

alert

the newsletter of child accident prevention trust



August 2007

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Pass it on - Child Safety Week makes a difference!

Once again, thanks to all your hard work, Child Safety Week has made a difference to the lives of children and families in communities across the UK.

Independent market research shows that Child Safety Week 2007 scored the highest recall levels of awareness events in June – probably one of the busiest months in the year for community-based activities of all kinds. And awareness levels were highest amongst parents in social classes D and E, whose children are at greatest risk of death and serious injury from accidents.

When it comes to safeguarding children and young people, awareness needs to lead to action. And Child Safety Week certainly had an impact on people's behaviour. Just over half of the sample of parents in our survey reported that they had taken action to improve child safety as a direct result of Child Safety Week. The top three reported actions were:

- **checking that smoke alarms were working**
- **practising road safety with children while out walking**
- **buying and fitting a smoke alarm.**

For the first time, there was a 'dads' drop-in' area on [our website](http://www.capt.org.uk), reflecting a new survey which showed that dads lagged behind mums in child safety knowledge. We're still keen to hear from dads about the best ways of getting safety information out them, to meet their specific needs. Send your views to us at advicefordads@capt.org.uk or visit our dads' drop-in at <http://www.capt.org.uk/specialdads/main.htm>

Our reception desk is already groaning with all your Child Safety Week competition entries and the closing date isn't until the middle of September. Do feel free to use our competitions – and all our other safety quizzes and activity sheets – if you're running community events over the summer. You can download them from our website <http://www.capt.org.uk/activity/main.htm>

Child Safety Week 2008 takes place from 23 to 29 June 2008, so make a note in your diary now. But please don't put a stop to your activities just because Child Safety Week is over! We are here year-round to support you in providing safety advice to children and families, whether through our resources or our training courses. Do have a look at our website <http://www.capt.org.uk/> to see how we can help you.

We know that many of you use our Child Safety Week resources year-round in your accident prevention work. We still have some copies of our full-colour Child Safety Week ideas booklet in stock. You can order a box of 200 copies for £10.50 – please see our website for details at: <http://www.capt.org.uk/cswresources2007/main.htm>

But please be quick as stocks are limited!

Get involved: Help us to help you by telling us what you did during Child Safety Week 2007 and what you'd like to do in the future. We've a simple online survey on our website <http://www.capt.org.uk/csweek/evaldoc.htm> and we've extended the deadline for comments to next Friday 10 August. And thanks to the many hundreds of you who have already sent us your views.

Putting child safety on the national agenda – the government consults on *Staying Safe*

July saw the publication of a wide-ranging government consultation on helping children and young people to stay safe. Launched by Ed Balls, Secretary of State for Children, Schools and Families, ***Staying Safe*** aims to promote discussion on how best to keep children safe, reflecting one of the key principles of the ***Every Child Matters*** framework.

Accidental injury is highlighted as an area where more could be done, with a particular emphasis on vulnerable and low-income families who are greater risk of death and injury. There is also a strong emphasis – warmly welcomed by CAPT – on not wrapping children up in cotton wool, but instead helping children and parents to understand and manage real risks to children's safety.

Staying safe includes proposals to:

- launch a public education campaign to raise awareness of safeguarding concerns
- launch a communications campaign to encourage parents to let their children play outside in safe environments and take part in positive activities safely
- launch a new national safeguarding awards scheme
- carry out research into Personal, Social and Health Education (PSHE) teaching materials (see "Getting involved" below)
- provide information for parents through Sure Start Children's Centres
- launch communications targeted at parents in high risk households, advising them about the causes of accidents and how to prevent them.

Find out more: You can find full details of the ***Staying Safe*** consultation, including information on how to respond and other ways to get involved on: <http://www.everychildmatters.gov.uk/stayingsafe> or by e-mailing the consultation team on: staying.safe@dcsf.gsi.gov.uk. The deadline for your responses is 31 October 2007.

Get involved: As well as responding to the ***Staying Safe*** consultation, if you teach school-aged children about risk and safety, you can feed in your views on helpful resources, activities and expertise to the review of PSHE teaching materials that the PSHE Subject Association is carrying out on behalf of the government. Send your views to: Sarah@pshe-association.org.uk

Reducing childhood injuries in the West Midlands – a regional perspective

The West Midlands has one of the highest rates of unintentional injuries in children, but work is in hand to raise the profile and priority of this often neglected area of public health. So much so that the

2006 Annual Report of the Chief Medical Officer includes a focus on initiatives to tackle childhood injuries in the West Midlands.

In July 2006, the Child Accident Prevention Trust, the Department of Health West Midlands and the Government Office for the West Midlands brought together many of the key players for a major conference involving a line up of national and regional speakers and local practitioners. The West Midlands collaborative work with CAPT continues, with future projects now being planned.

Following the Audit Commission and Healthcare Commission report *Better safe than sorry*, and the government consultation on staying safe, the review of activity in the West Midlands is a timely reminder of the need to make child accident prevention a core priority – and the opportunities that exist to work in partnership to reduce the burden of injury and health inequalities.

Find out more: You can download a copy of *On the state of Public Health*, the 2006 Annual Report of the Chief Medical Officer from: http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/AnnualReports/DH_076817 - the West Midlands initiative is featured on page 66. We are keen to extend our support for work on child accident prevention into other Government Office Regions. Please contact Ian Evans, Head of Partnership Development, for more information: ian.evans@capt.org.uk

Safer bath times – reviewing Building Regulations

The campaign to prevent scald injuries to children moved a significant step forward during Child Safety Week, with news that the government is to consult over proposals to change Building Regulations in England and Wales to include hot water safety. This follows pressure from the **Hot water burns like fire** campaign, of which CAPT is a founder member and to which many of you have lent your support.

Further good news is that Gordon Brown has agreed to meet campaign group members, in response to a question from Mary Creagh MP at Prime Minister's Question Time. Mary Creagh has been a committed advocate for bath water safety since learning of the terrible injuries suffered by a young girl in her constituency. In 2006 she introduced a 'Ten Minute Rule' Bill in Parliament which pushed for safety devices called thermostatic mixing valves to be fitted to baths in all new and refurbished homes.

Find out more: Visit our website – <http://www.capt.org.uk/specialscalds/main.htm> - for details of the government's statement on Building Regulations and responses from CAPT and Mary Creagh MP.

Of course, hot baths are not the only scalding risk. Babies and young children also risk serious scalds from kettles and hot drinks. Every year, over 6,500 children under five are rushed to A&E as a result of these injuries. Our popular video, **fancy a cuppa?**, is now available to order as a DVD pack which comes complete with 50 leaflets and a set of support cards with facts, discussion guides and practical demonstration ideas.

Find out more: Visit <http://www.capt.org.uk/support/main.htm> for more information on our anti-scald support materials. As well as the DVD pack, we also have a colourful poster to reinforce the message to keep hot drinks out of reach of young children.

A unique child – the importance of safety in the new Early Years Foundation Stage Framework

'Keeping safe' is one of the basic themes and commitments which make up the 'Unique Child' – the first principle of the new **Early Years Foundation Stage Framework**. Together with information on

child health, well-being and effective practice, the new Framework sets the standards for learning, development and care for children from birth to five.

Published in March this year, the Framework comes into force in September 2008 and will apply to all childcare providers. If you want to help raise awareness of child safety among those who care for young children, you may be interested in our childcarers' foundation pack. This contains a copy of our guide to accident risks at different stages of children's development, plus one of each of our booklets, leaflets and fact sheets.

Find out more: For information on the Early Years Foundation Stage Framework, visit: <http://www.teachernet.gov.uk/teachingandlearning/EYFS>. For information on our childcarers' foundation pack, please see our online resource catalogue at: <http://www.capt.org.uk/general/main.htm#Information>

Partnerships for prevention

Partnership working is at the heart of child safety, so we are pleased to announce that Cuddledry™ has joined Totseat® as a commercial partner supporting CAPT's work. Cuddledry™ is a hands-free, organic, bamboo/cotton mix baby towel, with natural antibacterial properties. Totseat® is a washable, squashable, portable 'highchair' for toddlers, now sold in over 16 countries worldwide.

Both Cuddledry™ and Totseat® have signed up to donate an agreed amount to CAPT from their respective products for the foreseeable future. Nigel Dumbrell, our Corporate Partnerships Manager, said: *"CAPT is proud to be working in mutually beneficial partnership with both Cuddledry™ and Totseat®. We look forward to the development of these new businesses and seeing the growth of their products"*.

Find out more: CAPT is keen to develop partnerships with other corporate businesses, both large and small. If you would like to discuss the opportunities, please email Nigel at: nigel.dumbrell@capt.org.uk. For more information on our two commercial partners, please see the supporters area of our website at <http://www.capt.org.uk/thankyou/main.htm>

Research into practice conference

Research into Practice for Child and Adolescent Injury is the theme of the First Injury Prevention Conference for the UK and Ireland, to be held in Bristol on 13 and 14 September 2007. The emphasis is on an evidence-based approach to accident prevention, and how to translate evidence into practice. The event is aimed at practitioners, researchers and policy makers.

Find out more: Contact Esther Heijns on: Esther.Heijns@bristol.ac.uk

Road safety – how do you get the message across?

Home-based child carers like childminders and foster carers play an important part in teaching children about road safety. With support from the Department for Transport's Challenge Fund, we are developing an innovative, magazine-style road safety resource pack for child carers, with interviews, fact files, top tips, quizzes and practical activities to use with children.

If you look after children in your home, we'd love to hear how you help them learn about road safety, whether as pedestrians, cyclists or passengers in the car. What are the issues and opportunities that arise? Do you have tips that you are willing to share with others? And are there games or activities you use with children to help them learn while they are having fun?

Teenagers' attitudes to risk-taking and road safety present very different challenges. In a separate project for the Department for Transport we're taking a creative approach to the development of resources which address the very real influences on young people's lives and risk awareness. Again, we like to hear from teachers, youth and community workers who are willing to share their experience, ideas and good practice.

Find out more: Please contact Ian Evans, Head of Partnership Development, on:
ian.evans@capt.org.uk

Any questions?

If you have any questions about CAPT resources, the answers should be on the new *Frequently asked Questions* section of our website. How much do resources cost? How do I order? Can resources be co-branded? Can I translate CAPT resources into another language? These and many more questions are answered to help you find out more about the support and information that is available to help you in your child safety work.

Find out more: Visit <http://www.capt.org.uk/FAQresources/main.htm>

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