



Te Kaunihera o
MANUKAU
City Council

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Video aimed at preventing driveway tragedies goes online

Injury Free Counties Manukau has launched an educational video aimed at raising awareness about driveway run-over incidents on YouTube.

The six minute video provides a re-enactment of a near-miss incident involving the Knox family from Waitakere, along with useful tips about how to avoid driveway injuries.

Paediatric surgeon and Clinical Director at Starship Children's Health Service Philip Morreau also reinforces the often tragic outcomes of what is now a growing problem in New Zealand. Twenty-five per cent of child pedestrian injuries occur on driveways.

Counties Manukau Police Pacific Liaison Officer Alf Filipaina features in the video. He is a strong supporter of the prevention campaign and advocates to communities in Counties Manukau on how to avoid driveway tragedies.

The world-wide release of the video follows two recent incidents which saw two Napier toddlers run over in their driveways, one of them tragically killed.

The video compliments an interactive driveway run-over prevention resource launched in August 2007 by the Auckland Regional Driveway Run-over Prevention Project group.

To view the video go to:

<http://www.youtube.com/watch?v=-hUoWvf3KJk> or
www.manukau.govt.nz

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Note to editors visit http://www.adhb.govt.nz/trauma/inj06talks/hsaio/Hsaio_dri.htm for research on driveway runover accidents in New Zealand.

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