our children safe on the road, at home and at play.

Sincerely,

Ann Weaver
Director, Safekids New Zealand

Spring Clean for Starship



Starship Foundation has kicked off its Starship Spring Clean campaign where New Zealanders are asked to clean up, clear out and sell off—all in support of the kids at Starship.

Throughout September, the public can list items for sale on Trade Me pledging all or part of the sale to our national children's hospital.

Not only can people buy and sell everyday items, there are also a number of exclusive items donated by Starship's celebrity supporters (Lucy Lawless, Prime Minister John Key, the All Whites, Vodafone Warriors, NZ Breakers and Scott Dixon).

To make a bid or to do a little spring cleaning for Starship, visit:

www.trademe.co.nz/starship

Hurray for Booster Seats!

Safekids' The Higher You Sit, the Safer the Fit campaign was a finalist at the recent 2011 TVNZ New Zealand Marketing Awards.

"We shifted public opinion towards the life-saving benefits of using booster seats for older children, as well as moving the Government to consider regulation change to keep kids 5-10 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 co-finalist and eventual winner), BCG2, Mediacom and Safekids Coalitions across the country for supporting the campaign.



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
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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:

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2011 SAFEKIDS CAMPAIGN WORKSHOPS A SUCCESS

Safekids New Zealand's recently concluded 2011 Information and Planning Workshop series marked an excellent start to the 2011/ 2012 Safekids Campaign focusing on Driveway Run Over Injuries and Home Safety.

Over 446 people attended 28 workshops and presentations held throughout the North and South Islands, representing organizations that include: Plunket, ACC, Police, District Health Boards, Pacific Providers, Maori Providers, Road Safety Coordinators, Early Childhood Centres, Territorial Authorities, Fire Service, Community Health, Education and Injury Prevention Providers.

Maori Providers had the highest attendance

this year (18%), followed by Educators (15%) and Plunket (12%).

Based on attendee feedback, there was strong appreciation for the campaign messages, resources and group discussions and brainstorming sessions following the workshops.

"The workshops encouraged communities to own the injury issues, and it was great to see

participants coming together and planning for what they could do to keep kids safe at home and in driveways," said Safekids Campaign national Coordinator Blackie Tohiariki.

Safekids thanks the coordinators and speakers, our major sponsor Starship Foundation, and the Ministry of Health, NZ Transport Agency and ACC for supporting the 2011 workshops.



Road User Rule Changes:

WHAT SCHOOLS SHOULD KNOW

The Transport Minister signed the Road User Rule Amendment 2011, with changes to the Road User Rule affecting all drivers, riders, walkers and cyclists in New Zealand. There are also amendments which relate to schools. These take effect from October 1, 2011:

- Drivers approaching a pedestrian crossing controlled by a school patrol will only be required to stop when the school patrol sign is extended. Consistent with school patrol training, school children are only permitted to cross when the school patrol sign is extended so it's unnecessary and confusing to require drivers to stop when the patrol is not ready to proceed.
- Drivers passing a stationary school bus with an optional 'flashing school bus sign' will need to reduce their speed to 20km/h. The bus driver will also be able to operate the flashing lights for 20 seconds before and after the school bus has stopped. This will help warn motorists that they'll need to take care and slow down as children are likely to be crossing the road.
- Buses travelling on school trips, where all passengers are seated, will be exempt from having to display a 'school bus' sign and be permitted to travel at 90km/h, in line with other buses on the road. This will improve traffic flow and also means that schools will be able to hire newer, safer buses and coaches. Schools however still have the option of requiring the buses that they contract to display a school bus sign, and therefore travel at 80 km/h.



Photo credit: Michael Fawcett, <http://www.flickr.com/photos/teachernz/>

If you have questions about the new road user rules, visit or call:

-  www.nzta.govt.nz/road-user-rule
-  info@nzta.govt.nz
- 0800 656 055.

Child Restraint Technician Map Now Online

Child Restraint Technicians play a very important role in keeping children safe on our roads. For this reason, the NZ Transport Agency has developed an online map that lists all Child Restraint Technicians that have been trained and certified through a competence-based training programme linked to the New Zealand Qualifications Framework (NZQF).

Certified Child Restraint Technicians provide informed advice on the types of child restraints families need. They also have the practical knowledge to correctly fit a child restraint into a vehicle and show you how to do it. If you would like to become a certified Child Restraint Technician, visit the NZTA website.



This list is updated monthly. To see the map or enquire about becoming an NZTA-certified child restraint technician, visit:

 www.nzta.govt.nz/child-restraints

Driveway deaths cause concern

Following a driveway death and injury in August, TVNZ's Breakfast show invited Starship Clinical Director Michael Shepherd on to talk about the dangers of driveways.



Dr Shepherd talked about the tragedy it brings to families. "It almost always involves a family member as the driver and the person in charge of the supervision of the child. This injury also involves very young children suffering serious head and abdominal injuries ... with long term consequences."

Asked how New Zealand can reduce run over incidents, Mike said there is not one solution, but there are a number of ways to help prevent injuries in driveways. "This includes parents deciding if their driveway is a play area or if it is a place for cars, making sure children are safe before moving a vehicle, slowing down and designing driveways that are safer for children."

Dr Shepherd is one of the authors of the paper "Driveway runover, the influence of the built environment: A case control study" which investigates the environmental factors involved in these injuries.

To view his interview, or to request a copy of the paper, visit/ email:

-  www.tvnz.co.nz (Search *kids dying in NZ driveways*)
-  Infocentre@safekids.org.nz (Reference number: 9456)

Rural Women NZ: Time for 20kmh School Bus Signs

By Jackie Edkins, Rural Women New Zealand

How many more children will be hurt or killed before we see flashing 20kmh signage become mandatory for all school buses?

In the United States it's illegal to pass a school bus that's stopped. The bright yellow buses are lit up like a Christmas tree. Here our school buses are less obvious. Often multi-purpose, they can be any size, shape or colour, and must simply display a SCHOOL or KURA sign.

An approaching motorist must register that the bus stopped ahead is a school bus, long before they can read the SCHOOL sign. It's certainly not 'top of the mind' when driving on the open road.

Next the driver must remember the Road Code requirement to pass a school bus at 20kmh in either direction, despite that speed limit not being shown anywhere on the bus.

We protect our road workers with 30kmh signs, road cones and high tech traffic controls, yet we drop young and vulnerable children by the side of the open road in rural areas with no speed signs or warning lights and no pavement.

With tragic injury and death statistics, which have not improved for thirty years, Rural Women New Zealand wants to see all school buses fitted with flashing warning lights and 20kmh signs that light up as the bus stops.

Transport Engineering Research New Zealand has recently developed 20kmh signs incorporating flashing lights that can be produced for \$500 a sign, or \$1,000 per bus.

The \$2.5 million to install 20kmh flashing signs on all the country's 2,500 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.

Our suggestion is that some of the \$10 million held by the Road Safety Trust from the first time sale of personalized number plates could be spent on equipping all school buses with flashing 20kmh signs.

Our children are worth it.

Should school buses be required to have flashing 20kmh signs?

Email your thoughts to:

✉ jackie.edkins@ruralwomen.org.nz



Video: Can Reversing Cameras help?

Can reversing cameras help prevent driveway run overs? In this video, Consumer New Zealand tested 14 reversing and offers advice to anyone thinking of buying these products.

Hamish Wilson, Research and Testing Manager at Consumer New Zealand, reminds consumers that having a reversing camera is not enough. "A reversing camera is one safety device that can help reduce the risk of a child driveway run over, however it is not a silver bullet for driveway run overs."

"Always CHECK where the kids are before you drive off. Actively SUPERVISE children around cars, and SEPARATE play areas from driveways," Hamish added.

For Consumer NZ's free tips and recommendations for reversing cameras, and comparative results on their reversing camera tests, visit:

 www.youtube.com/user/SafekidsNZ

 www.consumer.org.nz

Consumer
Making decisions easy



Advocating for Run Over Prevention

Keeping kids safe is a shared responsibility between families, communities, organisations, and decision makers. Local governments are very well placed to effectively prevent driveway run over injuries to children. This is because they can include driveway safety information within their District Plans, Annual Plans and other documents.

One tool that can help guide you as an individual, coalition member, community group, or organisation about how to shape your local governments' decisions is Safekids NZ's *Advocacy Guide: Working with local government to prevent driveway run over injuries*. It contains information about:

- The role of local government in child safety
- Roles councils can play to improve driveway safety for children
- How to influence what councils do to improve driveway safety
- Looking out for the draft Annual Plan
- Step by step guide through the District Plan process
- And background information about driveway run over injuries in New Zealand.

To download this advocacy guide, including a submission template to include driveway safety information within your council's Annual Plan and other Council documents, visit:

 www.safekids.org.nz/index.php/page/driveway-submission-template

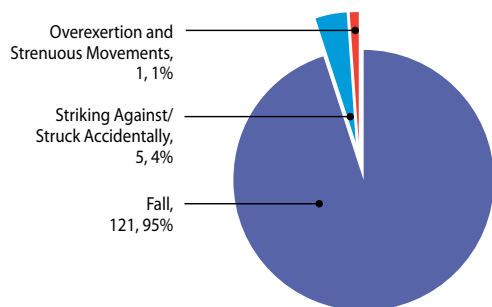
INJURY ADMISSIONS RELATED TO SMALL WHEELED OBJECTS

Data supplied by Rangi Dansey, Starship Trauma Systems Coordinator. Analysis by Moses 'Alatini, Policy Analyst

This article examines injury admissions to Starship Children's Hospital for children injured whilst riding or unintentionally stepping onto a small wheeled object during the three year period January 2008 to December 2010. For the purpose of this article small wheeled objects include the following: skateboards, roller skates/ in-line skates or scooters (motorised and non-motorised).

Over the three year period a total of 127 children were admitted to Starship Children's Hospital for an injury caused whilst riding or unintentionally stepping onto a small wheeled object. This equates to an average of four hospital admissions per month.

Starship Children's Hospital Admissions – Injury Type Child Aged 0-14 Years (1 January 2008 – 31 December 2010)



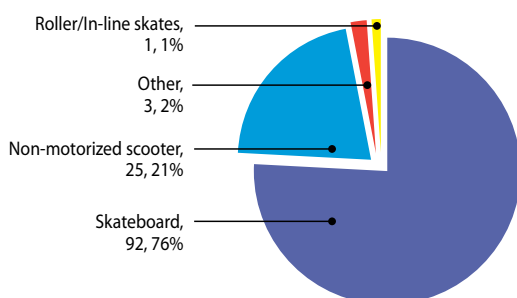
There were three main injury causes as a result of children riding or unintentionally stepping onto a small wheeled object. The main causes of injury was falls related injuries which accounted for 95 percent (121) of all small wheeled object hospital admissions. This was followed by injuries where the child struck accidentally or against an object (5, 4%) and one injury which led to an overexertion and strenuous type of movement.

	Fall	Striking Against/Struck Accidentally	Overexertion and Strenuous Movements	Total
0 to 4 Years	*	*	*	*
5 to 9 Years	33	*	*	36
10 to 14 Years	85	*	*	88
Total	121	*	*	127

* All numbers ≤ 3 have been suppressed due to confidentiality issues.

Children in the 10 to 14 year age group accounted for the majority of all small wheeled object hospital admissions (69%). Fall related injuries were also more prominent in children aged 10 to 14 years, where they accounted for 70 percent of all fall related hospital admissions. Children under the age of five years suffered the least amount of injuries (2%) from riding or unintentionally stepping on a small wheeled object.

Starship Children's Hospital Admissions – Fall Injuries Child Aged 0-14 Years (1 January 2008 – 31 December 2010)



Of the hospital admissions for fall related injuries, over three-quarters (76%) of injuries occurred when riding or unintentionally stepping onto a skateboard, followed by a non-motorized scooter (21%). Skateboard related fall injuries mainly occurred in public recreational areas (39%) such as parks and places with skateboard ramps. This was followed by skateboard related fall injuries at home (18%), on public roads (17%) and Other places (16%).

By ethnic group, European children accounted for the highest number of hospital admissions for injuries occurred while riding or unintentionally stepping onto a small wheeled object.

	Fall	Striking Against/Struck Accidentally	Overexertion and Strenuous Movements	Total
Pacific	10	*	*	10
Chinese	*	*	*	*
Indian	*	*	*	*
Other	8	*	*	8
Maori	17	*	*	19
European	81	*	*	85
Total	121	5	*	127

* All numbers ≤ 3 have been suppressed due to confidentiality issues.

Preventing blind cord strangulation

Following recent media reports of infant deaths involving blind cords, the Ministry of Consumer Affairs (MCA) and Safekids offer important safety advice to prevent blind cord strangulation.

Curtains or blinds with looped cords hanging down are dangerous for children who can be strangled by them. The MCA's preventative measures are: cut the cord and pull on each side to open or close, fix the cord to the bottom of the wall or floor so there is no slack, or tie the cord up high, out of the reach of a small child using cleats.

Safekids director Ann Weaver said parents should be vigilant. "Avoid placing cots or beds close to walls where there are loose curtain cords, and where possible the cord should be tied around a cleat to keep it out of a child's reach."

For more information, visit (search: Toddler-proofing your house):

www.consumeraffairs.govt.nz



Photo credit: Jessica Ojeda (cc)

'Checklist' radio ad now running

Safekids partners BCG2 and Mediacom have produced a radio ad supporting the Driveway Run Over Campaign, encouraging parents to put kids on top of their 'checklist' whenever they are in the driveway.

Creative Director Chris Long said the radio ad addresses factors identified in driveway run over incidents—separation, supervision, visibility and awareness.

"By being aware of these factors, most driveway run over incidents could have been prevented. But instead, they're often too preoccupied with a million other things going round in their minds."



Celebrities Robbie Magasiva, Teuila Blakely and Scotty Morrison lend their star power to Safekids new radio ads.

The radio ad reminds parents that the first thing parents should have on their checklist before they move their car is to know if their children are safe and out of harm's way.

"After all when it comes to driveways, if they don't CHECK, SUPERVISE and SEPARATE, and know where kids are before reversing, there may be no going back," Chris said.

The 'Checklist' radio ad is scheduled to run from September 2011 to March 2012. To listen to Safekids' new driveway run over radio ad, visit:

www.youtube.com/user/SafekidsNZ



Driveway kits ready soon

Twenty Safekids driveway run over interactive kits are being manufactured at present and will be available in the next month or so for distribution.

Safekids Coalitions and communities who participated in the recent workshops were asked if they would like to promote awareness about driveway run over injuries using the kits. More than 50 kit requests were received from across the country.

Because these are such a valuable resource, Safekids is assigning 18 kits by area, with the intention of making these accessible to Safekids Coalitions and community groups across the country. Two kits will remain with Safekids and can be borrowed by those who want to use them.

"While we are unable to give everyone kits, it is our intention to make them accessible to all communities who need them," said Safekids Director Ann Weaver.

Each kit is assigned a lead caretaker who will manage the lending of the kits, keeping track of where they are, evaluating them, and to monitor how they are being used. A user guide has also been developed so the kits are used correctly and effectively.

Information about the availability of the kit will be announced in Safekids' e-news letter *Coalition Update*. To subscribe, email:

✉ Campaign@safekids.org.nz



Photo credit: Nelson Mail

Driveway Run over 'Warning Sign'

Among the resources presented at the 2011 Safekids Campaign Workshops, the 'Warning Sign' stickers are the most anticipated. Used to promote driveway run over awareness, they can be placed:

- On the sides of rubbish collection or recycling bins
- On the sides of a letterbox
- Along the driveway (fence, walls or side of house)
- In the garage, or on the garage door
- Anywhere where cars are parked.

Available in 12cm and 20cm sizes, they can be used at events or at home visits. A jpeg or pdf file is also available and can be printed as a larger sign for parking lots in early childhood centres, kohanga reo or car parks.

To order this resource, download the 2011/ 2012 resource order form here:

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



Nelson: Educating drivers of the future

Nelson College for Girls' student Mary Hansen is passionate about driveway run over safety, something she took away with her after attending the Safekids Campaign workshop in Nelson.

Working with classmate Mia and with the support of school Principal Cathy Ewing, they organised a driveway run over demonstration activity with a unique twist.

"We called it the 'Tear Drop Challenge' based on the shape of a vehicle's blind zone—around the vehicle and longer at the rear. People hid within this tear drop shaped zone while students were invited to sit on the driver's seat and look at what they could see—or couldn't see."

Around 70 people came and everyone was very surprised at how large their blind zones were. "Our goal was to let New Zealand's future drivers, us students, become aware of this everyday hazard that can potentially end the life of a child and change the lives of their family forever," she said.

Well done Mary and Mia—Ann Weaver and the Safekids NZ team!

If you would like to learn more about this event, email:

✉ mary.hansen@ncg.school.nz



Rodney: Kaipara Kapa Haka Festival

Auckland Council, in partnership with Plunket and Safekids, organized a driveway run over awareness display at the 20th anniversary of Kaipara Kapa Haka Festival held at the Rodney College in Wellsford.

The Safekids driveway run over awareness kit is an excellent tool to engage with parents, caregivers and drivers face-to-face, making them aware of how large blind zones can be around a vehicle.

If you would like to use the kit at an event, email us to find out if one is available in your area:

✉ campaign@safekids.org.nz



Taupō: United front at community day

The Safekids Taupō Coalition recently participated in a community event featuring valuable community campaigns under one roof.

The Safe Community Day held in Taupō Primary School featured campaigns from and on: the SPCA, Booze Bus, Drink Driving, Neighbourhood Support, Cycle Safety, Pedestrian Safety, Driveway Safety, Carseat Safety, Home Safety, Fire Safety and Dog Safety. The event was funded by ACC and supported by Safe Communities, Police, Fire Service, Taupō District Council and Tokoroa Council of Social Services (TCOSS).

A new safety message being delivered by the coalition is driveway run over prevention. Megan Ince of TCOSS said the reaction is the same across the board with people who get to see the kit. "They are shocked at their large blind zone despite looking back and using their mirrors. They definitely go away with our safety messages in mind, which is to Check, Supervise and Separate!"

The Taupō coalition is also planning to take the community safety days to Mangakino, Turangi and Putaruru later this year.



Rotorua: Ruru wisdom says '148cm' is best

Ruru the morepork (New Zealand native owl), a very recognizable road safety icon in Rotorua roads, is extending his wings to promote booster seats and driveway run over safety to families living in and travelling to Rotorua these coming school holidays.

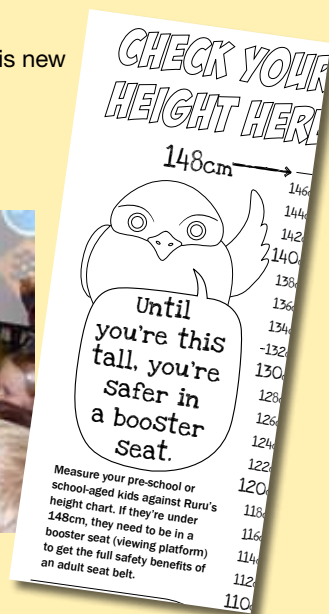
The Rotorua District Council in partnership with the Police, Treasures Rotorua and the Safekids Rotorua Coalition is organising a safety day on October 12 in Rotorua's CBD (City Focus) with fun activities for kids such as Ruru puppet shows, paper bag puppet making and more. "While the kids are having fun, we are also taking the opportunity to engage parents with driveway safety information and provide car seats advice," said Road Safety Coordinator Jodie Lawson.

There is also a fresh take on Safekids Booster Rooster height chart. Featuring Ruru, this colouring-in height chart is printed onto sheets of A4 designed to be a DIY 148cm measurement tool.

Perfect for schools, they are an excellent reminder to children. "Kids are safer in a booster seat until they are 148cm tall," Jodie said.

To learn more about the event or this new resource, contact:

✉ jodie.lawson@rdc.govt.nz



North Shore: Prof. Pogo joins Booster Rooster team



The North Shore's Booster Rooster 2011 roadshow promoting child passenger safety was again a hit, visiting Pinehurst, Beach Haven, Onepoto and Stanley Bay schools.

Organised by Auckland Transport's Angie Cheong in partnership with NZ Police, Brain Injury NZ, Plunket and Safekids, the road show is a follow on from their very successful 2010 campaign which was featured in TVNZ's One News.

It featured songs, dance and important child safety messages targeting school age kids.

New to this year's campaign is a short video featuring the wacky antics of Professor Pogo and boy genius Scotty. Part of Safekids' upcoming child restraint education DVD 'Kids that Click', the video shows the Professor going on a journey to learn about the importance of booster seats for kids under 148cm tall.

To view Professor Pogo, visit:

📺 www.youtube.com/user/SafekidsNZ

Manukau: Wild weather doesn't stop safety clinic

Despite gale-force winds, Plunket Counties Manukau's car restraint team, Auckland Transport and Safekids pushed through with its checking clinic at Westfield Pakuranga Mall.

"It was not the best day—it was wet and very windy, but we were very pleased to see a queue patiently waiting to have their car seats checked," said Natalie Denton of Plunket Counties Manukau.

It was also a great opportunity to share driveway run over messages. "We handed out the new warning stickers and the parents were happy to have them," said Simone Randle of Safekids.

Car checking clinics and driveway run over awareness activities are two topics that work together in community campaigns.

If you would like to learn more about the two injury issues, visit our 'safety topics' pages at:

📄 www.safekids.org.nz/index.php/page/Safety_Topics





SHOULD SMOKE ALARMS BE A LEGAL REQUIREMENT IN HOMES?

By George Stephens, Senior Fire Risk Management Officer and Strategic Partnership (Auckland Fire Region), NZ Fire Service

People often ask me to talk about smoke alarms. Those that know me well are aware of my passion and belief in these valuable devices.

To not have working smoke alarms in your home, in my opinion, is like driving without a seat belt.

Smoke alarms may not be a legal requirement in your home (of which I trust that one day it will be) as opposed to it being illegal not to wear a seat belt in a moving vehicle. The consequences however can be the same—death or serious injury.

And while the debate on whether having smoke alarms should be a legal requirement rages on, our work at the Fire Service remains undeterred and we continue to drive fire safety

awareness and encourage greater uptake for more homes to install and maintain smoke alarms.

And while our campaign is working, with statistics on a decline, house fires still happen and continue to claim lives and affect Kiwi families forever.

Do you have a working smoke alarm at home? Now would be a good time to have one installed or to test an existing one.

Working smoke alarms save lives. It could be your turn for a house fire TONIGHT. Are you prepared?

For more information please contact your local fire station or go to:

 www.fire.org.nz

AUT's 'Outside the Square' Driveway Campaign

Safekids is once again working with AUT's *Outside the Square* team to promote Driveway Run Over injury prevention. As part of this year's publicity campaign, they invited preschoolers at Les Mill's Kids Club in Central Auckland to show reporters how many kids can hide behind a car's blind zone without being seen by the driver.

"In many cars the blind zone can be as long as 8 to 10 metres, which is enough space to hide 20 kids and 10 adults, as we found out at the event," said Outside the Square team member Emily Page.

Outside the Square is also helping Safekids deliver the driveway run over awareness campaign to parents attending the Auckland Parent & Child Show on 30 September till 2 October.

Each year AUT's final year PR degree and post-grad students run their own Public Relations Agency (Outside the Square), helping not-for-profit organisations achieve excellent PR results often for little or no budget.

For more information, visit (search Outside the square):

 www.aut.ac.nz



Rocking it for Plunket & Driveways

Baby Loves Disco is a dance party like no other. The VIP guests are babies from 0 to kids aged 8 years. Aside from an amazing mix of music and great times for adults and kids, the event raises funds for Plunket and helps promote important child safety messages, such as driveway run over prevention.

"It's is the perfect venue to reach parents and share positive messages," said said Baby Loves Disco NZ's Corinna Homer.

Safekids There's No Going Back DLE flyers featuring TV news journalist John Campbell were handed out to parents at the recent Auckland event, featuring the messages:

Know where the kids are before getting in the car, there's no going back.

- CHECK for children before driving off.
- SUPERVISE children around vehicles - always.
- SEPARATE play areas from driveways.

To find out more about Baby Loves Disco, or if you would like to download our order form for FREE Safekids resources for your event, visit:

 www.babylovesdisco.co.nz

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



KNOW WHERE THE KIDS ARE BEFORE GETTING IN THE CAR

THERE'S NO GOING BACK

- ✓ CHECK for children before driving off
- ✓ SUPERVISE children around vehicles - always
- ✓ SEPARATE play areas from driveways

thinksafe

Safekids

Plunket

www.safekids.org.nz

John Campbell

SAFE KIDS, WHO COLLABORATING CENTRE: PARTNERS ON SAFE CHILDREN COMMUNITIES

Safe Kids Worldwide has entered into an agreement with the WHO Collaborating Centre on Community Safety Promotion to support the development of the 'Safe Children Communities' initiative on a global level.

The goal of the Safe Children Community initiative is to help countries build a child injury prevention infrastructure and develop safe-children policies and long-term sustainable programs.

The announcement was made at the recent 2011 Safe Communities Conference in Falun, Sweden, with Safe Kids Austria designated as an Affiliate Safe Community Support Centre for Children. Austria's district of Deutschlandsberg will become the first designated Safe Children Community in the network of Safe Communities in November 2011.

"Safe Kids Worldwide will bring its extensive capacity, experience and networks to directly support countries and communities as they strive to improve the safety of their children," said Eric Chalmers, Chief Executive of Kidsafe ACT.

Plans for stronger ties between Safe Kids Worldwide and the Safe Community Network were also presented at the conference. "This will help in the creation of Safe Children Communities especially in low income countries," Eric added.

Safe Kids Worldwide is a network of twenty member country organisations dedicated to reducing the level and severity of



In photo: Moa Sundström and Leif Svanström of the WHO Collaborating Centre on Community Safety Promotion based at Karolinska Institutet; Gudula Brandmayr, Sabine Distl and Peter Spitzer of SAFE KIDS Austria; GROSSE SCHUETZEN KLEINE and Eric Chalmers of Kidsafe Australia.

unintentional injury to children. The members span the continents and include both low and high income countries.

The network is strongly focused on bringing concrete, evidence-based injury prevention initiatives to communities across the world.

For more information visit: www.safekids.org/worldwide



October: International Walk to School Day

International Walk to School Month (October) gives children, parents, school teachers and community leaders an opportunity to be part of a global event as they celebrate the many benefits of walking. Millions of walkers from around the world walk to school together each year for various reasons — all hoping to create communities that are safe places to walk.

Does your school want to participate in International Walk to School Day? If you're a school teacher, administrator, staff member or parent who can commit your school's participation, visit this website for more information about this event:

www.iwalktoschool.org

Safety 2012: Abstracts, scholarship application submissions open this month

Call for abstracts and scholarship application submissions for the Safety 2012 World Conference open this month.

The 11th biennial, international conference on injury prevention and safety promotion is co-sponsored by the World Health Organization. The conference will bring together the world's leading injury prevention and safety researchers, practitioners, policy makers, and advocates, to debate, discuss and share information and experience. It is taking place in Wellington on 1 - 4 October 2012.

Submission guidelines and further information about scholarships will be posted on their website. Other important dates are:

- February 2012 - Online Registrations Open
- March 2012 - Call for Abstracts & Scholarship Application Submissions Close
- August 2012 - Early Bird Registration Closes
- 1 - 4 October 2012- Safety 2012 World Conference

For more information, visit:

www.safety2012.org.nz



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. In the last six months we received several queries that related to children with disabilities so have gathered some information about that here as well:

Time for 20 km/h school bus signs [Rural Women NZ website printout].

Wellington, Rural Women New Zealand (RWNZ): 2011.



This file of papers is a printout from the website of Rural Women New Zealand about the need for greater awareness of the road rule which says that motorists must slow to 20 kph when passing a stationary school bus.

They are promoting the use of flashing light signs positioned on the rear of school buses to remind motorists of this.

For more see:

http://www.ruralwomen.org.nz/_blog/News_and_Inspiration/post/Time_to_Introduce_20kmh_School_Bus_Signs/

Reference number 9614

Standards New Zealand Handbook: SNZ HB 4102:2011 Safety in the home.

Wellington, Standards New Zealand: 2011.

ACC contracted Standards New Zealand to develop this Handbook. It provides a general overview of steps that can be taken to reduce hazards in the home through design, building and maintenance. Recommended for people who undertake do-it-yourself projects, homeowners, tenants, and real estate agents, as well as a wide range of people in the building industry such as builders, architects, engineers, plumbers, electricians, glaziers, and landscapers.

The next step for the project is to use the information in SNZ HB 4102 to develop a series of brochures to promote safe home design, building, and maintenance practices.

The brochures will be available online at no cost through the ACC website and, while supplies last, in hard copy through various home improvement stores. This guide has been completely revised from the previous superceded NZS 4102:1996.

Reference number 9610



Raising Children in New Zealand [full version 3.5 hour DVD].

Dobson, Jude.

Auckland, TVNZ7: 2011

This item is a DVD disc which contains the full 3.5 hours of the TVNZ 7 series 'Raising Children in New Zealand' TV programmes. It is described as "... a new ground-breaking parenting series, focusing on particular stages of the first three years of a child's life. Here you'll find a wealth of information on parenting the under-threes. You'll learn about the importance of the early years and why they

really do last forever, and what you can do to get your children off to a great start." Safekids NZ was consulted during the making of the programmes and provided some of the data and safety message given and is credited onscreen during some of the programmes.

From September 2011 - for at least 12 months - it will be provided free to new parents at the first Well Child/Tamariki Ora visit from Plunket or another provider.

For more information see:

<http://tvnz.co.nz/raising-children-in-new-zealand/index-group-4170027>

Also available for sale at the website:

<http://www.raisingchildren.org.nz>

for \$25 + postage and packaging.

Reference number 9612

Make it safe!: Reduce the risk from looped blind cords and chains [blind cord cleat kit].

Stowmarket - Suffolk - UK, British Blind and Shutter Association (BBSA): 2010.

This pack includes a pamphlet, two clear plastic cleats and a sheet of instructions.

The pamphlet gives advice about how to protect children in the home from the strangulation risk posed by looped curtain and blind cords. For more information see record # 9392.

The sheet titled 'Fixing instructions for blind cord cleat' includes detailed advice.

More information available at:

<http://www.bbsa.org.uk/> and

<http://www.makeitsafe.org.uk/>

Reference number 9606



From crib to kindergarten: The essential child safety guide.

Drago, Dorothy
Baltimore, The Johns Hopkins University Press: 2007, 208 p.

This book from a child injury prevention specialist includes an introductory chapter 'Keeping your child safe from injury' and chapters on: 'Sleep safety', 'Bathing and dressing', 'Food safety', 'Toys, games and playgrounds', 'Travelling near and far', 'Upstairs, downstairs and all around the house' and 'Safety, room by room'.

The focus is on unintentional injury prevention for children aged 0-5 years, both in the home and elsewhere. She describes how to provide a safe environment: "The major hazards and potential injuries associated with each activity are identified along with the age when the child is at greatest risk. Illustrations, checklists, and summary charts complement the text and put valuable lessons and critical information at parents' fingertips."

More information at:

<http://jhupbooks.press.jhu.edu/ecom/MasterServlet/GetItemDetailsHandler?iN=9780801885709&qty=1&viewMode=3&loggedIN=false&JavaScript=y>

Reference number 9554



SAFETY FOR DISABLED CHILDREN

Notes on the safe transportation of children with disabilities in motor vehicles.

Auckland, Safekids New Zealand: 2011.

These notes resulted from several Safekids Information Centre queries in relation to the safe transportation of children with disabilities in motor vehicles with the aim of minimising the risk of bodily injury in an impact. The material refers to: standards, publications and

other helpful information.

One query was about transporting a child with autism and one about transporting children in wheelchairs.

Reference number 9571

School transport: Safe Travel for Students in Receipt of Special School Transport Assistance (SESTA): A good practice guide.

Wellington, Ministry of Education: 2007.

This item provides advice and guidance for schools, caregivers and other school transport stakeholders on identifying and supporting a student's home to school travel needs.

The Ministry of Education provides Special Education School Transport Assistance (SESTA) for eligible students. For more information

on how transport assistance is provided for students with special needs, go to the ministry's school transport web page, www.minedu.govt.nz/goto/schooltransport.

For more information and the PDF see:

<http://www.minedu.govt.nz/NZEducation/EducationPolicies/Schools/SchoolOperations/HealthAndSafety/ftTravelForStudentsWithSpEdTransportAssistance.aspx>

Reference number 9573

Australian/New Zealand Standard AS/NZS 4370:1996- Restraint of children with disabilities in motor vehicles [Amendment 1 (1999) appended].

Wellington, Standards New Zealand: 1996

This Standard sets out options for restraining a child with one or more disabilities while travelling in a motor vehicle, to minimize the risk of bodily injury in an impact. This Standard does not include the restraint of children in motor vehicles specifically designed or modified and converted into ambulances. The objective of this Standard is to enable a prescriber to assess the need and find the available options and the most suitable solution to restraining a child with one or more disabilities while travelling in a motor vehicle.

Amendment 1 (1999) is appended.

Reference number

6261



SNZ HB 8134.4:2004 New Zealand handbook: Health and Disability Sector Standards (Children and young people) Audit workbook.

Wellington, Standards New Zealand: 2004.

232 p.

This item is designed to evaluate the health or disability organisation or service outcomes against those required by NZS 8134:2001 Health and Disability Sector Standards (see record # 5387).

Reference number 9595

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.

www.safekids.org.nz