

Summary of the results of the Evaluation study of a community awareness campaign on road safety for parents/carers of young children

Conducted by Little Blue Dinosaur Foundation and University of New South Wales

The objective of the research project was to evaluate whether an information campaign about child pedestrian safety would be useful for raising awareness of parents and carers about the safety risks for children around roads and vehicles. The study involved posters and signage in participating preschools and childcare centres as well as information booklets for parents/carers containing messages about managing safety risks for children around vehicles on roads, carparks, and driveways. An anonymous, on-line survey was conducted before and after the information campaign to find out whether exposure to the campaign had increased awareness of child pedestrian safety for parents and carers of children at each centre. A total of 10 preschools or childcare centres from each of seven Local Government Areas from NSW, Queensland and Victoria participated and all Parents/carers were invited to part.

The results showed that the intervention was effective for increasing parents/carers awareness about their role in keeping child pedestrians safe. Comparing survey answers before and after the campaign more parents/carers judged that children were not safe to cross a road independently until 10 to 11+ years of age. After the campaign, parents/carers were also more aware of the risk for children around carparks, driveways and roads compared to before the campaign. Importantly, these improvements in judgements of risk for child pedestrians were shown by survey participants who recalled seeing the campaign materials, but not by those who did not recall the campaign. This confirms that the campaign created the improved awareness. The study also found that parents/carers awareness of risk around driveways was markedly lower than for roads and carparks both before and after the intervention. This confirms that we need to do more to increase awareness of parents and carers of the safety risk for children around home driveways.



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