



Website snapshot

## Triple Zero Kids Challenge

This case study is an example of action which contributes to HFA Priority for Action 3

### Abstract

**The early acquaintance by primary school children with Australia’s Triple Zero (000) emergency call service can lead to saving lives. The “Triple Zero Kids’ Challenge”—an award-winning on-line animated safety game for primary school-aged children—is a fun way for children to learn about a serious issue.**

In Australia, children make up a significant number of the callers to the Triple Zero emergency call service and it is recognised by emergency authorities that a greater effort should be made to help the young ones be able to report incidents that could be life-threatening. This game was originally designed by the National Triple Zero Awareness Work Group with the software developer, 360 Entertainment.

The Triple Zero Kids’ Challenge consists of 12 scenarios, four of each based on Police, Fire and Ambulance incidents. The player learns valuable safety lessons through the ‘no fail’ game play. It’s also an engaging educational tool for parents and teachers to help children understand the importance of planning for emergencies and learning how to call Triple Zero.

Since the game’s initial launch in 2010, the game has been played more than 975,000 times with users spending an average 17 minutes on-line each session. The game teaches children how to describe where an accident has happened and helps reinforce the message that the Triple Zero number should only be used if there is an actual emergency. The game and website helps children provide better information to emergency dispatch centres, which means faster responses to emergencies.

The website and game are widely accessible, and have been developed to meet the needs of those users who are physically and cognitively impaired. The games are available in English and six other languages, and feature closed captions in English. The games are also now available from the Apple iTunes store and Google Play for Android, as well as a stand-alone version downloadable through the game website.

An exciting addition to the Triple Zero Kids’ Challenge is the development of a Teachers’ Guide for use in primary schools. Lesson plans and learning activities based on the game are aligned to the National Curriculum so that the Triple Zero Kids’ Challenge is available as a mainstream teaching resource.

#### Relevant resources:

Triple Zero Kids’ Challenge website: At: <http://kids.triplezero.gov.au/>.

Triple Zero (000) website: At [www.triplezero.gov.au](http://www.triplezero.gov.au)