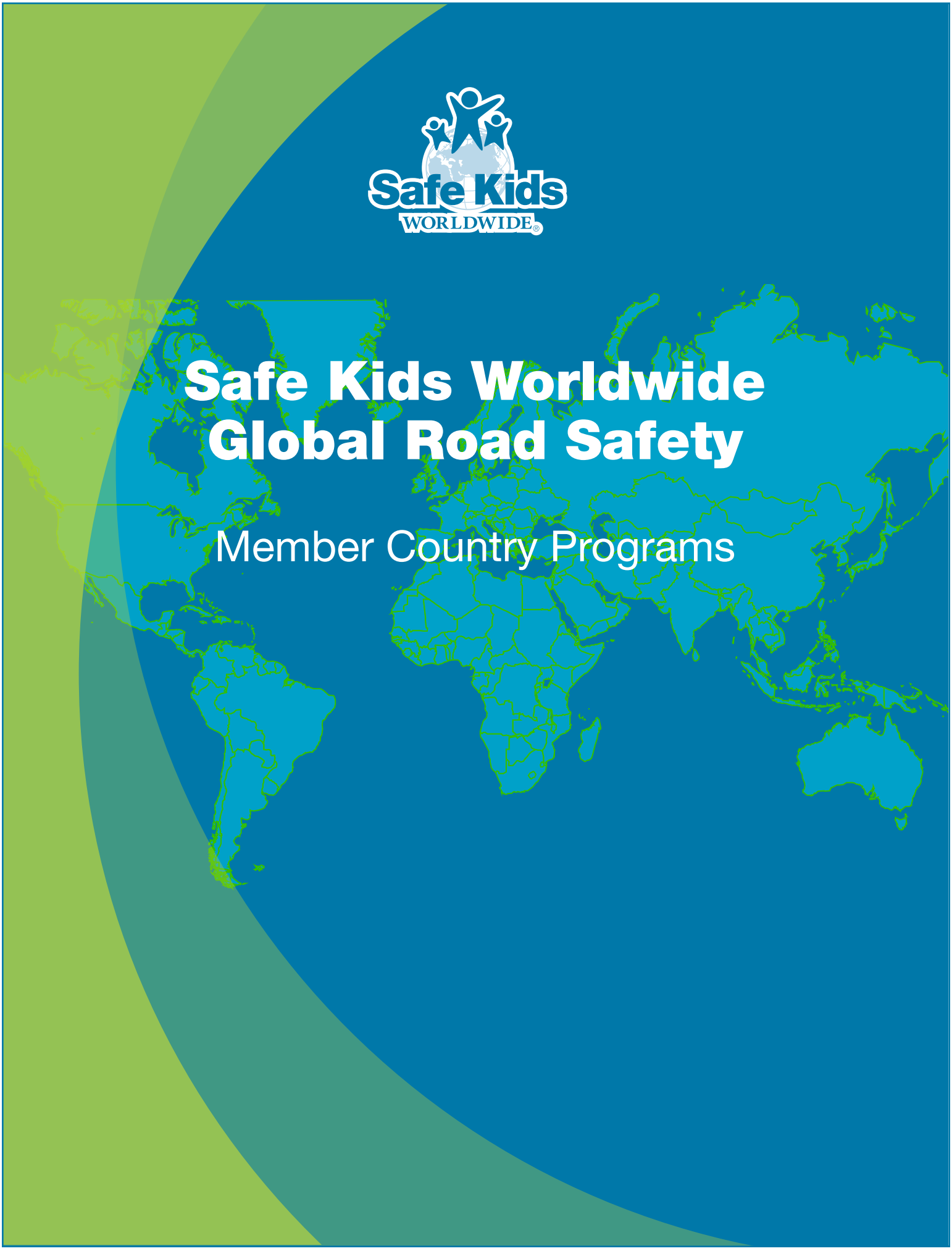

Safe Kids Worldwide Global Road Safety

Member Country Programs

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Member Country Programs

April 2007

Safe Kids WORLDWIDE

Australia

United Nations Global Road Safety Week

Motor Vehicle Safety

The Problem

In Australia, motor vehicle crashes are the most common cause of death and hospitalization of children ages 14 and under.[1] From July 1, 2003, to June 30, 2004, 1,113 children were hospitalized and 17 died as a result of injuries sustained while riding in motor vehicles.[2,3]

The Solution

There are a number of effective safety devices available to reduce the risk of injury and death from motor vehicle crashes, including properly fitted child restraints suitable for the age, size and weight of the child and properly fitted safety belts. Vehicles and roads with safe designs also help reduce the risk of injury or death in motor vehicle incidents.

Kidsafe Australia has helped shape legislation relating to child restraints and continues its involvement in influencing changes to the Australian Standards on child restraints. Kidsafe Australia provides child restraint rental and fitting services as well as education through displays at information centers. The Kidsafe Web site and other resources educate parents, caregivers and the community about the importance and correct use of appropriate child passenger safety devices.

The Program

Kidsafe offices in all six states and the two territories of Australia operate vehicle safety programs. Four states/territories provide inexpensive rental plans to promote the use of child restraints for every journey. Over the course of a year, approximately 4,000 restraints were rented.

Four states/territories organizations provide services to inspect or install child restraints to ensure correct use based on age and height. Over the course of a year, 10,000 child restraints were fitted and checked. Three states/territories have a range of child restraints and accessories for sale, which promotes the use of current Australian Standard restraints.

All states/territories provide displays, information sheets and Web site materials to educate parents, caregivers and the community about the benefits of using a properly fitted restraint suitable for the age, size and weight of the child.

Outcomes

Annual numbers of child deaths related to injury have declined substantially from 553 in 1983 to 231 in 2003. That decline was partly driven by a decrease in traffic-related deaths. From 1999 to 2003, 256 children died as passengers in motor vehicle crashes. In that same period, the average number of deaths per year was 51, compared to 17 in 2004.[1] Comparative data has also shown a steady decline in child passenger injuries in the same period.[2]

1 Australian Bureau of Statistics. 4102.0 Australian Social Trends, 2005, Mortality and Morbidity: Children's Accidents and Injuries. www.abs.gov.au/ausstats/abs. Canberra

2 Berry JG & Harrison JE 2007. Hospital separations due to injury and poisoning, Australia 2003-04. Injury research and statistics series no 30. AIHW cat.no.INJCAT 88. Adelaide: AIHW.

3 Henley G, Kreisfeld K & Harrison JE 2007. Injury deaths, Australia 2003-04. Injury research and statistics series no. 31, AIHW cat. no. INJCAT 89. Adelaide: AIHW.

Austria

Safe Kids WORLDWIDE

April 2007

Motor Vehicle Safety

The Problem

Road accidents involving child passengers are among the most frequent causes of serious injuries to children. In Austria, the compulsory use of safety seats and harness straps for children younger than 12 who are under about 4 feet, 11 inches tall became law in 1994. Nevertheless, 1,598 child passengers (up to the age of 14) were injured – and 11 killed – in 2005. Of all children injured in road accidents, 43 percent were motor vehicle occupants.

According to a study by the Austrian Automobile and Touring Club, 90 percent of 6- to 10-year-olds are either inadequately restrained or not restrained at all when riding in a car. This negligence can have severe consequences, as shown by an investigation by the Medical University of Graz's Pediatric Surgery Department in cooperation with Grosse Schuetzen Kleine/Safe Kids Austria. More than half of the traffic injuries with children as motor vehicle occupants occur in cities, 42 percent occur on highways and almost 5 percent occur on the Autobahn superhighway. The degree of injuries is directly related to the use of child restraint systems. Correct use of properly installed child safety seats lowers the fatality risk of infants by 70 percent and that of small children by 50 percent. In the case of an accident, hospitalization is reduced by 70 percent. The risk of serious injury and death is seven times higher when children ride without an appropriate and correctly installed child safety seat.

The Solution

Grosse Schuetzen Kleine/Safe Kids Austria has promoted child passenger safety for 15 years in partnership with various sponsors and supporters. We helped raise awareness about safety for young motor vehicle occupants by conducting retrospective clinical studies on injuries to child passengers, providing car safety seats for babies in hospital delivery departments and organizing car safety seat checkup events.

The Program

Grosse Schuetzen Kleine/Safe Kids Austria regularly conducts and publishes studies on child passenger injuries to assist with developing prevention programs and working for technical improvements.

Before a national law on car safety seats was passed in 1992, Grosse Schuetzen Kleine/Safe Kids Austria had already launched a program for loaning car safety seats to new parents in hospital delivery departments. Since then, the program has expanded to three federal provinces of Austria. The purpose is to ensure that every newborn discharged from a hospital will be safely secured.

Although child restraints are required, the law does not mandate regular checks of child seat strength or installation. Therefore, Grosse Schuetzen Kleine/Safe Kids Austria and the Austrian Mobile Club conduct free safety seat tests at more than 100 club partner locations nationwide. Seats that pass the test receive a "safe child" sticker recommending a date for the next checkup.

Outcomes

In 2005, 11 children died in road traffic crashes, compared to 79 in 1985. The usage rate of car safety seats for babies is now at 90 percent in Austria. Unfortunately, this number decreases with the age of the child. At 6, when children enter school, the usage rate is down to 10 percent, despite the law. At the car seat checkup events, 30 percent of seats were deemed unsafe.

Bike Safety

The Problem

In 2005, 20 percent of all traffic-related injuries to children ages 14 and under in Austria concerned bicycle riders. Three children died in bicycle-related crashes,[1] and 30 percent of injuries sustained in bicycle crashes are brain injuries. The single most effective safety device available to reduce head injury and death from bicycle crashes is a helmet. When fitted and used properly, bicycle helmets can reduce the risk of head injury by 85 percent and the risk of brain injury by 88 percent. A recent retrospective clinical study from Grosse Schuetzen Kleine/Safe Kids Austria of all bicycle injuries from 1993 to 2003 has shown that helmet use could cut the number of severe brain injuries by 50 percent. In the same time period, helmet use among child bicyclists has increased by 50 percent in Austria.[2]

The Solution

Grosse Schuetzen Kleine/Safe Kids Austria has promoted bicycle safety for 15 years in partnership with the Austrian Ministry of Education and the Ministry of Transport. The main goal was to raise voluntary helmet use among child bicyclists by educating parents and children through helmet giveaway programs in primary schools and emergency rooms and a national media outreach campaign.

In Austria, 10-year-old children can take a voluntary bike exam at school. After passing the exam, children can ride bikes on the road without adult supervision. Children learn about traffic rules and proper bike handling and gain practical experience riding in traffic. More than 90 percent of 10-year-olds take the exam. More than 15 years ago, Grosse Schuetzen Kleine/Safe Kids Austria added the use of bike helmets to the exam and arranged a program that enables parents and children to buy helmets at a discount through the schools.

Every year from 1993 to 2003, schoolchildren participated in National Bike Safety Action Days, riding their bikes and demonstrating for the importance of helmets in the capital cities of the Austrian provinces. Comprehensive media campaigns, including TV and cinema spots and bike helmet promotions on billboards all over Austria, accompanied the National Bike Safety Action Days.

From 2001 to 2005, 2,500 children treated in children's hospitals for bicycle injuries received free helmets.

Outcomes

Helmet use among child bicyclists has increased by 50 percent in Austria. From 2004 to 2005, Grosse Schuetzen Kleine/Safe Kids Austria evaluated the voluntary bike exam program and examined bike accidents involving children. The organization found that 80 percent of injuries that caused death occurred among children over 10 years old. A study on bike accidents at the Medical University of Graz showed that 32 percent of falls happened in the first year after the children took their bike exams. In about two-thirds of the accidents, children were riding their bikes without adult supervision, which means that the children's bike-riding skills were overestimated. Without coaching from parents or other adults, children remain susceptible to dangers and injuries in traffic.[3]

As a result of the evaluation study, the Austrian Ministry of Education revised the national bike safety program in primary schools in 2006. In the province of Styria, traffic safety education has started in secondary schools as a result of the study. The education has now been extended through the age of 12. It includes intensive repetition of bike safety rules and bike-handling training as a required part of the school curriculum.

1 Austrian Traffic Safety Board, Road Traffic Statistics 2005, http://www.kfv.at

2 Ainoedhofer H, Schalaomon J, Spitzer P, Mayr J, Höllwarth ME, Bicycle helmet use among children and its effect on the number and severity of head injuries due to bicycle accidents, Department of Pediatric Surgery Graz 2006, publication in process, http://grosse-schuetzen-kleine.at

3 Spitzer P, evaluation of the national bike exam program, published by the Austrian Ministry of Transport, Innovation and Technology under the title "Science from the Traffic System", Vol.153, Vienna 2006, http://www.bmvit.gv.at

Pedestrian Safety

The Problem

In motorized countries, pedestrian-car collisions are one of the leading causes of unintentional death and injury of children. In Austria, 867 children ages 14 and under suffered pedestrian injuries in 2005. 40 percent of children who died on the road in 2005 were pedestrians. This means that children are at the highest risk of being killed when riding in a car or as pedestrians.

The Solution

Grosse Schuetzen Kleine/Safe Kids Austria has undertaken several retrospective clinical studies to analyze pedestrian injuries and create guidelines for prevention. Medical records were analyzed and questionnaires sent to parents to obtain detailed information about causes and effects of the injuries and about post-traumatic behavioral changes. A child pedestrian injury review project was established in 1999 to analyze child pedestrian injuries in detail with an interdisciplinary panel of experts.

The Program

The pedestrian injury review project is based on three data sources: the questionnaires to parents, medical records and police reports (including technical and court reports).

Every other month, an expert group of pediatric surgeons, pediatric radiologists, police, road safety technicians, vehicle safety engineers, Citizen Advice Bureau members and representatives of Grosse Schuetzen Kleine/Safe Kids Austria analyzes eight cases of pedestrians who have been injured.

The group makes a detailed analysis of the injuries and their correlation to vehicle design and road environments. It then produces an intervention plan for each case. All data and results are recorded in an anonymous databank.

Outcomes

Based on seven years of analysis, 90 percent of pedestrian injuries show a similar pattern and warrant four major preventive actions.

LAW ENFORCEMENT
Traffic safety education of drivers and families must be improved. Children ages 9 and under are often at considerable risk because they lack the ability to recognize a location as dangerous, even if they have taken traffic safety lessons. They use distance alone to judge gaps, instead of also considering vehicle speed. Grosse Schuetzen Kleine/Safe Kids Austria is lobbying for improved safety education of drivers through the Austrian Ministry of Transport.

ENGINEERING
Different car designs result in different injury patterns. The car industry faces a challenge in creating more pedestrian-friendly cars. Grosse Schuetzen Kleine/Safe Kids Austria works with the Technical University of Graz, the Local Department of Science and Innovation and the Vehicle Safety Engineering Department of Magna Company on this issue.

ENVIRONMENTAL CHANGES
Detailed analysis of accident locations form the basis for changes in the environment. Recognizing dangesr such as missing sidewalks or traffic lights, enacting 30 km/h speed limits, reducing curbside parking where many children live and modifying dangerous crosswalks and intersections are steps that can be taken. Grosse Schuetzen Kleine/Safe Kids Austria was successful in implementing environmental changes in six cases that have been reviewed and has contributed to investigations in another 16 cases.

EDUCATION
Road safety education must be a vital part of the school curriculum. Creative and vivid projects that directly involve children are most successful (e.g., the Safe Crosswalks Project). Teachers can include road safety issues in their daily routines at school to influence children's safety awareness and behavior. Public awareness campaigns are needed to show gaps, problems and solutions. Grosse Schuetzen Kleine/Safe Kids Austria is constantly reporting results of individual cases in traffic safety seminars for teachers and has mobilized local officials to support awareness campaigns for the prevention of child pedestrian injuries.

Brazil

Safe Kids WORLDWIDE

April 2007

United Nations Global Road Safety Week

Motor Vehicle Safety

The Problem

In Brazil, traffic injuries are the leading cause of unintentional deaths of children ages one to 14. In 2003, 2,446 children ages 14 and under died and 18,060 were admitted to hospitals due to traffic-related injuries.

The Solution

Criança Segura/Safe Kids Brazil works to promote child safety and prevent traffic injury by raising public awareness, passing and improving child safety laws and regulations, and organizing events, forums, research and educational programs.

The Program

In partnership with General Motors (2001-2005) and Perkons, Safe Kids Brazil launched a Buckle Up program to educate the public about child passenger safety and advocate for safety devices and legislation to protect child passengers.

Outcomes

In 2004 and 2005, the program reached 50,000 people, trained 1,314 volunteers and distributed 150,000 educational brochures.

For the Views on Traffic photography project, 60 students under 14 took photos of scenes from their daily lives and encounters with traffic. The project won Safe Kids Worldwide's Innovation Award in 2006.

As a result of a strong advocacy program, mandatory car seat standards were established in January 2007.

Pedestrian Safety

The Problem

Pedestrian injuries result in more deaths than other traffic injuries in Brazil. Factors contributing to this problem include lack of traffic education, lack of safe urban infrastructure (safety signage, sidewalks, etc.) and inadequate law enforcement. Children in low-income areas have little adult supervision and few safe areas to play. Walking is their main mode of transportation. Accordingly, they are at the greatest risk of pedestrian injury.

The Solution

Criança Segura/Safe Kids Brazil promotes pedestrian safety through its comprehensive pedestrian safety program, Walk This Way, sponsored by FedEx Express and Perkons.

The Program

Walk This Way is an educational program developed in São Paulo and Curitiba to reduce the number of child pedestrian injuries. It works on traffic education, communication and environmental improvements.

Outcomes

Since 2001, the program has trained 1,240 teachers, reached 39,000 children, and involved 83 schools and local organizations. It has distributed nearly 1,000 printed copies of the "Pedestrian Project Guidebook" of best practices for traffic-related injury prevention programs. Another 600 copies have been downloaded electronically.

Motor Vehicle Safety

The Problem

Every year, an estimated 68 children ages 14 and under are killed in motor vehicle crashes, and another 880 are seriously injured. Hospitalization and death rates have declined by more than 46 percent over a 10-year period (1994 to 2003); however, injuries from motor vehicle collisions are the leading cause of injury-related death for Canadian children.[1]

Motor vehicle crashes can cause multiple serious injuries such as damage to the spine and internal organs. Head injuries are also a risk for children, especially when they are not restrained properly.[2, 3] Correct use of car seats, booster seats and safety belts are necessary to keep children safe in motor vehicles. An estimated 44 to 81 percent of car and booster seats are used incorrectly, putting children at risk.[4, 5, 6] In addition, nearly three-quarters of Canadian children between the ages 4 and 9 are not protected by booster seats.[7]

The Solution

Safe Kids Canada has partnered with a national retailer, Hudson's Bay Company (Hbc), to execute Kids that Click, an educational program that teaches parents and caregivers how to choose and use car and booster seats safely.

The Program

A brochure on the four stages of child passenger safety and another specifically on booster seats are available from Safe Kids Canada and Hbc stores. An educational DVD focusing on proper installation of car and booster seats will be released this year.

Outcomes

Since the program began in the spring of 2006, Safe Kids Canada has distributed approximately 100,000 educational brochures to parents and professionals across Canada. The DVD, which

features demonstrations of car seat and booster seat installations and correct safety belt use, has been developed using simple language. It also depicts real parents using car seats and booster seats correctly to help give other parents the confidence they need to install their children's car seats and booster seats.

1 Safe Kids Canada. Child & Youth Unintentional Injury: 1994-2003 10 Years in Review. 2006

2 Muszynski C, Narayan Y, Pintar F, Gennarelli T. "Risk of Pediatric Head Injury After Motor Vehicle Accidents." Journal of Neurosurgery (Pediatrics 4) 2005; 102:374-379.

3 Durbin D, Elliott M, Winston F. "Belt-Positioning Booster Seats and Reduction in Risk of Injury Among Older Children in Vehicle Crashes." Journal of the American Medical Association 2003; 289(21):2835-2840.

4 Canadian Pediatric Society. "Transportation of Infants and Children in Motor Vehicles." Position Statement 2006 (pending publication)

5 Margolis L, Wagenaar A, Molnar L. "Use and Misuse of Automobile Child Restraint Devices." American Journal of Diseases in Children 1992; 146(3):361-366.

6 Morris S, Arbogast K, Durbin D, Winston F. "Misuse of Booster Seats." Injury Prevention 2000; 6(4):281-284.

7 Safe Kids Canada. National Child Passenger Safety Survey Results. 2004.

United Nations Global Road Safety Week

Pedestrian Safety

The Problem

Every year, an estimated 56 child pedestrians ages 14 and under die in Canada, and 780 are hospitalized with serious injuries. Among children ages 5 to 9, pedestrian injuries are tied with motor vehicle injuries as the leading cause of injury-related death. However, children ages 10 to 14 have the highest incidence of pedestrian injuries, possibly due to risk-taking and inattention.[1] Child pedestrians are often severe. Although the majority of children survive being hit by a car, they are often left with long-term disabilities that include damage to their heads, organs and bones. Pedestrian injuries often have high economic and societal costs as well.[2] Research shows that some of the highest risk factors for pedestrian injury include driver speed, risky child behavior, lack of adult supervision and crossing the street at a spot without traffic controls.[3, 4]

The Solution

Safe Kids Canada, sponsored by FedEx Express, has developed the Making It Happen Pedestrian Program to reduce child pedestrian injuries while encouraging people to engage in active living. We promote working with communities to assess and improve children's walking environments, leading to safer, more pedestrian-friendly communities.

The Program

Safe Kids Canada developed a Guide for Communities to help community groups identify pedestrian issues, develop solutions and select evidence-based interventions. Community groups pilot tested the guide, and academic and program experts reviewed it.

Safe Kids Canada partner organizations submitted funding proposals through a grants program to raise awareness and educate people about pedestrian issues in their local communities.

Canada's Favorite Crossing Guard Awards raise awareness of the important role crossing guards play in child pedestrian safety.

Outcomes

Using multiple strategies to address child pedestrian injuries, Safe Kids Canada has been effective in raising awareness and promoting successful strategies to reduce child pedestrian injuries. Safe Kids Canada has distributed more than 500 community guides, and organizations have used the guide to plan local pedestrian safety programs. More than 70 community grant applications were received from across Canada, and 10 winners were selected to receive grants. More than 100 entries were submitted for the crossing guard award, and five winners were selected. Promotion of the winners generated 10 million media impressions with national and local coverage.

1 Safe Kids Canada, Child and Youth Unintentional Injury: 10 Years in Review 1994-2003., 2006, pg 20-21.

2 Macperhson A, Roberts I, Pless B. "Children's Exposure to Traffic and Pedestrian Injuries." American Journal of Public Health 1998; 88:1840-1843.

3 Wazana A, Krueger, Raina P, Chanbers L. "A Review of Risk Factors for Child Pedestrian Injuries: Are They Modifiable?" Injury Prevention, 1997;3:295-304.

4 Macperhson A, Roberts I, Pless B. "Children's Exposure to Traffic and Pedestrian Injuries." American Journal of Public Health 1998; 88:1840-1843.

Bike Safety

The Problem

Traffic injury is the second leading category of unintentional injury for children ages 14 and under in China. Bicycles are a main mode of transportation in China. More than 30,000 children per year are injured or killed in traffic-related incidents in China. Of these incidents, approximately 14 percent do not involve motor vehicles.[1]

The Solution

In 2006, Safe Kids China launched Safe Kids Safe Roll, the first program in the country to promote bicycle safety, in partnership with Alcoa.

The Program

Safe Kids Safe Roll promotes bike safety through school activities, interactive games, educational materials and media outreach.

Outcomes

Safe Kids Safe Roll has been well received by students, parents, schools and sponsors. Safe Kids China distributed educational materials to 50 schools, reaching 30,000 children, and the program became a model for Safe Kids China to use in other cities.

1 China health care statistics, 2002.

United Nations Global Road Safety Week

Pedestrian Safety

The Problem

Unintentional injury is the leading cause of death among children ages 14 and under in China, and traffic-related injury is the second leading cause. Each year, more than 30,000 children are injured in traffic-related incidents; of these, 44 percent (13,200) are pedestrians.[1]

The Solution

Safe Kids Walk This Way, a program that promotes child pedestrian safety through education and environmental improvements, was launched in China in 2004.

The Program

Walk This Way was created in partnership with FedEx Express. Employees volunteer to teach children safe pedestrian behavior and conduct walkability checks. Safe Kids China hosts classroom activities for schoolchildren and develops and distributes curriculum materials and brochures. Walk This Way is active year-round through school safety teams and task forces that focus on making improvements to the environments where children walk.

Outcomes

In the past two years, the campaign reached the general public, students and teachers in 800 schools and about 700,000 students in Shanghai, Beijing, Guangzhou, Shenzhen and Tianjin. More than 73 media reports with educational messages have reached more than 11 million Chinese people.

By promoting new school zone safety regulations, the program has led to improvements in school zones in Shanghai, Beijing and Guangzhou.

[1] Survey conducted by Safe Kids China and National Center for Chronic and Noncommunicable Disease Control and Prevention, China CDC 2005.

Motor Vehicle Safety

The Problem

Every year some 3,000 children ages 14 and under are injured as car passengers in Israel. In 2005, more than 100 children were seriously injured and 13 died.[1] From 2000 to 2004, more than 200 children were hospitalized per year due to motor vehicle injuries. The rate of children injured by motor vehicles is 150-160 per 100,000 children, while the rate of serious injury is 5 per 100,000 children.[2]

The Solution

Safe Kids Israel/Beterem has promoted motor vehicle safety for eight years through its partnership with the Ministry of Health, the Ministry of Transportation, the Ministry of Education, the police, and with commercial companies such as GM-UMI, Shilav and Toys R Us.

The Program

Safe Kids Israel/Beterem trained Child Passenger Safety Technicians and Instructors according to the U.S. National Highway Traffic Safety Administration's program. The training reached 80 percent of maternity wards, public health nurses and physicians, and thousands of teachers and daycare professionals nationwide.

The program provided direct instruction to parents in maternity wards, reaching 25 percent of the new mothers, 65 percent of parents during their visits to well-baby clinics and thousands of children ages four to nine. Safe Kids Israel/Beterem also set up a hotline for parents and held car seat checkup events.

Safe Kids Israel/Beterem translated "buckle up" into Hebrew, introduced the term to the public and conducted national annual media campaigns, accompanied by major car and booster seat discounts by local dealers. The organization also helped reposition booster seats as a product for older children

by promoting their availability in toy stores, drugstores and hardware stores rather than baby products stores.

Strict evidence-based changes in mandatory transportation regulations concerning child passenger safety were incorporated in November 2004. Police officers were trained in the new regulations.

Outcomes

The rate of injured children decreased from 2002 to 2004, but the rate of seriously injured children did not change. A significant decrease in the percentage of children riding unrestrained – from 21 percent to 10 percent – occurred between 2002 and 2005. Israel also saw an increase in appropriate restraint use for infants, children ages five to nine and children ages 10 to 15; a significant decrease in the percentage of children riding in the front seat (16 percent to 7.6 percent); and a significant increase in parents' knowledge.[3]

1 Israel Central Bureau of Statistics, table generator. http://transport.cbs.gov.il/NetTableBuilder/Main.htm

2 Israel Central Bureau of Statistics, table generator. In: Hemmo-Lotem, M. Gitelman, V. Endy-Findling, L. Use of child restraint systems in private cars: observation study 2005. Petach Tikva, April 2006, Publication No.: 1022.

3 Hemmo-Lotem, M. Gitelman, V. Endy-Findling, L. Use of child restraint systems in private cars: observation study 2005. Petach Tikva, April 2006, Publication No.: 1022.

United Nations Global Road Safety Week

Bicycle Safety

The Problem

In 2003, 650 children were hospitalized due to bicycle injuries,[1] and four children died.[2]

The Solution

Increasing children's use of bicycle helmets will dramatically reduce child injuries.

The Program

In the past two years, Safe Kids Israel/ Beterem has advocated for a mandatory bicycle helmet law for children. MK Gilad Erdan has filed a private law proposal on this issue.

An educational kit for helmet use was developed with the support of GM-UMI and distributed to schools.

Safe Kids Israel/Beterem conducted the first comprehensive observational study of the use of bicycle helmets, in cooperation with the National Authority for Road Safety, in November and December 2006.

Outcomes

The bicycle helmet law made some progress in the Knesset and has received government support. In 2006, Safe Kids Israel/Beterem held 30 activities for elementary schoolchildren on bicycle helmet safety, reaching approximately 750 children. The observation study revealed that one out of four children wear a helmet when riding a bicycle.

1 Israel National Center for Trauma and Emergency Medicine Research, Sheba Medical Center, Tel-Hashomer, Data from the Trauma Registry 2004, In: The National Council for the Child, Children in Israel – 2004 Statistical abstract, December 2004.

2 Central Bureau of Statistics, Death statistics 2003, special inquiry by Beterem – Safe Kids Israel.

Pedestrian Safety

The Problem

In Israel, children die as pedestrians more than in any other motor vehicle-related injury. In 2005, more than 800 child pedestrians were injured and 21 child pedestrians died.[1]

The Solution

Removing obstacles, teaching children safe routes to school and safe walking can increase pedestrian safety. Safe Kids Israel/Beterem has promoted Safe Walk to School for the past three years. In 2006, a national coalition of safety, health and environment organizations in Israel took part in the activities. GM-UMI supported grants for community activities.

The Program

In the framework of International Walk to School Month, Safe Kids Israel/Beterem promotes safe child pedestrian activities each October.

Schools and community centers that want to take part in Walk to School activities can apply for grants from Safe Kids Israel/Beterem, funded through a donation from GM-UMI.

Safe Kids Israel/Beterem staff and volunteers conducted observations on the way children arrive at school on the same day in 20 settlements around the country, studying 3,000 children. Results showed that 60 percent of the children arrived at school on foot, and 60 percent of children under age 9 walked to school on their own.

Outcomes

In 2006, 22 schools took part in International Walk to School Month activities, and more than 7,000 children, 1,000 professionals and 1,000 parents participated.

1 Israel Central Bureau of Statistics, table generator. http://transport.cbs.gov.il/NetTableBuilder/Main.htm

Korea

Safe Kids WORLDWIDE

April 2007

United Nations Global Road Safety Week

Traffic Safety

The Problem

In Korea, despite gradual decreases in child fatalities from traffic-related injuries, 284 children ages 14 and under died in 2005 and 25,314 were injured in traffic-related incidents.

The Solution

Safe Kids Korea, in partnership with Renault-Samsung Motors, has taught children about road safety through classroom activities and educational materials.

The Program

The program provides classroom education about road safety to third-grade children. After class, children make posters about what they learned. In 2006, 257 posters were submitted from 10 participating schools.

Outcomes

Since the program was launched in 2004, more than 100,000 children have participated in road safety lessons and received road safety books.

Bike Safety

The Problem

From January 2004 to September 2006, 551 bicycle-related crashes occurred in Korea; nearly 75 percent involved children ages 14 and under. Nearly 41 percent of children involved were injured in the face and head; most were not wearing helmets.[1] Helmet use has been proven to reduce the risk of bicycle-related death and injury and the severity of head injuries when a crash occurs.

The Solution

Safe Kids Korea has promoted bicycle safety for six years in partnership with Daekyo. Daekyo has raised awareness about bike safety by sponsoring a bike driver's license test and distributing free helmets.

The Program

Safe Kids Korea hosts school activities for preschool students (age 7) and elementary school students at traffic safety parks. It also issues bicycle driver's licenses to children who pass a bike safety knowledge and a practical road test.

Outcomes

Since it was launched in 2002, Safe Kids Korea's bike safety program has reached about 5,000 children. More than 4,000 helmets have been given to kids courtesy of Daekyo.

1 Consumer Injury Surveillance System, 2006

Pedestrian Safety

The Problem

In 2005, 194 child pedestrians died and 10,697 were injured in South Korea.

The Solution

In partnership with FedEx Express, the Walk This Way program in Korea has raised awareness of child pedestrian safety through classroom activities, educational outreach, fact sheets and the distribution of reflectors.

The Program

Walk This Way is a multifaceted program that promotes child pedestrian safety. FedEx employees volunteer to teach children safe pedestrian behavior and conduct walkability checks in Seoul and Busan. Safe Kids China hosts classroom activities for schoolchildren and develops and distributes curriculum materials and brochures. Walk This Way is active year-round through school safety teams and task forces that focus on making improvements to the environments where children walk.

Outcomes

Since this program was launched in 2003, more than 189,000 children have participated in pedestrian safety lessons and received educational materials and reflectors.

New Zealand

Safe Kids WORLDWIDE

April 2007

United Nations Global Road Safety Week

Motor Vehicle Safety

The Problem

In New Zealand, motor vehicle crashes are the leading cause of death for children ages 5 to 14. From 1997 to 2001, the largest single cause of fatal injury to children was motor vehicle crashes involving child passengers; 108 children (an average of 22 per year) were killed during this period.[1]

The Solution

Safekids New Zealand has undertaken policy advocacy work to improve child passenger safety. The organization operates at a strategic level, providing support and advice to key decision-makers.

The Program

To prevent driveway runover incidents, Safekids New Zealand developed printed materials for caregivers in multiple languages and distributed them to community coalitions, national well-child organizations, and Maori and Pasifika groups.

Outcomes

The Driveway Runover Prevention Resource consisted of a poster (10,000 copies), flyer (100,000) and sticker (100,000) distributed in August 2006. The national kickoff event received national, regional and ethnic media coverage. A government minister commended Safekids New Zealand on this project.

1 Otago University Injury Prevention Unit. IPRU Query Database. www.otago.ac.nz/ipru/NIQS, 2005

Pedestrian Safety

The Problem

Injuries to pedestrians ages 14 and under account for approximately 15 percent of unintentional child fatalities in New Zealand, or an average of 14 fatalities per year. On average, 243 child pedestrians per year are injured severely enough to be admitted to the hospital.[1] In the Auckland region, one-quarter of all reported child pedestrian injuries requiring hospital admission involve children being struck by vehicles in driveways. Preschool children are most often hurt.[2]

Pasifika children are overrepresented in child pedestrian injury hospitalization data. Until 2005, there were no early childhood education resources available for free and none that specifically targeted children, families and teachers in this ethnic group.

The Solution

Safekids New Zealand has a national campaign to design and develop programs, projects and resources through a network of 80 local coalitions. In 2005 and 2006, the campaign focused on pedestrian safety and produced a Pedestrian Safety Education Kit for Pasifika children (funded by Johnson & Johnson). It also produced a Falls and Pedestrian Safety Checklist to assist coalitions' advocacy efforts, and a Child Pedestrian Injury Factsheet.

The Program

Safekids New Zealand distributed the Pedestrian Safety Education Kits to early childhood centers that cater to Pasifika children.

Outcomes

Three early childhood centers tested and approved the kit. The New Zealand Police and Land Transport – agencies that fund and undertake national road safety education – also approved the kit. It has been distributed to 95 childhood centers, and Land Transport New Zealand has indicated that its content has potential for use as a national child pedestrian safety education kit.

1 Injury Prevention Research Unit, unpublished NZHIS data (1997-2001). 2004, University of Otago

2 Murphy F, White S, Morreau P, Driveway-related motor vehicle injuries in the paediatric population: a preventable tragedy. The New Zealand Medical journal, 2002

Philippines

Safe Kids WORLDWIDE

April 2007

United Nations Global Road Safety Week

Pedestrian Safety

The Problem

Every day, 18.9 million children walk to school in the Philippines and are exposed to dangers on the road. More than 900 children ages 14 and under die from unintentional injuries involving traffic each year. Among children who have experienced unintentional injuries, traffic-related injuries are the second leading cause of death in the Philippines. Fifty-four percent of injuries sustained by children happen on the road.

One in seven crash fatalities is a child pedestrian. One in three traffic-related injuries affects a child pedestrian. Traffic injuries are the fifth leading cause of death to children ages 14 and under.

The Solution

Since its inception in 2004, Safe Kids Philippines has campaigned to raise awareness of pedestrian safety. Partnerships with national and local agencies have led to educational, engineering and enforcement programs for pedestrian safety.

The Program

Walk This Way is a multifaceted program to promote child pedestrian safety. It was created in partnership with FedEx Express. FedEx employees teach children safe pedestrian behavior and help them conduct walkability checks of their communities. Safe Kids Philippines hosts classroom activities for schoolchildren and develops and distributes curriculum materials and brochures. Walk This Way is active year-round through school safety teams and task forces that focus on making improvements to the environments where children walk.

Outcomes

Since the program was launched in 2004, Safe Kids Philippines has conducted more than 7,000 walkability checks in five major cities, reaching more than 70,000 children with classroom and interactive sessions. The program has also reached the public through media outreach and formed partnerships with the Department of Public Works and Highways, the Department of Health, Metro Manila Department Authority, the National Center for Transport Studies, the Automobile Association of the Philippines, the Department of Transportation and Communication, and other partners who are concerned about child pedestrian safety.

April 2007

Safe Kids WORLDWIDE

Uganda

United Nations Global Road Safety Week

Pedestrian Safety

The Problem

Pedestrian injuries constitute a large proportion (43 percent) of traffic-related injuries in Uganda. Many pedestrians are children ages 14 and under. Injury surveillance data from the Injury Control Center – Uganda shows that from 2004 to 2005, 13 percent of all traffic-related injuries were in this age group. In Uganda, 90 percent of children walk to and from school and are exposed to traffic hazards.

The Solution

Safe Kids Uganda has run a pedestrian safety program in Kawempe, a division of Kampala, since 2003.

The Program

Safe Kids Uganda is creating injury control clubs in schools to help educate children and teachers about road safety. The organization also set up the first speed bumps and crosswalks in Kawempe to help reduce traffic deaths and injuries to schoolchildren. Armbands and reflective bags have been distributed to children to improve their visibility.

Safe Kids Uganda continually collects data on injuries that occur in schools and holds music and drama competitions on a regular basis to help raise awareness of road safety among schoolchildren and the public.

The organization has trained teachers and students in first aid and supplied participating schools with first-aid kits. Community members have also been trained to help children cross roads safely.

Outcomes

Five injury control clubs have been created, involving more than 250 children, and about 12,000 children have received armbands and reflective bags.

Each of the 40 schools now has a first-aid kit, and about 80 teachers have been trained in first aid. A speed bump and crosswalk have been installed, reducing traffic fatalities from 3 to 5 children per term to none.

Motor Vehicle Safety

The Problem

In the United States, motor vehicle crashes are the leading cause of death to children ages 3 to 14[1] and the leading cause of fatal injury for children under 3.[2] In 2005, 1,451 child passengers ages 14 and under died in motor vehicle crashes, and 203,000 were injured.[3] From 2001 to 2003, 7,475 children ages 1 to 14 were treated in emergency rooms with nonfatal injuries from backover injuries.[4]

The Solution

For more than 10 years, General Motors has supported and helped build Safe Kids Buckle Up (SKBU) into a multifaceted national initiative, bringing motor vehicle safety messages to children and families through community and auto dealer partnerships. The program includes media efforts, public policy, community outreach, education and training.

The Programs

SKBU supports more than 3,300 car seat checkup events a year, more than 50 permanent car seat inspection stations and more than 100 mobile car seat checkup vans. Nationally certified Child Passenger Safety (CPS) Technicians teach parents and caregivers correct vehicle restraint practices for children in car seats, booster seats and safety belts.

The In and Around Cars program involves educational activities to teach children and parents about safety inside and outside vehicles.

Safe Kids USA gives grants for certified CPS Technician training and community workshops that teach parents, caregivers, nurses and other stakeholders about vehicle safety.

Many of the SKBU events and inspection stations are hosted by General Motors dealerships. Dealerships donate

funding, resources, space and staff. Many dealerships have staff trained in child passenger safety so they can help educate parents and caregivers.

Outcomes

In the past 10 years, local Safe Kids coalitions have hosted more than 40,000 vehicle safety events, checked more than 834,000 car seats and distributed more than 318,000 car seats to families who may otherwise not have had access to a safe seat.

Tens of thousands of individuals have been certified as CPS Technicians and Instructors since the standardized curriculum and certification program began in 1997. There are 30,000 certified CPS Technicians and Instructors who put their knowledge to work through a variety of activities, including child safety seat checks where parents and caregivers receive education and hands-on assistance with the proper use of child restraint systems and safety belts.

The National CPS Training Program would not exist without the cooperation and collaboration of three partners. The National Highway Traffic Safety

United Nations Global Road Safety Week

Administration developed and updates the course curriculum. The National CPS Board provides recommendations and guidance to NHTSA and Safe Kids Worldwide regarding curriculum and test development. It also serves as a panel of experts and advocates for the program as a whole. Safe Kids Worldwide is the current certifying body for the National CPS Training Program. It is responsible for administering all aspects of certification and maintaining a directory of nationally certified CPS Technicians and Instructors.

1 National Highway Traffic Safety Administration National Center for Statistics & Analysis, Traffic Safety Facts 2004: Children (2004).

2 National Center for Injury Prevention, WISQARS (2004), http://www.cdc.gov/ncipc/wisqars.

3 National Highway Traffic Safety Administration National Center for Statistics & Analysis, Traffic Safety Facts 2005: Children (2005).

4 Centers for Disease Control and Prevention, "Nonfatal Motor Vehicle-Related Backover Injuries Among Children – United States, 2001-2003," MMWR Weekly 54, no. 06 (February 18, 2005): 144-146.

Bike Safety

The Problem

In the United States, bicycles are associated with more child injuries than any other consumer product except the automobile. In 2004, 132 children ages 14 and under died in bicycle-related crashes[1] and more than 269,000 were treated in emergency rooms. Nearly half (47 percent) of children ages 14 and under hospitalized for bicycle-related injuries are diagnosed with a traumatic brain injury.[2] The single most effective safety device available to reduce head injury and death from bicycle crashes is a helmet. Helmet use reduces the risk of bicycle-related death and injury and the severity of head injury when a crash occurs. Unfortunately, national estimates report that bicycle helmet use among child bicyclists ranges only from 15 to 25 percent.[3,4]

The Solution

Safe Kids USA has promoted bicycle safety for 15 years through its partnership with Bell Sports. Bell has supported and helped raise awareness about helmet use by providing our state and local coalitions with discounts to purchase helmets, funds for legislative efforts to promote bicycle helmet laws and educational outreach through bicycle rodeo event kits.

The Program

There are three main components of the wheeled-sports safety program.

Bike rodeos increase awareness and promote proper use of helmets among children. The bike rodeo can include stations where children and parents learn about topics or engage in the following activities: helmet fittings, wheel fit checks, following rules, riding right, finding safe places to ride and helmet giveaways.

Legislative grants support state and local efforts to advocate for new or improved helmet laws for wheeled sports and better enforcement of existing helmet laws. Currently, 21 states, the District of Columbia and 141 local jurisdictions have bike helmet laws.

Educational materials further educate children, parents, caregivers and drivers about wheeled-sports safety issues, including proper use of helmets and safe driving practices.

Outcomes

More than 2.5 million helmets have been distributed to kids in need nationwide through Safe Kids coalitions, courtesy of Bell's discount helmet program. More than 70 coalitions have received the bike rodeo kits to date. Thanks in part to Bell's support of Safe Kids USA, the bicycle injury death rate among children ages 14 and under declined by 69 percent from 1987 to 2001.

1 National Center for Injury Prevention, Centers for Disease Control and Prevention. WISQARS (2004), http://www.cdc.gov/ncipc/wisqars.

2 National Center for Injury Prevention, Centers for Disease Control and Prevention. WISQARS (2004), http://www.cdc.gov/ncipc/wisqars.

3 Sacks JJ, Kresnow M, Houston B, Russell J. Bicycle helmet use among American children, 1994. Inj Prev 1996;2:258-62.

4 Rodgers GB. Bicycle helmet use patterns among children. Pediatrics 1996; 97:166-73.

Pedestrian Safety

The Problem

In the United States, pedestrian injury is the second leading cause of unintentional death among children ages 5 to 14.[1] Each year, more than 600 children die as a result of pedestrian injuries.[2] In 2004, 583 children ages 14 and under died in pedestrian accidents,[3] and 33,571 were treated in emergency rooms for pedestrian-related injuries in 2005.[4]

The Solution

Safe Kids Walk This Way was launched in 2000 by Safe Kids Worldwide and FedEx Express to bring national and local attention to child pedestrian safety. It is a multifaceted, community-based program that educates people about safe pedestrian and driver behavior and making walking environments safer for child pedestrians. The program include education, research, media outreach and community mobilization.

The Program

Safe Kids coalitions and FedEx Express employees partner in more than 100 U.S. cities to host International Walk to School Day events, where volunteers teach children safe pedestrian behavior and conduct walkability checks. These events bring awareness to the problems child pedestrians face and serve as a launch pad for ongoing pedestrian safety efforts at schools. The program is active year-round through school safety committees and task forces that focus on making modifications to environments where children walk. Each year, Safe Kids Worldwide conducts a national research project to raise awareness about specific child pedestrian safety issues and advance the program.

Outcomes

In the past seven years, more than 1 million students and volunteers have taken part in Safe Kids Walk This Way events across the United States. More than 2,000 schools have hosted pedestrian safety events for more than 800,000 students, and dozens of community task forces have made permanent physical improvements to pedestrian environments so children have safer places to walk.

1 Centers for Disease Control and Prevention. Web-based Injury Statistics Query and Reporting System (WISQARS) Fatal injury reports [online]. 2000-2004; National Center for Injury Prevention and Control, Centers for Disease Control and Prevention. Accessed February 2007. Available from: URL: www.cdc.gov/ncipc/wisqars.

2 National Center for Health Statistics. Centers for Disease Control and Prevention. National Vital Statistics System. 2003 Mortality Data. Hyattsville (MD): National Center for Health Statistics, 2006.

3 Centers for Disease Control and Prevention. Web-based Injury Statistics Query and Reporting System (WISQARS) Fatal injury reports [online]. 2004; National Center for Injury Prevention and Control, Centers for Disease Control and Prevention. Accessed February 2007. Available from: URL: www.cdc.gov/ncipc/wisqars.

4 Centers for Disease Control and Prevention. Web-based Injury Statistics Query and Reporting System (WISQARS) Nonfatal injury reports [online]. 2005; National Center for Injury Prevention and Control, Centers for Disease Control and Prevention. Accessed February 2007. Available from: URL: www.cdc.gov/ncipc/wisqars.

April 2007

Safe Kids WORLDWIDE

Vietnam

United Nations Global Road Safety Week

Motor Vehicle Safety

The Problem

In Vietnam, motor vehicle injuries accounted for the largest burden of mortality as recently as 10 years ago.

The Solution

Safe Kids Vietnam launched programs to teach children, parents, the public and taxi drivers about traffic safety.

The Program

To encourage children to practice good traffic safety behavior and create a sustainable, safe environment for students, teachers and parents traveling to and from schools, Safe Kids Vietnam developed a multifaceted traffic safety improvement program that includes a traffic safety education curriculum and materials; a traffic safety corner at school playgrounds for educational drills; training for teachers to improve traffic safety teaching skills; creative mechanisms such as a writing contest, student diaries and other practical exercises for traffic safety education; crosswalks, speed bumps and traffic signs in school zones; separate motorbike lanes; measures to reduce traffic congestion at school pickup/drop-off times; and supervision and law enforcement.

The traffic safety education program provides training and curriculum materials to teachers and health professionals and educational materials to children, parents and teachers at 23 schools.

The Safe Fleet Xe Om Project targets Xe Om drivers to provide safe driving and first-aid response; organizes fleets with community-based operators and supports fleets' marketing efforts; monitors practices through community-based operators and passengers; and is evaluating and developing a model for replication on a larger scale.

Outcomes

The traffic safety improvement program has reached 37,000 students and parents and 900 teachers. The traffic safety education program has reached 189,000 people, and the Safe Fleet Xe Om Project has reached 100 drivers in the Tay Ho district of Hanoi City.

Motorbike Safety

The Problem

By September 2006, Vietnam had more than 18 million motorbikes on the road,[1] making it one of the fastest motorizing nations in the world and one of the most dangerous. Yet less than three percent of Vietnamese motorcyclists wear helmets.[2]

Motorbikes account for more than 90 percent of all transportation in Vietnam[3] and have become a family mode of transportation. It is common to see parents with two or even three children on a motorbike, all without helmets.

The Solution

"Helmets are a magic bullet for child survival in the developing world. More than any new vaccine, more than any new community clinic, more than any new piece of infrastructure, helmets on heads will save tens of thousands of young lives per year — it's that simple," said Greig Craft, president of the Asia Injury Prevention Foundation.

The foundation, a Safe Kids Worldwide affiliate, therefore chose helmets as a high-visibility initiative to address road safety and raise awareness using the three-pronged approach of direct intervention: public education, public advocacy and public awareness.

The Program

The Helmets for Kids program provides free helmets and educational materials about traffic safety to schoolchildren. It also monitors helmet compliance rates and gathers bicycle crash records at schools.

Safe Kids Vietnam also sells wristbands to raise funds for the Helmets for Kids program.

Outcomes

The Helmets for Kids program has distributed more than 200,000 helmets to children and contributed to an increased compliance rate (up to 70 percent) of children wearing their helmets when traveling by motorbike or bicycle. So far, 1,000 wristbands have been sold to provide free helmets for 200 more kids.

1 National Traffic Safety Committee
2 Asia Injury Prevention Foundation
3 National Traffic Safety Committee

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