

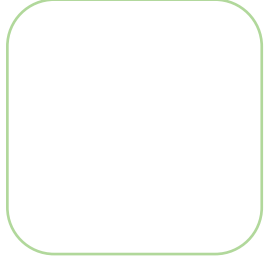
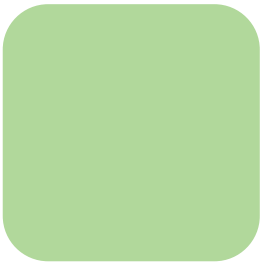


Kidsafe & Motor Accidents Authority
Child Pedestrian Safety In Communities Project

kids need a hand in traffic



Final Report Executive Summary



Executive Summary

Background

Kidsafe NSW and the Motor Accidents Authority (MAA) have worked collaboratively to address child pedestrian safety issues through the Child Pedestrian Safety In Communities Project. Building on previous projects, this project focused on raising parents' awareness about the vulnerability of children under 10 in the road environment and reminding parents that "kids need a hand in traffic".

Project Details

TITLE: Child Pedestrian Safety In Communities Project

TIMEFRAME: November 2001 to June 2003

GOALS: For parents and caregivers, of children aged between 5 – 10 years of age, within the priority areas of NSW, within the 18 month project:

- Deliver community-based child pedestrian safety information
- Increase awareness of child pedestrian safety issues
- Increase understanding of child pedestrian behaviours and issues
- Support modelling of safe pedestrian behaviours
- Gain understanding of issues for parents and caregivers in regard to child pedestrian safety.

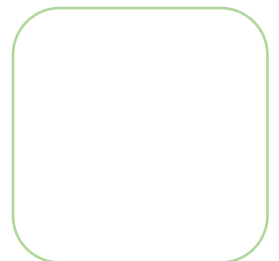
TARGET GROUPS:

Parents and caregivers of children aged between 5 and 10 years of age, including Non-English Speaking Background (NESB) groups (focusing on Chinese, Arabic and Vietnamese languages).

TARGET AREAS:

16 local government areas (LGA's) were chosen as the focus for this project. The criteria for the priority areas was 10 or more hospitalisations due to pedestrian injury in 5 to 9 year olds in the period 1994 to 1998 (IRMRC, 1999).

- Auburn
- Bankstown
- Blacktown
- Campbelltown
- Canterbury
- Fairfield
- Gosford
- Lake Macquarie
- Marrickville
- Newcastle
- Parramatta
- Randwick
- Rockdale
- Sutherland
- Wollongong
- Wyong



Key Messages

Key messages of the project are as follows:

- Children aged 5-10 years need more adult supervision in the road environment.
- Road safety around local streets and pedestrian lights is important as well as around more obvious dangerous road situations.
- Adult role modelling and discussion of each step of this safe behaviour with the child is important in conveying road safety messages.
- In the road environment, hold hands with and accompany children until they are 10 years of age,



Strategies

For the purpose of this report, strategies have been categorised into the following headings: Partnerships, Media Campaign, Resource Development, Website Development and Small Grants.

PARTNERSHIPS

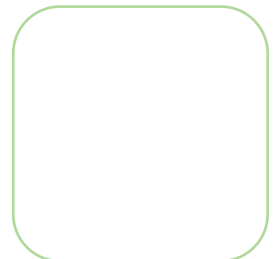
Working together with key stakeholders has been an integral component of this project. The Steering Committee comprised representatives from the Kidsafe NSW, MAA, Roads & Traffic Authority, Injury Prevention Branch – NSW Health, Department of Education and Training, Early Childhood Road Safety Education Program, and NRMA – Motoring & Services. Additional support for the project, including involvement in consultation processes, included representatives from a range of organisations involved with child road safety to maximise message consistency and to increase the effectiveness of the project.

MEDIA CAMPAIGN

The “kids need a hand in traffic” campaign was launched 17 October 2002. The campaign ran for a 2 week period coinciding with Children’s Week, October 2002.

Mediums included the following:

- Print advertisements in suburban and regional English newspapers
- Print advertisements in Arabic, Chinese and Vietnamese press
- Radio advertisements in English local and regional stations
- Radio advertisements in Arabic, Chinese and Vietnamese on various language-specific stations and/or programs
- Bus-side advertisements on government buses skewed to the priority areas
- A magazine advertisement in Sydney’s Child.



Independent evaluation of the campaign rated the campaign a success. Results of the evaluation include the following points:

- Awareness of the campaign rated well with a relatively high level of recall of the “kids need a hand in traffic” campaign amongst the target group.
- Each of the campaign mediums – that is print ads, radio ads, and bus ads – were successful in reaching the target group, with all mediums gauging similar awareness.
- The “kids need a hand in traffic” message was well understood by the target group, and message take-out from the advertising was appropriate.
- Vitality messages for the campaign were very strong, suggesting that there is an opportunity to continue with the campaign at a later date, and that it will continue to have an impact.

- While there were no significant attitudinal or behavioural differences between those aware of the campaign and those not aware of the campaign there were indications that the campaign has resulted in parents thinking about holding the hand of their child more.

A public relations campaign supported the paid advertising component to generate additional media coverage and support for the “kids need a hand in traffic” message. 10 print articles and 3 radio interviews were generated and included key messages and reference to Kidsafe and the MAA, as well as the campaign image or photographs in several of the printed articles. Contributing to the public relations (PR) component, PR activities included a PR agency, a Ministerial Media Release, Community Service Announcements, small grants projects promotion, and media monitoring.

RESOURCE DEVELOPMENT

A number of resources were developed to support the “kids need a hand in traffic” campaign. Printed resources include A3 colour posters, bumper stickers and a limited number of hard copy brochures.

Written resources were developed in consultation with key stakeholders through a workshop and include a brochure, Fact Sheet and Question & Answer sheet. A newsletter insert was also designed for easy placement in school newsletters. Translations of the written resources were developed in consultation with representatives from Non-English-Speaking-Background communities. Written resources are available in the following languages – Arabic, Chinese, Vietnamese and Turkish.

Resources were distributed through key stakeholders and local councils, were available to be downloaded from the website, and through request (in response to an email announcing the availability of the resources to school communities). A high response for these resources coincided with the beginning of the new school year in February 2003.

WEBSITE DEVELOPMENT

Webpages addressing child pedestrian safety issues and the Child Pedestrian Safety In Communities Project were developed within the Kidsafe NSW website (www.kidsafensw.org).

These pages include copies of the written resources to enable these resources to be easily accessed, downloaded and distributed by interested parties.

SMALL GRANTS PROGRAM

Four small grants projects were funded by the Child Pedestrian Safety In Communities Project. These small grants projects supported the “kids need a hand in traffic” message at a local level and gained local community support for the initiative. These grants are as follows:

- Grant 1:** Safekids Auburn
Key Agencies: Auburn Community Health & Kids Health
- Grant 2:** Fairfield Child Pedestrian Safety
Key Agency: Fairfield City Council
- Grant 3:** Vietnamese Community Education on Child Pedestrian Safety
Key Agency: Vietnamese Community In Australia – NSW Chapter Inc.
- Grant 4:** Bundaleer Pedestrian Safety Mentoring Program
Key Agency: Barnardos South Coast



Summary

Hand-in-hand, Kidsafe NSW and the Motor Accidents Authority have enabled this Child Pedestrian Safety In Communities Project to be commenced and completed. Running for a 19 month period, the project achieved objectives set to address child pedestrian safety, targeting the awareness of parents and carers, and established a foundation for further child pedestrian safety campaigns utilising the “kids need a hand in traffic” message and graphics.

Kidsafe NSW is well placed to make an ongoing commitment to addressing child road safety issues across NSW, including rural communities, lower-socio-economic communities, and Non-English Speaking Background communities, and looks to build on the partnership with the Motor Accidents Authority and other key stakeholders in the road safety arena.

Further Information

For further information about the Child Pedestrian Safety In Communities Project contact Kidsafe NSW, Tel. (02) 9845 0890 or visit the Kidsafe NSW website www.kidsafensw.org