

CROKIDILES

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Advice for Parents to Keep Their Kids Safe in the School Holiday Shopping Crowds

Parents should prepare themselves and their children, this school holidays to ensure that in the event they are separated in shopping crowds, they are quickly and safely re-united.

Mother of two, Perth Inventor and Safety Advisor, Lauren Angove said that it was an unfortunate fact that children were often separated from their parents in the busy school holiday shopping crowds.

"Most parents have probably experienced the sinking feeling of not being able to find their children in a crowded place," said Mrs Angove.

"Usually children are returned safe and sound to their parents, but even minutes can feel like an eternity, and can be very distressing for both parent and child."

"Every second your child is away from you unsupervised they are at risk of injury or harm."

Mrs Angove offered the following advice for parents heading to the shops this school holidays with their children in tow:

- Younger children should be safely restrained in a pram or trolley wherever possible.
- Discuss with your child what they should do if they find themselves lost: consider whether your child should stay where they are or meet you at an agreed meeting place.
- Talk to your child about when and who they should ask for help: general advice is that they find and ask another parent for help.
- Ensure that they know what to do when they first find themselves lost: ask them to stop, look around, and loudly call out for you.
- Use an ID bracelet or write your mobile phone number on the inside of their wrist.
- Regularly discuss the plan with children and make sure you confirm their understanding of the plan.

Mrs Angove said she was forced to devise strategies to encourage her then two year old son to happily sit in the trolley because her husband worked on a fly-in-fly-out basis and he was often not at home to help.

In response to her own needs she invented a new product called Trollipop which fitted to the shopping trolley so she could do the shopping with her child safe and happily seated in the trolley.

Trollipop easily fits to a steel supermarket trolley and has many features to help parents with children while shopping with room to store snacks and drinks, shopping lists and other small items needed. It also has a couple of toys to keep them entertained and involved in the shopping experience.

A limited number of Trollipop are now at www.trollipop.com.au. Trollipop goes into full production in March 2012.

Former Port Hedland resident of 8 years, now based in Perth, 36 year old Lauren is a married mother of two boys aged five years and 15 months.

Ends

High resolution images and interviews and available on request.

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