



# PEDESTRIAN SAFETY

PREVENTING CHILD PEDESTRIAN INJURY: A TOOLKIT

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# Nau mai, haere mai, mauri.

Between 2004-2013, 80 children were killed from pedestrian related injuries in Aotearoa. Child pedestrian injuries can be severe or fatal, in some cases also resulting in life long disability.

Walking is an important part of children's lives, providing social and community engagement, better fitness and wellbeing, and the opportunity to learn about the environment. Therefore, it is important to practice pedestrian safety and keep tamariki safe around roads.

This toolkit is designed for anyone who engages with whānau. It brings together a range of resources to help foster tamariki pedestrian safety.

## **This toolkit includes:**

- Key safety and first aid messages for whānau
- Video resources and social tiles from our campaign to share
- Child pedestrian prevention resources, research and policy
- Links to information from other organisations

# Who we are

## Safekids Aotearoa

**"Ko te tamaiti te pūtake o te ao."**

The child is at the heart of all that we do.

Our mission is to reduce the incidence and severity of unintentional injuries to children aged 0 to 14 years. Our vision is that every child in Aotearoa New Zealand enjoys a childhood free from traumatic, unintentional injury.

## About Our Child Pedestrian Campaign

**"Te mauri bwa te tautau"**

Avoid going/doing something without thinking of the consequences

This campaign is centered around pedestrian safety through whānau story. In this campaign we share a video from Sian Mareko who shares her experiences of helping keep her tamariki safe when around and crossing roads. We also provide tips and resources to help support you to keep tamariki in your care safe around roads, as well as important first aid information. It is our mission to protect our tamariki around roads in Aotearoa to prevent child pedestrian injury.

# Key messages

Teach your children to put their phones down and keep their heads up when crossing.



Explain why it's important to watch, wait and listen for passing cars before crossing the street, and to make eye contact with drivers before crossing in front of them.

Have a walking plan for getting to school, and/or participate in a School Travel Plan or Walking School Bus.



# Key messages

Children under 10 years should always cross the street with an adult. This is because they have trouble judging car speeds and distances up until this age.

Always use footpaths. If there isn't one, tell tamariki to walk facing the oncoming traffic, keeping to the far edge of the road and as far away from cars as possible.

Remind your children to look out for 'sneaky' driveways.





# Kerb Drill

Practise the kerb with tamariki so they know how to cross the road safely. Check out our instructional video on page 9.



1

**Step one step back  
from the kerb**



2

**Look and listen for  
traffic coming from  
all directions**



3

**If there is traffic  
coming, wait until it has  
passed and then look  
and listen for traffic**



4

**If there is no traffic  
coming, walk quickly  
straight across the  
road**



5

**While crossing,  
look and listen for  
traffic, wherever it  
may come from**

# First aid



**If your child has been struck by a car or other vehicle call 111 immediately. Do this if your child:**

- is, or has been, unconscious (can't be woken up)
- is being sick or seems sleepy
- has trouble breathing
- bleeding and you can't stop the bleeding
- there is bleeding from an ear

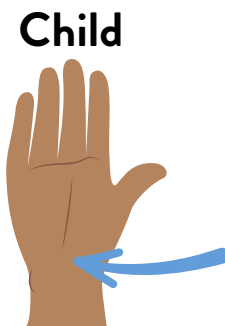
If your child is injured you can find out more about ACC support at [www.acc.co.nz/im-injured](http://www.acc.co.nz/im-injured). ACC Claims: 0800 101 996 or email [claims@acc.co.nz](mailto:claims@acc.co.nz).

For detailed references on the data and information contained in this card and to download additional copies visit <https://starship.org.nz/safekids/reference-cards>



# CPR instructions

The CPR advice is from the KidsHealth website and a page containing the Basic Life Support Flow Chart. The Basic Life Support Flow Chart is developed by the New Zealand Resuscitation Council and Australian Resuscitation Council. For more information see [www.nrc.org.nz](http://www.nrc.org.nz)



- Put the child on a firm surface.
- Place 2 fingers of one hand (for a baby) or the heel of one hand (for a child) in the centre of the chest just below the nipples.
- Push down hard and fast 30 times in about 15 seconds (push down one-third of chest depth).
- Once you have completed 30 compressions (pushes) on the chest, breathe into the baby's mouth 2 times.
- Seal your lips around the baby's mouth and nose.
- For a child over 1, you may need to breathe into their mouth and pinch their nose closed. Gently puff into the child until you see their chest rise.
- Continue with the cycle of 30 chest compressions and 2 breaths until the ambulance arrives.

# Campaign video resources



## Whānau story with Sian Mareko

Sian Mareko shares her story of searching for her father throughout her childhood, as well as her dream to reconnect to her Kiribati identity. She also shares her experiences of helping keep her tamariki safe when crossing roads.

[Watch and share on YouTube](#)

[Watch and share on Facebook](#)



## Social Tiles

These social tiles include our key messages for keeping tamariki safe around roads.

[Download and share social tiles](#)

# Campaign video resources



## Kerb Drill Video

The kerb drill video shows the steps you can take to cross the road safely and is a great exercise for tamariki to learn.

[Watch on YouTube](#)



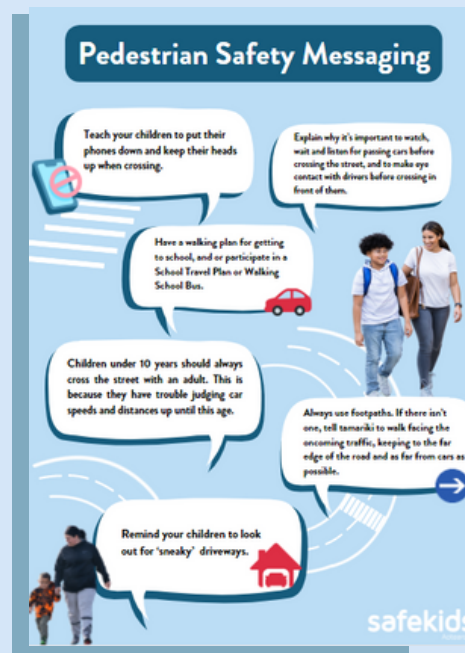
# Community resources

We've created educational resources that you can share with whānau around the motu. Check out some of our pedestrian safety resources here.

## Kerb Drill Educational Poster



## Key Messages Poster



## Driveway Runover Kit

The kit is made up of: a guide, pamphlets and posters, a 10 meter long mat which is laid out behind a vehicle with child figurines. It is designed to model a real life scenario for educational purposes. Contact [safekidsaotearoa@adhb.govt.nz](mailto:safekidsaotearoa@adhb.govt.nz) to loan a kit.





# Research and policy

## Child Pedestrian Injury Prevention [Position Paper 2017]

This report seeks to identify and recommend a range of proven pedestrian safety measures, policies and good practice interventions that will help to reduce child pedestrian injury rates even further.

For more information, please see the references list on page 25.

## Waka Kotahi NZ Transport Agency - Pedestrian Planning and design guide

The Pedestrian planning and design guide is New Zealand's comprehensive official guide to planning and design for walking. It sets out ways to improve New Zealand's walking environment.



## Links to further information

### **Waka Kotahi NZ Transport Agency - Feet First**

Feet First resources provide learning experiences that teachers can use in relation to walking as a mode of active transport.

### **Auckland Transport - Travelwise**

Auckland Transport's Travelwise programme works with primary, intermediate and secondary schools to encourage active and public transport to school as well as providing safer facilities and reduced traffic congestion around schools.

### **Brake Aotearoa New Zealand - The Road Safety Charity**

Brake is a New Zealand charity that works to prevent road injuries and deaths and supports those who have been involved in crashes nationwide. Road safety information is also available for teachers at the webpage.

### **Living Streets Aotearoa**

Living Streets is a New Zealand organisation with branches throughout Aotearoa that promotes walking-friendly communities.

## Links to further information

### Waka Kotahi NZ Transport Agency - Road Safety Advice for Families

This page provides information for whānau and caregivers on what they need to know to keep tamariki safe around roads. This page also includes the Kerb Drill.

### Waka Kotahi NZ Transport Agency - Walking to school: useful videos and tips

This page provides real life video clips that can be used as resources for teachers and students to learn pedestrian safety.

### Waka Kotahi NZ Transport Agency - How to stay safe when walking

This page provides tips for how to walk safely and general tips for crossing the road.

**Refer to your local councils road safety team for more info.**