



COORDINATOR UPDATE ►

I am writing this on a cold day in Auckland and hope by the time you read it, you'll be enjoying spring time weather.

In this issue, we welcome our new trainer from Napier, Fiona Whaanga to Safe2Go and we introduce Molly Pardoe from the Safe2Go Steering Group.

Recent research findings from the University of Michigan Medical School have been included that support the approach of keeping babies in rear-facing car seats until at least 12 months of age.

By now you will have realised that I'm passionate about the power of checking clinics, so I was pleased to receive a couple of stories from Karin McDonald who held a clinic in Papakura, and Andrea Coffey who ran a booster seat awareness trial, in the Eastern Bay of Plenty, both of which I have included in this issue. I know that checking clinics are happening all the time around New Zealand, so don't forget to send us your stories so we can share them. We really value the work you do in your community and would love to share it.

I mentioned our new strategy for Safe2Go in the previous issue and I'm pleased to report that we have completed our first step. I facilitated regional meetings with our trainers to find out how we can improve the way the programme is managed and we all came to the same conclusion. We need to invest time and effort in our technicians. Our main task is to create phenomenal technicians who are confident, motivated and assertive.

To achieve this, we will be reformatting our training sessions to include smaller classes, more focused theory work and more time for practical work. At the end of the session you should be a confident technician, but if you need more help or training you can request more practical time with the trainer before you are certified.

We have almost completed our annual plan, with workshops spread carefully over the year, which our trainers are very excited about. Remember to return your Knowledge Assessment to Diane within three weeks of receiving it. Once you have received your results, please contact your trainer to find out when you can complete your practical. Remember, in many cases you will be the car seat expert in your community. Make sure you are well equipped and don't be shy to ask for assistance from us.

The overall goal of this newsletter is to share information and provide a forum for you to ask your own questions and share news and experiences. So don't forget to send us your questions and we'll answer them as best as we can. Remember, there's no such thing as a silly question.

Next time you hear from me will be after the holidays, so I would like to wish you a Christmas break filled with laughter and fun. Enjoy your break and travel safely.

Berenice Langson
National Safe2Go Coordinator

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FEEDBACK PLEASE

We need your feedback on the content of this newsletter. If there's something you would like to know about or you have feedback, please email us at safe2go@childsafety.co.nz



YOU COULD BE IN TO WIN!

As well as feedback, we are also keen to hear about any news, top tips and success stories from your personal Safe2Go experiences. You could be in to win one of two \$50 book vouchers if your story is published. Send them through to us at Safe2Go, P O Box 151134, New Lynn, Waitakere 0640, Auckland or email us at safe2go@childsafety.co.nz. Please don't forget to provide photos to support your story.

Child Safety Seats: Rear-face until at least 12 months of age.

A number of myths exist around the safety of placing children in forward-facing car seats while they are still very young. Perhaps one of the most important issues to address is about when to take a child from a rear-facing infant seat and put them into a forward-facing restraint. Recent research undertaken by Kathleen Weber, of the Child Passenger Protection Research Programme at the University of Michigan Medical School, addresses this often-confusing issue.

Kathleen's research looked at both the dynamics of a crash and the physiological impacts that a crash has on a child in a car seat, in order to determine an optimum time for turning a child from a rear-facing restraint to a forward-facing one.

Crash dynamics (the physical forces present during a car crash) are important in child restraint use because it's these forces that we are aiming to reduce for a child during a crash. For example, if a car hits something else at, say, 45-50kph, it will come to a stop at a deceleration rate of about 20 or 25G-force. But, due to the time delay between when the vehicle stops and the occupants stop, the head of a forward-facing adult or child may experience as much as 60 or 70G-force, which can cause serious neck and spinal injuries.

Adults' muscles and ligaments are stronger and more developed than that of children, which helps to reduce the risk of injury when forward-facing in a car accident. However, very young children's bones are soft and can deform and/or separate under tension, creating more risk to the head and spinal cord in the event of a crash. "Think of it as pulling an electric cord from the socket by the cord instead of the plug," explains Kathleen.

When a child is rear-facing, their head is cradled and moves in unison with their body, so that there is little or no motion that might pull on their neck. Kathleen recommends a benchmark for keeping kids rear-facing is 12 months of age, as their bones are not strong enough to support their head and spinal chord until this age.

One aspect of the forwards/rear-facing issue that is often overlooked is the additional benefit a child gains in a side impact crash while seated in a rear-facing restraint. Kathleen's research looked at both crash testing and field experience, which showed that the head of a child facing rearward is supported by the child restraint shell in side and frontal-oblique crashes, while that of a forward-facing child is thrown forward, around, and often outside the confines of the side wings. "This can make the difference between a serious or fatal head injury or not during a side-impact crash," says Kathleen.

Kathleen says that much of the confusion around when to turn a child around is based on conflicting instructions available on child restraints. "Some convertible child restraints indicate in their instructions that a child should face forward when his/her feet touch the vehicle seatback, or else when the legs are bent. This is not justified by any accident experience or evidence, and we are hoping that these instructions will soon be revised. The only physical limit on rear-facing use is when the child's head approaches the top of the restraint shell. At this point, the child should be moved to a forward-facing restraint."

CAMPAIGNS

Checking clinic in Papakura

Karin McDonald, our trainer from Counties Manukau recently helped out at a checking clinic in the Countdown/Baby Factory carpark in Papakura, with support from Papakura Road Safety, NZ Police, Plunket Car Seat Co-ordinators, WINZ and volunteers.



Also on-site were installers from Safer Safety Belts. "It was great to have the installers on-site to fit anchor points there and then," said Karin.

In addition to the on-site anchor point installation, consultants from WINZ were on hand to process

approvals for clients, enabling them to purchase a child restraint from the Baby Factory. Plunket also had a selection of rental scheme restraints available on-site as well.

Clients were either approached by police officers after parking their car, then passed over to Safe2go Technicians for checking, or they approached the stand themselves. "The majority of people had no problem with being approached in the car park," said Karin. "And they were very grateful for the advice given by the technicians."

Some common problems found were; safety belts - not done up, too loose, incorrectly threaded or twisted; harnesses - reinstalled incorrectly after washing, too loose, shoulder slots at wrong height, twisted and mouldy straps; tether straps - not connected

to anchor point; locking clips - not used when required; old restraints; luggage clip used for tether instead of anchor and children too small or too big for their child restraint.

"Even though we were busy, as usual, we would have liked to have seen more vehicles checked – normally we would have seen triple the number at this site," says Karin. But mother nature wasn't on their side. "Unfortunately, the weather became progressively worse during the clinic, so there were fewer people out and about, but we were pleased to see a long queue for the free anchor point installations," said Karin. "We are looking forward to our next clinic in the area and hope the rain stays away."

Karin has some helpful tips she would like to share with you:

- **Always be friendly and introduce yourself and your organisation when approaching drivers.**
- **Ensure your information form is easy for the writer to fill out, but still gives you plenty of information for statistics.**
- **Don't make the checking clinic too long (about three hours is good).**
- **If you are not sure how to install a particular restraint – ask someone who does or find out!**
- **Giveaways are great – but always give out a contact telephone number for future help.**
- **Drinks, sunscreen and hand wash are essential.**

TRAINER PROFILE: Fiona Whaanga, Napier/Hastings/Central Hawkes Bay



Fiona Whaanga is our new Safe2Go trainer covering the Napier/Hastings/Central Hawkes Bay region. Fiona has been working for Plunket since 2002 in road safety and car seat rentals and has been a Safe2Go trainer since July this year.

Unafraid to roll up her sleeves and work hard, Fiona holds

down two roles at Plunket. She is one of two coordinators for the Napier Car Rental Scheme, which involves the day-to-day running of the scheme, issuing and returning seats and providing help and advice to clients and the community.

Her other role is as the Administrator for the Hawkes Bay Area Car Seat Rental Scheme and her duties include accounts, data entry, stock control and general administration.

"I am passionate about road safety and young children," says Fiona. "It's extremely satisfying to have a client leave our scheme feeling their children are safe."

I especially enjoy all the work out in the community, particularly with the police on checkpoints."

Fiona is kept busy in her spare time raising a nine year old and two teenagers. The arrival of her first grandson in March, means that she's as busy as ever, and loving it. When she does find the time to relax, Fiona likes to do scrap-booking, quilting, cooking, gardening or just sitting down with a good book.

Workshops and Practice Recertification Dates

Safe2Go workshops and Practice Recertification training dates until December are listed below. Dates shown in white represent the workshops and dates shown in orange represent the practice recertifications. Contact your local trainer to find out more about these trainings on offer:

TRAINER/REGION	OCT	NOV	DEC
Karen Mackie Northland/Whangarei/Dargaville	15 Oct		
Mary Hall Central Auckland		Date TBC	
Heather Eustace West Auckland/North Shore	8 Oct	19 Nov	3 Dec
Karin McDonald Counties Manukau	21 Oct		
Sandy Waugh Bay of Plenty/Coromandel	22 Oct		
Rachel Stewart Rotorua/Turangi/Lakes District	20 Oct 20 Oct	3 Nov 3 Nov	
Fiona Whaanga Napier/Hastings/Central Hawkes Bay		19 Nov	
Stephanie Gilchrist Wairarapa/Manawatu/Kapiti Coast	2 Oct		4 Dec
Viv Morton Hutt Valley/Wellington/Porirua	13 Oct	18 Nov	
Debbie Robinson Kaikoura/Marlborough			4 Dec
Aynsley Wilkinson Nelson/West Coast		4 Nov	
Rosey Bristow North Canterbury/Christchurch	Date TBC		
Julie Marr Dunedin/South Canterbury	6, 21, 22 Oct		
Kathryn Impelmans Southland/Wakatipu/Central & West Otago	22 Oct	26 Nov	

MEET THE TEAM - Molly Pardoe



Molly Pardoe (Te Aitanga a Hauiti) of Gisborne is one of the founding members of Safe2Go and has worked hard in the field of Māori health and injury prevention for more than 30 years.

In 1995, Molly was the co-ordinator of the Tairāwhiti Injury Prevention Pilot Programme. From there, she became the Manager of the Turanganui-

a-Kiwa Injury Prevention Project and was instrumental in the success of projects such as the Tairāwhiti Drivewise Coalition, Tairāwhiti Car Seat Scheme, the first Iwi Road Safety Programme, the Kaumatua Falls Programme, Women's Refuge Car Seat Distribution Programme and the Shattered Dreams Education Programme, to name a few.

Her passion for and commitment to injury prevention has seen Molly become a leader at regional, national and international forums on injury prevention. She received the Te Manaia Injury Prevention Network of Aotearoa NZ Leadership Award in 2006 and more recently, Molly has joined the NZ Injury Prevention Strategy Stakeholder Reference Group for a term of three years.

It's hard to believe that Molly would have time for anything else in her busy life, but she does. She also works with Breast Screen Coast to Coast and Anglican Care Waiapu Social Services, and holds voluntary roles as Regional President of Tairāwhiti Māori Womens Welfare League (MWWL) and Stewart Centre (Brain Injury) Advisory Board.

Molly has recently been honoured with a MNZM (Member of the New Zealand Order of Merit) for her services to Māori health and injury prevention in the 2008 Queen's Birthday Honours. Well done Molly, we are proud to have you on our Safe2Go Steering Group and appreciate the fantastic work you do to promote the health and safety of New Zealanders.

Eastern Bay of Plenty Booster Seat Awareness Trial

Andrea Coffey (Safe2Go Technician and Assistant to the Road Safety Coordinator from Whakatane District Council) recently ran a trial promotion targeted at caregivers' use of booster seats in the Eastern Bay of Plenty.

Not only was the trial a huge success – with nominations for two awards (NZ Safety Week and Road Safety Trust), the Eastern Bay of Plenty Child Restraint Action Group (CRAG), was also formed as a result, and is coordinated by Andrea.



CRAG is made up of a core group from Plunket, NZ Fire Service, local Māori Organisations, SKIP (Safer Kawerau Injury Prevention), NZ Police, Whakatane District Council and ACC.

CRAG's aim is to provide support and education to parents/caregivers, retailers, staff and mechanics on the correct use of child restraints. "One of the key issues that led to forming CRAG,

was concern over the many different seats available that no-one knew how to fit properly. We also wanted to ensure retailers and their staff were trained appropriately on how to fit the seats they were selling," says Andrea.

The EBoP region has the highest statistics in the country for serious, preventable injuries in cars for children between the ages of 5 and 12. A statistic CRAG is determined to change.

To run a successful trial, Andrea's first challenge was to find a proactive kindergarten willing to commit to the trial. She approached Garaway Kindergarten who were more than happy to help. "They fitted the bill nicely," says Andrea. "They are well known locally for being proactive in their approach to restraints and also provided a good cross-section of our community to conduct the trial."

The trial ran from May to June 2008 and included the following components:

Pre trial questionnaire – This was given to each family at the kindergarten and included questions around the age of their child, restraints used, whether they used them in the front or back seat, when they should start using adult safety belts etc. Andrea was impressed by the knowledgeable responses from the families.

Pre-event survey – The pre-event survey (visual checks) showed a different story. It seemed that although the current recommendations were getting through to the target group, they were not putting this into practice. Andrea found that some caregivers had their children in adult safety belts, in the front seat with airbags and using lap belt restraints.

Garaway Road Safety morning – An intergenerational morning, where grandparents/parents/whānau and caregivers were invited to join the children and learn together. The following activities were run throughout the morning:

- A checking clinic.
- NZ Fire Service demonstrated the 'Jaws of Life' to caregivers and children, which really brought home the message of the impact a crash can have on car occupants.
- The Ruben Roadshow (www.ruben.govt.nz) was a popular activity for the children. They had lots of fun listening to Ruben the Bear talk about safety which included interactive singing and dancing, while the caregivers were given a "no holds barred" booster safety presentation by Sandy Waugh, Safe2Go Trainer.
- Parents were given a 'Post Booster Safety presentation questionnaire' to test their knowledge prior to Sandy's presentation. They also went into a draw to win booster seats and petrol vouchers.



Post event survey – This survey (visual checks) showed that caregivers had taken on the messages provided by Sandy. "It showed a remarkable increase in compliance and better placement in the vehicle," says Andrea. "We were delighted with the results – we achieved our goal."

Post event checkpoint – The local Police set up a check point in the area four weeks after the trial was completed to find out if the caregivers had changed their behaviours. No restraint infringements were issued to any of the families from the kindergarten. A fantastic result!

Some key learnings Andrea would like to share are:

- Get buy in and commitment from the community and stakeholders.
- Ensure you are aware of what is happening in your region.
- Build a good relationship with Police – their support is essential.
- Ensure you have like-minded, passionate people on your team.

CRAG would like to thank everyone involved for their commitment and support.

AWARENESS CAMPAIGNS

Awareness campaigns for children and caregivers are a great way to educate a captive audience. Find out what's happening in your area to take advantage of any opportunities to get involved.

Contact your local branch for more information:

- 13 - 19 October - Plunket Society Appeal Week
- 15 - 21 October - Kindergarten Awareness Week
- 27 October - 1 November - Grandparents Week