



MEDIA RELEASE

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Playgroup Australia and Fatalities Free Friday join forces to save lives

Playgroup Australia and road safety awareness campaign Fatalities Free Friday have joined forces to remind parents about the importance of correctly using child safety restraints in cars.

According to the Prince of Wales Medical Research Institute, even a crash at 25km/h can potentially be fatal to a child who is incorrectly restrained.

“Recent findings include that rates of misuse of child restraints are high, and much of this misuse is serious enough to compromise the effectiveness of the restraints in crashes,” said Associate Professor Lynne Bilston, Principal Research Fellow at the Prince of Wales Medical Research Institute.

“This is consistent with the team's findings in real crashes, where children who sustained serious injury were all misusing their restraints. “

According to a KidSafe report in 1998 up to 62% of child car restraints were incorrectly fitted.

“These are alarming statistics for parents,” said Karen Merange, CEO of Playgroup Australia.

“Parents want the very best for their children and their safety is of the highest priority.

“We see Fatalities Free Friday as an excellent springboard to remind parents to be extra vigilant themselves as they drive, but also use the day to double check that baby capsules and booster seats are in good condition and correctly fitted.”

Fatalities Free Friday founder and road safety expert Russell White said he was delighted that Playgroup Australia was supporting Fatalities Free Friday.

“Playgroup Australia is to be congratulated for highlighting this most important road safety issue,” he said.

“It's been the aim of Fatalities Free Friday from the beginning that reducing the road toll is the responsibility of every road user.



“Everyone has the responsibility to use the roads safely and as parents, we have an additional responsibility, ensuring that our children are safe in vehicles as part of instilling a lifetime a good road use habits.”

Fatalities Free Friday and Playgroup Australia sponsor “Tyres And More” offer a comprehensive child car restraint fitting service for \$35.

“Last year we conducted vehicle safety check in association with Fatalities Free Friday and one of our stores reported that 38 out of 40 child car restraints checked were incorrectly fitted,” said Grant McGregor, national retail manager for Tyres And More.

“And it’s no wonder parents are confused when The Simple Guide to Child Restraints published by the Australian Transport Safety Bureau is 17 pages long!

The award-winning Fatalities Free Friday is Australia’s only community-based national road safety campaign. It was established in 2007 with the original concept of ‘Take The Pledge’, a positive and proactive campaign that encourages focussed attention to road use and personal responsibility.

Fatalities Free Friday is being held this year on May 28th.

#Ends

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