

Media Release

Kidsafe Targets Road Safety this National Kidsafe Day- Tuesday October 25th

Each year in Australia an average of 80 children die and 8,000 are admitted to hospital as a result of transport injuries*.

This year, National Kidsafe Day is dedicated to reducing road related injuries to children in Australia in line with the World Health Organisation's 'Decade of Action for Road Safety'.

Kidsafe President, Dr Mark Stokes, said, "National Kidsafe Day provides a reminder to us all to take the necessary precautions to protect our children. This doesn't mean that you should wrap them up in cotton wool, but simply protect them from hazards which could lead to serious injury."

Kidsafe will be presenting the 2011 National Kidsafe Day Awards of Recognition, supported by The Leycester Meares Bequest, to recognise road safety champions in each State/Territory in the following categories:

- **Kidsafe 'Business' Award**
- **Kidsafe 'Kids Teaching Kids' Award**
- **Kidsafe 'Local Champion' Award**

To highlight the day, each State and Territory is conducting its own celebration - check your local office's website or visit the National Kidsafe Day page at www.kidsafe.com.au for details. These include:

- Free child restraint checking events around the country – fantastic giveaways!
- Driveway safety demonstrations; and
- A cook off special for QLD!

You can also log on to www.essentialbaby.com.au and enter their National Kidsafe Day competition for your chance to win one of 5 new child restraints, kindly donated by Britax and Infa Secure.

This year, Get involved in National Kidsafe Day by teaching children about safety on and around roads:

- **Buckle Up, Every Child on Every Trip:** Ensure all children up to at least 7 years of age use a suitable Australian Standards compliant child car restraint.
- **Supervise + Separate + See:** Driveway Safety awareness - make sure you know where all children are and take a walk around your vehicle before getting in and reversing.
- **Be a good Role Model:** always wear a correctly fitting helmet when riding bikes, skateboard, scooters and other wheeled devices
- And most importantly: **Create a Safe Play area** for children away from traffic and always supervise them.

After all, child safety is no accident!

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* References: AIHW: Henley G and Harrison JE (2009). *Injury deaths, Australia 2004–05. Injury research and statistics series no 51. (Cat. no. INJCAT 127).* Adelaide: AIHW. & AIHW: Kreisfeld R & Harrison JE 2010. *Hospital separations due to injury and poisoning 2005–06. Injury research and statistics series no. 55. Cat. no. INJCAT 131. Canberra: AIHW.*