



LOCAL COUNCIL CHILDHOOD INJURY PREVENTION KITS

KIDSAFE VICTORIA - ABOUT US

Kidsafe Victoria was established in 1979 as part of the Child Accident Prevention Foundation of Australia. We are the leading independent, non-profit organisation dedicated to the prevention of unintentional death and injury to children through education, advocacy and research.

We achieve this by empowering families – particularly those who are most vulnerable - with the provision of evidence-based practical strategies and knowledge of how to keep their kids safe. This is undertaken through the implementation of evidence-based community outreach programs and development of educational campaigns and resources in collaboration with a variety of stakeholders.



**Our mission is to Make a Safer World for
Kids at home, on the road, around water
and at play.**



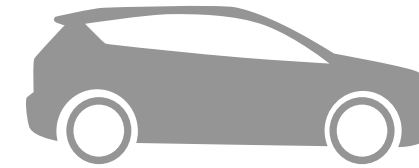
CHILDHOOD INJURY

Preventable injuries are the leading cause of death for Australian children aged 1-14 years and one of the leading causes of hospitalisation.

In 2020, 29 children aged 0-14 years died due to an unintentional injury in Victoria - a concerning increase on the yearly average of 17 deaths per year between 2016-2018.

In addition, every year over 100,000 Victorian children are treated in hospital (hospital admissions and emergency department presentations) due to a preventable injury.

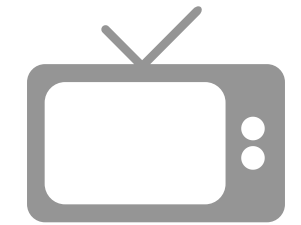
With over 80,000 births in Victoria each year, including 35,000 to first time parents, there is an ongoing need to ensure that local communities are provided with childhood injury prevention information, resources and advice, to help them keep their kids safe.



Transport



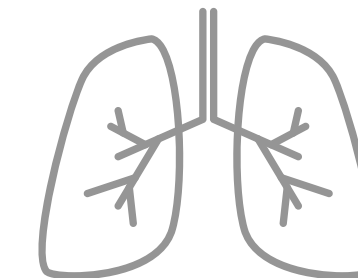
Drowning



Hit/struck/crush



Poisoning



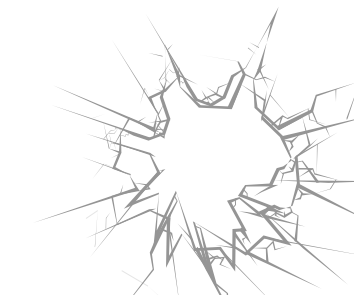
Choking/suffocation



Fire



Pedestrian



Cutting/piercing



Falls

WORKING IN COLLABORATION

Reducing injury is one of the 10 key priority areas outlined in the Victorian Public Health and Wellbeing Plan 2019-2023, with children aged 0-14 years identified as a priority population.

With the Public Health and Wellbeing Act requiring Councils to have regard to the State public health and wellbeing plan when developing their Municipal plans, working in collaboration with Kidsafe Victoria provides an efficient and effective way to:

- Ensure that the key priority area of injury prevention is included in your public health and wellbeing plan
- Ensure that effective, evidence based childhood injury prevention campaigns and activities are implemented in your municipality
- Demonstrate how your council is working in partnership with agencies undertaking public health initiatives, projects and programs to accomplish the goals and strategies identified in the public health and wellbeing plan

Working in collaboration will also facilitate the formation of strong relationships between Kidsafe Victoria, your Council, local services, groups, organisations and the community.

Together, we can help to ensure that nothing happens. Because when nothing happens, children aren't admitted to hospital due to serious injury. When nothing happens, children don't have to live with the lasting impacts from preventable injuries. When nothing happens, parents don't have to deal with a lifetime of loss.



PACKAGES

FREE	START UP - \$299 PA	POPULAR - \$699 PA	PREMIUM - \$1,199 PA
<p>Link to the Kidsafe Vic website</p> <p>Follow, like and share Kidsafe's social media posts</p> <p>Share information on local 'Safe Seats, Safe Kids' free child car restraint checking days</p> <p>MCH nurses provided with free access to Kidsafe's MCH childhood injury prevention e-learning tool</p> <p>Fee for service access to Kidsafe Victoria's do not leave children in cars signs, education and training programs</p>	<p>1 x cobranded campaign per year on your choice of available topics</p> <p>Link to the Kidsafe Vic website</p> <p>Follow, like and share Kidsafe's social media posts</p> <p>Share information on local 'Safe Seats, Safe Kids' free child car restraint checking days</p> <p>MCH nurses provided with free access to Kidsafe's MCH childhood injury prevention e-learning tool</p> <p>Fee for service access to Kidsafe Victoria's do not leave children in cars signs, education and training programs</p>	<p>4 x cobranded campaigns per year on your choice of available topics</p> <p>Link to the Kidsafe Vic website</p> <p>Follow, like and share Kidsafe's social media posts</p> <p>Share information on local 'Safe Seats, Safe Kids' free child car restraint checking days</p> <p>MCH nurses provided with free access to Kidsafe's MCH childhood injury prevention e-learning tool</p> <p>10% off Kidsafe's Do Not Leave Children in Cars car park signs</p> <p>Fee for service access to Kidsafe Victoria's education and training programs</p>	<p>Unlimited cobranded campaigns per year on your choice of available topics</p> <p>Link to the Kidsafe Vic website</p> <p>Follow, like and share Kidsafe's social media posts</p> <p>Share information on local 'Safe Seats, Safe Kids' free child car restraint checking days</p> <p>MCH nurses provided with free access to Kidsafe's MCH childhood injury prevention e-learning tool</p> <p>20% off Kidsafe's Do Not Leave Children in Cars car park signs</p> <p>1 x free online home safety presentation</p> <p>Fee for service access to Kidsafe Victoria's education and training programs</p>

PACKAGES



BENEFITS

This package provides your council with the opportunity to commence a small scale collaboration with Kidsafe Victoria, and implement a community awareness campaign on one injury prevention topic:

- One cobranded campaign per year on an available topic of your choice
- Access to professional development sessions for staff (fee for service)



BENEFITS

This package provides your council with the opportunity to implement seasonal childhood injury prevention campaigns with Kidsafe Victoria, helping to ensure that your local community has access to a wide range of practical information and advice all year round:

- Four cobranded campaigns per year on available topics of your choice
- 10% discount on Kidsafe Victoria's 'Do not leave children in cars' car park signs
- Access to professional development sessions for staff (fee for service)

PACKAGES



BENEFITS

This package provides your council with the opportunity to implement a comprehensive and multi faceted childhood injury prevention campaign in collaboration with Kidsafe Victoria, helping to ensure that your local community is provided with regular information and advice on a wide range of issues:

- An **unlimited number** of cobranded campaigns per year on available topics of your choice
- 20% discount on Kidsafe Victoria's 'Do not leave children in cars' car park signs
- 1 x free online home safety information session for parents and carers (valued at \$200)
- Access to professional development sessions for staff (fee for service)



ENTERPRISE PACK

Please contact us to discuss a tailored enterprise pack to suit the needs of your local council.



COBRANDED COMMUNITY AWARENESS CAMPAIGNS

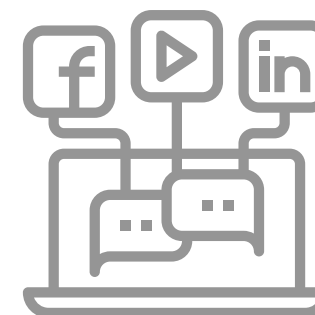
One of the key components of our collaboration options is the ability to implement tailored, co-branded injury prevention campaigns on specific topics with Kidsafe Victoria. With a range of childhood injury topics to choose from, your Council will be provided with co-branded resources and materials to facilitate the implementation of multi faceted awareness campaigns, including:



Media releases, featuring quotes from Kidsafe Victoria and Council spokespeople, for issue to local media outlets. These releases can assist with generating local news stories, such as [this piece](#) on driveway safety which we undertook in collaboration with Wyndham City Council.



Digital and print ready files for A4 fact sheets, DL flyers and A3 posters



Post text and images to implement comprehensive social media campaigns



Banners for digital screens (e.g. TV's in local venues, public display screens etc.)



Newsletter inserts for council and service (e.g. early childhood centre) newsletters



Website banners

COBRANDED COMMUNITY AWARENESS CAMPAIGNS

There are a range of packages available, starting with one co-branded campaign up to an unlimited number of campaigns per annum on an available topic of your choice. These packages provide a cost effective method for your Council to implement childhood injury prevention campaigns in collaboration with Kidsafe Victoria, on topics that are most relevant to your local community.

Campaign topics available to choose from include:

- Child car restraints
- Backyard pool safety
- Burns and scalds
- Button batteries
- Poisoning
- Driveway safety
- Farm safety
- Curtain and blind cord safety
- Pedestrian safety
- TV and furniture tip overs
- Children left unattended in cars
- Expectant and new parent campaign
- Aboriginal childhood injury prevention campaign

IS YOUR DRIVEWAY KIDSAFE?

For more information please visit kidsafevic.com.au



Children are unpredictable. They are naturally inquisitive, as well as being surprisingly quick and mobile. Their small size, together with the large blind spots behind most cars, means that children standing or stepping behind the vehicle often cannot be seen from the driver's seat. Even if the vehicle is fitted with parking sensors or a reversing camera, children may not be noticed until it is too late to stop.

Often, a young child follows an adult outside to say goodbye or to see what they are doing, then moves behind the vehicle and isn't seen until it is too late.

The information in this fact sheet provides a number of key tips to assist you to prevent driveway run overs.

SAFETY TIPS

To assist in making your driveway Kidsafe, make sure that you always **SUPERVISE, SEPARATE & SEE**.

SUPERVISE

- Never leave young children alone to play, especially near parked or moving vehicles.
- If there is only one adult at home and there is a need to move the vehicle, even for a small distance, ensure children are placed securely in the vehicle while the vehicle is being moved.
- Any children not in the vehicle should be kept well away and actively supervised by an adult who is holding their hands, to ensure a clear passage for the vehicle to move.

SEPARATE

- Treat the driveway like a road. Do not let children use the driveway as a play area.
- Separate children's playspaces from garages and driveways. Some design features that can prevent children accessing the driveway include fitting high handles to garage doors, fences separating the house and garden from the driveway, and self closing doors and gates.
- On farms, in addition to providing a barrier between the farmhouse and the driveway, a second inaccessible driveway can be built for farm vehicles.

SEE

- All vehicles have blind spots. Reversing sensors and cameras can assist with reducing blind spots, however, even when these are used, it may still be difficult to notice a small child until it is too late. It is important not to become complacent when these devices are used. There is no adequate replacement for the active supervision of children by an adult.
- Drivers should get into the habit of walking around their vehicle before getting into it when leaving an area where a young child is present.

THE FACTS

- Most driveway run overs occur in the driveway of the child's own home, or in a friend or relative's driveway. The driver is usually a parent, relative or family friend
- In the majority of cases, the driver does not know that a child is close to the vehicle; they think they are being looked after elsewhere
- Incidents usually involve children under the age of 5
- All cars have a blind spot – some up to more than 15 metres – which can make it difficult to see a child.
- Any vehicle can be involved in a driveway runover
- Most driveway run overs occur in the morning (between 8am–10am) and late afternoon (between 4pm and 6pm)

 **Most driveway run overs occur in the driveway of the child's own home, or in a friend or relative's driveway.**



IS YOUR DRIVEWAY KIDSAFE?

**SUPERVISE,
SEPARATE
+ SEE**



Visit
kidsafevic.com.au



FEE FOR SERVICE ADD ON OPTIONS

We also have a range of fee for service options which can be added to your package or arranged separately, including:

Accredited child car restraint fitting course (52862WA Course in Type 1 Child Car Restraint Fitting)

This nationally recognised, 2 day accredited training course provides participants with the knowledge and skills to install child car restraints and conduct Type 1 fitting and checking services.

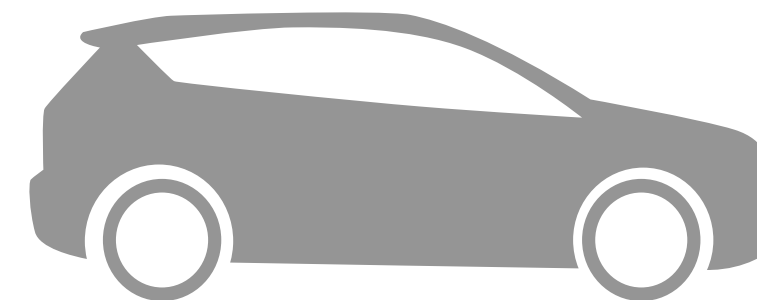
Investment - \$550 per person



Child restraint fitting education sessions for staff of community organisations

These 2 hour sessions are designed for staff of community organisations who are required to transport children in their own vehicles as part of their role. The sessions contain 45 minutes theory (information on Victoria's child car restraint road rules, choosing appropriate child car restraints for a child's size and age etc.) and 1 hour and 15 minutes of practical where participants get hands on experience in installing and adjusting child car restraints under the guidance of the facilitator.

Investment - \$450 per group of 10 (plus travel costs)



FEE FOR SERVICE ADD ON OPTIONS

Accredited First Aid training for staff and educators

Are your staff required to undertake regular accredited first aid training as part of their roles? Equip them with potentially life-saving skills through Kidsafe's collaboration with Victorian-based First Aid organisation, The Growth Training Group.

Our courses include (please click the course for more details):

- [HLTAID009 - Provide Cardiopulmonary Resuscitation](#)
\$65 per person
- [HLTAID011 - Provide First Aid](#)
\$95 per person
- [HLTAID012 - Provide First Aid in an Education and Care Setting](#)
\$145 per person

Most of the pre-coursework can be done online, making it convenient to fit in when appropriate.



FEE FOR SERVICE ADD ON OPTIONS

Do not leave children in cars signage

The signs are ideally suited for car parks at shopping strips, parks, shopping centres, entertainment venues, business premises, schools, early childhood centres, sporting facilities and aquatic centres, providing a daily reminder about the dangers of leaving children unattended in cars.

Investment - there are a range of packages available starting from \$60 per sign. To find out more, [please click here](#)



Online home safety presentations for parent and carer groups

These 1 hour presentations contain information on common child injury topics including road safety (including child car restraints), nursery furniture/equipment safety, burns and scalds, drowning, falls, poisoning, choking/suffocation, pet safety and toy safety.

They are ideal for new parents groups as well as services such as family day care, early childhood and community organisation staff.

Investment - \$200 per session or 4 sessions for \$700.



FREE OPTIONS

There are a number of ways your Council can work in collaboration with Kidsafe Victoria at no cost. With no investment required, these options provide an effective way to engage your local community in learning and discussions about childhood injury prevention.

Link to the Kidsafe Victoria website

Our website provides a one stop shop for a range of childhood injury prevention information, including resources and advice on topics such as child car restraints, water and pool safety, burns and scalds, poisoning, playground safety, farm safety and driveway safety. We also have resources designed for multicultural populations and Aboriginal communities.

By including a link to Kidsafe Victoria on your website and other communication channels, you can provide your local community with convenient access to our evidence based information, resources and programs.



Follow and share our content from social media

Our social media platforms provide a range of useful information for parents and carers - by following our page and sharing our content, you can assist in ensuring that your local community is kept up to date with all of the latest childhood injury prevention news, tips and advice.



FREE OPTIONS

Help to promote our 'Safe Seats Safe Kids' free child car restraint fitting and checking days in your municipality

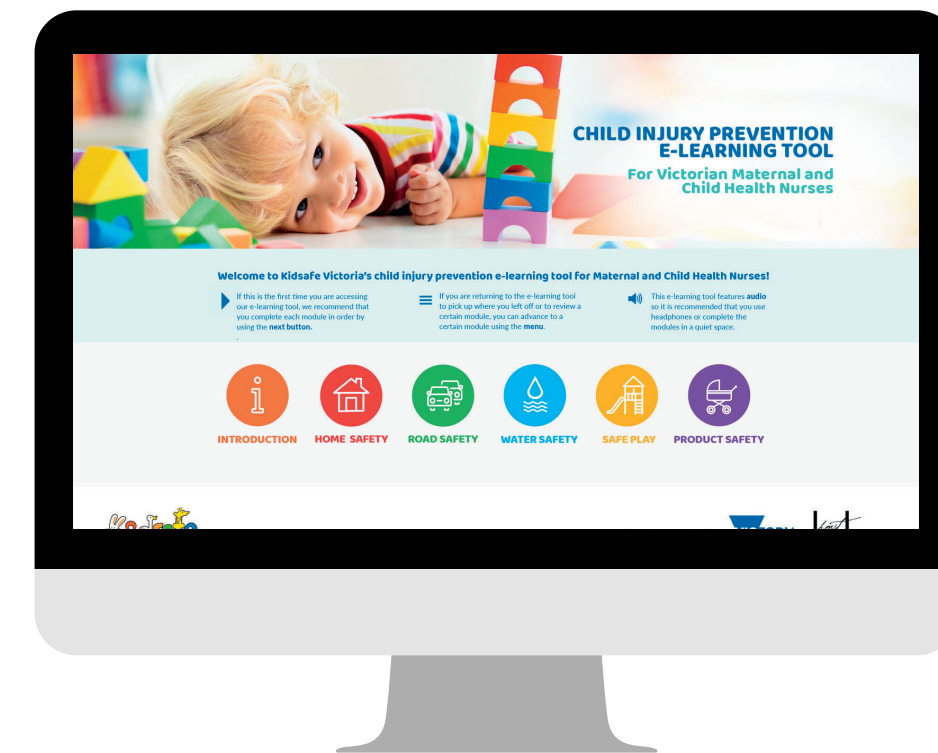
Kidsafe Victoria, in partnership with Neighbourhood Houses Victoria and with support from the Victorian State Government, are implementing free child car restraint fitting and checking days across the state as part of the 'Safe Seats, Safe Kids' program.

We can provide a tailored information and resource pack to assist you to promote upcoming free fitting and checking days in your municipality. These packs include content for online event listings, website banners, electronic copies of posters for public venues and content for social media.



Maternal and Child Health (MCH) e-learning tool

Our MCH e-learning tool is free to access for all MCH nurses across the state. The e-learning tool has been specifically designed to support MCH nurses by providing up to date information on a range of child injury prevention issues, including relevant Australian Standards, best practice recommendations and links to useful resources that can be provided to parents and carers.



FREE OPTIONS

Share our 'Nothing is Everything' campaign

Our latest campaign highlights the world we're trying to create - a world where nothing bad happens to kids. As part of the campaign, we have a range of resources which can be promoted through channels such as your social media accounts and website.



Help to promote our Farm Safety Creative Competition

The Farm Safety Creative Competition provides an opportunity to engage primary school students and preschoolers across Victoria in learning and discussions about farm safety in a fun way. For full details on the competition, including a range of resources for parents, teachers and educators.



NEXT STEPS

Please contact us for further information on how we can work together to tailor an option to suit your municipality and help keep kids safe.

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