

COALITION WORK COMMENDED AT SAFETY AWARDS

Safekids New Zealand, its national partners and community coalitions involved in the Safekids Campaign, were recognised in the Inaugural NZ Community Safety Awards held in Wellington last month.

The awards were developed by the Safe Communities Foundation of New Zealand and ACC and were designed to recognise, reward and promote excellence in injury prevention and safety promotion. Thirty-five entries were received.

Safekids entered the 'outstanding community safety and/or injury prevention coalition' section of the award to highlight the work undertaken by the organisation, community coalitions and key partners involved in the Safekids Campaign. The Safekids Campaign was Highly Commended.

"It was wonderful to have the Campaign, national partners and coalition partners recognised in the awards. While Safekids entered the awards, it was the work of all involved that was acknowledged on the day," says Safekids New Zealand Director Ann Weaver.



Safekids Campaign National Co-ordinator Joy Gunn receives the certificate recognising Safekids and its partners in the Campaign from Associate Health Minister Damien O'Connor.

She said Safekids was also pleased to share the finalist spot with two groups which have supported the former KidSafe Week and now Safekids Campaign; Kidsafe Taranaki and Injury Prevention Waimakariri.

NZ Community Safety Award winners were;

Category 1 – Outstanding community safety and/or injury prevention coalition

- *Winner – Roving New Zealand*
- *Highly Commended – Centre of Applied Engineering New Zealand (CApENZ)*
- *Highly Commended – Safekids New Zealand*
- *Commended – Kidsafe Taranaki Trust*
- *Commended – Injury Prevention Waimakariri*

Category 2 – Outstanding community safety and/or injury prevention initiative or programme

- *Joint Winner – Shore Safe Playground Institute*
- *Joint Winner – FarmSafe*
- *Highly Commended – Woodend School*
- *Highly Commended – NZ Fire Service*

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Category 3 – Outstanding example of the NZ Injury Prevention Strategy framework guiding the development of a community safety and/or injury prevention initiative or programme

- Winner – WaterSafe Auckland
- Highly Commended – Positive Ageing New Plymouth Trust

Category 4 – Outstanding business or organisation contributing to the greater well-being of its workforce and community in general

- Joint Winner – Kaingaroa Timberlands
- Joint Winner – 3M New Zealand Limited



Simon Green (principal, Cust School) with Rosey Bristow and Sandra James of Injury Prevention Waimakariri accepting the certificate acknowledging their injury prevention programme “Down the Back Paddock” from Associate Health Minister Damien O’Connor.

AA Includes Child Restraint Anchoring in Road Testing

Information on the availability of tether strap anchor points and ISOFIX anchoring for child restraints is now being included in the New Zealand Automobile Association’s road testing of new vehicles.

The AA began including the information following a request from Safekids New Zealand. The AA road tests new cars every week, and keeps this information in its library.

Jack Biddle, Technical Advice Manager for the AA says he



was very happy to include this information in the Association’s road testing.

“We are concerned about safety and are aware children are vulnerable passengers in vehicles. Having this information included in our road tests will, we hope, be helpful to drivers.”

The AA also plans to provide information on child

restraint anchoring to the judging panel at the annual Car of the Year Awards. While it will not be the main point on which vehicles are judged, it’s hoped it will raise awareness of the importance of having child restraint anchor points in vehicles.

Safekids’ Policy Analyst Julie Chambers says she’s delighted the AA have so quickly and positively responded to the organisation’s request.

“It’s great to see this information included and hopefully parents will use it when deciding on the kind of family vehicle they buy.”

Information about vehicles road tested by the AA can be found online at www.aa.co.nz in the New Car Reviews section. More detailed information is provided on particular cars for a small charge by telephoning 0900 58324.

ADVOCACY MATTERS

In January this year Safekids New Zealand raised the issue of child poisoning from auto-dishwasher detergents. Safekids is concerned about the corrosive nature of many of these products and the lack of standards for child-resistant packaging of hazardous household cleaners and chemicals. While Safekids and Reckitt Benckiser (makers of Finish) are planning a public education campaign for caregivers of young children later this year, Safekids is still concerned about the regulations governing packaging of such products. It is advocating for a mandatory standard for child-resistant packaging of hazardous chemicals and cleaners. Following is an update on this issue from the Ministry of Health and ERMA.

The Ministry of Health and the Environmental Risk Management Authority (ERMA NZ) are currently investigating the issues surrounding childhood poisonings due to accidental ingestion of automatic dishwashing machine powders. A number of highly alkaline automatic dishwashing machine powders are currently on the market and these agents were identified to be primarily responsible for severe corrosive injury in the throats and upper airways of children. It is understood that there is a much higher proportion of the older style corrosive, alkaline salt products still on the market in New Zealand, as opposed to less corrosive enzyme based formulations, than is the case in Europe or Australia.

A working group has been set up by ERMA NZ involving interested parties, such as Safekids, Ministry of Health, Ministry of Consumer Affairs and the National Poisons Centre. A number of regulatory and non-regulatory initiatives have been proposed by the Working Group, such as an education campaign to ensure that parents and caregivers are aware of the dangers of corrosive dishwashing detergents and that it is crucial that these products should be stored out of reach of children.

From a regulatory point of view, work is underway to identify which existing products are of the highly corrosive type so that it can be checked whether they are currently labelled as Harmful Substances, as required by the provisions of the Toxic Substances Regulations (which are still in force under the transitional parts of the HSNO Act). The Ministry of Health will then take compliance action against companies whose products are found to not be correctly labelled.

ERMA New Zealand is also investigating mechanisms by which the alkaline salt based products can be brought into the full framework of the HSNO Act earlier than the planned transfer date of July 2006. This would enable the use of child resistant packaging to become a mandatory legal requirement for these products which it is not at present. A move in this direction would also signal to manufacturers that it would be prudent for them to adopt CRP as soon as possible. This work could also lead to a differentiation in the controls for labelling and packaging between the different product types available in this market sector (alkaline salts based and enzyme based).

Road Safety Focus for Kindy Week

Auckland kindergartens will focus on building road safety awareness as part of Kindergarten Awareness Week (October 17 – 23). Three kindergarten associations (Northern Auckland, Auckland and Franklin) comprising 144 kindergartens, will be taking part in a range of road safety related activities to promote road safety skills.

Each kindergarten will participate in a road safety related activity that is relevant to that kindergarten's community. While some may focus on the correct installation and use of car seats, others may make their own video on roadside safety for walking to and from kindergarten, or carry out their own license tests for safe bicycle use.

Kindergartens focus on a range of health and safety issues throughout the year, but by focusing on road safety during this week, all kindergartens hope to send a strong message to their communities about the importance of road safety.

Road traffic crashes are a leading cause of injury for children under five. Between 1997 and 2001 84 preschoolers died as passengers in vehicles, pedestrians and cyclists. In the same period more than 1200 under fives were hospitalised.

UPCOMING EVENTS

October 12 – 15

“Staying Alive” in Waikato

From October 12 – 15 Waikato emergency and health related services will showcase their capabilities in hands-on interactive events and demonstrations at the Staying Alive Expo.

Staying Alive will be held at the Mystery Creek Events Centre (just outside Hamilton) and promises to be both fun and informative. Safety education programmes will be delivered to more than 4000 children during the event. Safety and rescue related demonstrations will be held on the 15th of October to close the show.

The show will feature a House of Hazards, police dog rescue demonstrations, mock road-crash demonstrations, a speed of fire show and much more. Fifty teams of rescue workers from around the world will also compete in competitions where they will be judged on their efficiency in rescuing people from a number of ‘mock’ road crash situations.

For additional information on this show visit www.stayingalive.org.nz/

October 14

The Safekids Campaign launches with a year-long focus on prevention of falls and pedestrian-related injury to children under 15 years.

For information on the Campaign visit www.safekids.org.nz/index.php/pi_pageid/95

October 14 & 15

The NZ Cycling Conference will be held in Lower Hutt, Wellington and will focus on all aspects of cycling in New Zealand.

For more information visit www.can.org.nz

November 2 – 4

The Injury Prevention Conference “Living & Playing Safely in Aotearoa New Zealand” will be held in Wellington. This is the only conference focused entirely on injury and its prevention in New Zealand.

Additional information on this event can be found at www.ipn.org.nz

Safekids News is the official quarterly publication of Safekids New Zealand – the child safety service of Starship Children's Health.

For editorial contributions or enquiries email JoyGunn@adhb.govt.nz or telephone +64-3-455 4242.

Publication of contributed material is at the discretion of Safekids.

If you no longer wish to receive Safekids News please email Helen Stretton (HStretton@adhb.govt.nz) or phone her on +64-9-630 9955.

Editorial contribution deadline and distribution date for our next issue:

Copy Deadline

Distribution

November 14

December 9

ACTION UPDATE

Woodend First WHO Safe School In Australasia

On August 11 nearly 1000 people gathered in a specially erected marquee on the grounds of Woodend School in Waimakariri to celebrate the school's accreditation as a World Health Organisation (WHO) Safe School.

The school is the first WHO Safe School in Australasia and the work of its teachers, board of trustees, students, principal and community was acknowledged at the special ceremony.

WHO representative Dr Carolyn Coggan of the Safe Communities Foundation presented the school with its accreditation certificate. During the accreditation ceremony she acknowledged the five years of hard work the school and those working in the community had contributed to the accreditation. She said the school had "raised the bar" for schools seeking to be a WHO Safe School.

Principal Graeme Barber said, when the school began looking at its safety policies five years ago, it had no thoughts about seeking accreditation.

"However, Woodend School takes safety seriously and through a community development approach actively involves students, parents, staff and the wider community in building and continuing to strengthen a safety culture."

"From gathering data and information about safety issues through to defining the problems, prioritising them then developing strategies for action, all stakeholders have equal opportunity to be involved. This programme has significantly changed the way Woodend School approaches its everyday business. The safety culture is now evident through all of the school's five core beliefs, its policies, procedures and curriculum planning and delivery."



Woodend School pupils celebrated their school's accreditation as a WHO Safe School with song and dance during a special ceremony on August 9.

In addition to the accreditation Woodend School was also recognised for its safety initiative at the NZ Community Safety Awards – taking a Highly Commended in the 'outstanding community safety and/or injury prevention initiative or programme'.

Information about Woodend School can be found at www.woodend.school.nz

Auckland Community Safety Awards

Two projects which positively impact on the safety of children were winners in the first Auckland City community safety awards, announced on August 9.

The awards were developed by the Council's Public Safety and Community Order Committee to recognise the many individuals, groups, organisations and businesses that promote and carry out safety and crime prevention work in their communities.

The Chinese New Settlers Services Trust was recognised for their road safety project 'Yihu Ping An' which addressed the issues of driver licensing, child car restraints use, and cycle helmet use.

Saras Nair and the Migrant Support Service Incorporated were also recognised for their community-based education initiative targeting seat belt use and child car restraints by new refugees and immigrants.

Other award winners were; Mary Dobbyn for her project which addressed the issue of attacks on elderly people in Glen Innes and Mate Aria for her long term passion and commitment to a broad range of injury prevention issues in the Otahuhu community.

Drowning & Falls Prevention Strategies Launched

In August the *Drowning Prevention Strategy: Towards a Water Safe New Zealand 2005 – 2015 (Te Rautaki Aukati i te Tōremi: Kia Haumarū ai te Wai i Aotearoa 2005 – 2015)*, and *Preventing Injury from Falls: The National Strategy 2005 – 2015 (Te Arai i nga Aitua Hinga: Te Rautaki a-Motu 2005 – 2015)*, were launched following approval from Cabinet.

Children and child injury prevention are recognised by both documents which will be implemented by a Secretariat within ACC. This implementation will have three main phases:

- *Phase One: Establishment of strategy support frameworks (2005 – 2006)*
- *Phase Two: Full implementation (2006 – 2010)*
- *Phase Three: Consolidation and looking to the future (2010 – 2015).*

More detail on the implementation of the strategies can be found in the strategy documents: Preventing Injury from Falls Strategy, and Drowning Prevention Strategy. Copies are available through 0800 THINKSAFE (0800 844 657) or can be downloaded from www.drowningstrategy.govt.nz and www.fallsstrategy.govt.nz

Tracks are for Trains

In a first, key organisations involved in roading and rail safety (Toll New Zealand, ONTRACK, New Zealand Police, Land Transport New Zealand, Connex, ARTNL and ARTA) joined forces to launch the latest in a series of nationwide rail safety education programmes aimed at children aged eight to 11 years.



Kowhai Intermediate School was the launch venue for the new rail safety resource Tracks are for Trains. Here the Right Honourable Helen Clark presents Kowhai principal Paul Douglas with the first copy of the education kit.

Tracks are for Trains was launched in Auckland on August 12. It has been developed to help children understand why rail tracks and trains are so dangerous and the importance of keeping off the track. The programme shows them safe behaviour at railway stations and level crossings.

It comprises lessons for children organised around three themes – “about trains, about tracks and about us”. The kit comprises a teaching guide and resources that include a video, posters and a game. There is also a pamphlet for parents and caregivers. The programme is being sent free of charge to more than 2000 primary and intermediate schools throughout New Zealand, which are situated near the rail network.

For further information on the Tracks are for Trains programme visit www.police.govt.nz/service/yes/

New Collector® System for Starship

Safekids New Zealand is delighted that a new data collection system for Starship Children’s Health Trauma Service is soon to be introduced – one it believes will provide more comprehensive injury data.

Starship Health’s Children’s Trauma Service will soon have the customised database called Collector® thanks to the generous support of the Starship Foundation. Collector® is the most widely used trauma registry software in the United States and Canada, and is currently used by Auckland City Hospital (adults), Middlemore Hospital and Waikato Hospital trauma services.

Collector® will be customised specifically for paediatric trauma in New Zealand. This powerful database automatically calculates trauma scores; ICD codes etc and incorporates versatile query and report functions.

Head of the Starship’s Trauma Service Dr James Hamill says integral to the development of any Trauma Service is a dedicated Trauma Registry.

“After a few years of reliable data entry it will become a valuable resource for research and data for injury prevention.

We plan to collaborate with Middlemore Hospital to establish an Auckland Regional Paediatric Trauma Registry, and hope to eventually establish a national Trauma Registry network.”

Reverse Visibility Index for NZ

An initiative welcomed by Safekids New Zealand is the State Insurance Reversing Visibility Index launched in Auckland at the end of July.

The index shows that all makes and vehicle types have hazardous reversing blind areas. The index takes into account the visible area and distance across the rear of the vehicle and whether cameras and sensors have been installed. Results are rated on a scale of zero to five stars, with a rating of five indicating better visibility than all other vehicles.

State Insurance launched the index here in an effort to help raise driver awareness of visibility issues when backing out of driveways. At least one child every month is admitted to Starship Children’s Health with an injury after being hit by a reversing vehicle in the driveway. Safekids’ Director Ann Weaver says over an eight month period, six children were killed in driveway reverse-over incidents.



The State Reverse Visibility Index found all vehicles have “hazardous reversing blind areas”.

“Children being killed or injured in driveways is an issue that Safekids is very concerned about. These injury incidents often involve a family member as the driver – making them even more tragic. We’re very pleased to see the index introduced here as we hope it highlights for drivers how careful they must be around young children when leaving properties.”

State’s research produced some surprising results:

- *Only one of 204 vehicles tested was awarded the top five star rating.*
- *4WDs rated better than a lot of family sedans.*
- *All cars have a reversing blind spot unless they are fitted with a rear vision camera.*

The full results of State’s reversing visibility index are available at www.state.co.nz



Auckland Regional Child Pedestrian Safety Project Update

By *Simone Randle, Auckland Regional Child Pedestrian Safety Project Co-ordinator*

The Auckland Regional Child Pedestrian Safety project continues in its effort to keep children safe on our roads.

The project focuses on a wide range of objectives including advocating for policy change to ensure that child pedestrian safety is viewed as a priority; increasing public awareness of the need to use caution around child pedestrians through education and advertising; and working with communities to develop a culture of shared care and responsibility.

The project aims to ensure equity in the delivery of resources and programmes directed at improving the environment for child pedestrians. The increasingly popular School

Travel Plans and Walking School Buses are one way this is being achieved. In Waitakere City two schools have successfully launched a 40k/h speed limit in the mornings and afternoons whilst Pinehill School in North Shore City is planning to engage the School Precincts model which uses signage, reduced speed limits and textured tar seal to alert drivers to the fact that they are entering a school zone.

Recently, emphasis has been placed on the number of children being backed over by reversing cars whilst playing in their own driveways. The DRoPP group (driveway run-over prevention project) is in the process of appointing an expert group to address the major issues including driveway design, vehicle design, vehicle reversing visibility and the delivery of educational programs to name a few.

Despite the energy and enthusiasm received by the objectives of the Auckland Regional Child Pedestrian Safety project children continue to be casualties of Auckland's ever increasing traffic congestion. Therefore Safekids appeals to the whole community to unite in the responsibility of keeping our children safe on Auckland's roads.

SAFEKIDS CAMPAIGN 2004/05



The Consequence of Childhood Burns

By *Deborah Murray, Paediatric Burn Care Nurse Specialist, Kidz First.*

The consequences of a burn injury can be devastating for a child and its family. Not only is there the distress encountered at the time of injury, and subsequent hospitalisation, but the ongoing treatments required in the rehabilitative phase can at times be overwhelming.

Unfortunately, the causes of paediatric burns have remained the same for many years. Horror stories such as a child opening an oven door and standing on it to see what's cooking on the stovetop above and having not only the contents of the pot, but also the oven itself falling onto them – are all too familiar. The child in the walker that reaches up to the jug of boiling water, the child that falls in the hot bath, the child that pulls a hot drink onto themselves, or the child playing with lighters or matches are stories we hear far too often. Over the years these stories do not seem to have changed despite most of them being preventable.

The typical profile of a burn admission to Kidz First Children's Hospital is a toddler with a scald burn. The commonest ethnicity is Maori.

The SafeKids Campaign focus on burns prevention was launched mid October 2004 and is nearing an end. It's hoped that with the burn prevention campaign, the number of burn injuries seen will be less. It is too early to view the data, but we look forward to comparing with the years prior to the

The "face" of the 2004/05 Safekids Campaign burns prevention focus, Chevy Melvin, who was burned by hot bath water as a toddler.

campaign to see if the message is finally getting out there.

We also hope to see a change in first aid practice following the Campaign. It is recommended that a burn be cooled for 20 minutes under cool running water (tap or shower is ideal). Good first aid treatment can mean the difference between a burn healing quickly with minimal intervention and good outcome and a burn that requires surgical intervention and ongoing intensive rehabilitation.

For further information contact Deborah Murray or Victoria Ryburn, Paediatric Burn Care Nurse Specialists, Kidz First Children's Hospital, telephone +64-9-276 0044 ext 7298.



Booster Seats for Dunedin Kindys

Dunedin kindergartens now have booster seats for loan to families, thanks to the support of the local Safekids Campaign Coalition.

The Dunedin Kindergarten Association (DKA) had noted that at least once a day at one of its 22 centres a caregiver was arriving to pick up children without a child restraint. This occurred for a number of reasons; the main caregiver was not available to collect the child, the seat had been forgotten or another vehicle was used to collect children.

With the support of the local coalition, the Association applied for funding to obtain seats for each centre to loan free to caregivers – ensuring children are safely restrained.

SAFEKIDS CAMPAIGN 2005/06



“Black Friday” Launch for Campaign

On Friday October 14, 10 communities will launch the Safekids Campaign with a special “Black Friday” event aimed at raising awareness of child pedestrian injury and its prevention.

Although not technically a “Black Friday” these communities will commemorate the day by providing a wreath to their local mayor, and black cards outlining the child pedestrian problem. The wreath will symbolise one child pedestrian killed this year.

Coalitions will also provide the council with yellow cards citing suggestions about positive ways councils can be involved in reducing child pedestrian injury. The Safekids Falls & Pedestrian Safety Checklist produced for this year’s Campaign will also be provided to councillors and key council staff.

The event aims to focus attention on the need to reduce our child pedestrian deaths and injuries. It provides coalitions an ideal opportunity to address the issue of child pedestrian injury with their councils in an effort to effect long term change within communities.

Ambassadors Return

TV personalities Suzy Cato and Pio Terei will return to support the 2005/06 Safekids Campaign. The pair are delighted to be part of the Campaign’s focus on falls prevention and pedestrian safety, and are looking forward to being involved in the national launch and other events.

This year’s Campaign will be the sixth for Pio and the fifth for Suzy, who became a first time mum earlier this year.



Long time child safety Ambassadors Pio Terei and Suzy Cato with five year old Chevy Melvin at the Campaign’s launch in 2004.

FACTS ABOUT CHILD FALLS

While for many people falls are seen as “part of life” they are the leading cause of injury for New Zealand children of all ages.

Key Facts

- *Annually, on average, two children will die from a fall related-injury.*
- *Falls account for more than half of all injury-related hospital admissions for children aged 0 – 14 years.*
- *On average 405 children are hospitalised with a fall-related injury each month.*
- *More boys (60%) than girls (40%) are hospitalised with fall-related injuries.*
- **Playground equipment is associated with nearly one third of falls to children who require hospital admission.**

More information on childhood falls can be found in the Safekids New Zealand Childhood Falls Factsheet which can be downloaded from www.safekids.org.nz

FREE RESOURCES

Babies don’t need baby walkers – that’s the message to caregivers in a new resource produced by Safekids and ACC.

The A5 resource points out to adults the dangers baby walkers can pose to children – resulting in falls, burns, poisonings and cutting injuries. It also reinforces the need for babies to have time on the floor to develop good rolling, crawling and walking skills.

The resource has been distributed to Plunket Centres and coalitions involved in Safekids Campaign activity.



With the Campaign’s focus on falls prevention and pedestrian safety for under 15s, the organisation has produced a checklist for Territorial Local Authorities and those working with them.

The checklist outlines the roles and responsibilities of district, regional and city councils. It suggests ways in which councils can contribute to the wellbeing of children in their communities, with a focus on prevention of falls and pedestrian injuries. Case studies of positive innovations and programmes by councils are included in the checklist. Copies have been distributed to coalitions to disseminate to local councils.

Two child injury factsheets have also been produced for the upcoming Campaign. The factsheets; *Childhood Fall Injury* and *Child Pedestrian Injury* provide a snapshot of the injury picture for children aged under 15 years in New Zealand. They are designed for those working in communities i.e. police, road safety workers, health professionals, and school teachers.

For copies of these free resources please contact Safekids on +64-9-631 0726 or email MainiF@adhb.govt.nz

INFO CENTRE UPDATE

You can access a full range of information about child pedestrian injury through the Safekids Information & Resource Centre. There are over 500 articles, books, factsheets teaching kits, reports, videos, brochures and pamphlets about child pedestrians, as well as 200 research articles – from both New Zealand and international sources.

This large amount of material reflects the seriousness of child pedestrian injury – all around the world many children die or are hurt and seriously injured when they are walking around their neighbourhoods.

Research on child pedestrian injury covers many aspects including: risk factors – socio-economic factors and child development; parental and societal attitudes; circumstances of injuries; prevention strategies; programme planning and evaluation; national, international, regional and TLA strategies and plans regarding pedestrian safety; pedestrian friendly environments; campaigns and resources; safety training; school travel; walking school buses; policies and advocacy. The research demonstrates a wide range of issues that have been examined and put in place to try and reduce these devastating injuries – and it shows also the levels of success their efforts have or have not achieved.

Maybe you would like to read some of this research? Then contact the Information Centre and tell us what your area of interest is and we will happily supply for the information you want. Maybe you want to know what the research in New Zealand has focused on. Or your interest could be in promoting safer ways for children to walk to and from school. Perhaps you would like to know how early childhood centres could be involved in preventing the tragedy of driveway injury, or if there have been any successful programmes for Maori children that have evaluated well. Maybe you are interested in those aspects of child development that make children of different ages more vulnerable, or you'd like to know what research can tell us about socio-economic factors.



Whatever particular interest or information need you have we can help. Contact the Information Centre on +64-9-631 0724 or email infocentre@safekids.org.nz

Below are a few recent examples from the research collection. Please contact the Information Centre for copies of any of these.

1. Safe routes for children: what they want and what works

Key trends from around the world in children's travel, health and social behaviour, and the influence of the city environment, particularly on the school journey.

2. Community-based programmes to prevent pedestrian injuries in children 0 – 14 years: a systematic review.

International systematic review of the evidence for the effectiveness of community-based models for injury prevention in reducing pedestrian injury in children 0 – 14 years of age.

3. Preventing child pedestrian injuries and deaths arising from vehicle-child

accidents in domestic driveways: an action research project.

New Zealand research and recommendations for prevention.

4. The effects of area deprivation on the incidence of child and adult pedestrian casualties in England

Research that demonstrates that in areas of socio-economic deprivation there are higher numbers of child pedestrian injuries and deaths.

5. Child pedestrians: the role of parental beliefs and practices in promoting safe walking in urban neighbourhoods

This research paper concludes that education should focus on children's risk, developmental

capabilities and supervision needs. Promoting physical activity in urban neighbourhoods, especially lower income ones, must address concerns about the physical and social environment.

6. The evaluation of a central-city pedestrian safety campaign

Evaluation of a New Zealand campaign designed to decrease red light crossing by pedestrians and encourage left turning drivers to give way to pedestrians.

7. Walkability checklist: How walkable is your community?

Walking needs to be safe and easy – a checklist with short and long-term solutions that communities can put in place.

WWW.SAFEKIDS.ORG.NZ