



Kidsafe ACT Inc

Road Safety Initiatives

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Chief Executive

Kidsafe's Strategy Works in Canberra

- Injury Data
 - ACT Road Safety Strategy
 - Canberra Hospital Trauma data base
- Parent Perceptions
 - Respected and read source of information for pre school parents (Road Safety Trust funded research)
 - Positive community reputation
- Restraint Misuse
 - Emerging data from Kidsafe's restraint checking program
 - Misuse rate down to 45% (previous levels 75% plus around Aust)
 - 70% of misuse involves loose/tight or twisted straps



Why does it work?

- Clear long-term strategy
- Active, consistent support for parents on-the-ground
- Integrated networks of trusted professionals (e.g. Hospitals, Early childhood clinics, Education and schools, Therapy ACT)
- Consistent media support (e.g. Prime TV)
- Constantly seeking best practice internationally
- Consistently funded
 - NRMA – ACT Road Safety Trust
 - NRMA Insurance
 - ACT Health
 - Prime TV



Kidsafe's focus

- Car restraints
 - *New road rules*
 - *New standards*
 - *Misuse & inappropriate use*
- Schools
 - *Safety around schools*
 - *Pedestrian safety*
 - *Cycling, etc*
- Low speed run over
- Integration of messages and partnerships



Supporting the community

- | | |
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| <ul style="list-style-type: none"> • What <ul style="list-style-type: none"> – <i>Infant Restraint Loan Service</i> – <i>Short-term Restraint hire and fitting service</i> – <i>Free restraint checks</i> – <i>Free telephone and web-based information service</i> – <i>Free community talks program</i> – <i>Free brochures and facts sheets</i> – <i>School safe and associated curriculum activities</i> | <ul style="list-style-type: none"> • Where <ul style="list-style-type: none"> – <i>Shop front</i> – <i>Mobile services</i> – <i>Hospitals</i> – <i>Clinics</i> – <i>Family Day Care</i> – <i>Playgroup</i> – <i>Preschools</i> – <i>Primary schools</i> |
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The next year

- Inclusion
 - Non English speaking
 - Indigenous
 - Young mums
 - Low income
- Evidence
 - Hospital research and information project
 - Restraint checking
 - Attitudinal research
- New partners
 - Medicare Local & GPs
 - Women and Children's Hospital
 - Access to parents and carers
- Funding model

