**Partnering to focus on child injury prevention: The Safekids Aotearoa & Housing New Zealand Driveway Safety Programme**

**Safekids Aotearoa (New Zealand)**

- **Our Mission**: reduce the incidence and severity of preventable injuries to children aged 0-14 years.

- **Vision**: That children will be free to enjoy their childhood without being adversely affected by unintentional injury.

**Objectives**

- Increased awareness of the burden of child driveway run over injuries and opportunities for effective intervention

- Key concepts that support effective intersectoral collaboration between Safekids and HNZC to reduce the risk of driveway run over injuries for vulnerable children and their families

- Outcomes and key learnings from this initiative, and future opportunities for effective child injury prevention action.

**Statistics:**

- 1 child fortnightly hospitalised. 4-5 killed annually, on average.

- Most children injured in driveway incidents are toddlers, aged about two years old.

- When death does not occur, the injuries they receive are often severe.

- The driver is usually a close family member.

- Overrepresented: Tamariki Māori (51%) and Pacific Peoples children (22.4%).

- When: Almost half during the summer months (December-February).

- 32% driving forward.
Injury Definition:

Driveway Run Over

An injury caused by contact with a moving motor vehicle occurring on a driveway. A driveway is defined as any passageway* providing vehicle access between the road and the adjoining property.

* Passageway: any area accessible by vehicle and includes sealed surfaces (such as concrete, paving or tarmac) and unsealed surfaces (such as grass, gravel or metal).

Signs of a risky driveway:
- A long driveway
- A driveway in a quiet road or cul-de-sac
- A driveway that also provides pedestrian access to house (no separate pedestrian pathway)
- A driveway leading to lots of parking – cars need to be moved around to make room or allow vehicles to leave
- No physical barrier (i.e. fence) between driveway and outdoor play area

3 Factors

Human Factors  Vehicle Design  Property Design

CHECK SUPERVISE SEPARATE
The Safekids Campaign

Challenges
- Off road: Lack of agency support
- Difficulty of obtaining data
- Other messages (Reversing in, not out & Reversing cameras).

Housing New Zealand Corporation (HNZC)
- Largest landlord in NZ (69,000 properties, with more than 200,000 people).
- Rental accommodation by ethnic group: Pacific Peoples (26%), Maori (12%), European (2%)
- Driveway Run Over injury location: Predominantly rental houses (51%), of which 57% were owned by Housing New Zealand

Selection Criteria - Property
- Tenants with children under 5 years
- No or inadequate fences
- Where vehicles can access children's play areas
- Community groups i.e. women’s refuges / family shelters with children

Driveway Safety Programme
- HNZC identified 13,000 properties with tenants under 5 years old.
- Four year programme
- The $30 million programme – average cost of $2300 per property

HNZC Outcomes
1. Physical installations
2. Development of a guide for driveway safety
3. Education and awareness
4. Recognition
1. Physical Installations

• Fencing and self-closing gates with child-resistant latches to separate driveways from children’s play areas at our standalone properties.

2. New guidelines consider driveway safety

Guidelines include:
• providing a fenced play area
• locating play areas
• building driveways with good visibility
• separate pedestrian access to properties

3. Educating and Awareness

• New tenants given Safekids driveway safety advice and resources.
• Driveway safety information included in HNZC tenant newsletters
• Safekids Aotearoa warning stickers placed on front door when doing property inspections.
• Promote key messages about driveway safety to our staff and tenants.

1. Physical Installations

• Speed humps, speed restriction signs and convex mirrors at our complexes as needed.

Other partners

• Housing New Zealand, in partnership with Safekids Aotearoa, New Zealand Transport Agency, New Zealand Police and Roadsafe Nelson Bays.
4. Recognition

Leadership Innovation Award at the Australasian Housing Institute Awards – Adelaide 2013

“This practical Government initiative is about saving the lives of young children from needless accidents in driveways. We need to make these properties safer but also get a safety message away to families about the dangers of driveways so fewer children are maimed or killed” [Dr Nick Smith – NZ Minister for Housing].

Thank you.

www.safekids.nz