



Welcome to the Child Accident Prevention Trust's email news bulletin

Welcome to the latest edition of CAPT News, the newsletter from the Child Accident Prevention Trust which aims to equip you with the knowledge, resources and tools to make a significant contribution to preventing childhood accidents in your community.

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Child Safety Week 2009 – Safer, together

Your support for Child Safety Week 2009 *Safer, together* helped to make it a fantastic success! Some of the highlights include:

- over 70,000 Child Safety Week Ideas Booklets in circulation throughout the country;
- 22% of parents heard about Child Safety Week through national and local media coverage and local events;
- 41% of these parents said they had taken action as a result of the Week, including practising road safety with their children, moving medicines and household cleaners to safer places or explaining to their children that water and electricity don't mix;
- national TV coverage on *GMTV*, *This Morning* and *Loose Women* along with stories

in national and local radio and press.

Thanks to your feedback on the excellent local work you were involved with, we know that your local events helped to drive the message home to parents, carers and children:

“It really opened the parents’ eyes as to how easy it would be for their child to get hurt. Doing these games and activities helped the children to understand how important it is to be safe” Sure Start Children’s Centre

“It brought families into our children and families centre. It created a community event and was warmly welcomed by local families” County council

We know that partnership working was a key factor and that many of the relationships formed during the Week are set to continue:

- over 60% of local agencies worked with partners
- 94% of you expect these relationships to continue after the Week.

The wide range of activities and events helped ensure that families learnt about accident prevention but had fun at the same time.

“I learnt more safety advice by this book and other things to save myself and friends, thank you” Zeena, age 6

Thanks again to the [official partners](#) of Child Safety Week 2009 – Bitrex[®], Department for Children, Schools and Families, Department of Health, Department for Transport, Electrical Safety Council and the Scottish Government – whose generosity made the Week possible.

Child Safety Week 2010 will run from 21-27 June. Watch the Child Safety Week website www.childsafetyweek.org.uk for information and updates.

Making the Link: working together for child accident prevention

Child Safety Week demonstrates the value of partnership working. In your feedback, you’ve told us repeatedly that: “Child Safety Week is a great opportunity for partners to work together to better effect” and that: “When agencies work together they can achieve so much more”.

If there’s been one complaint, it’s that without year-round support for partnership working, the catalyst for change provided by Child Safety Week isn’t fully realised.

To encourage year-round collaboration, we have launched *Making the Link*. Supported by the Department for Children, Schools and Families (DCSF), it will help organisations England-wide enhance their skills in effective partnership working on child accident prevention, with the aim of reducing childhood death and serious injury.

Making the Link has two key strands:

- A monthly e-bulletin, a ‘knowledge hub’ website, an online learning community and a printed toolkit, all designed to share knowledge and good practice.
- A series of events to encourage communication and collaboration. In year one, these are invitation-only workshops for key decision-makers from different sectors. In year two, there will be a series of open seminars and a national conference.

To get involved, visit: <http://www.makingthelink.net/> or email: mtl@capt.org.uk. We're keen to showcase the impact of effective local partnerships, so do share your stories with us.

FOCUS ON... Clocks go back – Be Bright, Be Seen!

During school term time, the majority of road accidents happen in the afternoon and evenings, especially in the autumn and winter when it gets dark earlier in the day.

With clocks going back on Sunday 25 October and the start of the new school year, now is the time to alert families to the importance of children's visibility when out and about.

The essential message to pedestrians and cyclists is to wear bright clothing during the day and reflective clothing or accessories after dark. Drivers should be especially careful around schools and be mindful of their speed when visibility is poor.

There are lots of online resources to help you get the message across. The Department for Transport (DfT) is spearheading the national *Be Bright, Be Seen* campaign, and has developed a suite of resources for teachers, parents and carers, and children:

For teachers, a lesson plan for under fives: dft.gov.uk/think/education/early-years-and-primary/teachers/early-years/lesson-ideas/bright-is-right/

For parents of young children: dft.gov.uk/think/education/early-years-and-primary/parents/3-to-5s/be-bright-be-seen/

For parents of older children: dft.gov.uk/think/education/early-years-and-primary/parents/7-to-11s/Be-bright-be-seen/

Plus, a new game and quiz have been developed especially for children on DfT's Tales of the Road website: talesoftheroad.direct.gov.uk/be-bright.php

Road Safety GB is working in partnership with DfT to develop *Be Bright, Be Seen* resources for road safety officers to use in their local communities. To find your local road safety team go to: www.roadsafetygb.org.uk/contacts/

IN THE KNOW

Free NHS online service helps first-time parents

A new interactive website to help parents and carers keep babies healthy, happy and safe – www.babylifecheck.co.uk – has been rolled out by the Department of Health.

The Keeping Your Baby Safe section of the site, which includes questions and safety essentials, was developed in close consultation with CAPT's Head of Research and Development, Mike Hayes.

Guiding users through a series of simple multiple choice questions, the site offers parents advice and reassurance on making the best decisions for their child. There are also sections on development, talking, playing, feeding, teething, sleeping, and immunisations.

You can find more detailed information on baby safety on our website:

<http://www.childsafetyweek.org.uk/child-safety-week/parents-section/safety-advice-by-age/babies/>

Alternatively, our booklet *Keep Your Baby Safe* is a perfect guide for expectant or new parents: www.capt.org.uk/general/default.htm

National Schools Fire Safety Day – plan your escape!

In a fire, every second counts – you need to get out of the smoke before it knocks you out. Wednesday 14 October is National Schools Fire Safety Day, and the focus this year is on planning a safe escape, if a fire starts in your home.

The day, which is jointly promoted by the Fire Fighters Charity and the Communities and Local Government Fire Kills Campaign, is fully supported by DCSF. The key objective of the day is to get Year 2 pupils to remember five key points to take home to their families:

1. You need to have an escape plan, and everybody at home needs to know it
2. You should practise your plan – it's fun and helps you stay safe
3. You need to keep the exits to your home clear otherwise you won't be able to get out
4. The best way out of your home is probably the way you usually go in and out
5. You should get out, stay out, call 999.

The National Schools Fire Safety Day website has downloadable resources for teachers and parents, and games and quizzes for children: www.nationalschoolsfiresafetyday.com

They also have a free teacher's resource pack which includes classroom worksheets, an event poster, a homework sheet and teacher's guidance notes. You can order copies through the website or by calling 01202 653 360.

You can find fire facts and safety tips, and a comprehensive list of fire safety links, on our website: <http://www.childsafetyweek.org.uk/child-safety-week/parents-section/safety-topics/fire-safety/>

Firework safety

A simple sparkler reaches a temperature of up to 2,000°C – 20 times the boiling point of water. That's why it's so important never to give sparklers to children under five and to supervise the over fives.

You'll find lots more practical advice and information on firework safety on the Department of Business, Innovation and Skills (BIS) website www.berr.gov.uk/fireworks/. For **organisations planning a safety campaign**, there's a free resource pack with:

- tips for running individual campaigns and working with the media;
- safety talks;
- fascinating facts and accident statistics;
- the firework code; and
- an order form for safety leaflets and posters.

For **children**, there are firework safety games to play. For **teachers** there are curriculum resources for Key Stages 1, 2 and 3. You can download all the resources. A limited number of printed copies can also be ordered online: www.berr.gov.uk/fireworks/

Play4Life

The Government's campaign to tackle obesity, Change4Life, has had a very positive response from young families. Now the Department of Health (DH) is urging health and child care professionals to register as supporters and make full use of the free

resources and toolkits.

Recognising that play is critical in nurturing active lifestyles from a young age, DH has launched a Play4Life toolkit for people working with families. As well as information, advice, ideas, activities and a poster to promote safe indoor and outdoor play, there is editorial content to help you generate publicity and a poster to customise to publicise your events.

Sign up as a supporter and you can access the partners area of the Change4Life website: www.nhs.uk/change4life/pages/partners.aspx

Increase in enquiries about childhood poisonings

2008-09 saw a sharp increase in the number of enquiries about children under 10 to the National Poisons Information Service, up 11% compared to the previous year. Most poisoning enquiries concerned paracetamol, ibuprofen or silica gel.

CAPT Chief Executive Katrina Phillips voiced her concern over the increase:

“These are everyday substances found in most homes. Painkillers are often left in handbags or on bedside cabinets, as parents believe that blister packs and child-resistant containers are child-proof. Unfortunately that’s not the case, as this increase shows. It’s important to keep reinforcing the message of keeping hazardous products out of young children’s reach and sight.”

You can find more information on preventing accidental poisoning on our website: <http://www.childsafetyweek.org.uk/child-safety-week/parents-section/safety-topics/poisons/>

Alternatively, our leaflet *What might poison your child?* gives practical advice to parents and carers: <http://www.capt.org.uk/homegarden/default.htm>

SAFETY SIGNPOSTS – NEWS IN BRIEF

Health and Wellbeing in Education, 10/11 November 2009, NEC Birmingham

Katrina Phillips will be chairing a day-long programme focused on Safety and Accident Prevention at this brand new conference dedicated to improving the health and wellbeing of children and young people.

Recognising that health and wellbeing are strongly linked to academic achievement, the conference aims to bring together professionals in both the health and education sectors.

Admission is free of charge to professionals working in either sector, or within the public or voluntary sectors. Register online at: www.healthwellbeingeducation.co.uk or call 0151 709 8979 and ask for delegate registration.

Safe at Home: national home safety equipment scheme

Over 500 Sure Start children’s centres have now registered to participate in the Safe at Home scheme – DCSF’s £18m two-year programme, hosted by RoSPA, to provide disadvantaged families with the support they need to make their homes safer for children.

A dedicated website provides information for registered and prospective scheme providers, showing which local areas are eligible, criteria for participation, how the scheme works,

training requirements for practitioners, details about the provision of home safety equipment and an application form for agencies to register. See: www.safeathome.rospa.com

Routes to Play – new guidance from Sustrans

Increased car use has restricted children's independent access to play areas by walking or cycling, with children citing traffic as the main barrier to play. Now the sustainable transport charity Sustrans has published guidance for local authorities on how to help children and young people play actively and travel independently around the areas in which they live.

The guidance promotes a co-ordinated approach to planning and delivery, and emphasises the importance of involving children and young people. Download a copy from: <http://www.sustrans.org.uk/resources/publications?search=routes+to+play>

New from CAPT

Two new leaflets for parents with guidance on how to keep children of primary school age safe:

5-7s Top safety tips for parents and carers

As children grow they become more aware of the idea of danger, but may not understand the consequences, especially when they are distracted or excited. This leaflet contains important safety advice for parents and carers of children aged 5–7. *Ref: LEA022*

7-11s Top safety tips for parents and carers

Learning to become more independent both in the home and out and about is critical in a child's development. This leaflet gives essential advice for minimising risks to 7–11 year olds. *Ref: LEA023*

To order, either email us at sales@capt.org.uk or call us on 020 7608 7367.

New training dates released

Building on the success of this year's Child Accident Prevention and Risk Management training days, CAPT has announced a further series of days in early 2010:

Tuesday 19 January	London Canterbury Court, SW9 6DE
Monday 25 January	Glasgow Alzheimer Scotland, G5 9EP
Monday 8 February	Liverpool Gateway Conference Centre, L3 8HY
Thursday 18 February	London Canterbury Court, SW9 6DE
Tuesday 2 March	Peterborough Peterborough Cathedral, PE1 1XS
Thursday 18 March	Southampton venue to be confirmed.

Places cost just £95 + VAT, including lunch, refreshments and all course materials. Full details are online at: www.capt.org.uk/training or call 020 7608 3828. To book a place, email us at training@capt.org.uk or call 020 7608 3828.

2008/9 Annual Report

CAPT has published its latest annual report, which is available to download from our website: <http://www.capt.org.uk/aboutus/default.htm>

Among our many achievements 2008/9 saw CAPT:

- organise and deliver a very successful Child Safety Week, with local activities reaching an estimated 4 million people;
- influence a government decision to implement a requirement for all new homes to be fitted with protective devices on baths such as thermostatic mixing valves to reduce scalds; and
- support the DCSF with developing a series of four television and six radio filler ads on child home safety which, since their launch during Child Safety Week, have reached millions of viewers and listeners.

This newsletter has been sent to you from the Child Accident Prevention Trust, Canterbury Court (1.09), 1-3 Brixton Road, London SW9 6DE. Registered charity no. 1053549. Registered in England and Wales as a company limited by guarantee no. 3147845. Registered office as above. VAT registration no. 740387826.

We're keen to spread information about child accident prevention as widely as possible, so we're happy for you to forward this email to colleagues or other networks, or use parts of it in your own (non-commercial) publications. The e-bulletin is also available on our website as a pdf file. Visit www.capt.org.uk and click on 'CAPT News' .

If you have been forwarded this email by a colleague, and want to subscribe yourself, please visit www.capt.org.uk and click on 'Join our mailing list' .

If you do not wish to receive these newsletters, please email news@capt.org.uk with the word UNSUBSCRIBE in the subject line and tell us in the body of the message the email address to which it was sent.

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