



CAPT NEWS, November 2009

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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Accidents at Christmas – can you help?

Christmas brings families and friends together, often in the home. Almost half of accidents among under fives happen in the home or the homes of friends and family. We need your help to get messages out to parents about preventing accidents at this time of year.

If you know of any children who have had serious accidents around Christmas involving choking, serious falls, poisoning or any other accident – and whose parents are willing to share these stories in the media – please get in touch with us as soon as possible by emailing pam.prentice@capt.org.uk.

We will work to get stories into the media in the run-up to Christmas, so Christmas remains a happy time for as many families as possible, without the need for a trip to A&E with an injured child. Case studies of real accidents are very effective in spreading safety messages – please help if you can!

On the subject of Christmas safety, we've put together five festive tips for you to share with the parents you work with:

- Turn off Christmas tree lights when you leave the house and when you go to bed, as they can start a fire.
- Candles start house fires too, so put them out of children's reach, in containers that won't tip over and away from decorations.
- Avoid decorations like baubles that break easily, as the pieces can be very sharp.
- Clear away dregs of alcoholic drinks left in glasses, as even very small amounts of alcohol can poison young children.
- Keep toys, games and decorations with small parts away from small children – remember babies and toddlers can choke on small things.

For more safety advice to share with parents, visit our website: www.capt.org.uk/parents/
We'll be putting up more detailed Christmas safety advice in the coming weeks.

We're proud to announce a brand new addition to the family...

'The pictures tell the story so you can see the danger without having to read it'

'I like pictures and don't read a lot so this is really good'

'Having it from a child's point of view is quite clever as you see it all from a child's angle'

Just three of many positive comments from parents trying out CAPT's new booklet: *'Now I can toddle, I can...'*. Building on the success of the existing *'Now I can...'* series, the booklet shows how to minimise risks for young children once they start to walk.

'Now I can toddle, I can...' is perfect for all parents, but especially useful for those who have difficulty reading or who have English as an additional language. Did you know that parents in social class E are six times more likely to have serious literacy problems than parents in social class A? Or that parents with poor literacy can't scan text to grasp its meaning? This means they're forced to read word-by-word and often give up when faced with lots of text.

For these parents, lots of illustrations, combined with short sentences written in spoken English, are what's needed to communicate safety messages effectively. And that's what our booklets deliver.

In *'Now I can toddle, I can...'*, toddlers introduce the accidents they are most likely to be badly hurt in and explain what parents need to do to keep them safe. The parents we asked said they felt much more relaxed reading a booklet based on a relationship between parent and child rather than 'being told what to do by an authority figure'.

They thought the best time for the booklet was when their babies were nine-months-old, and that they would very much like it to be handed out at baby clinics.

The booklet will be available in the week beginning 21 December, costing £35 for 50 copies plus P&P. You'll be able to see a sample copy on our website www.capt.org.uk by Friday 4 December, together with information on how to pre-order your copies.

FOCUS ON... Toy safety

Most children's toys in the UK are actually very safe. Accidents tend to happen either when a young child plays with a toy that's meant for an older child, or because toys are left out and cause trips.

But accidents can and do happen. At Christmas, when you're buying toys, remember to:

- try and buy from a specialist toy shop or well-known high street chain – avoid markets or temporary shops
- take care with second hand toys
- ask for advice from the sales staff if you're not sure what to buy, and look for safety and age warnings
- check the toy to make sure it's well-made and won't break easily.

For more tips on age-related toys, toy maintenance and safety marks, see our leaflet '*How safe are your child's toys?*'. There's still time to order copies for the parents you work with, to help them with their Christmas shopping.

You can see a sample copy on our website: www.capt.org.uk/samples/default.htm. 100 leaflets cost just £10.95 (plus £8.45) P&P. To order, simply email us: sales@capt.org.uk

IN THE KNOW

Sophisticated online fantasy game promotes road safety to pre-teens

The Department for Transport (DfT) has launched a multiplayer online fantasy game to promote road safety to children making the transition from primary to secondary school. The game, *The Code of Everand*, is fast gaining popularity through social media networks such as Facebook.

Through the fantasy scenarios (players are Pathfinders who use their powers to safely cross Spirit Channels in order to unlock the secret Code of Everand), it is hoped children will apply what they have learned in the game to the real world. The game uses real accident data, so players confront hazards just like the ones they'll face out on the roads.

The game was launched earlier this month by Road Safety Minister Paul Clark, who said:

'Today's young people have access to more media than any before and their attitudes to communications have become much more sophisticated. The Code of Everand reflects this sophistication and by communicating with children through a medium they already enjoy using we hope to improve their understanding of the importance of safe road behaviour.'

Why not encourage the children you work with to visit the site: www.codeofeverand.co.uk

CAPT makes significant contribution to Government handbook for new parents

Birth to Five, an invaluable handbook for new parents produced and distributed free of charge by the Department of Health, has just been revised.

Seen by many parents as the closest thing to a parenting manual, the 2009 version, published last month, includes a whole chapter on protecting your child, with an increased emphasis on accident prevention, reflecting its importance in the safeguarding agenda. CAPT's Head of Research and Development, Dr Mike Hayes, was the expert contributor to the comprehensive section in Chapter 7 on safety and accident prevention.

Download a PDF of the handbook from the Department of Health's website:

www.dh.gov.uk/en/Publicationsandstatistics/Publications/publicationspolicyandguidance/DH_107303

How can you stop young children being bitten by dogs?

Last year, 400 under fives were admitted to hospital due to dog bites. The majority of dog bites to children happen in the home by dogs that children know. And most of the dog/child interactions that result in a bite are initiated by the child.

Aimed at all families with young children and dogs, *Blue Dog* is a unique resource which explores the behaviour of both dogs and children, and teaches children between the ages of 3 and 6 how to interact safely with their dog.

This user-friendly pack, which includes an interactive CD Rom, has been developed in collaboration with vets, animal behaviourists, paediatricians, child psychologists and teachers. It has been tested and found to be very effective in educating children.

Especially relevant at this time of year, when there's more activity in the house, excitable children and noise, CAPT thinks it's an excellent resource. We urge you to check it out and spread the word. Visit the British Small Animal Veterinary Association website for details: <https://www.bsava.com/membersarea/shop/details.asp?id=2&Blue=True>

Danger, danger! High voltage!

Twothirtyvolts.org.uk is a shockingly good new online resource for young people aged 11 to 16 from the Electrical Safety Council (ESC). As you'd expect from the ESC, it covers essential tips for electrical safety advice for both home and abroad, but it doesn't stop there.

With lesson plans for teachers and revision notes for students about electricity, circuits, currents, transformers, generators, Ohm's law and electromagnetic induction (phew!), advice on careers and apprenticeships in the electrical industry, plus its very own user-generated top ten of electric songs, the site is charged with activities and helpful information.

To mark its launch, users can enter a competition to have up-and-coming band Elliot Minor play a gig at their school, plus loads of runners-up prizes.

Check it out: www.twothirtyvolts.org.uk

PS And if you wondered why 230v? That's the voltage (give or take a small percentage range) that electricity is delivered into houses in the UK – a nominal value agreed in 1994 to harmonise us with Europe.

SAFETY SIGNPOSTS – NEWS IN BRIEF

A&E pilot brings casualty data one step closer

Reliable and accurate data on visits to A&E is essential if we are to identify emerging trends in accidental injury and evaluate that works in preventing childhood injuries.

However, A&E data is no longer collected as a matter of course. To address this gap, the Department of Health is funding a project, led by the South West Public Health Observatory, to find the best ways to gather and report data.

One of three pilot projects has just been launched at St Mary's, Paddington, overseen by Dr Ian Maconochie, Paediatric A&E Consultant and CAPT Trustee. Dr Mike Hayes, CAPT's Head of Research and Development, also sits on the project steering group. So we'll be able to bring you regular updates as the pilot progresses.

Don't forget that data is still collected on deaths and hospital admissions due to accidents. To view this data, and to find out more about the A&E data pilot, visit the website of the Injury Observatory for Britain and Ireland www.injuryobservatory.net/stats.html

Healthy Child Programme: the two year review

Building on the Healthy Child Programme (formerly the Child Health Promotion Programme), the Department of Health has just published guidance for health visitors on the content and process of the review that should be carried out on children aged two.

The age of two was singled out as a priority because of its significance as a phase when children are starting to gain independence and often moving into early years provision.

Injury prevention is included as one of five 'priority' topics for health visitors to cover at the review. Described as 'an essential part of universal and targeted safeguarding of children' issues include home safety awareness, educating parents about what equipment to buy, and free installation of smoke alarms and safety equipment. It also highlights the importance of injury prevention for vulnerable families.

For more information visit the Department of Health website:

www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_107565

Children's burns charity re-launched with sharper focus

The new Children's Burns Trust (CBT) was re-launched this month with a clearer remit: prevention, rehabilitation and support.

The charity, which supercedes the Children's Fire and Burns Trust, raises awareness of the danger of burns and scalds, works with health professionals to provide direct help and funding for children who have suffered burns and scalds, and provides advice and financial support to families and hospitals.

One of CBT's patrons, actress Amanda Redman, suffered a serious burn injury as a child:

“As a small child, I pulled a pot of boiling soup over myself and received severe burns over my entire body...being aware of the pain and trauma involved with such burns and how they can occur, I strongly believe that prevention by the way of education cannot be valued too highly.”

Bookmark the site as a useful resource for information on prevention and for parents of children who have been burnt or scalded: www.cbtrust.org.uk

Child Safety Education Coalition launches new website

The Child Safety Education Coalition (SCEC) is a membership organisation hosted by RoSPA and the National Children's Bureau on behalf of the Department for Children, Schools and Families. It has now unveiled its new website and is urging organisations to sign up to share good practice and help develop consensus on key child safety issues.

CSEC's objectives are to: 'define, audit, develop, manage, promote and support high quality practical safety education in England'. In order to achieve these goals it is hoped that member organisations, which include CAPT, will work together to:

- Identify common and avoidable injuries to children and young people.
- Identify activities where practical safety education could be improved, extended or introduced.
- Provide children with opportunities to develop risk competence appropriate to their age and developmental stage, which is transferable to all aspects of their lives.
- Enable children and young people to have the confidence put their risk competence into practice.

Organisations can join the coalition by downloading a form from its website. Read more: www.csec.org.uk

Making the Link

Supported by the Department for Children, Schools and Families (DCSF), CAPT's *Making the Link* is a two-year programme to build capacity for effective partnership working on child accident prevention England-wide.

Now's the time to sign up for its newsletter, *Partners in Prevention*, if you haven't done so already: www.makingthelink.net/form.htm

For more information: www.makingthelink.net/about.htm

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