



# Safekids

## CAMPAIGN

Kaupapa Tamariki Haumaruru

## **Safekids Campaign 2009/10 Motor Vehicle Child Passenger Safety and Cutting & Piercing Prevention**

### **Information Pack**

This pack contains local information for the  
Safekids Campaign 2009/10

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# **Safekids Campaign 2009/10**

## **Motor Vehicle Child Passenger Safety and Childhood Cutting & Piercing Prevention**

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# Motor Vehicle Child Passenger Safety Information

Child car restraints are effective for protecting children from injury or death.

When correctly installed and used, child safety seats can reduce the risk of death by 70 percent for infants and 47-54 percent for toddlers. Correctly fitted child restraints can also reduce the need for hospitalisation by 69 percent for children aged 4 years and younger. Booster seats have been shown as effective for reducing the risk of hospitalisation and death for primary school children by up to 59 percent.

Between 2001 and 2005 approximately eighty New Zealand children under the age of fifteen died whilst travelling in a motor vehicle that was involved in a crash. This is an average of 16 children dying while travelling as passengers in motor vehicles, each year.

The use of correctly fitted child car restraints and booster seats can reduce these statistics.

## Deaths

<b>NEW ZEALAND Child Fatalities for Motor Vehicle Occupant Injury (0-14 years) 2001-2005 (Emergency Department Cases Removed)</b>			
<b>Injury Type</b>	<b>Total</b>	<b>Injury Proportion (%)</b>	<b>Average number of deaths per year</b>
Motor Vehicle Occupant Injury	80	19%	16
<b>Total Mortality for All Unintentional Injury Types for NEW ZEALAND</b>	<b>418</b>	<b>100%</b>	<b>84</b>

*New Zealand Health Information Service (NZHIS) data supplied by the Child and Youth Epidemiology Service - 2008*

- In the five year period from 2001-2005, child car passenger deaths accounted for approximately 19 percent of all child unintentional injury fatalities.
- Between 2001 and 2005, 80 New Zealand children died from injuries sustained where the motor vehicle they were travelling in was involved in a crash. This was an average of 16 child deaths per year, just more than one every month.
- Of all child fatalities due to unintentional injury, one in five is the result of a child car passenger being involved in a motor vehicle crash.

<b>Child Fatalities by District Health Board for Motor Vehicle Occupant Injury (0-14 years) 2001-2005 (Emergency Department Cases Removed)</b>		
District Health Board (DHB)	Transport: Vehicle Occupant	Average death(s) per year
Auckland	6	1
Bay Of Plenty	5	1
Canterbury	4	1
Capital And Coast	0	0
Counties Manukau	10	2
Hawke's Bay	5	1
Hutt	<3	-
Lakes	6	1
Mid Central	3	1
Nelson Marlborough	0	0
Northland	8	2
Otago	4	1
South Canterbury	<3	-
Southland	5	1
Tairāwhiti	<3	-
Taranaki	<3	-
Waikato	9	2
Wairarapa	0	0
Waitemata	6	1
West Coast	0	0
Whanganui	0	0

New Zealand Health Information Service (NZHIS) data supplied by the Child and Youth Epidemiology Service – 2008  
Note: <3 indicates a cell count of 1 or 2

## Hospitalisation

<b>NEW ZEALAND Child Hospitalisations for Motor Vehicle Occupant Injury (0-14 years) 2003-2007 (Emergency Department Cases Removed)</b>		
Injury Type	Total	Average number of hospital admissions per year
Motor Vehicle Occupant Injury	1373	275

New Zealand Health Information Service (NZHIS) data supplied by the Child and Youth Epidemiology Service – 2008

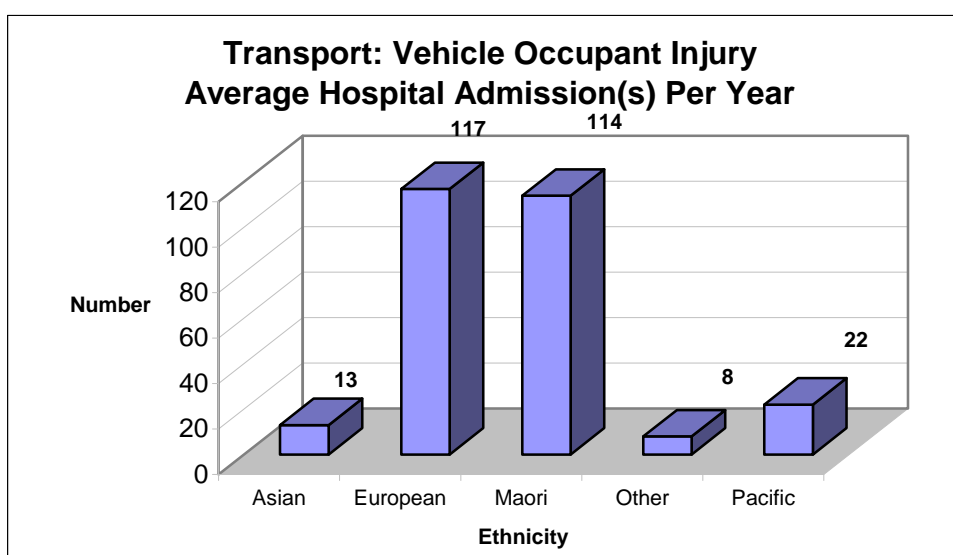
- On average 275 children a year are admitted to hospitals throughout the country due to injuries they received while they were passengers in a motor vehicle.

<b>Child Hospitalisations by District Health Board for            Motor Vehicle Occupant Injury (0-14 years)            2003-2007            (Emergency Department Cases Removed)</b>		
<b>District Health Board (DHB)</b>	<b>Transport: Vehicle Occupant</b>	<b>Average hospital admission(s) per year</b>
Auckland	73	15
Bay Of Plenty	114	23
Canterbury	113	23
Capital & Coast	47	9
Counties Manukau	141	28
Hawke's Bay	73	15
Hutt	35	7
Lakes	56	11
Mid Central	44	9
Nelson Marlborough	38	8
Northland	154	31
Otago	44	9
South Canterbury	20	4
Southland	34	7
Tairāwhiti	34	7
Taranaki	18	4
Waikato	129	26
Wairarapa	14	3
Waitemata	131	26
West Coast	9	2
Whanganui	36	7

New Zealand Health Information Service (NZHIS) data supplied by the Child and Youth Epidemiology Service – 2008

<b>New Zealand Child Hospitalisations by Ethnicity for            Motor Vehicle Occupant Injury 0-14 years            2003-2007            (Emergency Department Cases Removed)</b>		
<b>Ethnicity</b>	<b>Transport: Vehicle Occupant</b>	<b>Average hospital admission(s) per year</b>
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 – 2008



New Zealand Health Information Service (NZHIS) data supplied by the Child and Youth Epidemiology Service – 2008

- Both European (117) and Maori (114) children accounted for the **highest number** of any ethnic group admitted to hospital following a motor vehicle crash.

<b>Child Hospitalisations for District Health Board (DHB) by Ethnicity for Motor Vehicle Occupant Injury 0-14 years 2003-2007 (Emergency Department Cases Removed)</b>			
DHB	Ethnicity	Transport: Vehicle Occupant - Hospital Admission	Average number of hospital admissions per year
<b>Auckland</b>	<b>Asian</b>	7	1
	<b>European</b>	24	5
	<b>Maori</b>	19	4
	<b>Other</b>	<3	-
	<b>Pacific</b>	21	4
<b>Bay of Plenty</b>	<b>Asian</b>	<3	-
	<b>European</b>	26	5
	<b>Maori</b>	85	17
	<b>Other</b>	<3	-
	<b>Pacific</b>	<3	-
<b>Canterbury</b>	<b>Asian</b>	6	1
	<b>European</b>	80	16
	<b>Maori</b>	12	2
	<b>Other</b>	10	2
	<b>Pacific</b>	5	1
<b>Capital and Coast</b>	<b>Asian</b>	8	2
	<b>European</b>	24	5
	<b>Maori</b>	12	2
	<b>Other</b>	<3	-
	<b>Pacific</b>	<3	-
<b>Counties Manukau</b>	<b>Asian</b>	7	1
	<b>European</b>	44	9

<b>Child Hospitalisations for District Health Board (DHB) by Ethnicity for Motor Vehicle Occupant Injury 0-14 years 2003-2007 (Emergency Department Cases Removed)</b>			
DHB	Ethnicity	Transport: Vehicle Occupant - Hospital Admission	Average number of hospital admissions per year
	Maori	50	10
	Other	4	1
	Pacific	36	7
Hawke's Bay	European	33	7
	Maori	35	7
	Other	3	1
	Pacific	<3	-
Hutt	Asian	4	1
	European	10	2
	Maori	15	3
	Other	<3	-
	Pacific	4	1
Lakes	European	5	1
	Maori	47	9
	Other	<3	-
	Pacific	<3	-
Mid Central	Asian	<3	-
	European	20	4
	Maori	19	4
	Other	3	1
	Pacific	<3	-
Nelson Marlborough	Asian	<3	-
	European	30	6
	Maori	6	1
	Pacific	<3	-
Northland	Asian	3	1
	European	31	6
	Maori	106	21
	Other	5	1
	Pacific	7	1
Otago	Asian	<3	-
	European	35	7
	Maori	7	1
	Pacific	<3	-
South Canterbury	European	18	4
	Other	<3	-
Southland	European	25	5
	Maori	7	1
	Other	<3	-
Tairāwhiti	Asian	<3	-
	European	5	1
	Maori	27	5
	Other	<3	-

Child Hospitalisations for District Health Board (DHB) by Ethnicity for Motor Vehicle Occupant Injury 0-14 years 2003-2007 (Emergency Department Cases Removed)			
DHB	Ethnicity	Transport: Vehicle Occupant - Hospital Admission	Average number of hospital admissions per year
Taranaki	European	12	2
	Maori	4	1
	Other	<3	-
	Pacific	<3	-
Waikato	Asian	6	1
	European	58	12
	Maori	58	12
	Other	<3	-
	Pacific	6	1
Wairarapa	European	10	2
	Maori	4	1
Waitemata	Asian	10	2
	European	67	13
	Maori	33	7
	Other	3	1
	Pacific	18	4
West Coast	European	8	2
	Pacific	<3	-
Whanganui	Asian	<3	-
	European	13	3
	Maori	22	4

New Zealand Health Information Service (NZHIS) data supplied by the Child and Youth Epidemiology Service – 2008

Child Hospitalisations by Territorial Authority for Motor Vehicle Occupant Injury 0-14 years 2003-2007 (Emergency Department Cases Removed)					
Territorial Authority	Frequency	Average number of hospital admissions per year	Territorial Authority	Frequency	Average number of hospital admissions per year
Ashburton District	5	1	Opotiki District	11	2
Auckland City	73	15	Otorohanga District	4	1
Banks Peninsula District *	<3	-	Palmerston North City	19	4
Buller District	<3	-	Papakura District	28	6
Carterton District	3	1	Porirua City	9	2
Central Hawke's Bay District	8	2	Queenstown-Lakes District	5	1
Central Otago District	7	1	Rangitikei District	3	1
Chatham Islands District	<3	-	Rodney District	39	8

**Child Hospitalisations by Territorial Authority  
for Motor Vehicle Occupant Injury 0-14 years  
2003-2007**

*(Emergency Department Cases Removed)*

<b>Territorial Authority</b>	<b>Frequency</b>	<b>Average number of hospital admissions per year</b>	<b>Territorial Authority</b>	<b>Frequency</b>	<b>Average number of hospital admissions per year</b>
Christchurch City	70	14	Rotorua District	39	8
Clutha District	7	1	Ruapehu District	9	2
Dunedin City	20	4	Selwyn District	6	1
Far North District	79	16	South Taranaki District	3	1
Franklin District	25	5	South Waikato District	13	3
Gisborne District	34	7	South Wairarapa District	<3	-
Gore District	5	1	Southland District	6	1
Grey District	7	1	Stratford District	4	1
Hamilton City	35	7	Tararua District	8	2
Hastings District	30	6	Tasman District	13	3
Hauraki District	7	1	Taupo District	17	3
Horowhenua District	10	2	Tauranga District	32	6
Hurunui District	9	2	Thames-Coromandel District	10	2
Invercargill City	20	4	Timaru District	11	2
Kaipara District	30	6	Upper Hutt City	10	2
Kapiti Coast District	17	3	Waikato District	21	4
Kawerau District	9	2	Waimakariri District	21	4
Lower Hutt City	25	5	Waimate District	8	2
Mackenzie District	<3	-	Waipa District	15	3
Manawatu District	5	1	Wairoa District	10	2
Manukau City	87	17	Waitakere City	62	12
Marlborough District	10	2	Waitaki District	8	2
Masterton District	9	2	Waitomo District	7	1
Matamata-Piako District	10	2	Wanganui District	29	6
Napier City	24	5	Wellington City	23	5
Nelson City	15	3	Western Bay of Plenty District	19	4
New Plymouth District	11	2	Whakatane District	43	9
North Shore City	30	6	Whangarei District	45	9

New Zealand Health Information Service (NZHIS) data supplied by the Child and Youth Epidemiology Service – 2008

\* Note Banks Peninsula District has been disestablished and is now amalgamated with Christchurch City.

<b>Child Motor Vehicle Passenger Injury Claims Total Cost of Claims - ACC Data 2003-2008</b>					
<b>Age Group</b>	<b>2003-2004</b>	<b>2004-2005</b>	<b>2005-2006</b>	<b>2006-2007</b>	<b>2007-2008</b>
<b>0-4</b>	\$3,731,509	\$3,422,008	\$3,359,440	\$5,305,062	\$7,270,821
<b>5-9</b>	\$1,150,504	\$1,422,962	\$1,901,249	\$1,876,924	\$2,196,663
<b>10-14</b>	\$2,039,259	\$2,412,516	\$2,630,566	\$3,234,421	\$3,298,546
<b>Total</b>	\$6,921,272	\$7,257,486	\$7,891,255	\$10,416,407	\$12,766,030

*Data supplied by the New Zealand Accident Compensation Corporation (ACC) 2008*

- Accident Compensation Corporation (ACC) claims information shows that, on average, the total cost of child motor vehicle passenger injury claims is approximately \$9.1 million a year.

**For further information please refer to  
Safekids New Zealand's Motor Vehicle Child Passenger Safety Fact Sheets**

# Childhood Cutting and Piercing Injury

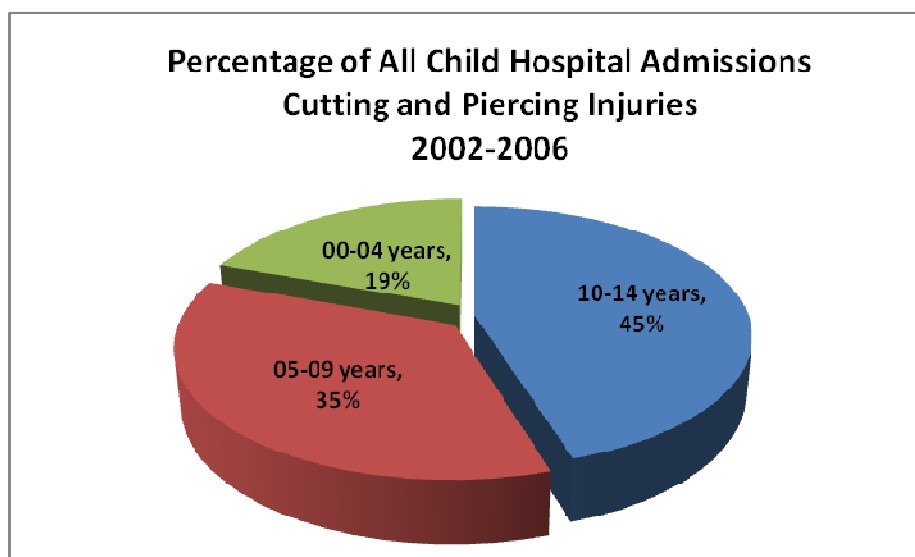
Most people consider having a cut or graze is a normal part of growing up. Cutting and piercing injuries are a common cause of injury for children and despite being painful; such injuries are usually simply treated. However there are more serious consequences, both for individuals and the wider community.

In New Zealand, on average one child a year dies as a result of a cutting or piercing injury (children 0 - 14 years of age).

## Hospitalisation

<b>New Zealand Child Hospitalisations for Cutting and Piercing Injury by Five Year Age Groups 0-14 years 2002-2006 (Emergency Department Cases Removed)</b>		
Age Group	Frequency	Average number of hospital admissions per year
00-04 years	541	108
05-09 years	986	197
10-14 years	1254	251

*New Zealand Health Information Service (NZHIS) data supplied by the University of Otago Injury Prevention Research Unit – 2008*



*New Zealand Health Information Service (NZHIS) data supplied by the University of Otago Injury Prevention Research Unit – 2008*

- On average, 556 children each year are injured severely enough from a cutting and piercing injury to be admitted to hospital.
- Children in the 10-14 age group (45%) are more likely than any other child age group to be admitted to hospital for a cutting and piercing injury.
- For children aged five to nine years, cutting injuries are the second leading cause of hospitalisation for unintentional injuries.

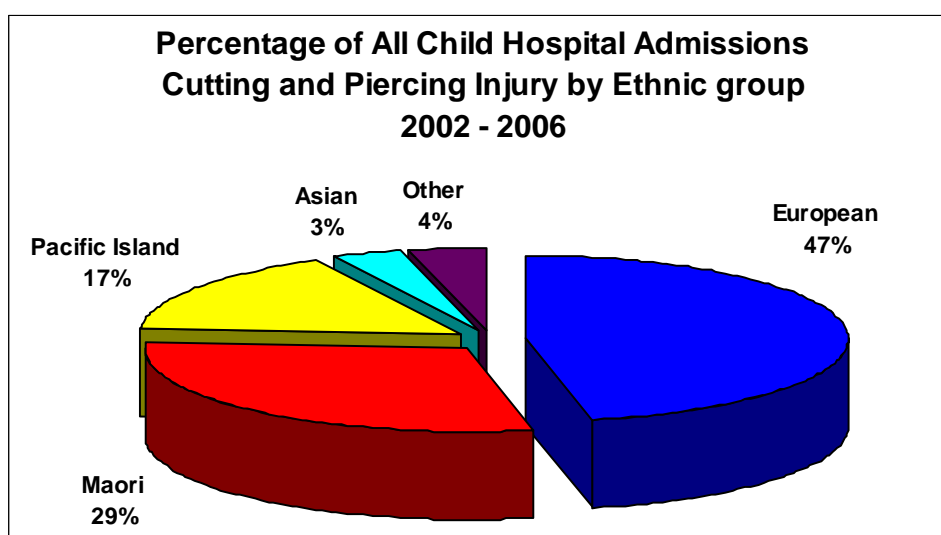
<b>New Zealand Child Hospitalisations for Cutting and Piercing Injury by Gender 0-14 years 2002-2006 (Emergency Department Cases Removed)</b>		
<b>Sex</b>	<b>Frequency</b>	<b>Average number of hospital admissions per year</b>
<b>Female</b>	926	185
<b>Male</b>	1855	371

*New Zealand Health Information Service (NZHIS) data supplied to Safekids NZ by the University of Otago Injury Prevention Research Unit – 2008*

- Twice as many boys are admitted to hospital for a cutting or piercing injury, than girls.

<b>New Zealand Child Hospitalisations for Cutting and Piercing Injury by Ethnicity 0-14 years 2002-2006 (Emergency Department Cases Removed)</b>		
<b>Ethnicity</b>	<b>Frequency</b>	<b>Average number of hospital admissions per year</b>
<b>Asian</b>	97	19
<b>European</b>	1297	259
<b>Maori</b>	817	163
<b>Other</b>	110	22
<b>Pacific Island</b>	460	92

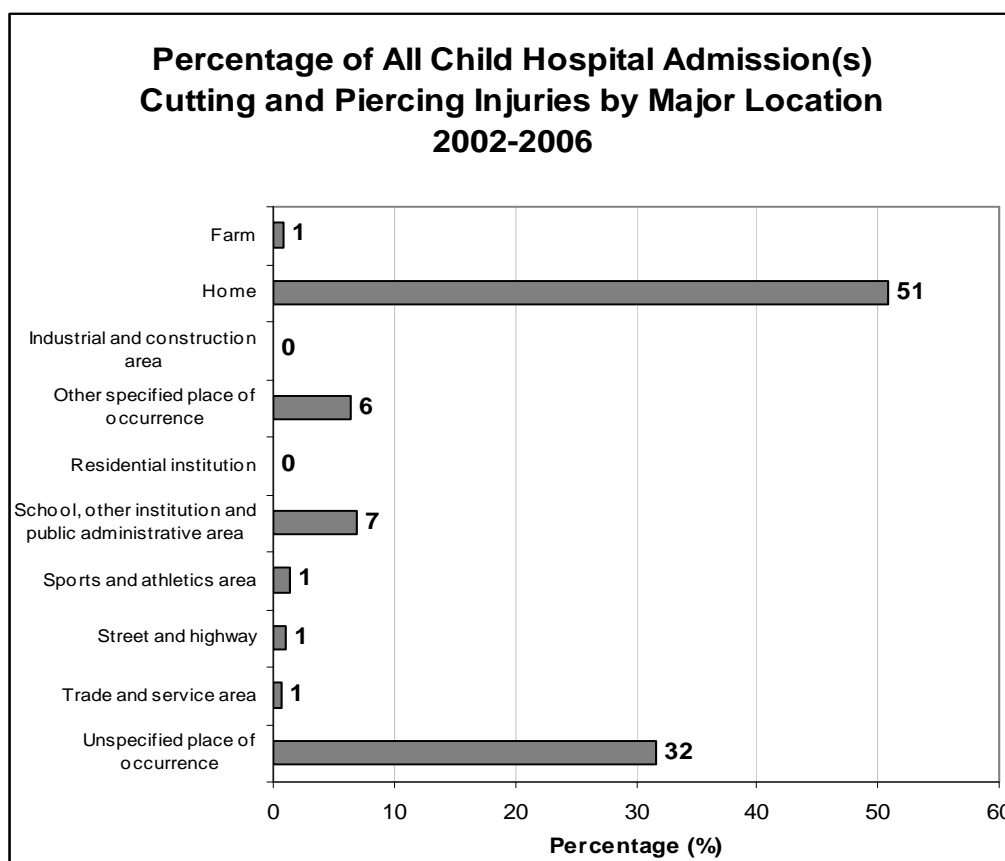
*New Zealand Health Information Service (NZHIS) data supplied to Safekids NZ by the University of Otago Injury Prevention Research Unit – 2008*



- Hospital admission data shows that cutting and piercing injuries are distributed across children of all ethnicities
- Proportionately, Maori and Pacific Peoples are over-represented in cutting and piercing related injuries.

<b>New Zealand Child Hospitalisations for Cutting and Piercing Injury by Major Location 0-14 years 2002-2006 (Emergency Department Cases Removed)</b>	
Major Location	Frequency
Farm	22
Home	1416
Industrial and construction area	5
Other specified place of occurrence	179
Residential institution	5
School, other institution and public administrative area	191
Sports and athletics area	38
Street and highway	27
Trade and service area	17
Unspecified place of occurrence	881

New Zealand Health Information Service (NZHIS) data supplied to Safekids NZ by the University of Otago Injury Prevention Research Unit – 2008



New Zealand Health Information Service (NZHIS) data supplied to Safekids NZ by the University of Otago Injury Prevention Research Unit – 2008

- Half of all cutting and piercing injuries happen most frequently at home (51%), followed by injuries over a wide range of places where children are 'out and about'.

<b>Child Hospitalisations by District Health Boards (DHB)  for Cutting and Piercing Injury 0-14 years  2002-2006  (Emergency Department Cases Removed)</b>		
<b>DHB</b>	<b>Frequency</b>	<b>Average number of admissions per year</b>
<b>Auckland</b>	346	69
<b>Bay of Plenty</b>	169	34
<b>Canterbury</b>	151	30
<b>Capital and Coast</b>	82	16
<b>Counties Manukau</b>	504	101
<b>Hawkes Bay</b>	134	27
<b>Hutt</b>	76	15
<b>Lakes</b>	83	17
<b>Mid Central</b>	103	21
<b>Nelson Marlborough</b>	23	5
<b>Northland</b>	160	32
<b>Otago</b>	69	14
<b>South Canterbury</b>	12	2
<b>Southland</b>	37	7
<b>Tairāwhiti</b>	45	9
<b>Taranaki</b>	75	15
<b>Waikato</b>	288	58
<b>Wairarapa</b>	23	5
<b>Waitemata</b>	312	62
<b>West Coast</b>	13	3
<b>Wanganui</b>	68	14
<b>Unspecified</b>	8	2

*New Zealand Health Information Service (NZHIS) data supplied to Safekids NZ by the University of Otago Injury Prevention Research Unit – 2008*

<b>Child Cutting and Piercing Injury Claims Total Cost of Claims - ACC Data 2003-2008</b>					
<b>Age Group</b>	<b>2003-2004</b>	<b>2004-2005</b>	<b>2005-2006</b>	<b>2006-2007</b>	<b>2007-2008</b>
<b>0-4</b>	\$2,828,050	\$3,257,336	\$3,463,761	\$3,622,776	\$4,135,326
<b>5-9</b>	\$2,770,497	\$3,424,332	\$3,804,159	\$3,891,295	\$4,349,713
<b>10-14</b>	\$3,665,763	\$4,177,486	\$4,651,776	\$4,871,523	\$5,515,360
<b>Total</b>	\$9,264,310	\$10,859,154	\$11,919,696	\$12,385,594	\$14,000,399

*Data supplied by the New Zealand Accident Compensation Corporation (ACC) 2008*

- Accident Compensation Corporation claims information shows that, on average, the total cost of cutting and piercing injury is approximately \$11.7 million a year.

**For further information please refer to the  
Safekids New Zealand's Cutting and Piercing Fact Sheet**