



Starting Out Safely

Victoria's early childhood road safety education program



Presentation outline

To give you an
understanding of:

- scope of and principles behind Starting Out Safely
- the roles of the key delivery agencies
- the resources
- the evaluation process

Scope of the program



6 months to 5 years



Background Research



- Who should be responsible for teaching young children how to be safe on the roads?
- Where should a young child learn road safety?
- How old should a child be to learn road safety?
- How do young children learn road safety?

Key issues to emerge from investigation

- New research into brain development
- Pedestrian roadside training programs have proven to be effective
- Greatly increased role for parents and carers



When, where & how



- The first, most powerful and ongoing “teaching” is by modelling safe behaviour
- Parents/carers set the pattern for the child’s own later road use behaviour.
- Parents/carers not only model pedestrian behaviour but also passenger & driving behaviour.
- Young drivers have 15-18 years of exposure to their parents’ driving much of which is negative.



Parents as Role Models



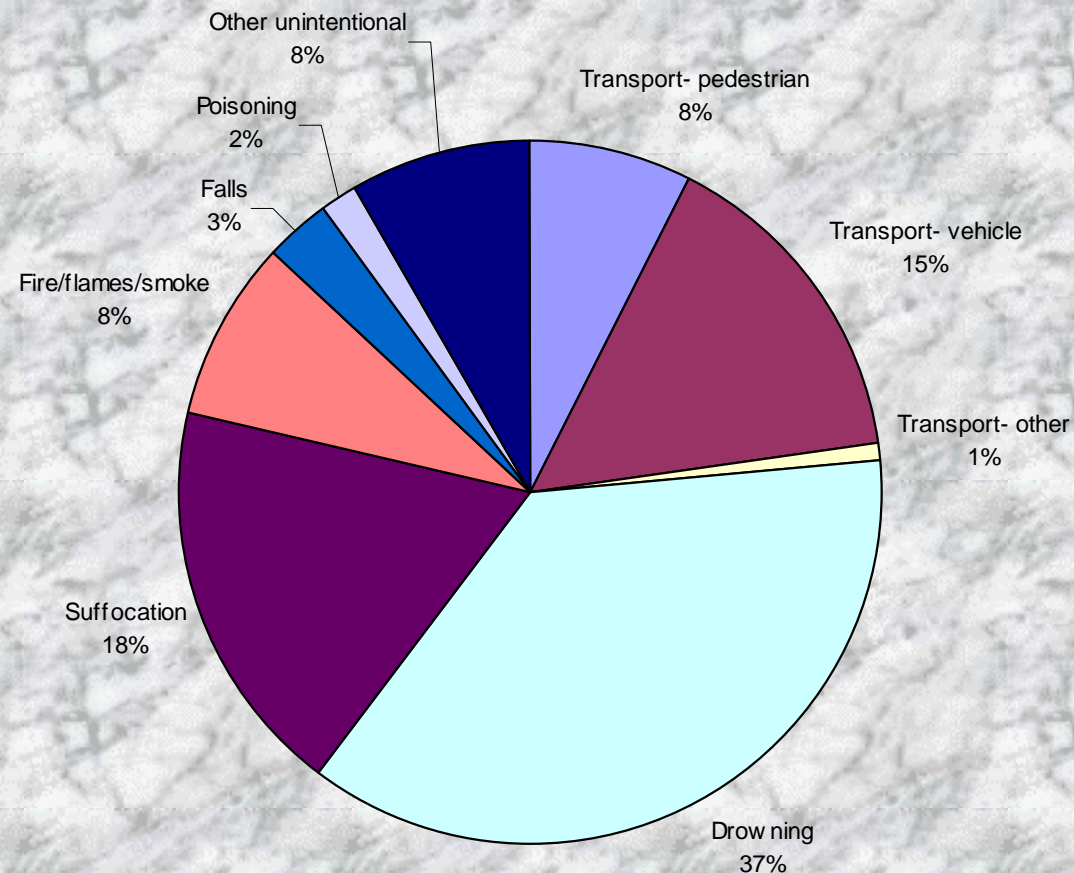
Research shows a very clear link between the driving behaviour of parents and that of their children.

Presentation College Windsor

Preventative Approach



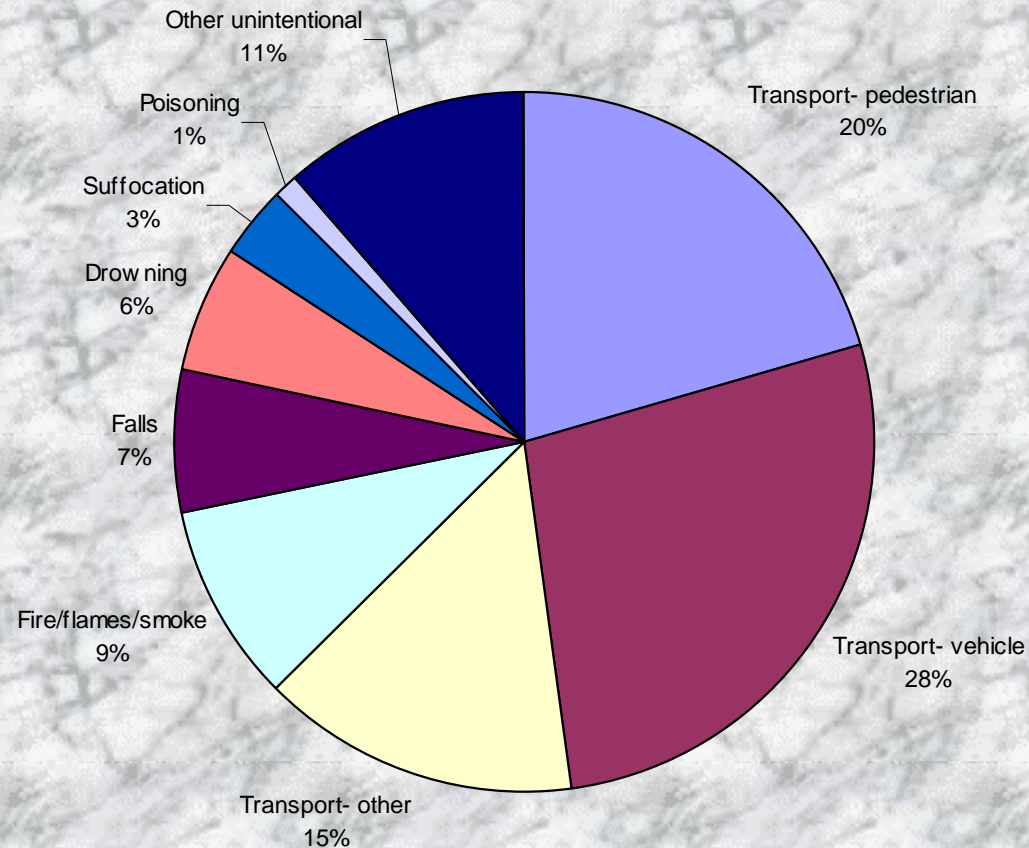
**Cause of unintentional deaths in Victoria
Children under 5 years of age 1997-2001 (n=131)**



Preventative Approach



**Cause of unintentional deaths in Victoria
Children 5-12 years of age 1997-2001 (n=88)**



Delivery of the program

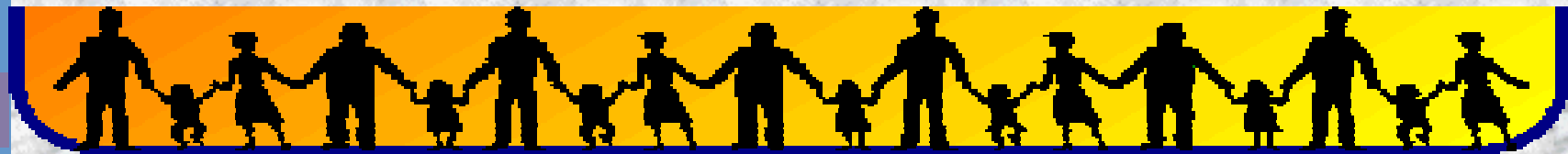


Building on daily experiences



Roles & Partnerships

PARENTS/CARERS



Maternal and Child Health



• Playgroups



• Preschool/ Child Care



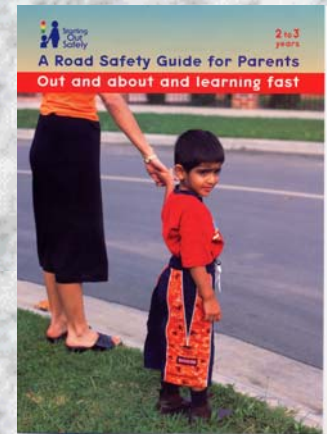
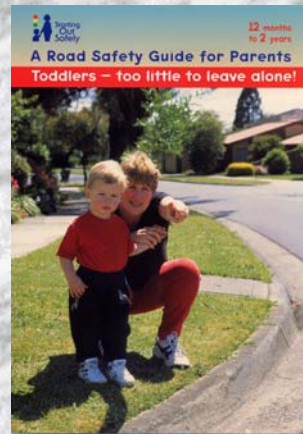
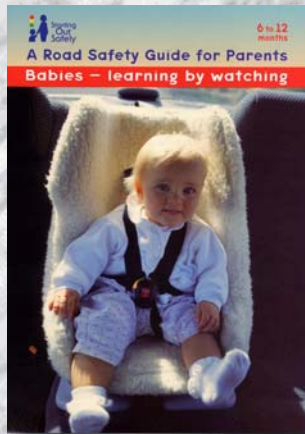
vic roads



TAC

Starting Out Safely Materials

Maternal and Child Health



Starting Out Safely Materials



Starting Out Safely Materials

1 – 2 years

Use the right
restraint for your
child's size
and weight

Use a
restraint on
every journey

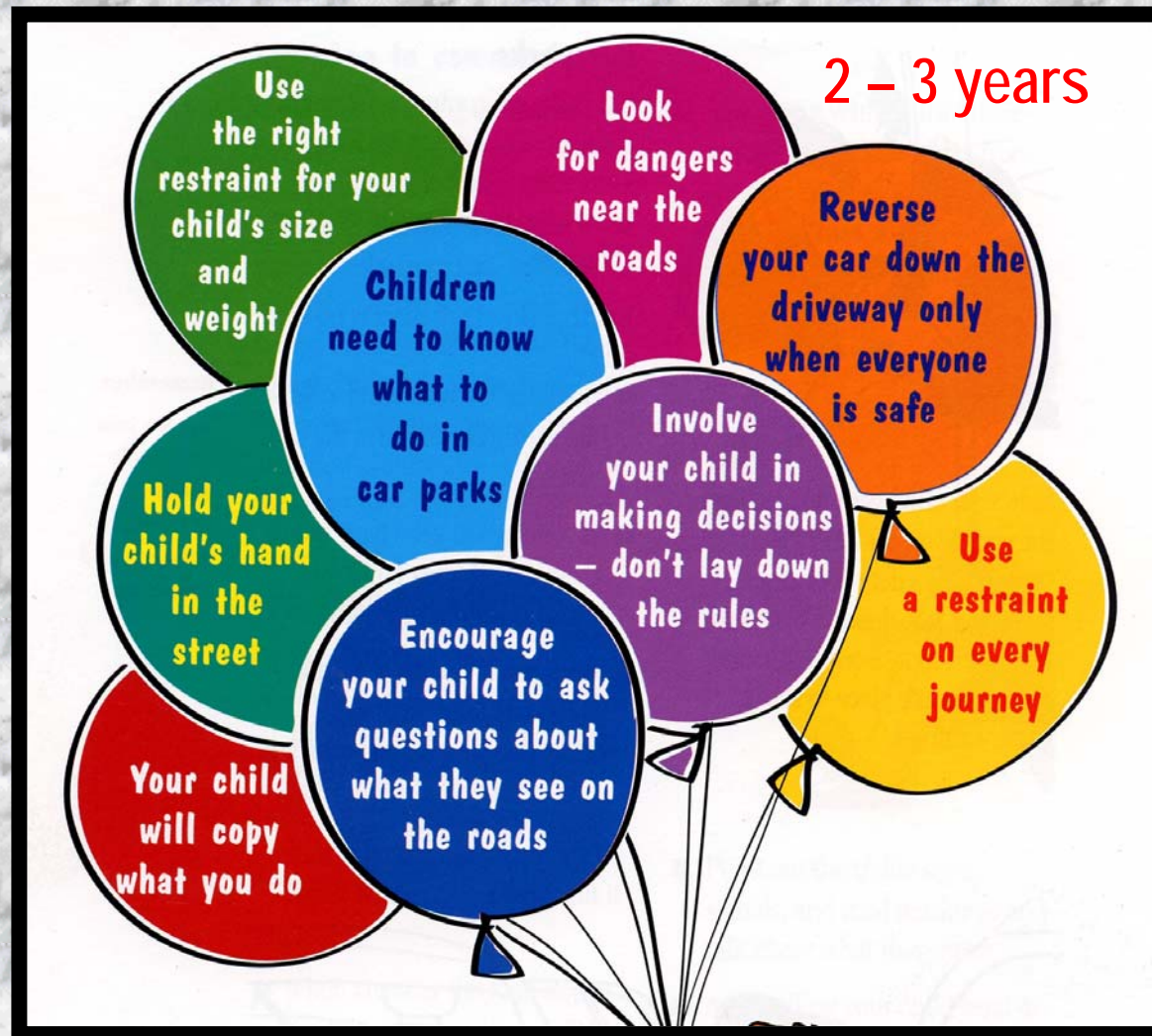
Look
for dangers
near
the roads

Your
child will
copy what
you do

Reverse your
car only
when everyone
is safe

Hold your
toddler's hand
in the street

Starting Out Safely Materials



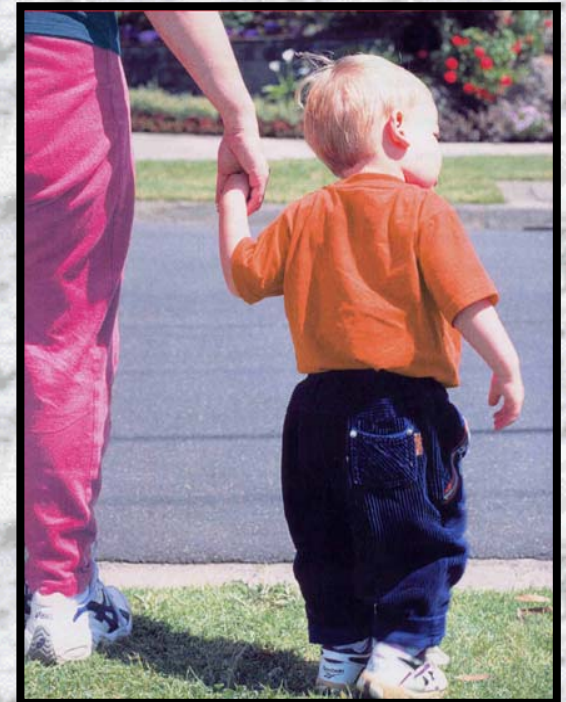
Family Day Care



Thousands of children are cared for through the FDC scheme.

Care providers spend a lot of time with children, both in the car and in the street. They:

- have a formal 'duty of care' in relation to protecting children and obeying the road rules (are tuned in)
- are important role models for the children in their care



Why Family Day Care?

FDC providers:

- are in an ideal position to help children learn about the roads, traffic & safe behaviour on a daily basis
- can encourage older children to help younger ones
- in some cases, can influence parent road use & training practices

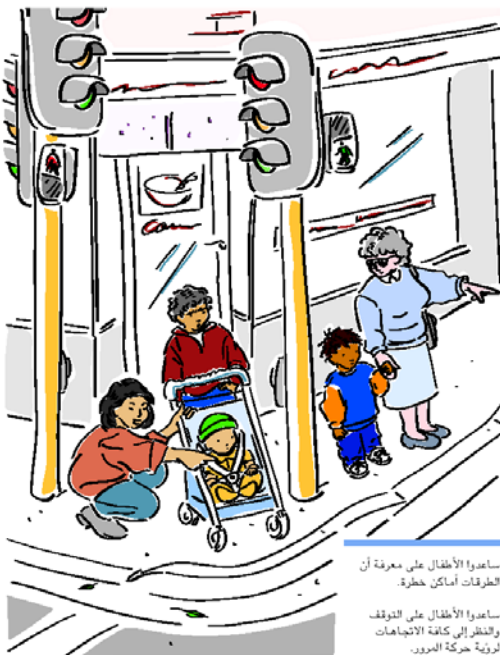


Starting Out Safely Materials Family Day Care



Arabic - Every journey is a learning opportunity

كل رحلة هي فرصة للتعليم.



- ساعدوا الأطفال على معرفة أن الطرقات أماكن خطيرة.
- ساعدوا الأطفال على التوقف والنظر إلى كافة الاتجاهات لروية حركة المرور.



Help every child to get safely out of the car - Vietnamese

Giúp mỗi trẻ xuống xe an toàn.



- Không cho trẻ ra khỏi xe cho tới khi có quý vị đội sẵn ở cửa xe.
- Cho trẻ lên và xuống xe phía bên lề đường.
- Bắt trẻ lên chờ trong xe cho tới khi quý vị ẩm em bé ra.



Restrain every child in your care.



- Choose the right restraint for the child's size and weight.
- Follow the manufacturer's instructions when installing restraints.
- Restraint fitting stations can help you fit and adjust restraints.
Telephone:
VicRoads 1300 360 745
RACV 9790 2190
for information.



Starting Out Safely Materials Family Day Care



Çocuk Bakıcısı Yanındaki Çocuklar için Trafik Güvenliği Alıştırmaları



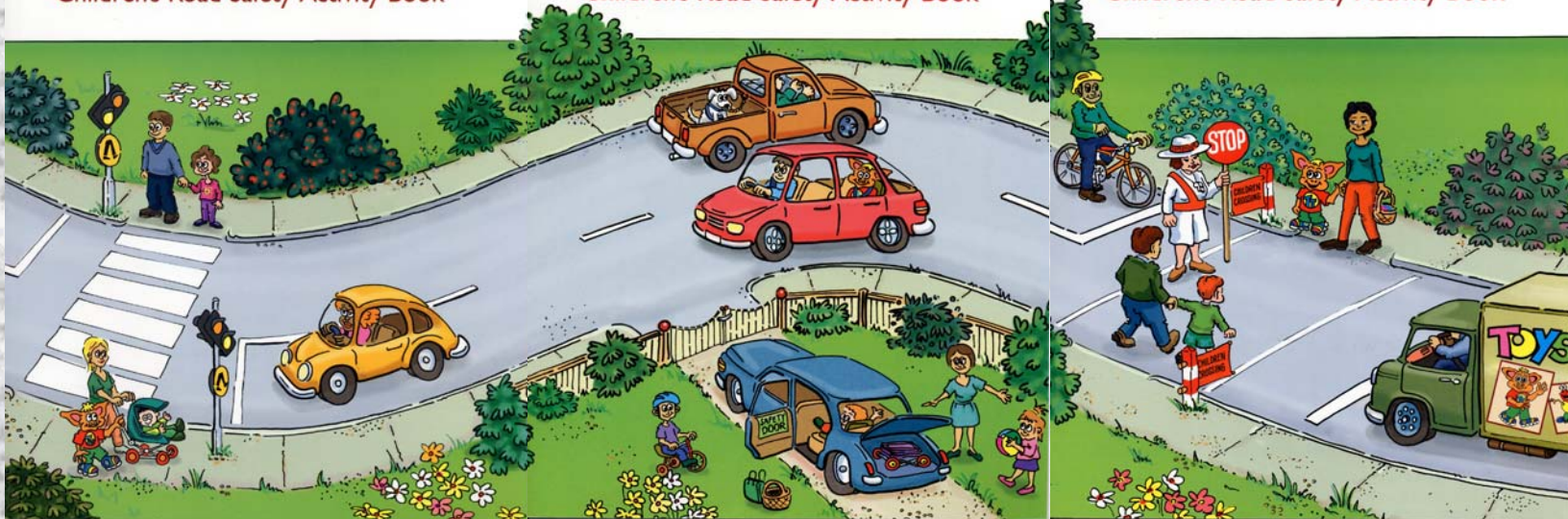
Starting Out Safely Materials Preschool



Roles & Partnerships-- Preschool



Starting Out Safely Materials Preschool

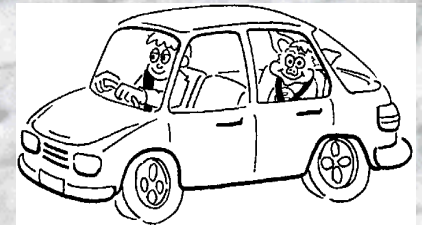
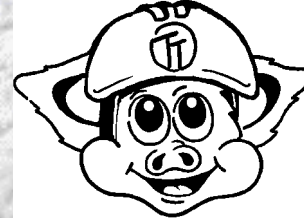
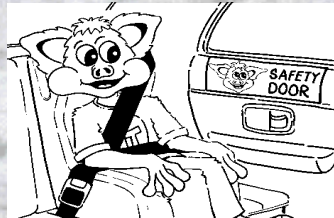
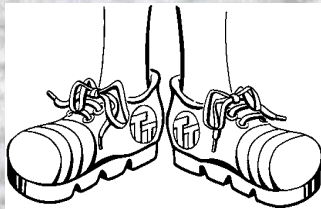


Starting out Safely Materials Preschool



Teacher resource

4 sections



- Objectives
- Tuning in activities (for key information)
- Emphasis on music and movement

Starting Out Safely Preschool



Hi I'm
ThingleToodle



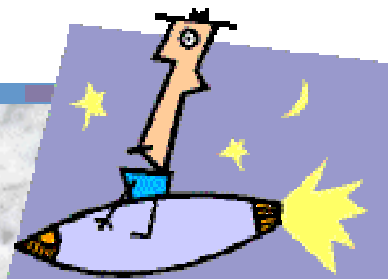
ThingleToodle TV Star



Evaluation

- Baseline Study conducted 2001
 - Telephone surveys of parents/carers
 - Observation of parent/carer behaviour
 - Self complete questionnaire by community agencies
- Uptake of materials
- Demand for training
- Follow up study 2004/05

Where to from here?



- How can you influence the up-take of this program in your community?
- What kind of support for parents and carers can your community offer?
- Who would need to be involved to get the program used by CALD communities?



End of presentation

