

March 2 2022

Alice Wickett
Coroner's Registrar
Coroners Court of Victoria
65 Kavanagh Street
SOUTHBANK VIC 3006
Via email: cpuresponses@coronerscourt.vic.gov.au

Dear Alice

Re: Coroner's Report COR 2019 000504 - Investigation into the death of Seth James Haddow

I am writing to follow on from the TAC's initial response to recommendations from Coroner Bracken's finding into the death of Seth James Haddow dated October 25 2021.

The two recommendations made by Coroner Bracken were:

(1) The Victorian Department of Health and Human Services, 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 the factors that contributed to it and to like deaths between 2015 and 2019.

(2) 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.

As outlined in my previous correspondence, the TAC has implemented several measures that address Coroner Bracken's recommendations. I want to update you on one measure, the TAC funded Driveway Safety Community Awareness Campaign, which was developed and implemented by Kidsafe Victoria.

The campaign targeting Victorian parents and carers was launched on Wednesday, 10th February and will run until May 2022.

The overarching aims of the campaign are to:

- increase awareness of the dangers driveways pose for children and the large blind spot behind all vehicles amongst Victorian parents, carers, and the general public
- increase knowledge of practical measures that can be implemented to reduce the risk of driveway runovers amongst Victorian parents, carers, and the general public
- facilitate the uptake of driveway safety practices amongst Victorian parents, carers, and the general public.



The TAC Road Safety Team has provided support to Kidsafe Victoria during the planning and development stages of the campaign. Maternal and child health services, local councils, neighbourhood houses and playgroups are other community partners who will assist in the campaign rollout.

The multifaceted community awareness campaign comprises TV and radio community service announcements (CSA), a social media campaign, public billboard convenience advertising and distribution of print resources and materials.

The TAC believes the campaign will assist in raising awareness of the dangers that driveways pose for children and increase the understanding of measures that can be taken to reduce the risk of driveway runovers.

If you require any additional information on measures implemented by the TAC, please do not hesitate to contact me.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Samantha Cockfield', is written in a cursive style.

Samantha Cockfield
Head of Road Safety
Transport Accident Commission