

Safekids Campaign

Driveway Run Over Interactive Kit INSTRUCTIONS



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If you have further queries, call the Safekids New Zealand Information & Resource Centre on +64 9 631 0724 or email us at Infocentre@safekids.org.nz. This document is available on the Safekids New Zealand website at www.safekids.org.nz

INTRODUCTION

Safekids New Zealand is the injury prevention service of Starship Children's Health and a member of Safe Kids Worldwide. Safekids' mission is to reduce the incidence and severity of unintentional injuries to New Zealand's children aged 0 to 14 years.

Safekids Driveway Run Over Injury Prevention Campaign

Every year Safekids designs and implements a targeted campaign of activity, in collaboration with government and non-government partners. Between 1 July 2011 and 30 June 2012, the campaign will focus on the prevention of driveway run over injuries to children in New Zealand.

Interactive resource kit

To support the campaign, Safekids has produced an interactive resource kit in association with a group of partners.

This interactive kit features:

- ★ 10-metre long mat
- ★ 3-metre long mat
- ★ life-size toddler figurines
- ★ instruction booklet



Developing the kit

The kit is modelled on the original *Spot the Tot* resource developed in 2005 by Safe Kids Worldwide in the United States. In 2006, the Auckland Regional Driveway Run-over Prevention (DRoP) group reviewed this resource in the development of an education tool for use in New Zealand.

The new Safekids Campaign driveway run over interactive resource kit is a further development by Safekids in partnership with the DRoP group, Plunket, Safer Rohe – Far North and Early Years Service Hub – Tokoroa Council of Social Services. Project partners have contributed valuable information and expertise to inform the review and redevelopment of the mat and figurine resource concept. The group has also participated in the development of this booklet.

Safekids would like to thank our major sponsor, Starship Foundation, and partners for their support of the Driveway Run Over Campaign. We also acknowledge the four communities who provided invaluable feedback to the pre-testing process:

- ★ Kawerau
- ★ Porirua
- ★ Ruatoria
- ★ South Auckland.

Major sponsor



Meeting specific needs

Safekids is committed to meeting the needs of all cultures and ethnicities. Please contact us to discuss your needs. Visit us at www.safekids.org.nz

DRIVEWAY RUN OVER INJURIES

A driveway run over typically relates to a child being driven over in a driveway by a vehicle. Tragically, in the majority of cases the driver is a parent or other relative.¹

It has been estimated that on average, in New Zealand, 5 children die as a result of a driveway run over incident each year.² Starship Children's Hospital admits an average of two children each month following a driveway run over.³ Injuries are usually severe and typically involve trauma to the head, chest and limbs. Injuries are frequently fatal with a significant number of survivors experiencing long term complications.⁴

Research shows that driveway injuries are most common amongst young children around two years of age. More boys are run over in driveways than girls and more tamariki Māori and Pacific children are injured than children of other ethnicities. Children living in high levels of deprivation also feature highly in driveway run over injuries.⁵

Of children admitted to Starship Children's Hospital due to driveway run over injuries, the majority are run over in their own home driveway and in the driveways of relatives and neighbours.⁶ Children have also been run over in car parks.

Major factors contributing to these events include:

Human Factor:

Overall, there seems to be a general lack of awareness among adults of the risk and impact of driveway run over injuries to children. Parental perception of risk has not been systematically examined. Many drivers and caregivers report they believed they saw the child in a presumed safe position, immediately prior to moving their vehicles. At-risk children are mobile, yet developmentally unable to perceive danger and are too small to be easily visible from the driving position. A lapse in the supervision of a child has proven to be a contributing factor associated with a child driveway run over incident.

Property Design (Built Environment):

Environmental design can influence driveway injury risk levels. High levels of risk are associated with built environmental factors such as driveways exiting onto quiet or less busy road (such as a cul-de-sac or local road), properties with multiple parking spaces and shared driveways with more frequent car movements, and where the driveway length is greater than 12 metres. The only built environmental factor that saw a reduction in the risk of driveway injury was where the pedestrian pathway was separated from the driveway.

Vehicle Design:

Lack of driver visibility from within vehicles, both rearward and forward, is a repeatedly described vehicle feature most implicated in driveway injuries. All vehicles have visibility blind zones. Cars run over more children than any other type of vehicle, but light trucks, commercial vans, four wheeled drive and sport utility vehicles (SUVs) are consistently identified as being over-represented in the numbers of vehicles involved.

For more information about driveway run over statistics and research see also the 2011 Safekids New Zealand Position paper: Child driveway run over injuries and the 2011 Factsheet: Child driveway run over injuries (available at www.safekids.org.nz).

¹ Hsiao K., et al., "Paediatric driveway run-over injuries: time to redesign?" *Journal of the New Zealand Medical Association*. 2009, 123(1298): pp. 17-24.

² Shepherd M., et al., "Driveway runover, the influence of the built environment: A case control study." *Journal of Paediatrics and Child Health*. 2010, 46(12): pp. 760-7.

³ Murphy F., White S., and Morreau P., "Driveway-related motor vehicle injuries in the paediatric population: a preventable tragedy." *The New Zealand Medical Journal*. 2002, 115(1160): pp. 1-7.

⁴ Safekids New Zealand (2002) Factsheet: *Home Driveway Injuries and Fatalities in the Auckland Region*. Auckland: Safekids New Zealand.

⁵ Murphy F., White S., and Morreau P., "Driveway-related motor vehicle injuries in the paediatric population: a preventable tragedy." *The New Zealand Medical Journal*. 2002, 115(1160): pp. 1-7.

⁶ Ibid.

INFORMATION FOR PRACTITIONERS

The following information provides some useful hints and tips for practitioners using the Safekids driveway run over interactive resource kit..

Who can use the kit

The kit can be used by anyone who has a basic understanding of driveway run over injury and is in a position to influence child safety. Suggestions include:

- ★ **Health service providers:** such as Whanau Ora providers; Well Child, Tamariki Ora, Karitane and Plunket services; Public Health Units; Primary Health Organisations and B4School teams; family support services; maternity services and district nurses.
- ★ **Māori providers**
- ★ **Pacific Peoples providers**
- ★ **Refugee and new migrant services:** Refugees As Survivors facilitators and Asian Network facilitators
- ★ **Social support services:** family/ whanau and community services such as Family Start workers and REAP facilitators
- ★ **Early childhood educators:** home-based (HIPPY, PAFT, Barnardos) and educators based at learning centres, such as kindergartens, Te Kohanga Reo, Pacific language nests, play groups and Playcentres
- ★ **Injury prevention practitioners:** local government and community safety advisers; Road Safety Coordinators; car seat technicians and ACC consultants
- ★ **Adult education services:** parent educators and workplace educators
- ★ **New Zealand Police:** community policing teams; Police Education Officers and other police teams

Who to target

Driveway safety is everybody's responsibility. Groups that you may wish to specifically target could include:

- ★ **Community groups:** parent, teen parent and grandparent groups
- ★ **Māori communities:** Marae, Kura, Te Kohanga Reo
- ★ **Community events:** Tamariki Ora Days; A&P shows; health and safety days and fun days
- ★ **Pacific communities**
- ★ **Church communities**
- ★ **High risk groups:** refugee and new migrant communities and low socio-economic communities
- ★ **Driver education:** driver licensing groups, courier companies and taxi companies
- ★ **Secondary school students:** through courses on housekeeping skills and teen parenting
- ★ **Parents, family/ whanau:** of young children/ tamariki Māori
- ★ **Workplace education:** retailers, large organisations, supermarkets, shopping malls and people using public car parks.
- ★ **Decision-makers:** Ministers, MPs, Councilors, council staff and planners



Key messages

The key driveway messages to promote to parents and carers are:

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



Planning a demonstration

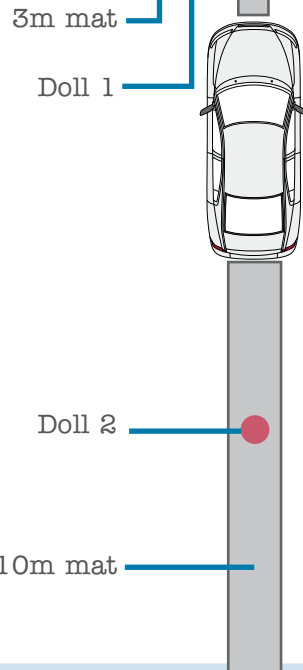
When planning a driveway run over interactive kit demonstration, it is recommended that you always follow these steps:

1. Ensure you have received site permission for a large, flat area with vehicle access to set up the resource.
2. Check that the set up location is safe for participants (parents, family/ whānau and their children/ tamariki Māori). Ideally this kit should be managed by two facilitators to ensure the safety of small children while their parent/caregiver is sitting in the demonstration vehicle.
3. Consider a set up location that will allow you to draw in and engage with the public/ participants.
4. In case of heavy rain, organise a scheduled rain date or a covered location you can move to if required. For drizzly conditions consider using a gazebo and some raincoats for your toddler figurines. A towel is a must.
5. Have a supply of information for people to take away, such as Safekids Campaign flyers and locally produced resources.
6. Ensure windscreens and all mirrors are clean and clear for good visibility.
7. To set up the resource you will need:
 - Plenty of level space – the length of the car and the mat
 - Tent pegs to secure edges of mat if on grass
 - Weights to stop wind blowing the mat around if on concrete
 - A towel for wiping the mat clean after use, cleaning the rear windscreen and drying the mat after rain showers.
8. Use your organisation's flag/ banner to attract interest.
9. Ask a local car dealership to lend you a demonstration car. A new upmarket model may help to attract attention to the display.
10. Be creative. Try setting up the mats, dolls, and vehicle in different positions to demonstrate forward, side and reversing blind zones (see next page).

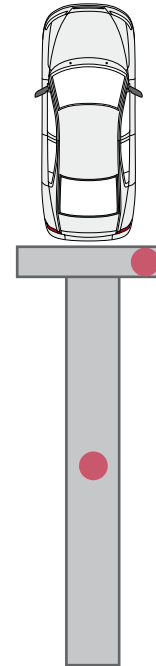
Safekids Campaign driveway run over interactive resource kit layout options.

The diagrams below show different ways to set up the mats, dolls, and demonstration vehicle to illustrate rear, forward and side blind zones.

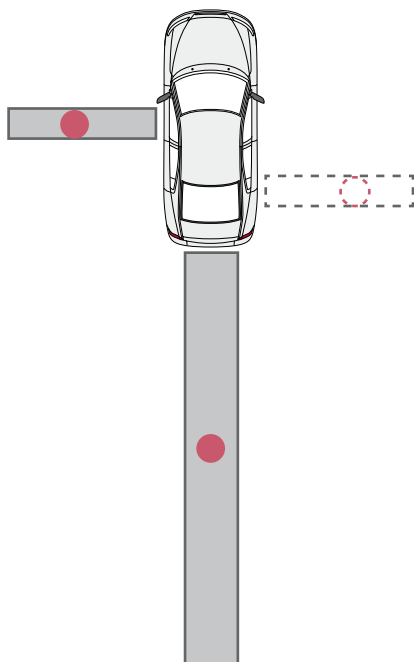
Rear and front visibility blind zones



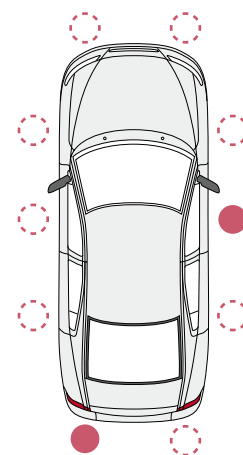
Rear visibility blind zones



Rear and driver/passenger side visibility blind zones



360 degree visibility blind zones



Using the kit

Be aware that this can be a sensitive issue for anyone who has experienced a driveway run over incident. Be prepared for emotional responses or non-engagement; offer a referral service if appropriate.

- ★ Welcome clients warmly and encourage participation – stickers, giveaways and other incentives will help.
- ★ Invite participants to sit in the vehicle and to adjust the rear view and side mirrors – experiencing the lack of visibility is essential to this interactive education resource.
- ★ Young children may want to play with the toddler figurines – use this as an opportunity to encourage carers into the vehicle.
- ★ Young children playing on and around the mats will help demonstrate a toddler's movement and speed.
- ★ If possible, collect feedback for an evaluation.



Useful tips:
On a windy or rainy day, remember to bring:

- Tent pegs to secure edges of mat if on grass
- Weights to stop wind blowing the mat around if on concrete
- A towel for wiping the mat clean after use, cleaning the rear windscreen and drying the mat after rain showers
- Raincoats or umbrellas for the dolls.

Discussion points

- ★ Talk about the key driveway safety messages:
 - **Check for children before driving off.** Walk around the car before getting in. It is important to know exactly who young children are with and where they are.
 - **Supervise children around vehicles – always.** Caregiver supervision is the most important thing to highlight. Cameras, reversing sensors, convex mirrors and fencing can help, but visitors to the property may not have safety devices or they may not use them appropriately. Active, hands on supervision is the best way to prevent driveway incidents.
 - **Separate play areas from driveways.** It is important that children have a safe place to play, away from vehicles.
 - Children don't view cars as dangerous. Cars take them on fun outings to visit relatives and friends, to the park and other places they like.
- ★ Discuss with the participant what he/she can see.
- ★ When he/she gets out of the vehicle, talk about the area that they could not see. How many metres was it?
- ★ Talk about reversing visibility and the difference between this and a 'blind spot', which is often thought to be a small area, not metres long. Blind spots are usually referred to in relation to lane changes rather than reversing.
- ★ Cats and dogs often stray onto driveways and young children will be tempted to follow them. Beware of animals when moving your vehicle.
- ★ Talk about driveway safety in the participant's personal situation. It is the caregiver's responsibility to keep young children safe – toddlers cannot be taught vehicle safety rules.
- ★ To reinforce driveway safety information, consider running a quiz. When participants get out of the car and discussions come to a close, ask them to answer a few questions on a quiz form. Spot prizes and draws will help to encourage participation.

Setting up the kit

Position the demonstration vehicle and park it safely ensuring that the hand brake is on.

Hop into the vehicle and check the rear view visibility. Are the toddler figurines well positioned to highlight a drivers' inability to see children when reversing?

Remove keys if possible, or monitor very closely – children may climb into the car.

Roll the mat out behind the vehicle with the one-metre mark closest to the back bumper – the mat should be straight.

Place the toddler figurines at various points along the mat.

If setting up in a car park ensure the area is safe and secure for people viewing the demonstration.

Peg the edges of the mat if on grass, or use weights if on concrete, to prevent people tripping and to stop the wind lifting the mat.

Frequently asked questions

Question: Will a reversing camera, proximity sensor or mirror keep my child safe?

Answer: These could help, however it is important to point out that the value of such devices depends on how they are set up and used. The screen may not be switched on or the driver may forget to look at it. Weather conditions such as sun glare, fog and rain, can blur the camera image. Safety devices may create a false sense of security; even when used correctly, they are not failsafe. Reversing cameras, proximity sensors and mirrors are not a substitute for supervision.

Question: Can I teach my toddler about driveway safety?

Answer: Children around two years of age are most frequently injured in driveways. Babies and toddlers are too young to teach, it is up to the parent to make sure that they are safe. Older children can be taught to keep off the driveway and to stand in a safe place whenever a vehicle is being moved. However, they should not be left to supervise younger siblings. It is important that parents are aware of driveway safety strategies and that a safety culture is part of the way they do things every day.

Question: Will a reversing alarm/ beeper help?

Answer: Alarms alert adults to danger, but toddlers will not respond in the same way. In fact, young children may even be attracted to the beeping sound.

Question: What else can I do?

Answer: Highlighting the importance of caregiver supervision is the most important prevention strategy. Driver awareness and talking about the risks with other drivers and amongst friends and family is also important.

Question: What about fencing?

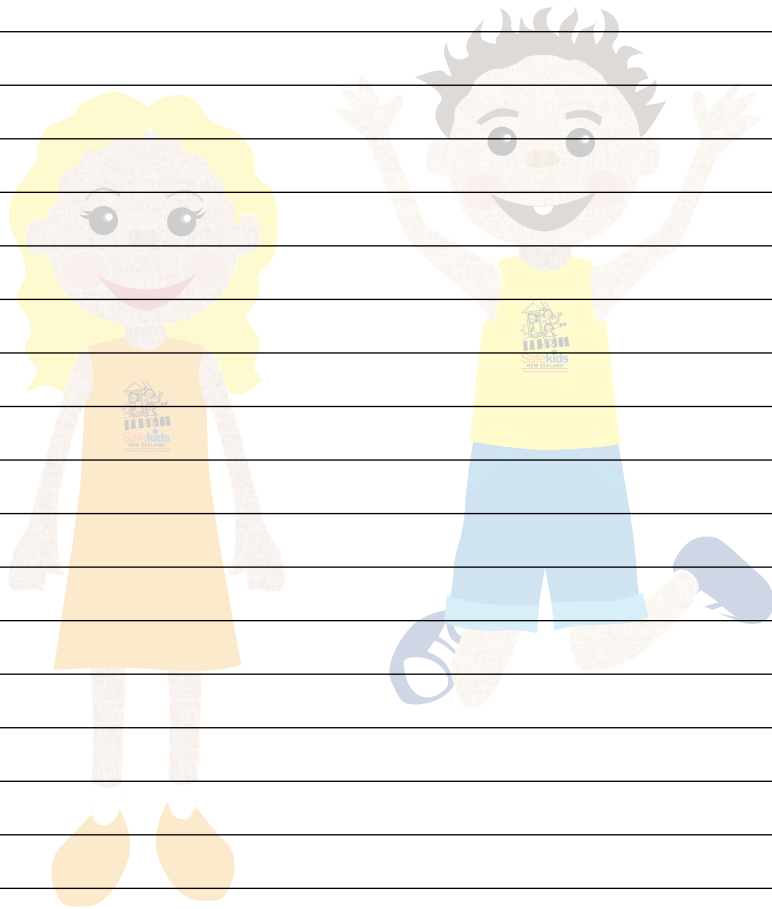
Answer: It is important to provide a safe place, away from vehicles, for children to play. Fencing and self-closing, self-latching gates can help to stop children from getting onto the driveway.

A printable version of this instruction book is available on the Safekids website. For more information on driveway run over injuries and other unintentional childhood injuries, please visit the Safekids Website at www.safekids.org.nz

In partnership with



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