

# CAPT NEWS

May 2010

## Welcome to the Child Accident Prevention Trust's email 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 serious childhood accidents in your community.



And a very warm welcome to the thousands of new readers who have joined us in the run-up to Child Safety Week. We hope you find the bulletin helpful in your work with local children and families. You can [download previous issues of CAPT News from our website](#).

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## NEWS

## Child Safety Week round-up

With Child Safety Week fast approaching, we've pulled together all the latest updates to help make your local activities as effective as possible – and help our national campaign too! Read on to find out more...

### The power of personal stories

The media coverage we get during Child Safety Week helps to really drive home the messages being given out via your Child Safety Week activities. And there is nothing more powerful for getting the message out through the media than personal stories.

We need your help to find parents who are willing to talk about their experiences. This is a key element of the media campaign for Child Safety Week. If you know of any parents whose child has had a serious accident, and who want to help other parents avoid the same thing happening to their child, then please get in touch. The parents will be given all the support they need and their stories will be treated with utmost sensitivity.

If you know of any potential cases, please contact Pam Prentice, our Campaigns Manager, on [pam.prentice@capt.org.uk](mailto:pam.prentice@capt.org.uk) or call Pam on 020 7608 7361. We can explain how their stories could be used and ensure they are happy to support the campaign.

### More resources for preventing poisoning

What proportion of 3-4 year olds do you think can open a child-resistant top in seconds?

- A. About 1 in 5
- B. About 1 in 10
- C. About 1 in 100

The answer is A: 1 in 5!

It's not just that many people think child-resistant tops are childproof. Concentrated detergents and cleaning capsules are increasingly popular, and many of these products lack any child-resistant packaging. We want to make sure that parents are aware of the dangers under their sink. This is why, with the support of Child Safety Week sponsors Bitrex<sup>®</sup>, we have developed a quiz and competition for parents and another one for children.

Go to the [Downloads area of the Child Safety Week website](#) to download these for free. There are prizes for the winners, so do encourage the families you work with to get involved.

As a special bonus, Bitrex<sup>®</sup> have also put together a free Bitrex<sup>®</sup> Taste Experience Pack for people working with families, to use in group sessions during Child Safety Week. This includes:

- special Bitrex<sup>®</sup> stamps for adults to taste Bitrex<sup>®</sup>
- guidance notes for event co-ordinators
- plus some fun giveaways.

You can order your free pack from the [Focus on poisons area of our website](#) where you can also see a video of people tasting Bitrex<sup>®</sup>, watch out for those grimaces! – or direct from the [Bitrex website](#).

Bitrex<sup>®</sup> is the bitterest substance ever discovered. Children are particularly sensitive to bitter tastes, so Bitrex<sup>®</sup> is a really powerful deterrent to children swallowing harmful household chemicals.

### How is your planning for Child Safety Week?

It's really important for us to find out about your plans for Child Safety Week so that we can tell others what kinds of activities are happening as part of the week – including the media and other practitioners looking for ideas. Please take the time to download and fill in the ['My activity'](#) form.

We've already heard about: a trading standards and a road safety team working together to deliver a week's worth of events for Child Safety Week, including car seat checking in supermarkets, information stalls and poster competitions in schools; a transport museum hosting a weekend of road safety activities; a children's trust offering a fire engine to explore, fire home safety checks, a road safety workshop and car seat safety checks; and a group of childminders covering each of the areas in the ideas booklet – one a week in the lead up to Child Safety Week.

We'd love to hear all about YOUR plans!

## **Publicising Child Safety Week**

A number of you have asked why you don't see adverts for Child Safety Week in papers and magazines, to encourage more people to get involved. Unfortunately, our budgets just won't stretch to this. Which is why we're grateful to everyone who helps publicise the Week through their own networks. If you're looking for some quick and easy ways to help promote the Week, why not:

- put it on the agenda of your meetings
- promote it through your newsletter or e-bulletin
- put a link to the Child Safety Week website on your organisation's website or intranet
- add it as a footer on your emails – if you've received an email from one of us recently, you'll have seen we're all promoting the Child Safety Week Time Pledge!

## **Father cycling for Child Safety Week**

We would like to wish Lyndon from Basingstoke the best of luck for a sponsored cycle ride to raise money for the Child Accident Prevention Trust in support of Child Safety Week. Lyndon and his wife Lou were in touch with CAPT following an accident with their son Davy, 2 1/2, who was scalded in the bath.

Here's what Lou had to say: "Davy was scalded in the bath. He was seriously injured, but you'd never guess to meet him, as he is - as he always was - the happiest, brightest little boy - an utter joy (and total menace!!)

"Lyndon is cycling at the end of June from home in Basingstoke to Okehampton in Devon - 180 miles in three days. He is 46 years old and hadn't been on a bike since he was a child, so it is quite an achievement. He has really got the bug now, though, and is already planning a far more challenging ride in the future (possibly Land's End to John O'Groats).

"Lyndon is a roofer and is really busy at the moment so has been training late in the evening. But it's not all hard work, as, once he's arrived at Devon, he's spending the next few days playing golf with his friends! Quite an incentive, as well as the money he is raising for CAPT!"

Good luck Lyndon from the all of us at CAPT and thank you for your support! If you would like to support Lyndon's efforts, please visit his [online sponsorship page](#).

## **Need resources? Look no further!**

For Child Safety Week we've put together three special packs to suit all budgets. Each pack includes everything you need to deliver a week's worth of activities, including a day-to-day planner and sufficient facts, figures and publications to support your programme. Just add parents and children!

**Daily Planner resource pack £55.00 (+ £8.45 P&P)**

- 50 x two leaflets: *Babies and Toddlers*;
- 50 x *How safe is your child at home?*;
- 25 x five leaflets: *Burns & scalds*; *Poisons*; *Falls*; *In the car* and *In the garden*;
- 25 x three flyers: *Put small things where I can't choke on them*; *Keep hot drinks out of my reach*; and *Make sure my fingers don't get trapped*
- Six posters: two Child Safety Week posters and one each about hot drinks, in-car safety, choking and falling
- One copy of *Accidents and Child Development* practitioner guide
- Detailed daily planner
- Two Child Safety Week Ideas Booklets

Ref: CSWP10

**Daily Planner resource pack plus £95.00 (+ £8.45 P&P)**

*Daily Planner resource pack* and:

60 x CAPT's best-selling pictorial books (15 each of four titles). Innovative picture books that communicate essential child safety messages in pictures and simple text. Perfect for all parents, but especially those with low literacy and for whom English is a second language. 15 each of *I'm only a baby but...*; *Now I can crawl, I can...*; *It's fun to go out, but...* and the brand new *Now I'm a toddler, I can...*

Ref: CSWPP10

**Daily Planner resource pack premium £125.00 (+£8.45 P&P)**

*Daily Planner resource pack plus* and:

*Fancy a cuppa?* education pack including DVD. Hot drinks are one of the most overlooked hazards for young children – around 6,500 under 5s each year are rushed to hospital with scalds from hot drinks or kettles. This resource pack contains everything you need for a presentation to parents and carers: a nine-minute DVD; support cards that provide background information, topics for discussion, suggestions for practical demonstrations and 50 copies of the *Keep hot drinks out of my reach* flyer.

Ref: CSWPPR10

**Child Safety Week display pack £12.95 (+£8.45 P&P)**

All you need to create a colourful and informative display:

- 2 x Child Safety Week posters
- 10 x Child Safety Week Ideas Booklets
- 1 x poster pack (hot drinks, in-car safety, choking and falling)
- 2 copies of each CAPT child safety leaflet (13 titles)
- 1 copy of each pictorial book (4 titles)

Ref: CSWDP10

To order any of the packs, simply email us at [sales@capt.org.uk](mailto:sales@capt.org.uk) or fax us on 020 7608 3674 with the items you want to order, a purchase order number and addresses for invoicing and delivery.

Alternatively you can place your order by phone if you're paying with a credit or debit card: 020 7608 7367.

Remember, you must place your order **by Monday 14 June** to guarantee delivery for Child Safety Week.

## Mothercare supports Child Safety Week

Mothercare branches across the country will be lending their support to Child Safety Week and have invited organisers to contact them to see if they can help. Each branch manager has received a Child Safety Week toolkit, and some are planning talks from experts, special offers on home safety equipment, and have offered to make their stores available as a venue for activities. [Contact your local branch to find out more](#)

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## FOCUS ON...

### Real risks to children

**Our heads do funny things when it comes to calculating risk. We worry much more about the uncommon and the unknown. We're much more blasé about everyday things closer to home. But our perceptions of risk are often out of step with the facts.**

Hard facts tell us that accidents are the second biggest child killer in the UK and a major cause of hospital admissions. But serious accidents just aren't a front of mind concern for most parents.

Perhaps it's because active children have minor accidents all the time, and parents just switch off? Perhaps media coverage plays a role too, encouraging us to worry more about some things and less about others?

So how can we help parents tune in to the things that really do present a serious risk to children? How can we give them the knowledge and skills to make informed choices about keeping children safe from serious harm, without restricting their freedom? And how can we help you to help families? These questions are at the heart of our work and at the heart of Child Safety Week.

We do know that surprising facts play an important part. Once you know that your mug of coffee can still scald your toddler 15 minutes after it's been made, you make it a habit to put it where little fingers can't grab at it.

This is why you'll find surprising facts throughout the Child Safety Week ideas booklet. And why we use quizzes to spread our safety messages. Please do use these tools in your work with local families and share them with your colleagues. Visit the [Child Safety Week website](#) for details.

We also thought we'd share with you two recent reports that look at parents' attitudes to risk of harm to their children. These will arm you with some useful insights when you're leading discussions with parents and carers.

### Road deaths and child murders

In March this year, against a backdrop of news stories about Jon Venables being sent back to prison, Professor Colin Pritchard from Bournemouth University spoke to *The Guardian* about his research into the number of violent deaths and the failure of the media to accurately reflect the real risks to children.

His findings show that the number of children dying violent deaths in England and Wales has fallen by almost 40% since the mid-1970s, down from 136 to 84. In fact, he says that fewer children are dying violent deaths than at any point since records began.

He contrasts this with the 135 children under 15 who die each year in road accidents, pointing to media double standards in the reporting of these deaths. He asks why we don't see high profile media campaigns to introduce 20 mph limits in residential areas to protect children from death on the roads.

While his figures have been contested – child deaths from parental abuse and neglect may be higher than official records show – there's no doubting that parents are generally less worried about children dying a violent death on the roads than at the hands of a stranger.

For more details, [read the full article](#).

## **Child abduction and early death due to lack of physical exercise**

A report published last week by the charities Parentline Plus and Living Streets shows that, whereas the actual risk of a child being killed by a stranger is only one in a million, the actual risk of an early death from obesity is one in three.

However, when surveyed by YouGov, 30% of parents of primary school children stated that abduction or murder is what they fear most, whereas only 5% cited the health risk of physical inactivity.

Find out more from the [Walk to School Week website](#).

For those of you new to *CAPT News*, you'll find more information on parents' perceptions of risks to their children in the March 2010 issue, which you can [download as a PDF](#) from our website.

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## **SAFETY SIGNPOSTS**

### **Garden safety**

**After what seemed like the longest, gloomiest winter, I'm sure, like us at CAPT, you'll be very relieved that summer finally seems to be here!**

**We hope it's hot and we hope it's long. We also hope that you'll help us spread the word about safety outdoors, especially in the garden, and ensure that the children of the families you work with stay safe this summer and, crucially, away from A&E.**

- Make sure young children can't get onto roads or into other people's gardens. Keep gates shut and bolted, and check hedges or fences to see that there are no gaps. There have been tragic cases of young children drowning in a neighbour's garden pond.
- Keep young children away from lit barbeques or bonfires and remember that barbeques will stay hot long after you have finished cooking.
- If you've young children, remember to empty your paddling pool at the end of the day. Young children can drown in as little as 5cm (2") of water.
- Keep all chemicals – such as weed killer or fertiliser – locked away and out of reach of young children. Keep them in their original containers. Never be tempted to transfer them to food jars or drinks bottles.

For more tips on garden safety, including a very useful list of common poisonous plants, buy our Gardens leaflet. It costs just £10.95 (plus p&p) for 100: [See a sample of the gardens leaflet here](#).

Also, why not download and photocopy our [Fifi in the Garden colouring page](#) for young children.

**And finally...** we've had a handful of enquiries about safety in the sun. While it isn't officially in our remit, please help raise awareness amongst parents. Young children's skin is much thinner than an adult's and burns more quickly. Cancer Research UK has an excellent [website with a section on](#)

protecting children. It's also running a competition for schools, with a top prize of a £3,000 sun canopy.

## **Making the Link – working together for safer children**

**To support people working to prevent child accidents, CAPT has launched Making the Link – an online community for people who work to prevent childhood accidents. Whether you work in policy, frontline children's services, or the voluntary sector, register with the site to find out how you can make a difference.**

The site is packed with information that can help you make the case for child accident prevention activity. Visit [www.makingthelink.net](http://www.makingthelink.net) to see:

**Policy guidance** – information on the areas of policy relevant to accident prevention, and how you can use them to drive change in your organisation.

**Case studies** – examples of child accident prevention programmes in other areas, the successes and what you can learn from them.

**Data and statistics** – accident rates for different regions across the UK, so you can see how your area measures up.

You can also **register** with the website for free to get access to:

**Discussion forums** – talk to other child accident prevention practitioners and stakeholders, get advice on accident prevention and share your thoughts on the topic.

**Contacts** – search for contacts in your area, find out what they are doing and how you could work together to reduce accidental injury to children and young people.

**E-bulletin** – monthly email keeping you up to date with relevant news, policy guidelines, and work in the area of child accident prevention.

## **Have your say on new draft NICE guidance in injury prevention**

**The National Institute for Health and Clinical Excellence (NICE) has launched a consultation on strategies to prevent unintentional injuries in children and young people under 15.**

The consultation is on a series of draft recommendations aimed at creating a policy framework. It is intended for government, national and local policy makers, strategic planners, commissioners, managers and practitioners who have responsibility for preventing unintentional injuries for children and young people.

Organised into six key areas: workforce training and capacity building; injury surveillance; home safety; water safety inside and outside the home; outdoor play and leisure; and road safety, the recommendations include:

- Provide everyone who works with (or cares for) children and young people with access to education and training on unintentional injury prevention.
- Establish a national injuries surveillance resource covering all populations and injuries to support the monitoring of injury risks and the effects of prevention measures.
- Introduce a regulatory framework that incorporates the housing health and safety rating system (HHSRS) and requires the fitting of permanent safety equipment, such as hard-wired smoke alarms, in all social and rented housing. Priority should be given to social and rented homes where children aged under 5 are living.

- Incorporate home safety assessments for all families with a child aged under 5 in the Healthy Child Programme and the Children and Young Person's Plan and ensure that these meet the household's specific needs and circumstances.
- Provide children and young people, their parents and carers with information and education on water safety in play and leisure environments.

Launching the consultation, Mike Kelly, Public Health Excellence Centre Director at NICE, said:

"Our aim is not to promote a nanny state where children can't have fun or lead normal lives, but there is an important balance to be struck between good and bad risks. Exposing children and young people to some risks can be beneficial, helping them to learn, develop and mature, but serious risks should be avoided."

**We're encouraging practitioners to contribute to the development of the final recommendations which are easily accessible on the [NICE website](#):**

The consultation closes on **Tuesday 15 June** and you will need to register as a stakeholder to submit your comments. Final guidance is expected in November 2010.

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## NEWS IN BRIEF

### All change at Westminster

It's all change at Westminster, with Sarah Teather MP now Minister of State for Children and Families, Tim Loughton MP the new minister responsible for safeguarding children, Anne Milton MP the new minister responsible for public health and children's health, Bob Neill MP the new fire safety minister and Mike Penning MP the new road safety minister. We welcome them all to their new roles.

It's early days for the new government, so policy details are still thin on the ground. However, there are some positive signs in the Coalition's programme for government, which talks about finding intelligent ways to encourage, support and enable people to make better choices for themselves – an approach that has always underpinned our work with parents and families.

The document also flags up the importance of early intervention, particularly with the neediest families, and the importance of public health and tackling health inequalities in disadvantaged areas. With children from the most disadvantaged families 13 times more likely to die in accidents, and three times more likely to be admitted to hospital with serious injuries, these are welcome words.

Of course, we don't yet know the details of where the cuts in government spending will be made or the implications of local authority spending cuts on local accident prevention work. It's our hope that local and central government will recognise the role of child accident prevention both in securing efficiency savings for the NHS and the broader economy, and in enabling children to fulfil their potential, free from the disabling impact of serious accidental injury.

For more on the financial costs of childhood accidents, see our Chief Executive's [opinion piece in the Making the Link blog](#).

### We're changing our website – have your say!

**At CAPT we aim to give you the best, most up-to-date information on child accident prevention, in our printed resources and online. We want to make sure that our website is your first port of call when you're looking for child safety information, resources and training.**

To make sure we can continue to do this, we'd love to hear your thoughts on how you use our website at the moment and how we could improve it in the future. If you want to have your say, complete this [2 minute survey](#).

## **Sorry! Further delay in availability of *How safe is your child at home?* leaflet**

**Last month we reported that there had been a delay in the reprint of our leaflet *How safe is your child at home?* As it had been licensed for free distribution across England, any reprint was on hold until after the election.**

Changes at the former Department for Children, Schools and Families – now the Department for Education – have meant further delays, but we know it's a hugely popular leaflet and we are endeavouring to get it reprinted as soon as possible, so please bear with us.

We do have a limited supply of leaflets left in stock, and these are currently earmarked for the Child Safety Week planner packs.

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This issue of CAPT News and all past editions can be downloaded as pdf files from [www.capt.org.uk/news/main.htm](http://www.capt.org.uk/news/main.htm).

We are able to bring you this email bulletin thanks to a three-year strategic grant from the Department for Education.

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