

REGIONAL PRIORITY GOAL II

Protection from injuries and increased mobility to combat obesity and reduce accidents.



Top: Austrian Climate Alliance

Middle two figures: Safe Kids

Left: Child Safety Promotion

MOBILITY MANAGEMENT FOR SCHOOLS

Maria Hawle from the Austrian Climate Alliance introduces this project that is financially supported by the Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management.

A synergy of measures leads to improvements in many fields including environment and climate protection, health (physical and psychic advantages), traffic safety, an increase and revival of „human powered mobility“, and independent mobility of children.

Motorised mobility is a big problem for climate protection in Austria and whole Europe. The transport volume is still rising and more and more children are taken to school by car. This leads to more traffic and more risk for accidents. Because of fear from this, more and more parents take their children to school by car. **Mobility management wants to break this spiral.**

Together with different target groups (schools, community, parents, teachers, police, doctors,...) measures are developed to make streets safe for children.

The rising motorisation leads to less space for children. This project gives them that space back.

Goals

- Reduction of car-traffic on the way to school – safer school ways, more children who walk, cycle or take the bus to school
- Encouragement for physical activities – the way to school as regular physical exercise
- Encouragement of individual responsibility
- Climate protection
- Improved children's health (physical exercise and less air pollution)
- Cooperation with other organisations and communities to improve the infrastructure
- Awareness raising about negative health effects of air pollution and less space for physical activities because of car traffic among parents and the community as a whole.

Activities

The „*basis package*“: for 500 interested schools or teachers in Austria includes basic information, teaching materials, and workshops around the topics „Mobility-Health-Environment“. In addition an e-mail-newsletter and the homepage with presentation of the 50 mobility schools and their activities provide more support.

The „*professional package*“: for 50 schools includes an intense **accompaniment** of the school for 1 year by a **mobility manager** individually fitted to the local conditions.

The mobility habit of children and the school surrounding is analysed by questionnaires, on-site-inspection with mobility expert, children, teachers and parents.

The mobility manager brings together different target groups like parents, police, transportation companies, doctors, and community representatives.

Special and individual solutions are sought, planned and realized. Among others this includes awareness raising campaigns in the school and the surrounding, newspaper articles, round table with children, transport companies and communities, road safety measures, and many others.

Results

The project has lead to better school way conditions for children, less car traffic around the schools, more awareness for issues like physical activity and air pollution, and more attractive school ways.

The development of school mobility management programs in Austria has inspired several similar projects throughout the European Union.

An increasing number of Austrian Schools are embarking on this project.◆

Contact: www.klimaaktivmobil.at



PAEDIATRIC INJURY PREVENTION COUNSELLING

Gudula Brandmayr from Safe Kids Austria presents the counselling project.

This program offers easy and inexpensive access to injury prevention knowledge to all parents through personal counselling. It is adapted to the daily routine of doctors in private practice in order to guarantee practicability and sustainability. Apart from that there is evidence base that every US\$1 spent on paediatric prevention counselling saves US\$10 in injury costs.

In Austria, half of all childhood injuries occur in and around the home. The most vulnerable age group are children under six years old.

Since 2003, the Austrian "Mother-Child" Passport (used for regular medical check-ups) requires doctors to counsel parents on childhood injury prevention.

Doctors do not receive training in injury prevention as part of their medical schooling. Therefore, in order to support doctors in their counselling work and provide the best information available, Safe Kids Austria developed a Child Safety Manual and pads similar to medical prescription pads. Each page of the pad includes the most important information on childhood injury prevention and safety tips. Doctors are provided with the pads for free and can tear off pages to give to parents.

Three different prescription pads were produced for different ages – 0-2 years, 2-4 years and 4-6 years, each one with a different colour marking the different age group.

Goals

- To support paediatricians in their counselling to regularly inform parents on child safety.
- To reduce the number of severe childhood injuries in the home environment.



Activities

- Lobbying of the Austrian Supreme Health Council over ten years regarding the importance of children's injuries lead to regulations requiring doctors to counsel parents on injury prevention.
- Research and similar programs were examined to develop safety guidelines and tips.
- Paediatricians were consulted to determine which sort of material would be most useful to them in doing the counselling.
- Pads were tested with focus groups of parents.
- A sponsor was found to produce and distribute the pads and scientific manual to the doctors.
- The program was presented to the public around Mothers Day 2003 with a nationwide press release.

Results

This program reaches 80% of all families with children aged 0 to 6 each year because it is part of the general health system.

Prior to production, paediatricians were asked what format of information material would suit them best. They suggested the prescription pad format.

Safe Kids Austria sent all paediatricians in Austria a questionnaire in May 2005 in order to examine doctors' use of pads, perceived usefulness of tips for doctors and parents, and degree to which child safety is discussed with parents. The response rate was 25% and 98% of doctors liked the design of the pads; 94% were very satisfied with the design of the pads, perceiving them as easy to handle in their daily routine.

Nearly 70% of doctors are handing out the tips during children's regular check-ups. Doctors believe that over 90% of parents reacted very positively to the counselling. 91% of doctors think that the information included in the pads is sufficient and 76% of doctors confirm that parents are interested in child safety. Parents mostly ask doctors about prevention of burns/scalds, poisonings and sport accidents.

The survey has also shown that parents' perceptions of priorities are not in line with scientific findings, which indicate that drowning is the leading cause of death for young children. This is an important result regarding further awareness building activities.

The Austrian Society of Paediatrics and Adolescent Medicine has posted the Child Safety Manual as educational material on their website. ♦

Contact: www.grosse-schuetzen-kleine.at

SAFE ROAD TO SCHOOL

Helena Botte from the Portuguese Association for Child Safety Promotion (APSI) describes the project.

Community based intervention with school promotional activities, in a multi-agency collaboration, combining information dissemination on child passenger restraint safety with enhanced enforcement campaigns leads to increased use of child restraint systems and promotes road safety.

Road crashes are the largest cause of child and adolescent injury death in Portugal and passengers account for 50% of deaths.

Although passengers account for 50% of deaths, 80% of children in cars were found to travel without a child restraint system (CRS), on their way to school.

Despite existing legislation, enforcement was poor.

Goals

To promote road safety awareness and raise the use of restraint systems among children, as well as their families and the population in Faro.

Activities

The campaign originally took place in seven primary schools (children from 6 to 10 years old) during the 2001-2002 school year. In 2002 it was extended to secondary schools (children from 10 to 16 years old), one school every year.

- Educational programs at schools held by APSI and police officers on safety of pedestrians and passengers. Interactive workshops included debates, games and crash test videos.

- Simulations of action after the accident with rescue and treatment teams at secondary school. Students also walked with police to the hospital in order to visit and talk with road accident victims.
- Representatives from Rehabilitation Centre for Handicapped and Disabled visited students at secondary schools illustrating life after injury.
- Information sessions with parents to explain the programme and to show the crash videos. Parents were informed of legislation around safety seats and seat belts, and that enforcement activities will begin in a week.
- A one-day enforcement campaign by police officers and students before and after school. Police officers continue spot enforcement after the one-day event.
- A road safety weekend exhibition in a public space (shopping centre) including prevention, rescue and treatment exhibits.

Results

The campaign reached a total of 11 schools and 6 000 students. A total of 1,800 children visited the road safety exhibition in the first day and 100,000 people during the weekend.

Restraint system use increased from 20% to 89% in the participating school population. One-day police and student enforcement at seven primary schools resulted in 243 reports of inadequate protection of children in cars.

Spot enforcement of seat belt use continued and one year after the campaign, restraint system at the participating schools remained high at 90%.

Local press covered all activities thereby improving contact with the general public and decision makers. Local and regional intervention programs can achieve better results than bigger national campaigns. ♦

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Associação para a Promoção
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