



CAPT NEWS, May 2009

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

With over 2,000 children and young people admitted to hospital each week due to accidents, safety needs to be on the agenda of everyone working with, and concerned about, children.

This isn't about wrapping children in cotton wool, but it is about spreading the word to encourage better knowledge, more effective partnerships, and simple changes in routine and behaviour – so that children from every home can lead safer and healthier lives.

In this issue:

1. Child Safety Week
2. Hot water burns like fire
3. National Home Safety Equipment Scheme
4. New training courses
5. Free CAPT publications
6. Supporting local accident prevention work
7. Focus on... ROAD SAFETY
8. AXA PPP healthcare support for CAPT
9. Safety signposts – news in brief

Child Safety Week 22-28 June: Safer Together

Child Safety Week is your chance to focus on child accident prevention, kick-start local partnerships and generate momentum for year-round activities.

This year's theme reflects the many different backgrounds and skills that are needed if we are going to make our homes, roads and environment 'safer together'.

Please encourage everyone in your local network to get involved. You could:

1. Spread the word by promoting the Week to your email contacts – encourage them to sign up for their free Child Safety Week resource pack on our [website](#).
2. Order bulk copies of the resource pack, booklet or poster to distribute through your local network – you just pay for carriage. For details contact safe@capt.org.uk.
3. Post something on your organisation's website or intranet – giving a link to our new microsite www.childsafetyweek.org.uk.
4. Promote the Week in your local email bulletin or newsletter – encouraging readers to sign up for a free pack and visit our new microsite. Contact our Campaigns Manager [Pam Prentice](#) for text, artwork or quotes.
5. Put it on the agenda of your next meeting with colleagues.

Child Safety Week is a simple and effective way to create local partnerships for child accident prevention. Last year, over 90% of you who organised activities for Child Safety Week in collaboration with other agencies reported that you expect your partnership work to continue. Why not start contacting possible local partners now? They might be:

- [Road safety officers](#)
- [Community fire safety officers](#)
- [Sure Start children's centres](#)

Visit our new microsite for more [partnership ideas](#).

We're busy processing orders for publications to support your local events. We must receive your order **by Monday 15 June** if you want your delivery to arrive before Child Safety Week. Please remember to allow extra time if your finance team needs to process your order before sending it on to us. You can see details of our publications in our [new catalogue](#).

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

Hot water burns like fire

“My physical injuries are plain for all to see but I have others that cannot be seen. I was robbed of my childhood because I had to grow up and face things that none of my friends had to face” Darren Ferguson, 17

Last week, the Government announced that, from October this year, thermostatic mixing valves (TMVs) must be fitted as standard in all new homes in England and Wales.

Together with our partners in the Hot Water Burns Like Fire Coalition, including Mary Creagh MP, we have been lobbying for the compulsory fitting of thermostatic mixing valves to all new and refurbished bath installations, as part of a review of Building Regulations.

Hundreds of children are admitted to hospital every year with scalds from hot bath water. Most are very young – the average age is just two. Although bath water scalds make up a small proportion of hospital admissions, they are arguably the worst injuries children can suffer: severe facial and bodily scarring are common, and impact upon children's entire lives.

Katrina Phillips, our Chief Executive, said: “This is fantastic news. Bath water can cause horrific, life-changing injuries and young children are the most frequent victims. Thermostatic mixing valves protect children's delicate skin but still allow adults to enjoy a hot bath. It's a great win-win for children and for families”.

Why not use this announcement to discuss bath water safety with the families you support? You can find out more about thermostatic mixing valves by [visiting our website](#) and [downloading our factsheet](#).

To keep children safe at bathtime, run the cold water first and then the hot. Test the water temperature with your elbow – it should feel neither hot nor cold. And don't leave young children alone in the bathroom – they may play with the hot tap. Our leaflet *How safe is your*

child from burns and scalds? gives more advice for parents and carers. See the [publications area](#) of our website for a sample copy and prices.

National Home Safety Equipment Scheme

The poorest children are far more likely to be killed or seriously injured in accidents, and many of their parents struggle to afford basic safety equipment.

To help tackle this, the Department for Children, Schools and Families (DCSF) is funding an £18m National Home Safety Equipment Scheme which aims to reduce accidental deaths and injuries among the under fives.

The two-year programme will provide home safety equipment to the most disadvantaged families in areas with the highest accident rates. 141 local areas in England – all with hospital admission rates above the national average – are being targeted for help.

The programme is being managed by the Royal Society for the Prevention of Accidents (RoSPA). To see the full list of local areas, the criteria for participating schemes, which families are eligible and how the scheme will operate, download the PDF of the [Targeting and Distribution Strategy](#). For more information, [visit the Safe At Home website](#).

New training courses

**“Relevant to practice”, “Engaging”, “Thought-provoking”, “Accessible”,
“Flexible, responding to participants’ needs”**

Last year, we piloted a series of training days on child accident prevention and risk management. The days were hugely successful and, as a result, we are now launching a nationwide programme of one day courses. We are targeting our support at areas that will not benefit from training via the National Home Safety Equipment Scheme:

- Thursday 11 June Newcastle
- Thursday 18 June London
- Tuesday 30 June Huddersfield
- Tuesday 22 September London
- Tuesday 13 October Bristol
- Tuesday 13 October Manchester
- Tuesday 3 November Birmingham
- Tuesday 10 November London

Places cost £95 plus VAT, including lunch, refreshments and course materials. For full details, including course content, running times and venue details, please [visit our website](#) or email training@capt.org.uk.

Two CAPT publications now available free

Two of our publications, a leaflet for parents and carers: *How safe is your child at home?* and a guide for practitioners: *Accidents and child development* have been licensed by the Department for Children, Schools and Families (DCSF) for free distribution in England.

If you work in England, you can order the two publications online from the Every Child Matters website: [order the leaflet](#); [order the guide](#).

Supporting local accident prevention work

Serious accidents can have a lasting impact on children's lives and futures. A major government report examines how accident prevention work for children and young people is being addressed at local level, and how it can be made more effective.

The [Priority Review](#) of accident prevention among children and young people found some good work in all the local areas they looked at, 'underpinned by impressive dedication and exemplary co-ordination, with creative ways of meeting and overcoming challenges'. It makes a series of recommendations on how local work can be better supported, including:

- better collection, use and sharing of data and knowledge
- creating a Child Injury Prevention Co-ordinator post in each area to provide a focus for local action and minimise dependence on 'championing' by committed individuals
- identifying the opportunities and incentives that encourage potential partners to prioritise accident prevention, collaborate on local schemes and pool resources
- supporting Children's Trusts and Local Safeguarding Children Boards to engage with child accident prevention and drive local partnership work
- improving co-ordination at central Government level – particularly joining up policies on housing, planning, the physical environment and public health
- a long-term public communications campaign to bring about a change in attitudes and behaviour.

The report's recommendations are being considered by the cross-government Preventing Accidental Injury Working Group, which is developing an Action Plan to address them.

The need for a more co-ordinated approach to preventing childhood injuries is also one of the recommendations of the [Children's Environment and Health Strategy for the UK](#), commissioned by the Department of Health and published by the Health Protection Agency.

Focus on... ROAD SAFETY

It's good for children to get more exercise, whether it's walking to school or cycling to the park. But many families are worried by traffic and with good reason. Despite big reductions in recent years, over 3,000 children were still killed or seriously injured on our roads in 2007. In fact, traffic causes half of all accidental deaths in childhood.

The Department for Transport has launched a [road safety education website](#) to spread messages to younger children. For teachers in early years and primary schools, there are:

- teaching ideas
- resource lists
- curriculum links
- guidance on delivering road safety education in your setting.

For children, there's a range of online activities. And for parents, there's advice on how to help children learn about road safety and home-link sheets to consolidate what's been learnt at school.

If you work in early years or primary education, do log on and promote the website to others you work with.

As many of you will have seen, the long-running Hedgehogs TV advertising campaign has been replaced by Tales of the Road. The Department for Transport has also launched a [Tales of the Road website](#) targeting 6 to 11 year-olds with road safety messages. This helps children to understand:

- the consequences of crossing a road without stopping, looking and listening
- why it's so important to find a safe place to cross and to wear bright or reflective clothes to help drivers see them
- how wearing a helmet will protect their head if they fall off their bike.

There's a competition for children to enter – with a bike for the best poem each month – games to play and an activity pack to print out. Plus, parents and carers can download a free *Road Safety Matters* guide. Do encourage the families you work with to log on.

Last week, the National Audit Office published a report on *Improving road safety for pedestrians and cyclists in Great Britain*. Media coverage highlighted the fact that child pedestrians in this country fare worse than many of their European counterparts. [Download the report](#) to find out more and to see the recommendations.

The Department for Transport wants **your views on how to improve road safety** in Great Britain. "Protecting children, especially in deprived areas, and young people" is one of the key challenges identified in the consultation document [A Safer Way](#).

Encouraging local councils to introduce more 20mph zones in residential areas is one of the suggestions under discussion. It's a move we would encourage. Many drivers still break the speed limit. If hit by a car travelling at 40mph, 80 out of 100 child pedestrians will die. If hit by a car travelling at 30mph, 80 out of 100 will survive. This rises to 95 out of 100 at 20mph.

The deadline for your response is Tuesday 14 July. And, even if you can't carve out the time to have your say, why not do your bit for child road safety by keeping a careful eye on your speed when you're behind the wheel!

AXA PPP healthcare and CAPT join forces

CAPT is benefiting from a £20 donation each time someone takes out a new children's healthcare cover from AXA PPP healthcare – one of the UK's leading medical insurers. AXA PPP has also pledged to promote our work to its 2 million members.

First Healthcare is a brand new policy aimed at families who may not be able to afford private medical cover for their whole family but want the peace of mind of covering their children. Costing the equivalent of 32p a day, it provides a range of benefits, including prompt access to consultations and diagnostic tests. [Visit the company's website](#) to find out more or call 0800 783 1236 (quoting reference 8135).

And, to celebrate its partnership with CAPT, AXA PPP healthcare is offering its Children's Accident Starter Plan **free of charge to the first 1,000 parents or carers** who [register on its website](#). This 12 month plan provides £25 for each night a child has to stay in hospital as a result of an accident in the UK, up to a maximum of £250.

Safety signposts – news in brief

- Trading Standards in Newham, London has seized thousands of **illegal and unsafe toys**. They suspect the toys were smuggled into the country by organised gangs operating from China. And they warn that similar toys – including flashing babies' dummies, children's neckties that light up, toy dogs, rabbits and airplanes, puffer balls and sabre lights – are being sold across the UK.

The illegal toys are badly made and quickly fall apart. Some reveal sharp metal spikes and nails, while others have cords and balls that could easily choke a young child to death. They advise parents to only buy from reputable sellers. For more information on toy safety, see our [factsheet](#) on toys and accidents, and our leaflet [How safe are your child's toys?](#) Please warn families to be vigilant – that bargain at the car boot sale may not be all it seems.

- **Carbon monoxide** is a poisonous gas you can't see or smell. While childhood deaths are rare, carbon monoxide can also harm a child's developing brain. And the symptoms – headaches, tiredness, difficulty thinking clearly and feeling sick – may be confused with other illnesses. That's why the NHS has issued new guidance on how to recognise the signs of carbon monoxide poisoning, with a [leaflet for families](#) in 12 different languages.

To protect against carbon monoxide poisoning, families should invest in an audible carbon monoxide alarm for any room with a gas appliance or open fire, and get gas appliances checked every year by a registered installer. From April, any gas engineer must be on the [Gas Safe Register](#) to carry out gas work in Great Britain. The Gas Safe Register replaces the CORGI gas registration scheme.

- Children need exciting, challenging play opportunities. But they should not be exposed to unacceptable risk or harm. If you manage play provision, then [Managing Risk in Play Provision: Implementation Guide](#) provides practical advice to help you balance the risks of injury with the benefits of children experiencing risk in play.
- Children in Wales, the umbrella organisation for those working with children and young people in Wales, is developing a **Child Safety Strategy for Wales**. Aims include preventing or reducing the severity of avoidable injuries and reducing health inequalities. [Visit their website](#) to find out more and to download *Working Towards a Child Safety Strategy for Wales*. Or contact Child Safety Development Officer [Karen Mcfarlane](#).
- Wales is the setting for the second **UK and Ireland Injury Prevention Conference**, which will be held in Cardiff on 24 and 25 September. The conference will look at preventing injuries to children and young adults, including from accidents, violence and self-harm. Sessions will cover preventing home and road injuries, injury data and research methods, evaluating local initiatives and how to engage policy makers. For more information, [visit the Injury Observatory for Britain and Ireland website](#).

- **Come and meet us!** We will be at both Primary Care 2009 (20/21 May), stand C90, and at the CHAPPIE conference in Cardiff (4 June). Come and say hello, and find out more about special discounts on publications for conference delegates.

This newsletter has been published by 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.

If you wish to receive this newsletter regularly you can subscribe by visiting www.capt.org.uk and clicking on '[Join our mailing list](#)'.

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