

### Evidence of Success

Statistical evidence limited by population size

- **Injury data improving significantly**
  - o ACT road safety strategy
  - o Canberra hospital trauma data base
- **Parent and community perceptions high**
  - o Respected source of information for preschool parents and carers (Road Safety Trust funded research)
  - o Positive and broad community reputation
  - o Strong, sustained partnerships
- **Restraint misuse low**
  - o Emerging data from Kidsafe's restraint checking program
  - o Misuse rate down to 31% (previous levels 75% plus Australia)
  - o 70% of misuse involves loose/tight or twisted straps

### Kidsafe's road safety focus

- **Car restraints**
  - o New road rules
  - o New standards
  - o Misuse & inappropriate use the main issue
  - o Support services (hire, fitting, sale, free check, free information)
- **Schools & preschools**
  - o School Safe Program
  - o Safety around schools (Traffic Tamers, Red Card Green Card, Roadside Detective) brought over from Safe Kidsafe Germany
  - o Pedestrian safety focus
  - o Cycling, etc. (with Ride and Walk to school program)
- **Low Speed run over - a major issue in some states**
- **Integration of messages and sustainable partnerships** (Australasian College of Road Safety, Police, Municipal Services, Emergency Services, NRMA - ACT Road Safety Trust)

### Integrated delivery

(Supporting parents as they change behaviour)

#### Cause

- o Road, Home, Product, Water Safety
- o Emerging issues

#### Programs

- o Support
- o Intervention
- o Evidence-based
- o Sustainable

#### Best practice

- o Internationally
- o Government Agencies (National and State)
- o Professional bodies (College of Road Safety, Vehicle safety, Standards Australia)

#### Partners

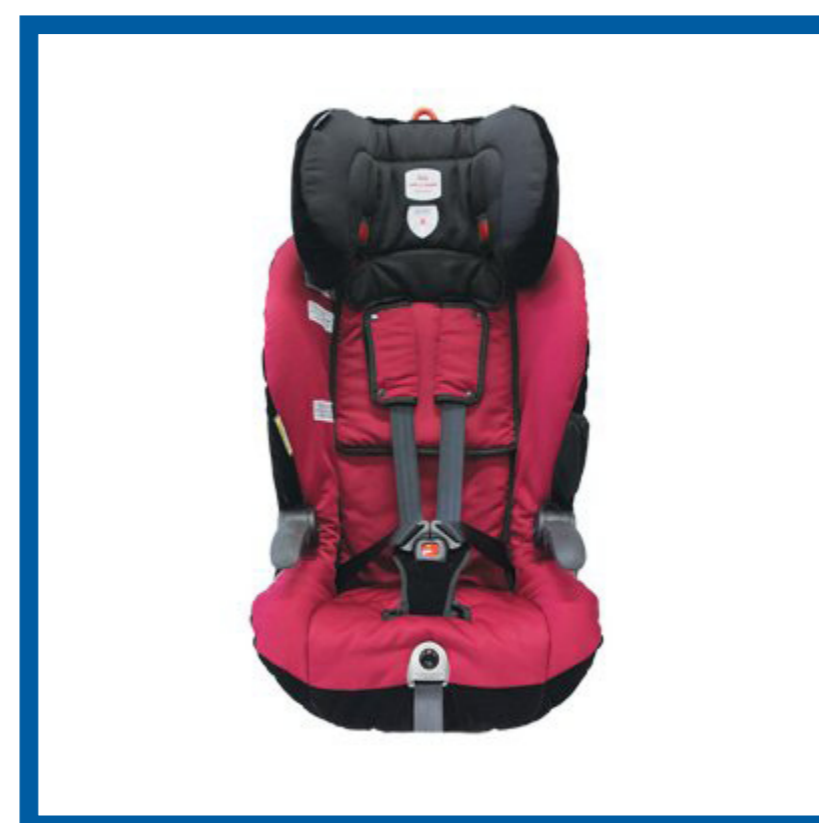
- o Government
- o Business
- o Research
- o Agencies
- o Community

#### Integrated media program

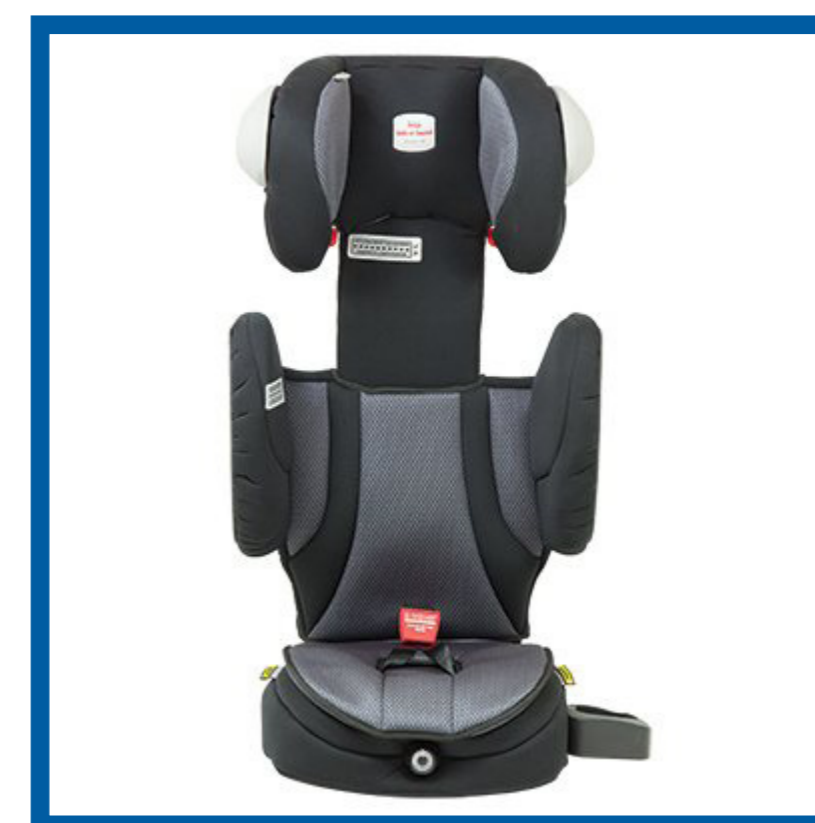
### New Australian Standard Restraints



0 - 4 Convertible Child Restraint  
(0 - 4yrs approx.)



Convertible Booster Seat  
(6mths - 8yrs approx.)



Booster seat  
(4 - 10yrs approx.)

Major Sponsor



### Supporting the Community

#### What we do:

- Infant restraint loan service
- Short-term restraint hire and fitting service
- Free restraint checks
- Free telephone and web-based information service
- Free community talks program
- Free brochures and fact sheets
- School safe and associated curriculum activities

#### Where we do it:

- Kidsafe shop front
- Mobile restraint fittings and checks
- Hospitals / Ronald McDonald house
- Early Childhood Clinics / Child & Family Centres
- Doctors surgeries
- Family Day Care
- Playgroups
- Preschools
- Primary schools
- Integrated media campaign
  - o Television
  - o Radio
  - o Print

#### Why it works:

- Active, consistent support for parents on-the-ground
- Integrated networks of trusted professionals (e.g. doctors, nurses, hospitals, early childhood clinics, education and schools, Therapy ACT)
- Sustained partnerships (e.g. playgroups, Royal Life Saving Society, Cruelty Prevention Association, Post and Antenatal Depression Society, Parentlink, etc.)
- Consistent Media support (TV, Radio, Print, Media)
- Constantly seeking best practice:
  - o Clear, long-term, integrated strategy:
    - ◆ Internationally
    - ◆ Professional relationships
- Consistently funded:
  - o Small number of consistent, multi-year agreements
  - o Funding limits range of contacts
  - o Supported by paid services provided to the community



### An example - Introducing new laws and restraint standards 2012

#### Single message

- Coordinated with road authority and police
- Simple description of laws
  - o Stay in appropriate restraints until age seven
  - o Use the appropriate restraint correctly
  - o Keep young children out of the front seat

#### Active support

- Simple brochures and information sheets
- Free restraint checks
  - o At Kidsafe
  - o Mobile services
  - o At schools
  - o At early childhood centres
- Information sessions at schools
  - o Parent associations
  - o School assemblies

#### Joint work/badging

- Joint publication of materials - Kidsafe and Government
- Brochure launched with police
- Distributed with all vehicle registration papers, in hospitals and through all schools

#### Multiple contacts with parents and carers

- Kidsafe
- Community nurses
- Hospitals
- Teachers
- Child care centres
- Doctors

