



**Safekids Campaign**  
**Improving Child Passenger Safety & Preventing Burns**  
 Information & Planning Workshop 2010

A Service Of  
**Starship**  
 Children's Health

A Member Of  
**Safe Kids**  
 NEW ZEALAND

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## Safekids New Zealand

- Aim to prevent unintentional injuries to children (0 to 14 years of age)
- National Service - Ministry of Health
- Advocate for the prevention of unintentional injuries to children
- Promote Coalition and Community action through annual Campaign




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Ann  Julie 

 **Safekids Team** 

Wayne    Moses

Anthony Gina Simone

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# Safekids Campaign

**Safekids Campaign** – to promote & support child safety promotion events and activities

**Campaign achievements:**

- Increased awareness of child injury nationally
- Local action through collaborative work between government agencies, communities and individuals
- Projects - walking school buses; holding checking clinics; improving playgrounds; school crossings and many other achievements



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## Whanau Ora



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## SPECTRUM OF PREVENTION



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## Working together – the heart of Injury Prevention

- Health Workers
- Injury Prevention Workers
- Maori providers
- Pacific providers
- RoadSense Facilitators
- Road Safety Co-ordinators
- New Zealand Police
- Plunket volunteers or personnel
- Age Concern members
- Rural Women reps
- Parents/grandparents
- Cycle Associations
- Water sports and safety
- PHOs
- Ambulance Staff
- Council/Local Government personnel
- Service Clubs/community organisations
- NZ Fire Service personnel and volunteers
- Schools and Early Childhood Educators
- Sports Trusts
- Representatives from other ethnic communities
- Child representatives




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## Fostering Coalitions & Networks




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## Themes

Year	Transport	General Theme	Suggested Topics & Interventions
2011/12	Pedestrian Safety	Safe at home	Driveways Product safety Bath safety Poisoning (2006/7) Burns (2010/11) Falls
2012/13	Cycling Safety	Out & about safely	All Terrain Vehicles Rural safety Drowning prevention Product safety School travel Cutting & piercing (2009/10) Falls
2013/14	Passenger Safety	Safe at play	Falls Playgrounds All Terrain Vehicles Poisoning Safe Sports Animal safety

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## Safekids Campaign

Workshops                      Safekids News  
Resources                      Coalition Updates  
Support with media              Evaluation

[Campaign@safekids.org.nz](mailto:Campaign@safekids.org.nz)

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

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## Other Events

**Plunket KISS Conference Report**  
(21<sup>st</sup> to 23<sup>rd</sup> April)



**Safety NZ Week - 30 Aug-5 Sep 2018**  
If you would like to be updated and involved with the week's campaign, email us at [safetyweek@acc.co.nz](mailto:safetyweek@acc.co.nz) and we will add you to our communication database to help you informed in the campaign progress.  
▶ [Keep me up to date](#)

### Translated resources

We've got some handy resources in other languages to help get the home safety message out into our communities.  
▶ [View resources](#)

**ACC Safety Week**  
(30<sup>th</sup> August – 5<sup>th</sup> September)  
Discussion  
<http://www.homesafety.co.nz>

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## Child Car Occupant Injury

See  
Regional Data Pack  
for local data



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## Child Car Occupant Injuries

**New Zealand Child Hospitalisations by Ethnicity for Motor Vehicle Occupant Injury 0-14 years 2003-2007**  
(Emergency Department Cases Excluded)

Ethnicity	Transport: Vehicle Occupant	Average hospital admission(s) per year
Asian	64	13
European	585	117
Maori	570	114
Other	42	8
Pacific	109	22

New Zealand Health Information Service (NZHIS) data supplied by the Child and Youth Epidemiology Service - 2009



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## New Zealand's Child Car Restraint Rules

### Current Road Rules (1994)

- 0-4: Mandatory restraint in child seat.
- 5-7: Child restraint available or seat belt.
- 8-14: Seat belt if available or in back seat.



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# Safer Journeys

Page 28 says....



## INCREASING THE LEVEL OF RESTRAINT USE

### WHAT IS THE PROBLEM?

- 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.
- Passenger safety for 5 to 9 year-olds has improved less than that for younger children. Since the mid 1990s, the injury rate for 5 to 9 year-olds has been decreasing much more slowly than that for those aged four years or less.

New Zealand has fallen behind international best practice in child restraint use by primary school-aged children. Many child deaths and serious injuries could be prevented by ensuring children are appropriately restrained when travelling in a vehicle.



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## Safety belts and booster seats - It's all about the fit...



Photos courtesy of Herald on Sunday

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### K. Klinich – The Slouch Factor

Klinich 1994

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## Resources

- Safety messages
- Resource Order Form & List
- Project plans
- Further resources
- Media Kit (CD)

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## Safekids Media Kit Contents:

- Media Release Templates
- Events Calendar
- Factsheets
- Key messages & useful quotes/ figures
- Bibliography
- Resource Order Form
- Project Plans
- Radio Ads
- Resources
- Logos
- Booster in a Nutshell



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## Child Car Seat Successes



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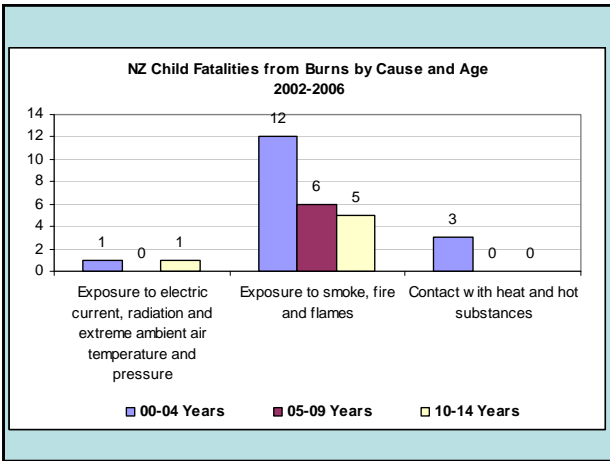
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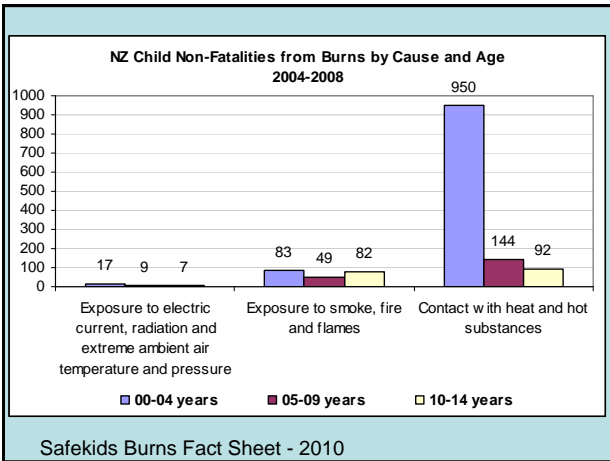
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Safekids Burns Fact Sheet - 2010

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## Burn Prevention Resource

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