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SAFETY ROCK: COMMUNITY-BASED ART INITIATIVE TO REDUCE DRIVEWAY RUN OVER TRAUMA

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Background A typical New Zealand child injured in a driveway incident is aged 0–4 years, of Māori or Pacific ethnicity and lives in an area of high socio-economic deprivation. In line with Safekids New Zealand 2010/2011 Driveway Run Over campaign theme, the Safekids Rotorua/Treasure Rotorua coalition tried a new approach.

Aims/Objectives/Purpose The objective was to offer an easy behaviour change option. Key desirable features included easy and quick implementation with low or zero cost to the family. Ideally whole family ownership of the issue and subsequent behavioural change was sought.

Methods The 'Safety Rock' initiative was developed collaboratively using personal and professional experiences. Considering art a fun format for all ages and talents, this activity was developed to provide children with the opportunity to paint a

concrete paving stone to take home and place in a parentally identified safe waving location for them to stand on during vehicular movement.

Results/Outcomes A successful pilot was launched at Children's Day Rotorua in March 2012 with 100 Safety Rocks painted within 2 h. Plentiful opportunities arose to talk to participants about keeping safe near cars. In situ Safety Rocks serve as an ongoing reminder helping all household residents, and visitors.

Significance/Contribution to the Field This child safety activity could be replicated in a variety of settings eg Kohanga Reo, Early Childcare Education, community events. Other art techniques and/or cultural designs could be used.