



CAPT NEWS, March 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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NEWS

Child Safety Week – how to order bulk resources

To help you with your preparations for Child Safety Week we will be sending out your toolkit at the end of April. In this you will find your free poster to use to publicise the theme *Make Time for Safety* along with your ideas booklet.

This bumper edition of the ideas booklet will be packed with:

- Practical advice for parents, grandparents and carers about the simple steps that take just a moment but which can help to protect their children from serious accidents
- Ideas about activities or discussions related to each risk area
- Advice about organising your own activities and insight into what others have done
- Quizzes and competitions you can use to engage parents and children about accident prevention so that they can learn and have fun at the same time.

Bulk supplies – want to send copies to your colleagues or organisations in your area and encourage local child accident prevention activities? You can get a bulk supply of toolkits, booklets or posters for free. We simply need to charge for the delivery. Delivery costs are:

Toolkit <i>ref: CSWTOOLKIT</i> (booklet, poster, evaluation sheet and catalogue)		Booklets only <i>ref: CSWIB001</i>		Posters only <i>ref: CSWPOS02</i>	
Quantity	P&P	Quantity	P&P	Quantity	P&P
0-40	£20	0-75	£15	10	£12
41-80	£30	76-150	£25	11-30	£14
81-120	£40	151-225	£30	31-50	£16
121-160	£45	226-300	£35	51-100	£20
161-200	£55	301-400	£40	101-200	£35
201-240	£65	401-500	£50		

Orders under £25.00 can be paid by debit/credit card to: sales@capt.org.uk or phone 020 7608 7367, or by sending a cheque made payable to Child Accident Prevention Trust.

Orders over £25.00 can be invoiced, emailed to sales@capt.org.uk or faxed to 020 7608 3674

Publicise Child Safety Week - get your colleagues to sign up for their own copy so that they can get involved and reduce accidents for your local children. Simply copy the three lines below into an email and send it out to your contacts:

Child Safety Week - Get your free pack and prevent childhood accidents.

Big or small, every effort you put into accident prevention helps reduce the number of children seriously harmed by unnecessary accidents. So sign up for your free Child Safety Week toolkit by going to <http://www.capt.org.uk/maillinglist/default.htm> and find out what YOU can do.

The website will be updated with the Child Safety Week ideas booklet and lots of other useful downloads during April so bookmark it now: www.childsafetyweek.org.uk

Staying Safe survey reveals that parental concern does not reflect the real risks to children

Key findings from the *Staying Safe* survey, published in February by the Department for Children, Schools and Families, confirm a large disparity between parents' perceptions of the risks to young children and what the actual risks are.

When asked about their main safety concerns, only 19% of parents of under fives mentioned safety in the home. When prompted, this rose to 31%, compared with 73% who cited concerns about strangers and paedophiles, 56% about bullying and 51% about online safety. Yet accidents in the home are the leading cause of hospital admissions for children under five.

Almost half (46%) of the parents with children under five agreed that people worry too much about accidents in the home, and the same percentage agreed that accidents are part of growing up, so they don't worry about them. These statistics, say the report, suggest that some parents 'have an underestimation of the risks in relation to accidents in the home.'

The poorest parents are far more likely to think that accidents are nothing to worry about. Fortunately, poorer parents are also more likely to want help and advice about safety in the home.

What is more, two thirds of parents with children under five agreed that accidents are a learning experience and that children will be more careful next time. In its guidance to practitioners, *Accidents and Child Development*, CAPT advises:

'It can be difficult for parents to remember that just because their child is now walking, talking and generally acting much more like a child than a toddler or baby, they are not necessarily ready for more responsibility. A four year old is still an impulsive, forgetful and physically and emotionally immature little person. While undoubtedly they will be learning more and more each day, they are still in need of an adult's guidance and supervision.'

Katrina Phillips said: "We've clearly got our work cut out dispelling the view that accidents are a good learning experience for under fives, so parents don't need to worry about safety. Of course scrapes and bruises are part of growing up. But little children simply can't be relied on to keep themselves safe from serious harm. They're not born knowing about danger and consequences. And when they're excited or scared, they can forget what they've learnt about safety in an instant. That's why they rely on their parents and carers to make their surroundings safe.

"Please help us spread the message – the findings from this survey provide a good starting point for breaking down parental misconceptions about child safety in the home."

The survey was carried out last year and consisted of face-to-face interviews with over 400 parents or carers of children under five.

Download the survey here: <http://bit.ly/cypxYz>

Remember that, if you work in England, you can order free copies of CAPT's *Accidents and Child Development* guide from the Every Child Matters website, thanks to the Department of Children, Schools and Families: [order the guide](#)

Child Safety Week wins prestigious European prize

This month CAPT collected a prestigious European prize for Child Safety Week 2009. 'Accident prevention and physical activity' is one of four priority goals for the Children's Environment and Health Action Plan for Europe (CEHAPE). And Child Safety Week carried off the prize in the 'accident prevention and physical activity' category of the CEHAPE good practice awards, against stiff competition from projects across Europe.

Judges were impressed by the impact of the Week – 9% of parents took action to make their children safer – by the extent of local involvement, and by the range of partnership working. The award was presented at the fifth Ministerial Conference on Environment and Health, organised by the World Health Organisation and held in Italy.

Katrina Phillips, CAPT's Chief Executive said: "It's a fantastic honour – not just for CAPT but for the Week's official supporters and for the thousands of local organisations who made Child Safety Week 2009 such a success."

Do encourage your contacts to get involved in Child Safety Week 2010. They can register for a free toolkit on our website <http://www.capt.org.uk/maillinglist/default.htm>

FOCUS ON...Baby sling safety

Following reports in the press of safety concerns about baby slings, the UK has now followed the US in issuing a product recall of one style of baby sling, the Infantino SlingRider.

While there has been no evidence that these slings have directly contributed to the deaths of babies in the UK, they have been linked to the deaths of three babies in the last year in the States.

10,000 slings have been recalled in the UK, with parents and carers advised to stop using them and return them to Infantino for a free replacement. In the US, the Consumer Product Safety Commission (CPSC) issued a product recall of two styles, the SlingRider and the Wendy Bellissimo earlier this month.

The concerns surround the incorrect positioning of babies in the slings which are thought to cause them to suffocate, either by them being in a 'C' position with their chin being tucked in to their chest, potentially blocking airwaves, or their nose and mouth being smothered by the fabric itself.

Following the recall, CAPT is consulting with paediatricians, product safety experts and manufacturers to explore the issue of safety. Once it has assessed the evidence, it will issue advice.

At present, it is thought to be babies of low birth weight, premature babies, twins, or those with respiratory conditions who are at risk. Over the past two decades 13 babies have died

in the US while being carried in a sling, 12 of whom were less than four months old. The majority were either premature or suffered breathing problems such as a cold.

Anne Smith, CAPT's Honorary Advisor and product safety expert told CAPT: "There is currently a standard on 'soft' baby carriers but this does not include bag type slings. It is unlikely that there would be a standard in the near future mainly because it would be difficult to assess the air permeability of the fabrics, which could be affected by detergents used when they're washed."

She advised that parents should check on correct positioning of their child with the sling manufacturer's instructions, but if their baby falls into the categories outlined by the CPSC (premature, low birth weight, multiple birth babies or with respiratory difficulties) then they should be cautious and check with their doctor or paediatrician before using one.

Rebecca Ward, of the Consortium of UK Sling Manufacturers and Retailers reinforced this advice: "While we are unaware of any fatalities in the UK in these bag style slings at the present time, we would caution against using them in light of the recommendations by the US Safety Commission.

"No safety problems have been brought to our attention with any other baby carriers. Make sure you read and follow the manufacturer's instructions," she added.

When using a baby sling, the advice provided by the Consortium of UK Sling Manufacturers and Retailers is that when you're wearing a sling or carrier, don't forget the **TICKS** mnemonic:

Tight

In view at all times

Close enough to kiss

KeeP chin off the chest

Supported back

Please look out for updates in subsequent newsletters and on CAPT's website, and in the meantime, if any of your parents have any concerns about specific products, our advice is to contact the baby sling manufacturer. Please note that these concerns relate to 'soft' slings where the baby is in a horizontal position, not the more rigid baby carriers where it is upright.

IN THE KNOW

Thermostatic mixing valves statutory in all new builds from next week

From Tuesday 6 April 2010 it will be compulsory to ensure that in all new homes built in England, or in buildings such as conversions where there is a substantial change of use, the hot water from the bath tap must not exceed a temperature of 48° C.

While thermostatic mixing valves (TMVs) aren't specified in the Building Regulations they are, at present, statutory by default as they are the only products which can regulate the hot water temperature.

The new regulations state that: "The hot water supply to any fixed bath must be so designed and installed as to incorporate measures to ensure that the temperature of the water that can be delivered to the bath does not exceed 48° C."

CAPT has worked alongside Mary Creagh MP, the British Burn Association and the Thermostatic Mixing Valves Manufacturers Association (TMVA) to bring about this crucial change in legislation to help prevent children suffering horrific injuries from bath scalds.

It can take just five seconds for a toddler to suffer third degree burns from water from your bath's hot tap. As their skin is thinner than an adult's, the risk of scalding is higher and the consequences much more serious. For guidance on how to prevent hot water scalds, see CAPT's website: <http://bit.ly/96Z9FQ>

For full details of Mary Creagh's Hot Water Burns Like Fire campaign, visit her website: www.marycreagh.co.uk/?id=688

Detergent capsule warning from leading ophthalmologists

40% of chemical burns to toddlers' eyes treated at the Western Eye Hospital are caused by capsules of liquid washing detergent – that's the finding from a group of ophthalmologists from the hospital in London.

Their letter to the British Medical Journal, published earlier this month, shows that young, inquisitive children can be drawn to the brightly-coloured sacks, which can easily burst. The cleaning agents inside can cause serious burns to children's eyes.

The capsules, which have been around for nearly ten years, are designed to be a convenient and less messy alternative to powders and liquids. Like all cleaning detergents however, they need to be kept well out of reach of young children.

If a child does get detergent or any other corrosive substance in its eyes, its carer should:

1. Wash their eyes out under large amounts of cold, running water for at least 10 minutes.
2. While washing, gently hold the eyelids open to help flush out as much of the detergent as possible.
3. Seek medical advice promptly. Call NHS Direct on 0845 4647.

Katrina Phillips, CAPT's Chief Executive said: "Generally it's poisoning that's front of mind when parents think of risks from cleaning products – which is why many people keep these capsules in open boxes or tubs. But chemical burns to the eyes are traumatic for both children and their parents. This new research reinforces the imperative of keeping ALL

household cleaning products well out of the reach of children – either on a high shelf, or in a cupboard fitted with a safety catch.”

Help us spread the message to parents.

Third child dies after becoming entangled in a blind cord

Last month we reported on the risks of blind cords following the deaths of two toddlers in Staffordshire within one week. Earlier this month, we were very saddened to hear of a third incident which resulted in the death of a 14-month-old girl in Ireland.

We work to protect children from preventable deaths, and these tragedies are easily preventable, but we really need a concerted effort to raise awareness of the risks. Maybe you could address it as part of your Child Safety Week – the theme is *Make Time for Safety*, and it takes just minutes to carry out a blind cord audit and fit a cleat. If you missed the article in our February newsletter which included safety guidance, you can download it here: www.capt.org.uk/news/default.htm

CAPT has been working with the British Blind and Shutter Association (BBSA) who have now launched their website on blind cord safety: www.makeitsafe.org.uk. It includes a free, downloadable, illustrated leaflet outlining the risks and showing how to reduce the risk, called *Make it Safe*. Why not download and photocopy it to hand out to parents of young children.

Another resource that we highly recommend is www.windowblindsafety.ie which was set up following the death of two-year-old Arran Malley in Ireland in February 2009.

While new European safety standards were introduced last spring, which aim to minimise the risk of blind cord strangulation, they will only be effective if parents heed the warning notice attached to the blind and use the safety device supplied with the blind to keep the cord safely out of reach of children.

What's more, it is estimated that as many as one hundred million blinds were installed before the new safety standards came into force. And rogue imports that don't comply with European safety standards may still find their way into the country. So please help us spread the word to the parents and carers you work with, and help us prevent any more deaths.

SAFETY SIGNPOSTS – News in brief

Home safety pilot targeting child accident ‘hotspots’ proves to be a success

In February, the Department for Children, Schools and Families joined forces with CAPT to pilot a direct mail home safety campaign to 100,000 families with young children in disadvantaged ‘hot spots’ – areas where hospital admissions from childhood accidents are at their highest.

Developed and funded by the DCSF with safety advice provided by CAPT, the pilot has now been evaluated and found to be very effective. 47% of those who were sent it recall seeing it, including 40% of recipients who said they rarely or never read direct mail.

Of those who recalled seeing it, over a quarter of them said they took direct action as a result. The majority of parents thought the information was clear, compelling and informative, and a third told their family or friends about it.

As a result of the pilot's success, both the DCSF and CAPT will be considering whether to extend the campaign to disadvantaged areas across the country.

Kent police launch 'trauma teddies' to help young children following car accidents

While the majority of CAPT's work focuses on accident prevention, we are also committed to providing advice and sharing good practice on how best to care for children when they have been involved in or witnessed an accident. Often children can suffer psychological trauma even if they are fortunate enough to escape physical injury.

We were therefore interested to hear about a scheme launched by police in Kent this month to bring comfort to young children who have been involved in a road traffic accident. All traffic vehicles in Kent's specialist Roads Policing Unit now carry 'trauma teddies' – cuddly toys which will be given to children when they are trapped in a vehicle or involved in a collision either as a passenger or pedestrian.

The initiative came from PC Darren Chapman who had attended numerous road accidents involving young children. He explained: "It's more difficult when young children are involved in a collision because you can't always explain what is happening to them. Fear and confusion can overwhelm them and sometimes all they need is comfort and reassurance rather than the type of explanation you would give an adult."

He approached a local soft toy manufacturer who supplied 100 teddies and other soft toys free of charge.

Head of the Roads Policing Unit, Chief Inspector Andrew Reeves, said: "Any road traffic collision is a bad thing, but it is particularly distressing to all concerned when children are involved. This initiative allows our officers to provide a small teddy bear to a child involved in an incident, which can both comfort and calm them."

Full story: <http://bit.ly/budNqH>

CAPT visits Treehouse Children's Centre in Stoke on Trent to encourage parents to share home safety tips

Last year, the number of under 5s from Stoke on Trent admitted to hospital because of an accident in the home was 108% higher than the national average.

This year, CAPT would like to see this drop, so sent one of its consultants, Henrietta Bond to the Treehouse Children's Centre. Here she met its staff and parents to help raise awareness of home safety and encourage them to share their experiences and top tips for keeping children safe at home.

Centre Manager Emma Comber welcomed CAPT to Stoke saying: "We're delighted to be helping parents in Stoke-on-Trent to recognise the importance of taking simple measures to make a home safe for children. Our groups offer a great opportunity for parents to share experiences as well as give advice, and this visit has been invaluable."

To help parents get to grips with home safety, CAPT offers the following ten essentials:

1. A cup of tea can still scald a young child up to 15 minutes after it has been made. So put your baby down before you pick up your hot drink and don't pass hot drinks over children's heads.
2. Some 3-4 year olds can open child-resistant caps in seconds. So remove the temptation by keeping tablets and colourful bottles of cleaners out of children's sight and reach, and using child-resistant catches on cupboards or drawers.
3. Even something as small as a grape can cause a young child to choke. So cut toddlers' food into small pieces.
4. Because a young child's skin is much thinner than an adult's, it can take just five seconds for a toddler to be badly burnt by hot bath water. So put the cold in first and top up with hot. And check the temperature with your elbow before they get in.
5. Hair straighteners stay hot enough to burn a child eight minutes after being unplugged. So don't leave them on the floor to cool down, or other places that children can reach them.
6. Thick, black smoke from a fire can fill your home in minutes. So get a smoke alarm fitted on every level of your home and test it regularly.
7. Babies and toddlers drown silently and in as little as 5cm (2 inches) of water. Bath seats aren't safety products - babies can wriggle out of them. So don't leave young children or babies alone in the bath, even for a moment to pop out for a towel.
8. Falls are the most common cause of accidental injury for children. Use safety gates to stop young children climbing the stairs or falling down them.
9. Young children love to climb up things to see out of windows. So fit window locks to stop them opening too wide. But make sure family members know where the keys are in case there's a fire.
10. At least one child a year dies after getting caught in a blind cord and being strangled. So keep the loops of blind cords well away from children by wrapping them around a cleat hook. And move children's cots, beds and highchairs away from window blinds.

For more information for parents and carers on home safety, visit www.capt.org.uk/parents

We're keen to spread information about child accident prevention as widely as possible, so we're happy for you to use parts of it in your own (non-commercial) publications.

We are able to bring you this email bulletin thanks to a three-year strategic grant from the Department for Children, Schools and Families.