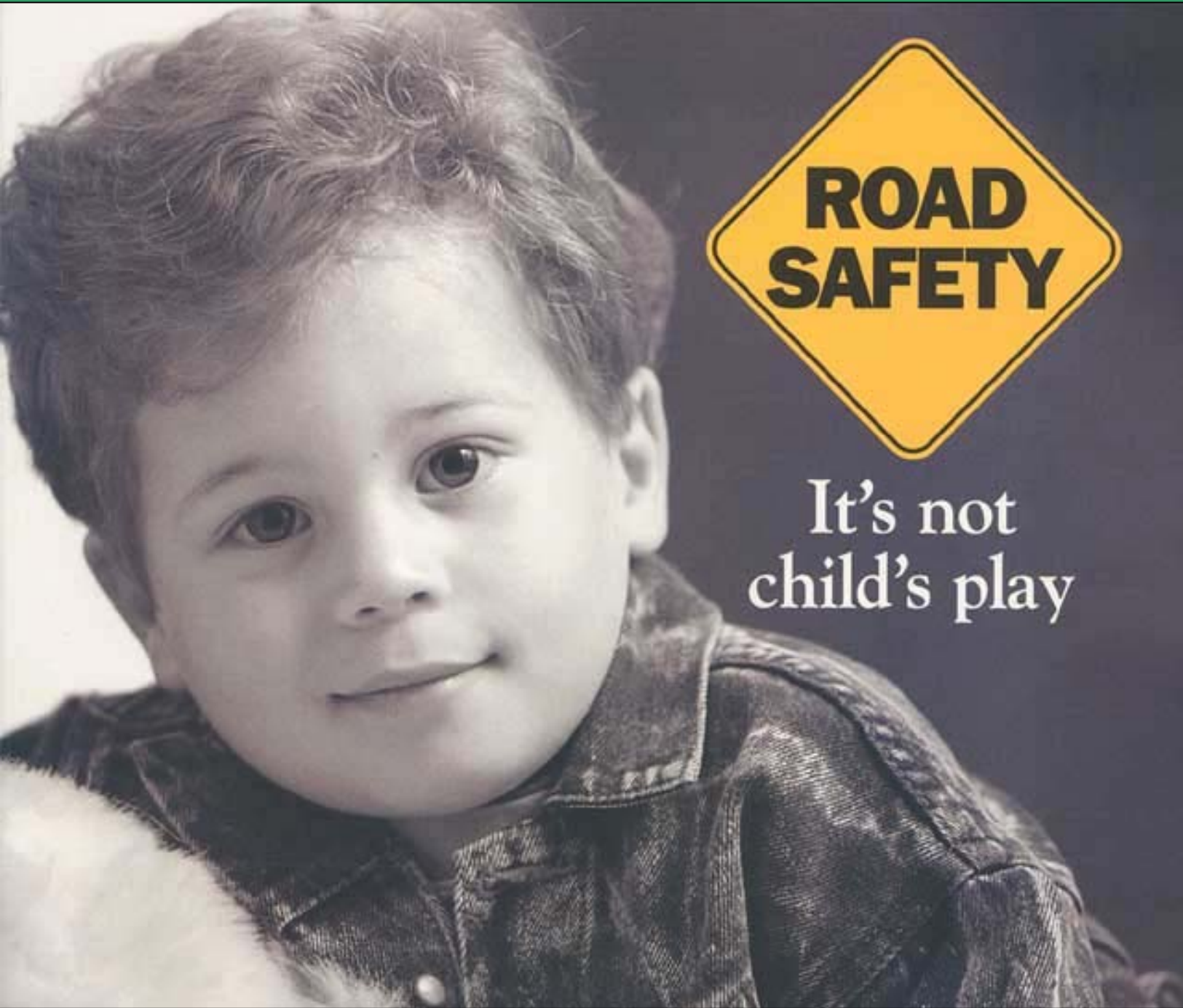


Drive to Survive



It's not
child's play

A Guide for parents with children under five



Thinks about one thing at a time, and safety isn't it.

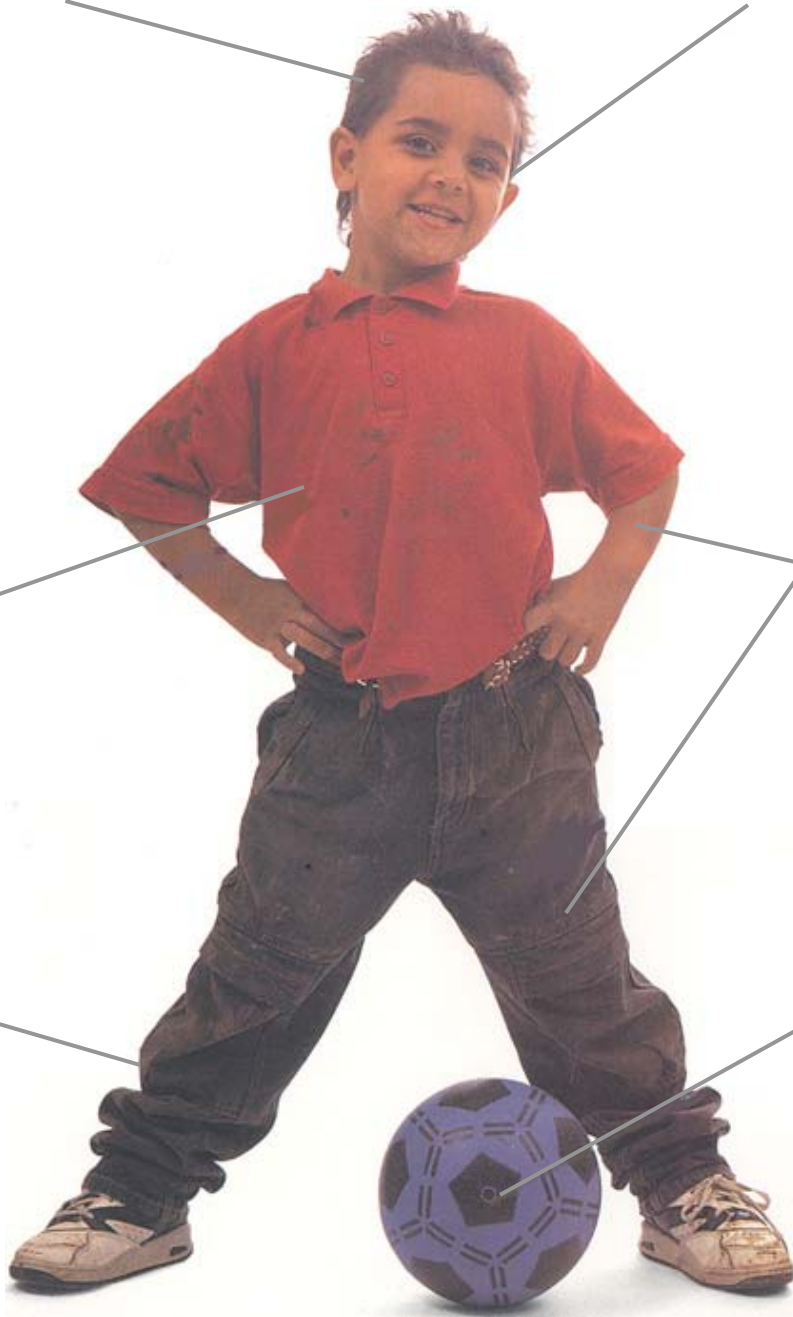
When excited, guaranteed not to look both ways.

May need help dressing - always needs help with road safety.

Fragile growing bones.

Propels children into danger at lightning speed.

A necessary extra but increases danger near roads.



For children, traffic is one of the most complicated and dangerous of everyday experiences.

This brochure will help you understand your children's natural limitations in traffic and how you can protect them.

Still growing so is unable to see over the bushes or parked cars.

Difficulty working out direction of sounds.

Trouble stopping at kerbs.



WHY CHILDREN BEHAVE THE WAY THEY DO IN TRAFFIC

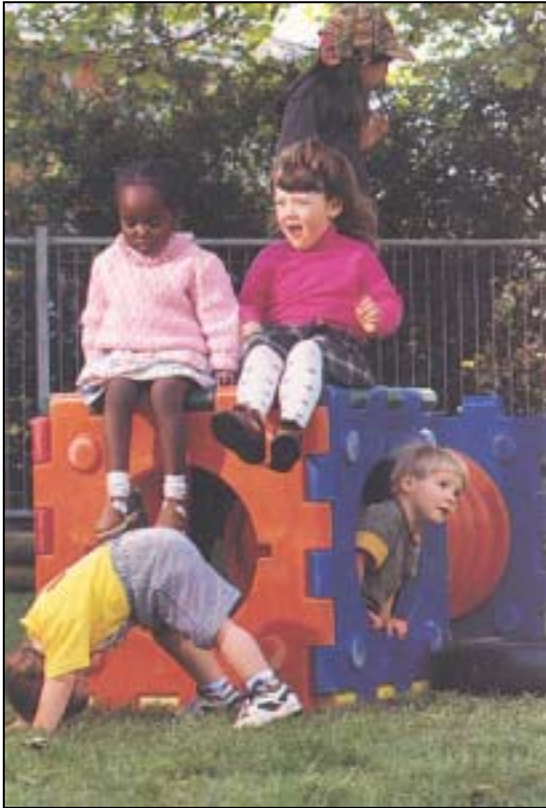


1 Children tend to focus on one task at a time and ignore other things happening around them, eg: they chase their ball onto the road because they want it **NOW** and never think to look for approaching traffic.

2 Their hearing is not as well developed as adults', so they may have problems working out the direction of traffic sounds.

3 Children are often full of energy and 'on the move'. Their speed can put them in danger in seconds.

4 Children don't take a lot of notice of our road safety warnings because they have very little understanding of words like: traffic, death, injury, danger and safety.



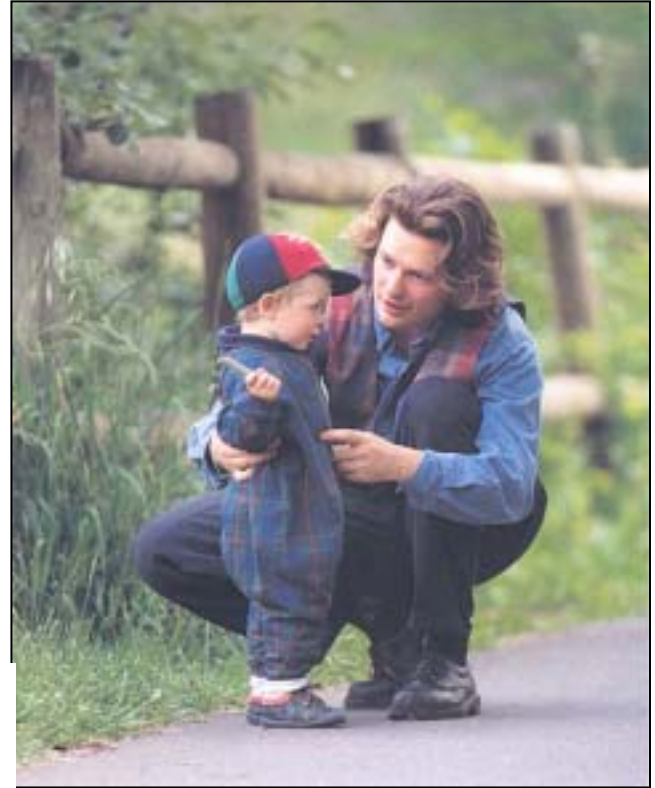
6 Children don't notice things out of the corners of their eyes as adults do. They may not see an approaching car.

7 Children are small, they can't see over bushes or parked cars. Crossing a road from between parked cars is extremely dangerous for them.

5 Children can't judge the speed and distance of cars properly. They can't judge a safe gap in the traffic. This makes it very dangerous for them to cross a road without adult help.



8 Children are very easily distracted and this can be dangerous with approaching traffic.



9 Children do not have the experience to appreciate what danger surrounds them near traffic.

10 Children may be able to tell you when the road is clear and safe to cross but a sudden change in traffic conditions can cause confusion and panic.

HOW TO GUARD YOUR CHILDREN IN TRAFFIC

1 The best way of protecting your child near traffic is to hold their hand.

2 Your children learn about road safety by watching and copying you.

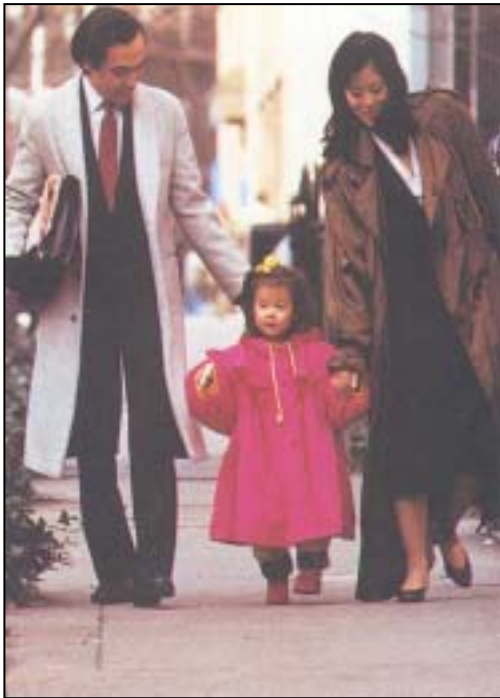
If you always wear a seat belt they will copy you and wear theirs.

If you cross the road at a crossing rather than from between parked cars, you will be setting them an excellent example. Nearly one third of child pedestrians are killed trying to cross a road from between parked cars.

Another good example to set is to only cross when it says 'walk' at crossings with Walk/ Don't Walk signs.



3 We were taught 'green means go', but as adults we still take care when crossing at lights. This will help to keep your children safe: teach them that a green light means 'stop at the kerb; look all around; make sure the traffic is stopped - then walk.'

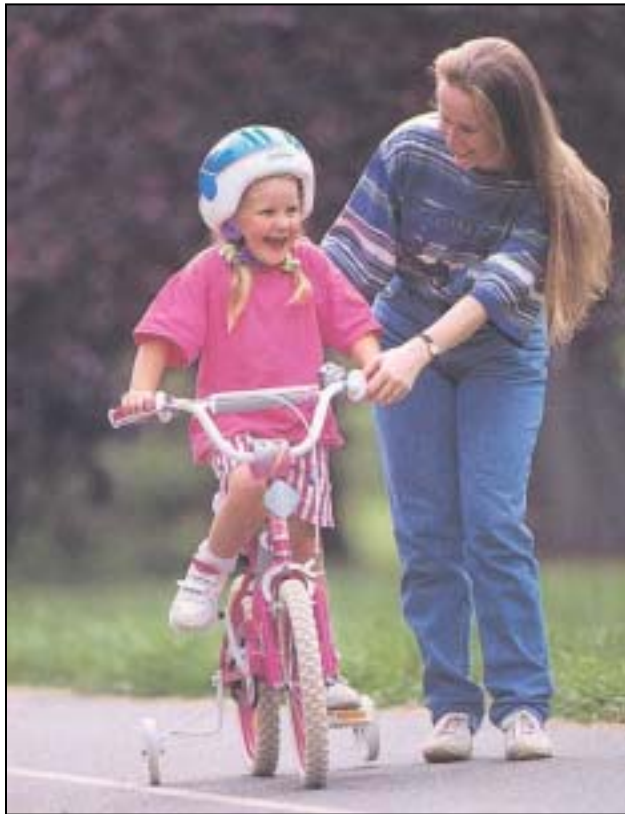


4 A good way of helping your children to safely use a marked crossing is to show your children the traffic approaching, slowing down and finally stopping. Then explain that it is safe to cross the road only when the traffic has stopped.

5 One way of keeping marked crossings safer for children is to park well back from the crossing. Parking too close blocks the view of oncoming drivers. A small child using the crossing may not be seen until it is too late.

6 The footpath is safer than the road but our children must learn to watch out for cars reversing out of driveways.

7 When talking to children it is easy to say 'Be careful.' If you give specific reasons you are being much more helpful and at the same time teaching your child road safety, eg: 'Don't play on the footpath because you might forget and run out onto the road.. It is safer to play in the garden'; or 'Hold my hand when we go out the gate because I don't want you to run onto the road where it's dangerous.'



8 When your children go to preschool and primary school they will be learning about road safety, but don't let down your guard: they still need your help with traffic.

9 As a general guide, children under the age of nine should not be allowed to ride bicycles unsupervised. Children around this age are yet to develop the necessary abilities to deal with traffic, skills to manoeuvre a bicycle or to have a good knowledge of the road rules. And remember that everyone, young or old, must wear a helmet when riding a bike.

10

Children often want to get out of the car immediately it stops and this could have tragic results. You could make it safer by showing them that it is safe to leave the car only on the kerb side.



By setting the child-proof locks on the car doors you can be certain that they will remain safely in the car until you are ready to take them out.

If you have more than one child, putting the youngest child closest to the kerb-side door is helpful. This makes lifting them out easier and older children can climb across the seat to get out.





11 The best way of keeping your children safe when you travel by car, is to use approved child restraints. The best type of restraint depends upon the weight of your child. By law, all children must use an appropriate child restraint where it is fitted. If there is no child restraint available, make sure children use a firmly adjusted adult lap/sash seat belt.



WEIGHT (and approximate age)		TYPE
A	Under 9 kg (under 6 months)	Baby Restraint
B	8 - 18 kg (6 months to 4 years)	Child Seat
C	14 - 32 kg * (4 years to 8 years)	Child harness with 3 point seatbelt or 2 point lap-only belt (pictured with booster seat: 14 - 26 kg*).
D		A 3 point seatbelt with booster seat*. Children can use a 3 point seatbelt without a booster when they outgrow its weight range, or when their eyes are level with the top of the seat back or head rest when seated on the booster.

* Booster seats have different weight ranges – always check instructions.



If you have any further questions on this or any road safety topic please contact the PDO corporate road safety advisors in CSM: tel 67-8759/7956/5080.



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