

# CHILD PEDESTRIAN SAFETY IN COMMUNITIES

## PROJECT BRIEF



### PROJECT BACKGROUND

<b>Project Title</b>	<b>Child Pedestrian Safety In Communities</b>
<b>Time period</b>	<b>18 months (November 2001 to May 2003)</b>
<b>Rationale</b>	<b>Child pedestrians are vulnerable road users. A child's perception, judgement and awareness of potentially dangerous situations is generally not sufficiently developed to properly cope with the road environment. Child pedestrians are at risk of more serious injury as they are poorly protected relative to a vehicle. Serious injury in a child is particularly problematic given that developmental milestones may be compromised.</b>
<b>Background</b>	<b>In December 1997 the MAA supported a Kidsafe NSW proposal for a 'Childhood Pedestrian and Bicycle Injury Prevention Program'. This work has been continued through a number of phases of the project, as follows.</b>
	<b>PHASE 1 1997</b> Feasibility study investigating a campaign to prevent child pedestrian and bicycle injuries. A literature search identified that there was very little research on the role and responsibilities of parent in child road safety.
	<b>PHASE 2 1999</b> Research sought information about parental behaviour, attitudes and perception in relation to child pedestrian and bicycle safety issues. One main conclusion was that parental supervision of their child on the road, role modeling of safe behaviour and perceptions of road danger to the child decreases as the age of the child increases. Of real concern was that children aged 7 to 9 years may be a particularly vulnerable group as parental supervision lessens at an age where the child is still too young to safely cope with a road environment.
	<b>PHASE 3 2000-2001</b> In 2000, the MAA supported Kidsafe NSW to promote the research findings from Phase 2 to community workers (who were involved with the three ethnic communities surveyed) and the 16 local councils areas (which have the highest incidence of child pedestrian and bicyclist injury) to identify possible links and avenues for the next phase.
	<b>PHASE 4 2001-2003 CURRENT</b> This phase is aimed at increasing the contribution of parents in preventing child pedestrian injuries, through working in partnership with key stakeholders and communities. Proposed strategies are community-based and include a media campaign, development of resources and distribution of small grants. Non-English Speaking Background (NESB) components are included.
<b>Based at</b>	<b>Kidsafe NSW</b>
<b>Funded by</b>	<b>Motor Accidents Authority (MAA)</b>
<b>Supported by</b>	<b>Roads and Traffic Authority (RTA), NSW Health, NSW Department of Education and Training, Catholic Education Commission NSW, Early Childhood Road Safety Education Program (ECRSEP), NRMA Member Services</b>
<b>Key Stakeholders</b>	<b>Local government Road Safety Officers (RSOs), Health Promotion Officers – Area Health Services, Ethnic Community Agencies and Leaders, Pedestrian Council of Australia, Local Police, Parent Groups</b>

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### PROJECT DESCRIPTION

#### Project Title

Child Pedestrian Safety In Communities

#### Target Groups

Parents and caregivers of children aged between 5 and 10 years of age within the priority areas of NSW. Including:

- **Non-English Speaking Background (NESB) Groups** (with a focus on **Chinese, Arabic and Vietnamese** – the three largest communities with the lowest English language competency)
- **lower socio-economic groups**

#### Priority Areas

The project focus is geographical areas where the most child pedestrian injuries have occurred in previous years. These include:

**Auburn, Marrickville, Blacktown, Canterbury, Fairfield, Wollongong, Sutherland, Lake Macquarie, Wyong, Newcastle, Bankstown, Parramatta, Rockdale, Randwick, Campbelltown and Gosford.**

#### Project Aim

**To reduce the number of child pedestrian accidents, of children 5 – 10 years of age, within the priority areas of NSW, through increased awareness and improved behaviour of parents / caregivers, in regard to child pedestrian safety.**

#### Project 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.

#### Main Strategies

- Partnerships with key stakeholders and communities
- Media Campaign
- Resource development
- Website development
- Small Grants for community-based projects

\* For more Information, contact the Project Coordinator – see below

#### Key messages

Key messages include:

- Children aged 5-10 years need more adult supervision in the road environment. This is due to a child's perception, judgement and awareness of potentially dangerous situations is generally not sufficiently developed to properly cope with the road environment.
- When walking in the traffic environment, children up to eight years should hold an adult's hand. If an adult's hand is occupied or not available, the child should hold an adult's arm, bag, pram, clothing etc. Children up to ten years old should be actively supervised by an adult when walking in the traffic environment.
- Adult role modelling and discussion of each step of this safe behaviour with the child is important in conveying road safety messages ie. Commentary walking
- Road safety around local streets and pedestrian lights is important, as well as around more obvious dangerous road situations.

#### For more information...

**Glenda Negus**  
**Project Coordinator Child Pedestrian Safety**  
**Tel. (02) 9845 0898 Fax. (02) 9845 0895**

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Email. [GlendaN2@chw.edu.au](mailto:GlendaN2@chw.edu.au)