CHILD SAFETY IN MOVING VEHICLES

By Drive More Safely NPO
Compiled and presented by Alida Jones

Where your safety is our priority

We ARE dummy's if we keep on killing;

- Two Primary schools

or

- 100 rugby teams

or

- 136 soccer teams

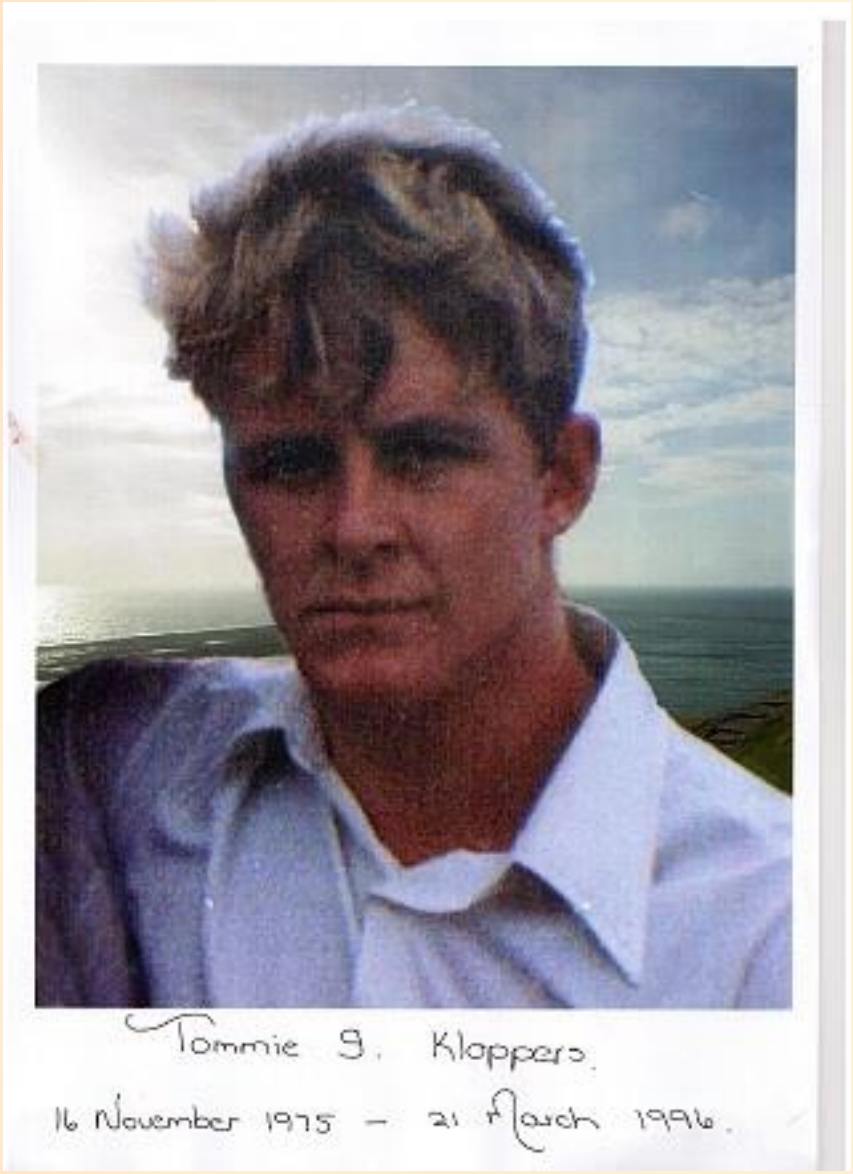
or

- 136 cricket teams

or

- 214 netball teams, yearly on our roads

Daily families are left with a permanent reminder of a crash that changed their lives forever.



Drunken driver, you robbed this young man of a future, being a father, participating in the economy of our country, but most of all…….

YOU KILLED MY SON

Background of Drive More Safely NPO

DRIVE MORE SAFELY
NPO - 066-173

An average of 4 children die on our roads each day (+/- 1 500 per annum) and 15 000 seriously injured

National Road Traffic Act, 1996 (Act No. 93 of 1996) Regulation 213 deals with seatbelt regulations

National road traffic act cont.

- Regulation 213
- (1)For the purpose of this regulation- 1. an adult is a person over the age of 14 years or taller than one comma five metres; and
- **2. a child is a person between the age of 3 years and 14 years, except where such person is taller than one comma five metres.**
- **(What happened to the child under three?)**

So…… by law,

are they ghosts?

Small child standing on the passengers' lap, leaning out the window. Is he a ghost?

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Driver on the cell phone with a small child standing in the front on the passengers' lap. Is he a ghost?

Terrified child on the back of a motorcycle with only a plastic cycle helmet. Is she a ghost?

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Another small child on the front seat, standing!!!
Is this child a ghost?

Four children in the back, small ones standing and no one in the vehicle is strapped in. Are they ghosts?

Child safety seat campaign

- Drive More Safely was shocked by the news of 4 children killed in a horrifying crash on the N1 between Beaufort West and Laingsburg in 2011. None of these children deserved to die just because an adult did not take the responsibility to buckle them up safely.
- Child safety seats reduce the risk of death in an event of a crash by 71% for infants and 54% for toddlers.
- Children are permanently blinded by the explosion of an airbag when seated in the front passenger seat.
- A few of the terrible truths when we do not ensure the safety of our precious cargo.

24th February 2012 saw the launch of the "Child safety in the vehicle" campaign.
A campaign where we collect unwanted seats, refurbish them and hand them to those who cannot afford a child safety seat.

We collected some seats with the help of local radio stations, refurbished 455 seats with our first collection and joined forces with the Cape Town Traffic department and started handing them out during road blocks.

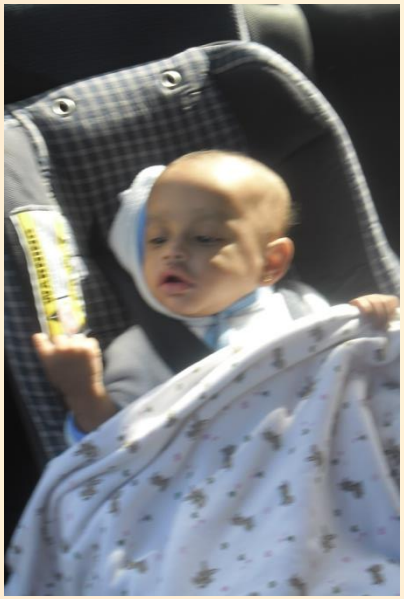
Johannesburg launch

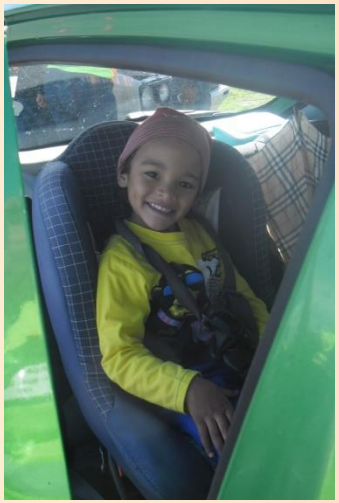
On the 12th April 2012 the “Child safety in the vehicle” campaign was launched in
Johannesburg with great success. Just as in Cape Town the people opened their hearts and collection was great. Under the leadership of Peggie Mars it soon became clear that this campaign will be another great one, saving lives.

During July 2012, Peggie Mars resigned from the Drive More Safely board and took over the campaign under her own banner as “Car Seats for Kids”

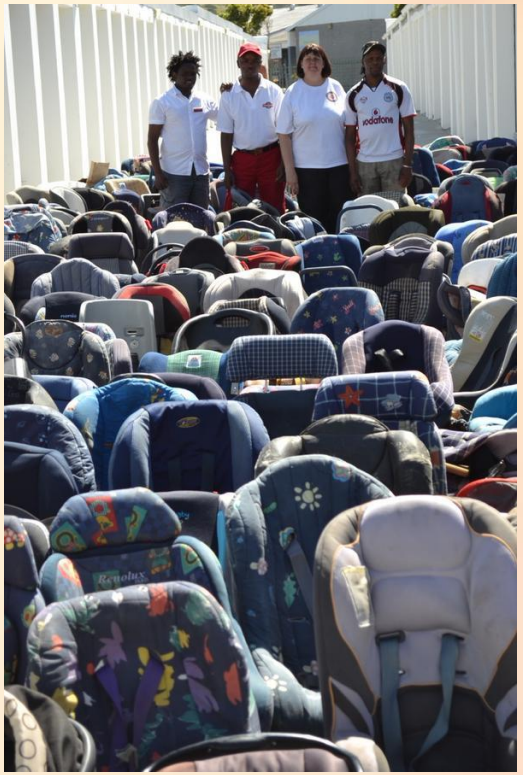
October 2012 they rewarded me with the Lead SA Hero of the Month award for the campaign

The great feeling when a child is safely strapped in by our campaign.





Total number of child safety seats collected over the two years of running the campaign



Received during our collections, private donations and other -

3148 seats

Seats not safe -

232 seats

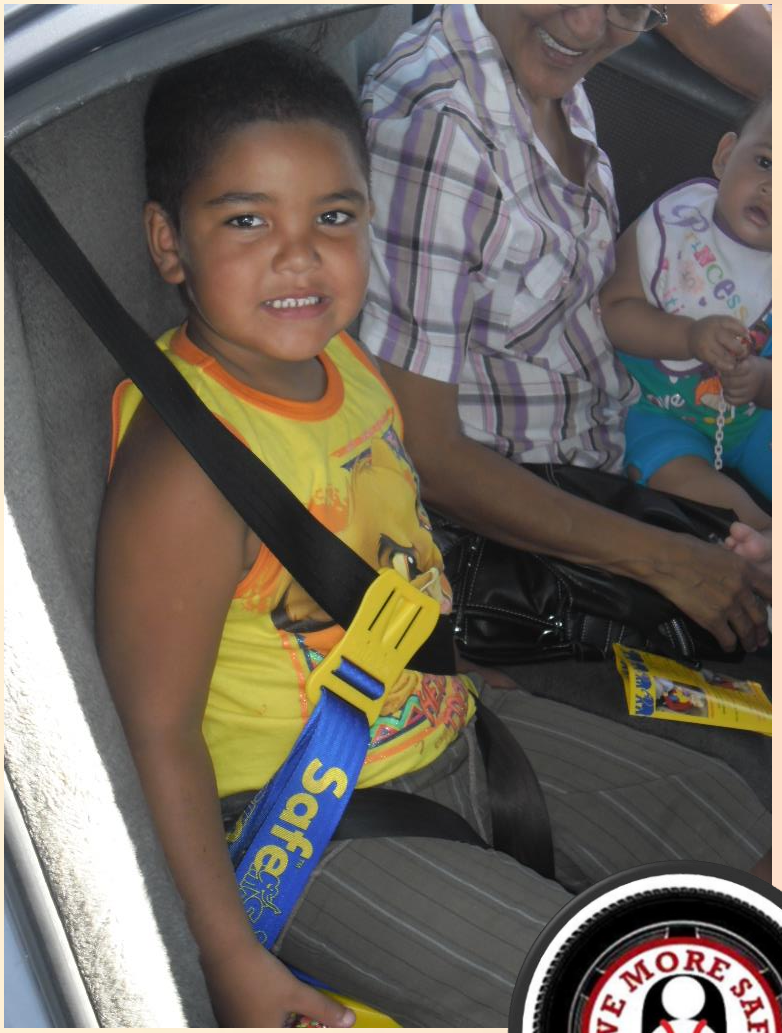
Seats refurbished -

2916 seats

In the Western Cape **2916** children have received an child safety seat from Drive More Safely and have a chance to survive a road crash.

Why do we need to buckle up our kiddies

Drive More Safely's new Child Safety Seat



- A seat so small it fits into your child's school bag,
- Easy to use and children love it.
- ….. The best news : It will sell under R100.00

Transporting of children on open bakkies

- With 1500 children killed every year on our roads we need to seriously rethink the law regarding PASSENGERS on an open “Bakkie”
- Over loading on these open vehicles often lead to large amount of fatalities and serious injuries.
- Passengers on open vehicles are just as vulnerable as cyclists and motorcyclists.

Road safety is everybody's responsibility. We will have no impact should we not take hands and work together , sharing our resources, knowledge and expertise. Being part of the Decade of Action 2011 - 2020 we need to address the wrongs on our roads with the same urgency as with the HIV/AIDS epidemic. Invest the same passion and financial support towards creating awareness 365 days per year.

TOGETHER WE CAN MAKE OUR ROADS A SAFER PLACE TO BE ON

Where your safety is our priority

Drive More Safely Accolades

- 2011 – Winner Social Enterprise Business Plan competition
  Department of Economic Development and Tourism
- 2011 – Lead SA Hero of the Month October
- 2011 – Nomination Shoprite Checkers Woman of the Year
  Education and Youth Empowerment
- 2012 - Extra-Ordinary Woman – Lotus FM

THANK YOU

DANKIE