

PREVENTION: DRIVING SAFETY

- Check for children around the vehicle before moving.
- Look out for children while driving.
- Slow down near schools, parks and play areas.
- **NEVER** drink and drive.
- **NEVER** use your cell phone while driving.
- **ALWAYS** set an example.



**ALWAYS SUPERVISE YOUNG
CHILDREN WHEN NEAR A ROAD**



EMERGENCY NUMBER 10111

CHILDSAFE SOUTH AFRICA

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📘 Childsafe South Africa

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A campaign of the Child Accident Prevention
Foundation of Southern Africa (ICAPFSA), a member
of Safe Kids Worldwide.



DID YOU KNOW?

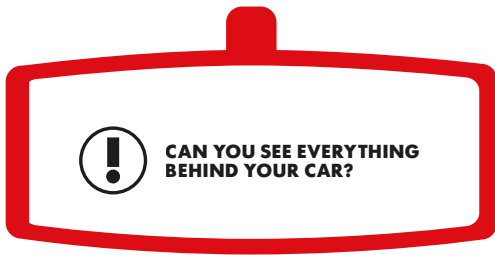
- The majority of childhood deaths in South Africa are caused by road traffic injuries.
- Over 570 children are killed every year because drivers did not see them.
- Over 250 children are killed every year because they weren't buckled up.

HOW TO PREVENT ROAD TRAFFIC INJURIES

LET'S KEEP KIDS SAFE IN TRAFFIC.

WOOLWORTHS 

childsafe
KEEP KIDS FREE FROM HARM 

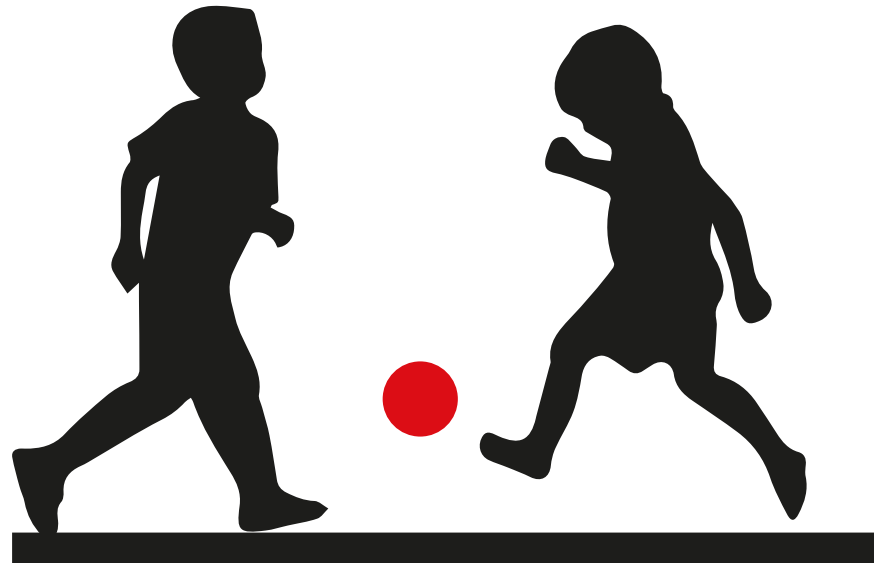


PREVENTION: PEDESTRIAN SAFETY

- **ALWAYS** supervise young children when near a road.
- **ALWAYS** hold children's hands while near moving vehicles.
- Keep children safe on the pavement before crossing the street.
- Teach children to choose a play area that's away from traffic.
- Teach children to look right, look left and right again, to check for traffic before crossing the road.
- Teach children to **ALWAYS** cross at a marked crossing.
- If there is no pavement, teach children to walk facing traffic so they can see oncoming vehicles.
- Dress children in brightly coloured clothing with reflective strips so they are visible to drivers.



TEACH CHILDREN TO CHOOSE A PLAY AREA THAT'S AWAY FROM TRAFFIC



PREVENTION: CAR SAFETY

- **ALWAYS** buckle up your children, even for short trips.
- **ALWAYS** use an SABS-approved and correctly installed car seat, suitable for your child's weight and size:
 - **BABY SEAT:** 10 kg or less. (Must face the back of the vehicle.)
 - **TODDLER SEAT:** 9 – 18 kg.
 - **BOOSTER SEAT:** 15 – 25 kg.
 - **BOOSTER CUSHION:** 22 – 36 kg.
 - **SEAT BELT:** 36 kg or more.
- **ALWAYS** place children younger than 12 years in the back of the car.
- **NEVER** put children in the back of a bakkie.
- **NEVER** travel with children on your lap.
- Provide entertainment for children while traveling.
- **ALWAYS** use childproof locks on car doors.
- **ALWAYS** store loose items in the boot.
- Teach children to always get out of the car on the pavement side.



BABY SEATS MUST ALWAYS FACE THE BACK OF THE VEHICLE

0 – 10 kgs



9 – 18 kgs

