



CAPT NEWS, January 2010

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 21-27 June 2010: *Make time for safety*

Serious injuries from childhood accidents can take months or years to heal, yet many of them take just a moment to prevent. 'Make time for safety' is the theme for this year's Child Safety Week (21-27 June).

Join us and thousands of other childcare, early years, health, education, safety, police and fire colleagues throughout the UK in preventing serious accidents happening to the children with whom you work.

Don't miss out on your free Child Safety Week toolkit – it will equip you with the information and tips you need to run effective activities throughout the week, including:

- tips for planning your activity

- information on the biggest hazards and tips on what to do about them
- quizzes and competitions to help parents and families learn about preventing accidents whilst having fun.

You will shortly receive a registration form by email. Use it to ensure that your details are up to date – these are the details we use to send out the packs, so please check them carefully.

If you have colleagues or potential partners who would like to receive a free Child Safety Week toolkit they can sign up to the CAPT database by visiting the 'join our mailing list' page of our website: www.capt.org.uk/maillinglist.

Help us help families to make time for safety in 2010.

Family Information Direct – making family life better

The flagship resource for families, *Family Information Direct* was formally launched last week in London by the Department for Children, Schools and Families (DCSF).

Formally known as Parent Know How, the initiative aims to support anyone with parental responsibility, whatever their relationship with the child and their level of involvement, across a wide range of subjects, from behavioural advice, to relationship counselling and legal issues. It also incorporates a comprehensive bank of information about national and local children's and families' services.

A key benefit of the directory is that tailored advice and support from experts and peers is available when and where the user wants it, and in a form that suits them. Additionally, users can access this advice and support anonymously, which has been found to be very important to people with parental responsibility.

The DCSF has partnered 19 providers to supply support and advice services which include: Netmums, Contact a Family, Gingerbread, Dad Talk, Relate for Parents, be Grand.net (for grandparents) and Parentchannel.tv, a new, innovative online resource with over 65 three-minute films covering specific parenting issues.

The DCSF is keen to encourage those who work parents and families to offer the directory to users and customers and integrate it into their own websites. Anyone interested should contact the support team at: familyinformationdirect.directory@dcsf.gsi.gov.uk

More info:

www.dcsf.gov.uk/familyinformationdirect

www.parentchannel.tv

Two brand new publications for the new year from CAPT

***One Step Ahead* is a new wall chart for parents of babies and young children. It consists of a matrix which matches the child's age and development to the hazards in**

the home it is likely to encounter at any particular stage from birth to two.

It is easy to understand with colourful illustrations, very similar to those in our pictorial books, and bite size pieces of advice. As babies develop so quickly, it aims to arm parents with the know-how they need to be one step ahead. At CAPT, we're on a mission to get a wall chart into the hands of every new parent. It folds to A5, so is perfect for their baby's red record book.

Want to really raise awareness of child safety and your organisation in your community? Why not customise the *One Step Ahead* wall chart with your logo? Just supply your logo, and we'll handle the rest. You can order as few or as many as you like. For example, 10,000 wall charts overprinted with your logo cost as little as 14p each.

For a free sample or to find out more, email: kate.bines@capt.org.uk

***Now I'm a toddler, I can...* is a new pictorial booklet in the popular 'Now I can...' series, designed for parents and carers who struggle with reading and comprehension.** CAPT continues to develop this range of resources as research consistently shows that children from disadvantaged families, where parents do have low literacy skills, are those most at risk from accidental death and injury.

Now I'm a toddler, I can... cover the six big hazards for toddlers in the home: falls, burns, strangling, poisons, choking and drowning, using at-a-glance pictures and simple text to show what easy steps parents can take to make their homes safer.

Available for just £35 plus P&P for 50 copies, or in a mixed pack (15 copies each) with the three other titles in the series: *I'm only a baby, but...*; *Now I can crawl, I can...* and *It's fun to go out, but...* for only £40 plus P&P.

To order: Telephone using a debit or credit card: 020 7608 7367; email or fax if paying by invoice: sales@capt.org.uk or fax: 020 7608 3674

Feedback on the series is overwhelmingly positive, but if you are unfamiliar with the booklets, then why not try before you buy? See them online at www.capt.org.uk/general or email us for a free sample, at sales@capt.org.uk

FOCUS ON...Professional development

Booking open now for CAPT safety training days 2010

“Very good course, good to share experiences and take part in group work. Also finding out about other agencies involved in child safety.” Delegate, Manchester.

“Really enjoyed this course, interesting and informative and very relevant to our

work. Thank-you.” Children’s Centre employee, Withernsea.

Does your job involve working with families? If so, you’ll know that parents are concerned about their child’s safety. They want the latest child safety information, but are not sure where to turn. You’ll also be aware of the children’s safeguarding agenda, and how critical accident prevention is to ensuring that children are kept safe from harm.

Our training days are designed for you. They will equip you with the knowledge, tools and confidence you need to raise the profile of child accident prevention in your organisation and among your parents and carers.

They take place in small groups (25 max), are delivered by an experienced trainer with a background in nursing, child safety and professional development, are interactive and cost only £97.50 plus VAT per person, including lunch, refreshments and a comprehensive delegate pack full of CAPT resources.

Find the full list of dates at the end of this email. For more information and to book a place: www.capt.org.uk/training

IN THE KNOW

Carbon Monoxide – Be Alarmed!

You can’t see it, smell it or taste it. It kills 30 people every year in the UK and permanently and seriously injures many more. Fit an alarm, and get ALL fuel burning appliances checked regularly – that’s the key message from this year’s *Carbon Monoxide – Be Alarmed* campaign, fronted by TV presenter Kirstie Allsopp.

Carbon monoxide is produced when certain fuels are not properly burnt. This includes gas, oil and solid fuels such as coal, coke and wood. Carbon monoxide can also seep into properties via shared flues or chimneys and can even permeate through brick walls and plaster.

Research shows that 80% of households are at risk because they don’t have an audible carbon monoxide alarm, despite being widely available from supermarkets and costing as little as £15.

The *Carbon Monoxide – Be Alarmed!* campaign recommends four simple steps to keep your household safe:

- Fit an audible carbon monoxide alarm which should be marked with the ‘EN50291’ safety standard
- Have fuel-burning appliances serviced annually by a registered professional
- Don’t block ventilation and get chimneys swept at least once a year
- Learn about the danger signs and symptoms of carbon monoxide poisoning at www.co-bealarmed.co.uk

SAFETY SIGNPOSTS – NEWS IN BRIEF

New Aviva guide for parents of learner drivers

CAPT is always on the lookout for innovative ways of communicating essential safety messages, and we think that a new resource from insurance company Aviva deserves a mention.

The Road to Success is a booklet for parents designed to help them safely guide their sons and daughters through the process of learning to drive. It has been produced in response to the very poor crash and casualty statistics for newly-qualified drivers – they account for more than two in five road deaths in the UK.

Now available to all parents, the booklet is written in a conversational style, so is readily accessible, acknowledges the family tensions that can arise when sons and daughters are learning to drive, and includes plenty of practical tips such as:

- choosing a car carefully – ‘old bangers’ might be tempting because they are cheap, but they lack many of the safety features of newer cars
- setting a good example in your own driving
- taking learners on practice sessions
- a ten-step guide from Kevin Clinton, Head of Road Safety for RoSPA
- an example of a family driving promise to which young drivers and their parents can sign up.

Aviva’s Nigel Bartram said of their work: “There is a need for better pre-driver education in secondary schools, including peer group classroom based sessions as part of the learning to drive programme, but it is also clear that parents have a role to play, both in terms of building experience and choice of first car.”

To download a copy free of charge: www.roadsafetygb.org.uk/news/807.html

Cycle helmets proven to be effective in protecting children from death and serious injury

Cycling is fun and a healthy way for children to get about. However in 2008, 417 cyclists under the age of 16 were killed or seriously injured on Britain’s roads, and around 40% of all cyclists admitted to hospital have suffered head injuries. To what extent can wearing a cycle helmet reduce head injuries?

That’s the question posed by the Department for Transport who commissioned the Transport Research Laboratory (TRL) to undertake a comprehensive review. In its final report, TRL found that:

- at least 10% of cycling deaths could have been prevented if the cyclist had worn a cycle helmet; and
- in 10% of hospital admissions for serious cycling injuries (skull fractures and brain damage) the injuries could have been prevented or reduced if the cyclist had worn a helmet.

The report concludes that, if well-fitting and worn correctly, cycle helmets should be effective in reducing head injury in various accident scenarios, including falling over handlebars, a common accident. You can download a free copy of TRL's report here: <http://bit.ly/helmet-report>

For practical ideas on getting cycle helmets on children's heads, visit the Bicycle Helmet Initiative Trust website www.bhit.org

And why not encourage the children you work with to visit the cycling section of the Department for Transport's Tales of the Road website, where they'll find games, quizzes, competitions, an activity pack, a children's Highway Code, a link to Bikeability training, and a video interview with a young cyclist: <http://talesoftheroad.direct.gov.uk/cycling-safety.php>

20mph speed zones work, says new report

Speed zones of 20mph in London have reduced the number of road casualties by nearly 42%, and are particularly effective in reducing road death and serious injury among children under 11, according to a new survey carried out by researchers at the London School of Hygiene and Tropical Medicine.

The study compared London streets where a 20mph speed limit and other traffic calming measures had been introduced with streets that didn't have any restrictions. It concluded that, while it couldn't entirely rule out the contribution of other measures, the severity of injury was significantly reduced, suggesting that 20mph zones are effective.

As well as reducing pedestrian casualties, the data showed that 20mph zones reduce the number of cyclist casualties, and again, the reduction was higher for children.

The report's lead author is Chris Grundy, who said: "In the context of the wider evidence about the health burdens associated with road injuries, this evidence supports introducing 20 mph zones in major British cities and also in similar metropolitan areas elsewhere. Indeed, even within London, there is a case for extending the currently limited provision of such zones to other roads with high numbers of casualties."

More information: www.lshtm.ac.uk/news/2009/trafficspeedzones.html

Please remind the parents and carers you work with that their speed can mean the difference between life and death for a child – at 40mph, 9 in 10 pedestrians hit by a car will die, at 30mph, 1 in 5 will die, while at 20mph just 1 in 40 will die.

Download free leaflets and view videos on driver speed at www.dft.gov.uk/think/focusareas/driving/speedurban?page=Overview

Child accident prevention and risk management training dates

Date	Venue
18 February	London
2 March	Peterborough
11 March	Glasgow
16 March	London
18 March	Southampton
26 April	London
13 May	Birmingham
17 May	Exeter
2 June	Manchester
17 June	Newcastle
30 June	Nottingham
15 July	Maidstone
13 September	York
28 September	Brighton
11 October	Bristol
28 October	London
11 November	London
23 November	Edinburgh
3 December	Birmingham
14 December	London
1 February 2011	London
17 February 2011	Southampton
2 March 2011	Manchester
17 March 2011	London
29 March 2011	Peterborough

To book a place, call us on 020 7608 7367 or email: sales@capt.org.uk

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