

DO NOT LEAVE CHILDREN IN CARS CAMPAIGN

LOCAL GOVERNMENT COMMUNITY AWARENESS KIT



Every year over 5,000 Australian children are rescued after being left unattended in a car.

The temperature inside a parked car can be 20 – 30 degrees hotter than the outside, with most of the temperature rise occurring in the first five minutes. Children are particularly at risk because they can lose fluid quickly, become dehydrated and suffer from potentially life threatening heatstroke.

LOCAL GOVERNMENT 'DO NOT LEAVE CHILDREN IN CARS' AWARENESS KITS

As part of the 'Do Not Leave Children in Cars' campaign, Kidsafe Victoria has developed a community awareness kit for local governments. The kit provides local councils with tools to raise awareness and reduce the number of children left unattended in car incidents in your local communities, in an ongoing capacity.

A key feature of the local council kits are Kidsafe Victoria's 'Do Not Leave Children in Cars' carpark warning signs. The signs are ideally suited for car parks frequented by families, including council owned/run local parks and playgrounds, sporting and aquatic venues, early childhood and community centres and shopping strips. The signs have been specifically sourced to last for approximately 10 years, equating to a cost of \$4-6 per sign per year.

All kits also include the provision of coordinated media communication and social media, newsletter and web content, including:

- A media release for use to promote your local government's support and involvement in the campaign
- A newsletter article for inclusion in local newsletters and bulletins
- An online 'Do Not Leave Children in Cars' fact sheet, including your local government's logo, to place on your website
- A 'Do Not Leave Children In Cars' campaign banner to place on your website
- Listing on the Kidsafe Victoria website as a supporter of the campaign

AWARENESS KIT PRICES

50 signs (branded with Kidsafe Victoria logo)	\$60 per sign
100 signs (co-branded with Kidsafe Victoria and local government logo)	\$50 per sign
200 signs or more (co-branded with Kidsafe Victoria and local government logo)	\$40 per sign

Signs can also be purchased individually for \$70 each (these do not come with the coordinated media and social media, newsletter and web content kit)



These kits provide an opportunity for local government to work in partnership with Kidsafe Victoria in an ongoing basis on a campaign that receives regular media coverage every year. The kits can assist in generating media exposure, while also providing you with regular updates (e.g. the latest statistics) and new information and resources that will be of great benefit to the local community.

As a not for profit organisation, funds generated from the sale of the 'Do Not Leave Children in Cars' car park signs assist Kidsafe to fund the ongoing 'Do Not Leave Children in Cars' campaign – a campaign which has been delivering vital messages to the Victorian public for over a decade.





HELP KIDSAFE VICTORIA PREVENT CHILDREN BEING LEFT UNATTENDED IN CARS

By purchasing and installing 'Do Not Leave Children in Cars' signage in your car parking areas, your local government is supporting Kidsafe Victoria to raise awareness of the dangers of leaving children unattended in cars.

Leaving a child unattended in a car is potentially life threatening and illegal in Victoria under the 'Children, Youth and Families Act 2005' (section 494 - Offence to leave a child unattended). The penalties for leaving a child unattended in a car in Victoria include a fine (currently \$3,690), a maximum of 6 months in jail, or both.

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'DO NOT LEAVE CHILDREN IN CARS' COMMUNITY AWARENESS KIT ORDER FORM

Number of signs required:

Contact name:

Organisation:

Phone number:

Email address:

Delivery address:

Suburb:

Postcode:

Please note - postage charges will apply for the delivery of signs. Postage charges will depend on the quantity of signs ordered.

Payment to be by (please tick)

- Direct EFT to Kidsafe VIC Inc, Bendigo Bank BSB: 633 000 Account: 15978 9023
- Cheque attached, made out to Kidsafe VIC Inc.
- Kidsafe to send tax invoice.

Please send your completed order form to Kidsafe Victoria via either:

Email: info@kidsafevic.com.au

Post: Kidsafe VIC Inc. C/o Monash Children's Hospital, Locked Bag 29 Clayton South 3169