

# Where are your kids?



## Childsafetyin your driveway

This project is supported by a multi agency Driveway Project Steering Committee including MAA and the Early Childhood Road Safety Education Program(Kids andTraffic)

# What is it about kids?

## As parents and caregivers we need to remember...

- Children can be easily distracted.
- Children will focus on one thing and ignore others.
- Their hearing is not as developed as adults, which means they are unable to always determine which direction sounds are coming from.
- Children are often full of energy and 'on the move', their speed can put them in danger in seconds.
- Children want to be independent and don't always want to hold an adult's hand.
- Road safety warnings have little meaning to young children as they do not understand the consequences of danger, injury, stop, death, traffic and safety – **Hold your child's hand whenever vehicles may be moving.**

Adapted from the "Road Safety – It's not child's play" publication by the Australian Transport Safety Bureau (ATSB)



Tragically one child, often a toddler, is run over in the driveway of their home every week in Australia.

# Road safety information

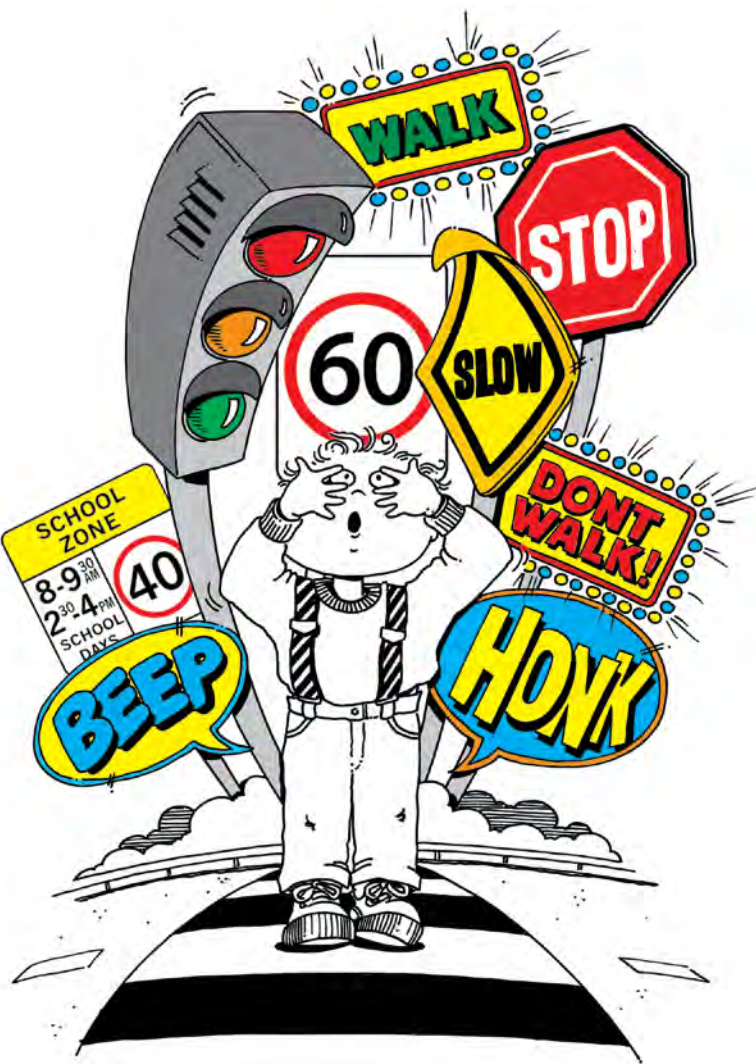


Image courtesy of Symagy – [www.symagy.com](http://www.symagy.com)

## In the Car...

Children must never be left alone in a car, even for short periods – it is illegal and there are a number of safety risks for the child.

Whenever children are in a car, they should be safely buckled up in child restraints that are well fitted and correct for each child's size.

It is recommended that all restraints are properly fitted by an RTA Authorised Restraint Fitter. Contact the RTA inquiry line on **13 22 13** for more information and your nearest Authorised Restraint Fitter.

Remember: *'When everyone is buckled up, we can go'*

## On the Bike...

A young child's skull is soft and easily injured, so whenever children are riding wheeled toys or bicycles, it is important that they are wearing a correctly fitted and Australian Standards approved helmet. This is an adult's responsibility.

Remember: *'No helmet, no bike!'*

## When you are walking...

Hold children's hands in and around traffic until they are at least 10 years old.

Kids are always watching, they want to be like adults, so make sure you set a good example. When you are walking, talk with children about why you need to stop at the kerb or driveway, and what to look and listen for.

Remember: *'Whenever we are out walking we hold hands, there is no running ahead'*

## In the Driveway...

A driveway is actually like a small road. Always supervise your children whenever a vehicle is to be moved.

Remember: *'Hold their hands or hold them close to keep them safe'*

Adapted from the "Road Safety – It's not child's play" publication by the Australian Transport Safety Bureau (ATSB)

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# What can you see behind a car?

Most drivers are aware of their car's 'blind spots', however, when reversing, there is a large 'blind space' behind the vehicle.

The driveway safety display highlights the difficulties that drivers have in seeing small children behind reversing vehicles.

Many of the drivers who have participated in the display say that they cannot see the first three toddler sized figures (*pictured at right*).



DRIVEWAY SAFETY DISPLAY

## FACTS

- One child, often a toddler, is run over in the driveway of their home every week in Australia.
- Even when drivers use mirrors while reversing, visibility behind the car is limited.

## HANDY HINTS

If you would like to use the Driveway Safety Display at your Children's Service contact the Early Childhood Road Safety Education Program (*Kids and Traffic*) on 02 9850 4700, or ring the Road Safety Officer at your local Council (see phone numbers below).

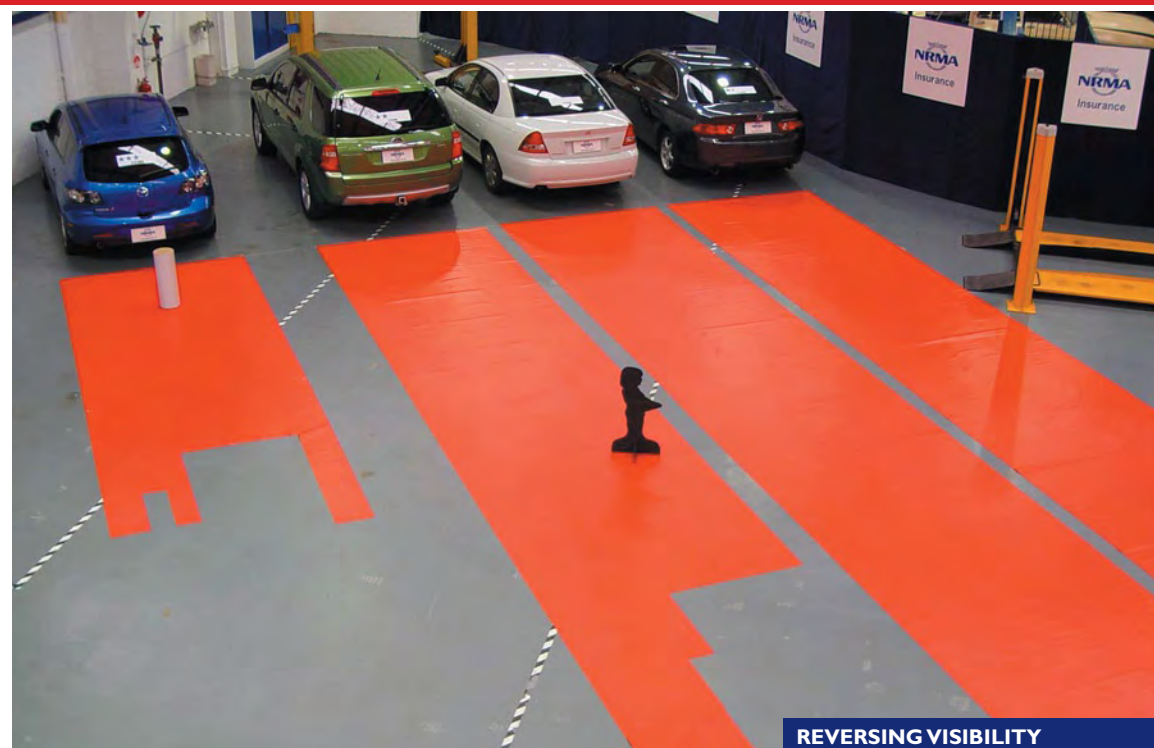
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# How does your car rate?

An NRMA Insurance study measured the reversing visibility for many popular vehicles. The study shows large differences in results with even some of the best vehicles having a substantial blind space that could easily hide a child from a driver's view.

For more information on driveway safety or to find out how your car rates in terms of visibility when reversing go to: [www.mynrma.com.au/driveways](http://www.mynrma.com.au/driveways)

While there you can find links to the NRMA Insurance research as well as important information from the Motor Accidents Authority (MAA) on driveway accident prevention, including tips for improving safety when reversing.



## FACTS

- Contrary to popular belief, some of Australia's top selling cars have the worst reversing visibility ratings.
- Even a slow moving vehicle in a driveway can kill a child or cause severe and permanent injuries.

## HANDY HINTS

The recommended devices for improving driver vision of small children to the rear of a vehicle, are a combination of proximity sensors and a video camera.

Technology can help, however, even if these devices are fitted, the best prevention is close supervision of your children.

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# Where are your kids?

Tragically one child, often a toddler, is run over in the driveway of their home every week in Australia. The vehicle is usually only moving slowly and is often being driven by a parent, family member or friend.

We don't think of small children as being in danger in such a familiar and caring environment – **but they are!**



## FACTS

Children aged under 3 years are the most likely to be killed or injured in home driveways, often by a reversing vehicle being driven by a parent, relative or friend.

## HANDY HINTS

A driveway is actually a small road – discourage children from using it as a play area.

Supervise children wherever a vehicle may be moving including driveways, yards, car parks and roads.

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# How quickly it can happen!

In the time it takes for the driver to say goodbye and start the car, a child can move from a 'safe' position, onto the driveway and into the path of the vehicle.



Children's services can contact the Early Childhood Road Safety Education Program (*Kids and Traffic*) on (02) 9850 4700 to order this free driveway safety poster.

## FACTS

- Child fatalities or injuries in the driveway often involve a reversing vehicle being driven by a parent, relative or friend.
- Small children can move very quickly into danger near a car and it can be impossible to see them from inside a car.

## HANDY HINTS

Young children often do the unexpected – they require constant supervision to keep them safe.

If you are the only adult at home and need to move a vehicle, even only a small distance, place children securely in the vehicle with you while you move it.

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# How safe is your driveway?

Young children are at risk wherever there are cars or other vehicles... including off road areas such as car parks, footpaths, private roads, caravan parks, farms, unfenced front yards and some play areas.

Driveways are never safe places for children to play. Remember children are at risk from cars moving forward as well as those reversing.

Always supervise your children whenever a vehicle is to be moved – hold their hands or hold them close to keep them safe.



## FACTS

- More than one third of pedestrians aged under six years killed in motor vehicle crashes were killed 'off road' in yards, car parks and driveways.
- In many driveway incidents, the driver is familiar with the child or the family.

## HANDY HINTS

Encourage children to play in safe areas away from the driveway and cars.

Make child access to your driveway area difficult, for example, use fencing or gates to separate it from your home and/or play spaces.

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