



Ms Alice Wickett  
Coroner's Registrar  
Coroners Court of Victoria  
65 Kavanagh Street  
Southbank VIC 3006

12 May 2021

Dear Ms Wickett,

### **Investigation into the death of Seth Haddow – Court Reference COR 2019 000504**

Thank you for your letter dated 12 February 2021 in regard to Coroner Bracken's Finding without inquest into the tragic death of Seth Haddow. We extend our deepest condolences to Seth's family.

We refer to the Coroner's recommendations:

*"The Victorian Department of Health and Human Service, Kidsafe Victoria, the Transport Accident Commission and the Consultative Council on Obstetric and Paediatric Mortality and Morbidity (the Organisations) together consider the circumstances of Seth Haddow's death and undertake research to identify factors that contributed to it and to like deaths between 2015 and 2019.*

*That the Organisations together develop a strategy aimed at reducing, if not eradicating such deaths and increase the public awareness of the identified factors, their associated dangers and developed strategies."*

### **Recommended research and strategy**

The Coroner's recommendation is under consideration. We have approached the Victorian Department of Health (previously Victorian Department of Health and Human Services), the Transport Accident Commission and the Consultative Council on Obstetric and Paediatric Mortality and Morbidity to discuss the recommendations, undertake research and develop a strategy to prevent further tragedies.

Further, Kidsafe Victoria is working in partnership with the Georgina Josephine Foundation to develop targeted driveway safety resources and activations to increase the awareness of the dangers of driveways and measures that parents and carers can take to prevent driveway runovers. Kidsafe Victoria and the Georgina Josephine Foundation have applied for a Transport Accident Commission Community Road Safety Grant in early May 2021 to support the project, of which the outcome is to be confirmed.

### **Ongoing activities**

Kidsafe Victoria is committed to continue working to prevent child injury deaths and working in partnership with stakeholders to deliver education and awareness campaigns around driveway safety.

We currently promote our key driveway safety message (Supervise, Separate and See) through several key conduits, including the maternal and child health system, community organisations, early



childhood services, as well as directly to parents and carers at baby expos, through social media communications, media, newsletters and other channels.

The biggest challenge with these messages – and all of those associated with child injury prevention – is that with 80,000 babies born each year in Victoria, and around 30,000 of these to first time parents, our audience is constantly changing. This means it is essential to embed these messages through existing early parenting support services, as well as continue to deliver them on a larger scale through other mediums in an engaging way. Unfortunately, safety is not always top of mind for families until something happens – it is such a fine line between a tragedy and a near miss.

As a small, independent, not-for-profit organisation, ongoing funding to deliver a continued comprehensive, multifaceted campaign is a challenge for Kidsafe Victoria. We support investment into an ongoing strategy which we would be pleased to implement in partnership with other organisations to ensure that parents, grandparents and other carers receive regular information about how to keep their children safe across key child safety issues.

If you require further information, please do not hesitate to contact me directly on the details below.

Yours sincerely,

Melanie Courtney

CEO

Kidsafe Victoria

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