



Safe kids
NEW ZEALAND

Tamariki Haumaru o Aotearoa



Did you know?

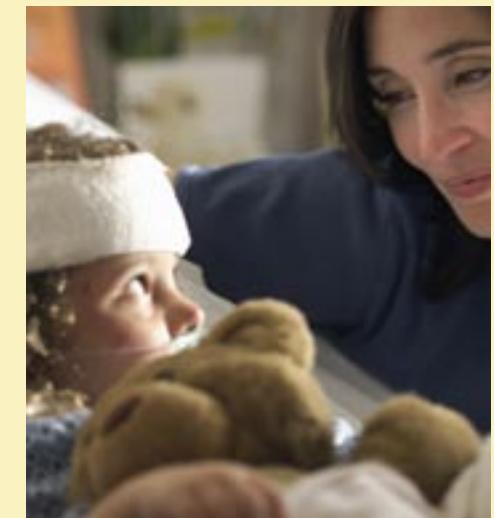
- A child is most likely to be run over by their own parent
- Most driveway accidents occur between 4pm and 7pm
- In many cases the driver reported seeing the child in a safe place prior to the accident
- Driveway accidents are more common in summer when children are more likely to be playing outside



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Keeping our kids safe as houses:

Preventing Driveway Injuries



Brought to you by:



A quarter of all child pedestrians hospitalised in the Auckland region are injured on home driveways. The injuries these children sustain are severe, sometimes fatal, typically involving significant trauma to the head, chest and lower limbs.

On average, two children per month are admitted to Starship Hospital as the result of a home driveway injury. Most children are injured in their own home driveway or in a neighbour's driveway. The greatest risk is to children under the age of five and sadly it is most commonly the child's own parent who is driving the vehicle when a child is hit.

In many cases, the driver reported seeing the child in a safe place prior to the accident.

Sadly, the occurrence of these tragic accidents has not changed significantly over the past 15 years but the good news is these deaths and injuries are preventable. Following these useful guidelines will help you ensure the safety of children in driveway situations.

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Keeping kids safe around driveways:

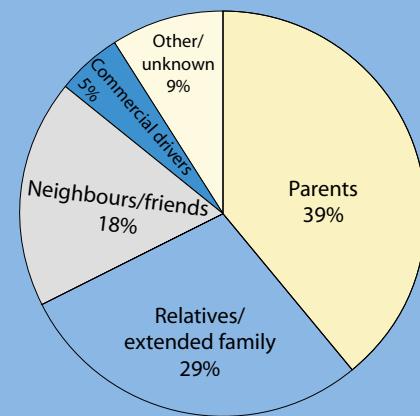
- When you leave the house, shut the door securely so that children cannot run outside after you.
- Before driving off, make sure you know where all children are. Check, check and check again.



- If you're on your own and need to move a vehicle, it's safer to get the children to ride in the car with you.
- It is safer to drive forward when leaving a property – consider whether you can reverse into your garage or driveway.
- Be sure to check your vehicle's 'blind spot' before reversing up the driveway.
- Hold children firmly by the hand whenever a vehicle is being moved.
- If your driveway borders a play area, fence it

Look out Mum and Dad!

Tragically in more than a third of cases it is the child's own parent who is driving the vehicle involved. Our children are more likely to be run over in the driveway by their own mum or dad than anyone else. Other drivers who feature in the statistics include relatives, friends and neighbours and commercial drivers.



What type of vehicle?

Large vehicles such as vans, trucks and four wheel drives are over represented in driveway accidents. Drivers of these types of vehicles need to be especially vigilant. Better still, think driveway safety when buying your next vehicle - choose a model with better visibility.