



West Midlands

For immediate use: 23 June 2009

Professionals in the West Midlands supported to work together to prevent accidents to children

As part of Child Safety Week, a new networking resource has been launched by the Department of Health West Midlands and the Child Accident Prevention Trust (CAPT) to support local professionals in the West Midlands to work together to prevent accidents in children.

A survey by on-line portal NetMums showed that West Midland mums tend to seek advice about accidents from friends with children and their own parents but would like to be able to learn about accidents from their local GP surgery (87.3% of mums), health visitor (83%), playgroup (81%), or parenting groups (71%).

Initiatives to make prevention work more effective are a regional priority. Feedback from a wide range of practitioners highlights the need for shared learning, better training and 'signposting' opportunities to make child accident prevention more effective and more accessible.

Advocating child safety is a practical partnership working tool which supports advocacy and action. Building on national and regional developments for children's health, safety and well-being, the guide provides information on sources of injury data, policy mapping, potential partner organisations, community involvement and local contacts.

Dr Rashmi Shukla, Regional Director of Public Health for the West Midlands said:

*"We take the challenge of reducing childhood injuries very seriously. This resource is part of a long-term commitment to improve the safety and life chances of children and young people in the West Midlands. Everyone has a part to play in helping children to stay safe, and **Advocating child safety** will create more awareness and understanding of the different*

roles and opportunities. This is an important contribution to the West Midlands Health and Well-Being Strategy”.

Katrina Phillips, Chief Executive, of the Child Accident Prevention Trust said:

*“I welcome **Advocating child safety** as a tool to help everyone to make a difference, and to ensure that the awareness and enthusiasm of Child Safety Week drives year-round action to make children and young people safer in the West Midlands. With the rapid pace of modern life and the speed at which children develop, it can be a challenge for parents to stay one step ahead in preventing serious accidents. It’s often the small changes which make a difference. We know that we can keep children “safer, together” by working in partnership across many different local agencies and organisations to ensure that homes, roads and communities are safer places for children to live, learn and play.”*

NOTES TO EDITORS

- The **Child Accident Prevention Trust (CAPT)** is the UK’s leading charity working to reduce the number of children and young people killed, disabled or seriously injured in accidents. It wants to see children leading active, healthy lives – not ‘wrapped in cotton wool’. It is the national organiser of Child safety Week. For information about Child Safety Week, resources for parents or to find out about CAPT resources go to www.childsafetyweek.org.uk
- Users can register to download **Advocating Child Safety** free of charge at: www.capt.org.uk/specialwmproject/main.htm
- NetMums questioned 1,166 mums of children under five on their concerns for their children’s safety. The survey ran from 31 May to 7 June 2009.
- The four most common causes of hospital admissions for children under five due to accidents in the home in the West Midlands are (Hospital Episode Statistics, 2007-08):
 1. Falls (869 admissions)
 2. Accidental poisoning (374 admissions)
 3. Exposure to inanimate mechanical forces (314 admissions)
 4. Contact with heat and hot substances (134 admissions)
- A dedicated website has been created by the Department of Health West Midlands to support injury prevention work in the region – visit www.wmpho.org.uk/injury

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