Kids Involved in Driving Down Speed (KIDDS)

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New Plymouth…
Never heard of it?

VITAL STATISTICS:

City: New Plymouth
Region: Taranaki
Area: 232,400 hectares
Population size: 72,000

The Best Small City in the World!!! (Live Com Awards 2008)
New Plymouth District was designated an International Safe Community in 2005 and re-designated in 2010.
The issue...

- STATS: 2001-2005
  24 children died and 1500 injured after being hit by cars outside schools

- Local School & Community concerns

- “Chaos at the school gate”

- High risk location of certain schools (e.g. rural roads, state highways)
Strength in numbers

- 6 schools primary schools decided to work together on a shared project
- Funding from Roadsafe Taranaki (community road safety funding)
- Support from Police, ACC (Accident Compensation Corporation), RoadSense and the Safe Community Coordinator
- Participatory Action Research approach with children seen as ‘experts’ on road safety issues affecting schools
Project Design

Phase 1
- Data gathering (vehicle speed, observation of driving and parking behaviour, traffic counts, weather, etc.)

Phase 2
- Data analysis and development of proposed solutions

Phase 3
- Presentation of data (KIDDS Mini-Conference)

Phase 4
- Implementation of solutions
SET TO URGENCE

1. Children are crossing at that point on the road regularly and may get hit. Also cars can't see around the corner so this makes crossing here very unsafe.
2. Car park in the middle of the road parking in car parks on our school yard could be occupied due to preventing easy access for traffic or the flow of traffic that is prolonged.
3. This is a turn sharp turn where parents enter and exit safely and worry it makes a guideline.
4. People are parking in the next part as the bus has to park in the wrong place. The illegal parking causes their headache.
5. People are parking in illegal parking places including our school yard who.
6. Parents, teachers, and other members of the public are seeing us: the wrong road to avoid our school. Our students are not aware of the traffic laws.
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9. There will be a lot of traffic causing stress from the same structure when the road changes have been completed.
10. People are cutting this corner and driving it without for students walking there.
EGMONT SPEED VILLAGE PROJECT SCHOOL

BACKGROUND
KIDS (Kids Involved in Driving Down Speed)

Drivers slow to learn

SPEED DATA

DATA COLLECTED - FACTS WE DISCOVERED

MAIN ISSUES IDENTIFIED

RECOMMENDATIONS

SCHOOL
Double parking is dangerous.
KIDDS Achievements

Learning Outcomes
- Greater awareness of road safety issues and their impact

Ownership
- Greater school ownership of road safety issues & role they can play in addressing these (e.g. policing parking)

Educational (Internal)
- Education materials for new parents, safe crossing training, road signs outside school (designed by children)

Environmental (External)
- Changes to parking by-laws, speed limit changes, road safety signs, etc.
Vogeltown kids say...

"Please Slow Down"
WOODLEIGH
KIDS say
SLOW DOWN
Central School Kids say Slow Down!
SCHOOL ZONE
ENDS
Winner of Road Safety Trust
Innovation & Education Awards 2008
KIDDs – A Universal Model!

- Same approach used for Taranaki School Bus Safety Project in 2009

- Could be used to address almost any issue within school (e.g. environmental issues, bullying, nutrition or simply encouraging kids to read more!)

- And not just schools.................
More information...

Please visit our website:  
www.safetaranaki.org.nz/road-safety

Or email npis@tdhb.org.nz