

CAPT News, September 2005

CAPT News is a regular publication from Child Accident Prevention Trust aimed at keeping people with an interest in preventing accidents and injuries to children abreast of developments at CAPT and elsewhere. If you have news you would like us to include, please send it to news@capt.org.uk.

Our aim is to disseminate information about child accident prevention as widely as possible so we are happy for you to forward this to colleagues or other networks, or use parts of it in your own (non-commercial) publications as you wish. All issues of our newsletters are available on our website as PDF files. Visit <http://www.capt.org.uk/> and click on "CAPT News".

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NEWS FROM CAPT

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Child Safety Week

It is a good job that August tends to be a quiet month - we need the time to recover from Child Safety Week! The 2005 Week was the biggest yet. We sent out over 28,000 copies of the Ideas Booklet - an increase of two-thirds from 2004 - and generated media coverage with a reach/circulation of over 50 million - with highlights including interviews on GMTV and Radio 1.

There were thousands of local activities and events during the Week, some reaching tens of children, parents and carers, others reaching thousands - and all vital in helping to spread our safety messages.

Independent market research revealed that Child Safety Week had the highest recall levels of awareness events in June, and almost half of the parents surveyed said they had taken action to improve their child's safety as a result of the Week. Awareness levels also stayed high among the poorest families, whose children are at greatest risk of death and serious injury. Thank you to everyone whose hard work contributed to this success!

A number of you have told us that you use the Child Safety Week ideas booklet as a year-round resource for accident prevention. We still have some copies of the booklet in stock, which we can let you have on a first-come, first-served basis - you just pay for carriage. (For one copy, send a stamped self-addressed A4 sized envelope with 35p postage to CSW 2005, Child Accident Prevention Trust, 22-26 Farringdon Lane, London EC1R 3AJ; for 2-5 copies the envelope should have £1.14 postage. For larger orders, please contact Publications Sales for price details, email sales@capt.org.uk or tel: 020 7608 7368.)

Our reception desk is now groaning under the weight of thousands of entries for our safety competitions. Many of you told us how helpful the quizzes and activities were in getting children and their parents talking and thinking about safety. Many parents and children also told us that they learnt new things. One young man wrote: "It made me think about safety and how our actions can influence accidents".

The closing date for our competitions has now passed and we'll be notifying all the lucky winners by 7 October.

Thanks to all of you who took the time to return the evaluation forms to us. One message that came across loud and clear from your feedback was the importance of partnership working. As many as 75% of activities organised for Child Safety Week involved partnerships and, in 90% of cases, you told us you expect those partnerships to continue beyond the Week.

Even though the official closing date for returns has passed, please do send your completed form back to us in the freepost envelope provided. The evaluation is important for a number of reasons: it tells us what worked and what didn't this year, it helps us respond to your needs for future Weeks, and it demonstrates to our official supporters the value of their contributions.

Child Safety Week would not happen without the generosity of our official supporters: in 2005, these are Bitrex, Ei Electronics, the National Community Fire Safety Centre based in the Office of the Deputy Prime Minister, the Department of Health, the Department of Trade and Industry, and the Department for Transport. Our sincere thanks to all of them for their commitment to this key initiative.

Almost before one Week is over, you are asking us for dates for next year so you can book venues and start planning. Here is that date for your diary: Child Safety Week 2006 will run from Monday 19 to Sunday 25 June.

A Picture of Safety project

Our new booklet "I'm only a baby but..." has proved to be a great success, with sales - and your reactions - exceeding all expectations. So high were the sales that we had to reprint it within weeks of its launch - apologies to those of you who had to wait for the reprint.

The illustrated booklet - produced with the support of the Sure Start Unit and the Department of Health - covers falls, house fires, scalds, choking, drowning and in-car safety. In it, a baby introduces the accidents that babies are most likely to be hurt in and explains what parents and carers need to do to keep the baby safe.

The booklet has been designed for parents and carers with poor reading skills - one in six adults has the reading age of a primary school age child or less. You've told us that the booklet has gone down well with teenage mums, disadvantaged parents who struggle to read, parents with learning disabilities, parents with English as a second language, and recent arrivals to the UK including refugees and asylum seekers.

However, you've also told us the booklet works well as a colourful quick reference guide for other parents and carers, proving useful for ante- and post-natal classes, childcare training and teenagers who baby sit.

You can see the booklet online as a pdf file by visiting the home page of our website <http://www.capt.org.uk/>. You can order bulk copies of the booklet, priced at £22.50 per 50 copies plus post and packaging, using the order form you can download via the same link on our home page. If you have any order queries, please call Publication Sales on 020 7608 7368 or email sales@capt.org.uk.

We are starting work on a companion booklet that explores safety issues now our baby has started to crawl - due for publication this winter. So far, we've carried out detailed telephone interviews with a sample of local practitioners who used the first booklet. Now we are keen to get your

feedback too, to find out what worked well with parents and carers, and what could be improved. Please contact our Communications Manager Amanda Pritchett with your comments at amanda.pritchett@capt.org.uk.

Free training for midwives on in-car safety

In the February issue of CAPT News, we told you about a grant from the Department for Transport that enables us to offer free training on carrying babies safely in cars when they leave hospital. We now have more opportunities to provide this training to midwives and their assistants.

The training sessions, which last about two hours and are a mix of theory and hands-on work, are available to hospitals and community midwives within about an hour's drive of Leeds. This limitation is to keep the travel costs of our trainer, John Horsfall, within budget.

To find out more and to apply for this free training, please call CAPT's Projects Director Mike Hayes on 020 7608 7364 or email mike.hayes@capt.org.uk

Accident alert charts

CAPT's accident alert charts show key hazards for young children and the ages at which accidents are most likely to happen. You can use them to talk through hazards with parents and they are designed to fit inside the parent-held child record book.

You can view the chart online as a pdf file by visiting the home page of our website <http://www.capt.org.uk/>. (Please note that the pdf file is very big (2.9Mb). If you have problems downloading it, we can email the file to you as an attachment or post you a sample upon receipt of a 2lp self-addressed C5 sized envelope - our address is at the end of this email). The sample shows a chart with a primary care trust's logo on it but your copies would be supplied unbranded.

You can order bulk copies of the chart, priced at £50 per 50 copies (the minimum order) plus post and packaging, by contacting Publication Sales on 020 7608 7368 or email sales@capt.org.uk.

Play safety

CAPT's play safety consultant Rob Wheway has produced a pamphlet called "Urban myths about children's playgrounds", which challenges some commonly-held misconceptions including:

- playground equipment is less exciting than it used to be
- children use playgrounds less because the playgrounds are boring
- safety surfacing has made playgrounds less exciting for children
- climbing frames are dangerous
- local authorities must make playgrounds safe because they are often sued.

The pamphlet aims to provoke a debate about how best to improve children's play opportunities while also ensuring their safety. You can download a copy as a pdf file via the home page of our website <http://www.capt.org.uk/> or you can obtain a printed copy by sending us a 2lp A4 sized stamped addressed envelope (our address is at the end of this newsletter).

To find out more about CAPT's play safety service - which includes training, inspections and consultancy - you can download a flyer from the

CAPT Services page of our website <http://www.capt.org.uk/>. For a no-obligation discussion about what we can offer, please call Rob Wheway, our play safety consultant, on 024 7671 4784 or email play.safety@capt.org.uk.

CAPT commissioned to develop safety plan for Scotland

A Child Safety Action Plan for Scotland is being developed as part of a European Child Safety Alliance (ECSA) initiative. It is hoped that, once the action plan is finalised, it will be adopted by government, statutory agencies and other organisations throughout Scotland, complementing existing strategies and programmes.

CAPT has been commissioned by the project funders - NHS Health Scotland, Scottish Accident Prevention Council, NHS Greater Glasgow and ECSA - to develop the plan for Scotland, working closely with RoSPA Scotland and consulting widely with relevant agencies.

Scotland's plan will seek to reduce the variations in death and injury rates between children from the poorest and wealthiest homes, without compromising the need to reduce deaths and serious injuries among all children. The recommendations for action will focus on the major causes of death and serious injury, and draw on what is known to be effective.

The first steps are to assess the current leadership, infrastructure and capacity for preventing childhood accidents in Scotland. A draft plan will then be presented to policy-makers and practitioners to allow them to identify priorities and comment on the proposals.

For more information about the development of the child safety action plan for Scotland, please contact Mike Hayes, CAPT's Projects Director, on email mike.hayes@capt.org.uk or tel: 020 7608 7364.

ECSA received funding from the European Commission for the project, which aims to create national action plans on child safety in 18 European Union member states by December 2007. You can download a brochure on the European action plan initiative from the ECSA website <http://tinyurl.com/ajwsd>

An apology

In 2004, CAPT News appeared every month, but because of overwhelming demands on the time of our small staff team throughout the spring and summer, partly as a result of a very successful Child Safety Week, we have not managed to maintain this timetable in 2005. Please accept our apologies.

OTHER NEWS
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John Howard

John Howard, chief executive of the UK safety organisation, the Royal Society for the Prevention of Accidents, died suddenly on 16 July. John joined RoSPA 20 years ago from industry as director of home and leisure safety. He later became responsible for road safety as well, and then in 1992 for all areas of RoSPA's campaigning, including safety at work.

He was responsible for promoting change in a wide cross-section of fields, from the need for fire-safe furniture and factory-fitted plugs on electrical goods, to the latest law banning the use of hand-held mobile

phones while driving. He helped to establish RoSPA as one of the world's leading safety organisations. John was deeply committed to reducing death and injury. He will be greatly missed throughout the safety community in the UK and beyond.

GB road casualty statistics for 2004

The number of people killed on Britain's roads in 2004 was the lowest since records began in 1926, according to figures published by the Department for Transport. In 2004, 3,221 people died in road accidents, down 287/8% on 2003. This despite an estimated increase in road traffic of 2% in 2004.

Casualties among children under 16 fell by 3%. There were 166 child deaths in 2004, 3% fewer than in 2003. The number of children killed or seriously injured in 2004 was 3,905, down 5% on 2003. Of those, 2,339 were pedestrians, 2% down on 2003.

The government's target is - by 2010 - to halve the number of children who are killed or seriously injured as a result of road accidents, compared with the average for 1994-98. The 2004 figures show that the number of children killed or seriously injured was 43% below this average.

Visit <http://tinyurl.com/c3joo> for more information.

Scotland leads the way in preventing bath water scalds

From next spring, all new and renovated properties in Scotland will have thermostatic mixing valves fitted to bath and bidet taps, to reduce the risk of severe scalds - if proposals in a consultation on building regulations for Scotland are accepted. The move will protect elderly people and young children, who are particularly at risk from scalding water

NHS statistics in Scotland show an average of 125 hospital admissions every year for injuries caused by hot tap water. Launching the consultation, Deputy Communities Minister Johann Lamont said: "We have decided we should act to help prevent these accidents".

You can download the consultation document from the website of the Scottish Building Standards Agency www.sbsa.gov.uk. The closing date for your responses is Monday 28 November.

CAPT has been spearheading work on bath water scald prevention for several years, working with the Thermostatic Mixing Valve Manufacturers Association on developing a new generation of anti-scald valves specially designed for taps in the home. These devices still allow you to have a hot bath but stop taps disgorging water at temperatures that scald young children in seconds.

Our work has also led to the Office of the Deputy Prime Minister reviewing Building Regulations south of the border, with a review of Part G, which includes hot water safety, currently underway. CAPT hopes that a ministerial announcement similar to that from Scotland will follow shortly.

For more information on anti-scald devices - and a debunking of the myths that appeared in some newspapers recently - please visit the home page of our website <http://www.capt.org.uk/>

New fire safety campaign

"A fire doesn't have to kill you to take your life". That's the message of a hard-hitting new advertising campaign that highlights the emotional and financial devastation caused by house fires.

The campaign - led by the National Community Fire Safety Centre based in the Office of the Deputy Prime Minister - is backed up with a free fire prevention handbook with tips on how to detect, prevent and escape from house fires.

You can view the handbook online at www.firekills.gov.uk or order a free copy by phoning 08456 087087. For more information on the campaign, go to <http://news.bbc.co.uk/1/hi/uk/4226136.stm>.

Fire is the biggest killer of children in the home, with children under five at greatest risk. In 2003, 38 children died and another 1,250 were rushed to hospital. For more information on fire safety and children, visit the home page of our website <http://www.capt.org.uk/>

National co-ordinator for LASER project

'LASER' stands for Learning About Safety through Experiencing Risk. It sums up the aim of interactive safety schemes - both permanent safety centres such as Bristol's Life Skills Centre and the many temporary schemes such as Junior Citizen events.

In June, John Vallender took up his post as programme manager for the LASER project. His key role will be to produce quality standards and develop an accreditation process for interactive safety schemes, initially focusing on permanent centres. This three-year post, funded by the Department of Health, is based at RoSPA headquarters in Birmingham.

John Sleight, chair of the National Safety Centres Alliance said, "This is excellent news for the future of the National Safety Centres Alliance, which will now be able to move forward in a strategic and operational direction to establish national credibility and status". CAPT has joined the steering committee of the National Safety Centres Alliance.

For more information about the LASER project visit RoSPA's website at <http://www.rospa.com/safetyeducation/laser/index.htm> or contact John Vallender on 0121 248 2114.

Consultation on Part B (fire safety) of Building Regulations

The Office of the Deputy Prime Minister is planning to revise the fire safety aspects of the Building Regulations (Part B), together with the supporting guidance in Approved Document B, with a major consultation exercise now underway. The proposals would affect future building work in England and Wales, and how fire safety is designed into buildings.

The review looks at fire safety in all types of premises including private homes, residential homes, schools and warehouses, drawing on recent experiences of fires, developments in construction and research findings. It considers the important role that sprinklers and other types of fire protection measures may play.

The consultation asks whether the provision for self-closing doors in flats and homes with three or more storeys should be removed - except for garage doors and doors opening onto common escape routes - in order to stop problems with finger entrapment.

You have until 18 November to make your views known to the Office of the Deputy Prime Minister. You can access the consultation papers via <http://tinyurl.com/dm9nn> - although be warned that the three documents total 600 pages. You can also order a copy from the ODPM publications hotline tel: 0870 1226 236, quoting the product code 05BD03249/a, b and c.

Institution of Highways & Transportation (IHT) Road Safety Award

The aim of the IHT/BP Bitumen Road Safety Award is to identify, share and celebrate good road safety practice. If you have a road safety initiative, scheme or product that contributes to casualty reduction, particularly where it provides outputs that can be widely applied, do consider entering it for this award.

The award is split into two categories:

- Reducing all accidents - engineering, enforcement, education or encouragement initiatives to improve road safety through techniques or methods to influence road user behaviour.
- Reducing child casualties - initiatives and/or techniques focused particularly on improving child safety.

For further information, visit <http://tinyurl.com/a4wcx>. The closing date for entries is Tuesday 15 November 2005.

UK study of bath seats

A paper by Professor Jo Sibert and his colleagues reports on drownings associated with bath seats in the UK between 1989 and 2003. Using a press cuttings database and a comprehensive literature search, they found six cases of children under two where drowning was associated with using a bath seat. This compared with 47 children where drowning in the bath was not associated with a bath seat.

The authors concluded that a baby drowning after being placed in a bath seats is a rare but definite cause of death. Bath seats appear to give a false sense of security (even if not encouraged by the manufacturers).

It is unclear whether putting a baby in a bath seat represents an increased risk of drowning compared with not using a seat, without knowing the numbers of parents who use bath seats. Whether in a seat or not, it is clear that the main risk to babies in the bath is being left unsupervised.

The paper "Drowning of babies in bath seats: do they provide false reassurance?" by Sibert et al is published in Child Care, Health and Development, 31(3), 255-259, May 2005. You can view the paper via <http://tinyurl.com/bqd8u>.

Mandatory safety standard for baby bath aids

A mandatory safety standard for baby bath aids has been introduced in Australia, to raise safety awareness among carers of babies.

The new standard requires manufacturers to display a warning label on all bath aid products. The label, which must be visible when the child is in the product, alerts users that children have drowned using bath aids and that the carer should always stay within arms reach. The label also warns

that bath aids are not a safety device or a substitute for adult supervision.

Europe still without child-resistant lighters

EU Member States have again failed to come to a decision on enforcing child-resistant lighters in the European market. Extraordinarily, the main argument they give is "insufficient evidence of serious risks". The European consumer safety organisation, ANEC, suggests that the scarcity of evidence is actually due to the absence of a comprehensive European accident data collection system. In the UK, we know that cigarette lighters are a leading source of death for children in house fires and that playing with fire is the third most frequent cause of non-fatal casualties for children in house fires.

Since the adoption of the standard EN 13869 'Lighters - Child resistance for lighters - Safety requirements and test methods' in 2002, ANEC has repeatedly urged the European Commission to publish the references of this standard in the Official Journal, which would make compliance with the standard mandatory.

However, Member States have not been able to agree on how to establish and enforce a child-resistant requirement for disposable lighters. There is considerable opposition from Chinese lighter manufacturers, citing discriminatory practices and barriers to trade.

ANEC believes that commercial interests should never be allowed to prevail over consumer safety, particularly vulnerable consumers such as children. Accident statistics from the US show a considerable drop in casualties since the regulation on child-resistant lighters was introduced, and there is no reason why this should not be the case in Europe too.

No more phthalates in toys

The European Parliament has decided to ban permanently the use of phthalates in children's toys. Scientific studies have identified phthalates as endocrine (hormone) disrupters and have linked the use of phthalates to allergies and asthma.

Three phthalates will be banned in all toys and childcare articles, and three others will be banned in all toys and childcare articles that are likely to be placed in children's mouths.

Collecting non-traffic and non-crash information

The US National Highway Traffic Safety Administration (NHTSA) is to collect data on non-traffic and non-crash events. This means that a child who is run over in a drive, suffocates in the boot of a car, or gets trapped in a power window will become an official statistic, which could then help fix dangerous equipment or manufacturing methods.

NHTSA will also look for ways to reduce "back-over" accidents, in which reversing cars kill or injure hundreds of children in the US every year. And finally, by 2007, all US vehicles must have power window switches that can only be pulled up or out, reducing the risk that a child, leaning out of the window, will accidentally activate a switch and crush their head, neck or arms.

Home safety advice in Queensland

The Queensland Fire and Rescue Service (QFRS) has launched an upgraded home safety programme, Safehome, providing fire and household safety information to Queensland's 1.3 million homes. Information offered as part of the free visit covers not just fire safety but also falls, poisoning, burns and scalds, driveway run overs, pool safety and insurance.

Visit <http://tinyurl.com/duk9z> for more information about the Safehome scheme.

WHO meeting on child injury prevention

Although the burden of accidental deaths, injuries and disabilities in children around the world is enormous, many are preventable, as successes in richer countries show. The challenge is to adapt these interventions for poor countries, to reduce the enormous, unequal burden in these areas.

The World Health Organisation hosted an historic consultation meeting on Child Injury Prevention from 31 March to 1 April 2005. The aim of the meeting was to develop a draft WHO strategy for global child injury prevention and begin planning a *World report on child injury prevention*.

The meeting discussed the current situation of child injury globally; potential areas for effort and collaboration; a WHO strategy for child injury prevention; and the development of the *World report*. You can find out more at <http://tinyurl.com/8yho6>.

DIARY DATES - UK

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14-15 November, 2005, RoSPA Home Safety Congress, Solihull

The theme this year is reducing risks and injuries at home. Further information in the home safety section of <http://www.rospace.co.uk/>.

27 February - 1 March 2006, RoSPA Road Safety Congress, Blackpool

The theme of the 2006 congress is "The road to safer behaviour". Visit www.rospace.com/road/index.htm for further information.

19-25 June 2006, CHILD SAFETY WEEK 2006

If you are organising an event that you would like to add to this list, please email details to safe@capt.org.uk.

DIARY DATES - INTERNATIONAL

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5-7 October 2005, 13th International Conference on Road Safety, Warsaw, Poland

The conference themes are:

- * Transfer of road safety knowledge, how do we accelerate its implementation?
- * Do first world answers fit third world problems?
- * Exchange of evaluated good practices.

For more information visit <http://www.vti.se/RS4C>.

22-26 October 2005, 13th Cochrane Colloquium, Melbourne, Australia
The scientific programme will focus on several key issues affecting the Collaboration's work. Full details are available on the website www.colloquium.info

2-4 November 2005, 3rd New Zealand Injury Prevention Conference
"Living and playing safely in Aotearoa New Zealand" is the theme of this meeting. Visit the conference website, <http://www.ipn.org.nz>, for more information.

6-8 November 2005, Canadian Injury Prevention and Safety Promotion Conference
The overall theme for the conference is "Evidence to Action: Injury, Violence and Suicide Prevention", with all submissions building on the following broad sub-themes:

- Defining the problem
- Risk and protective factors
- Knowledge mobilisation
- Prevention and promotion
- Research and evaluation

For further information, visit <http://www.injurypreventionconference.ca/>.

2-5 April 2006, 8th World Conference on Injury Prevention and Safety Promotion, Durban
Visit <http://www.safety2006.info/index.aspx> for more information. THE CLOSING DATE FOR ABSTRACTS HAS BEEN MOVED TO 30 SEPTEMBER 2005.

If you are organising an event that you would like to add to this list, please email details to safe@capt.org.uk.

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