



What is Child Safety Week 2014?

Harrow Local Safeguarding Children Board (LSCB) is supporting Child Safety Week 2014. This is an annual campaign run by the Child Accident Prevention Trust and will be held from 23rd to 29th June 2014. They are the UK's leading charity committed to reducing the number of children and young people that are killed, disabled or seriously injured in preventable accidents. Their aim is to secure a safer environment for children of all ages, so they can live life to the fullest whilst being protected from serious injury or death.

Child Safety Week enables use to do this by bringing together different organisations around the country to promote safety messages to parents and children in a fun and engaging way.

Who is it for?

Child Safety Week is open to any organisation or individual working with children, parents and carers, as well as those with an emphasis on accident prevention and safety. Last year we produced a document with information on safety at home including ways of prevention and what to do to minimise dangers. You can find it here: <http://www.harrowlscb.co.uk/news/newsdetail.aspx?news=96>

Morning Mayhem!

This year the focus of Child Safety Week is Morning Mayhem! Mornings are a busy and stressful time for most families. The rush to get everyone ready and out of the house to nurseries, schools and jobs often means there is little or no time to think about safety. Yet many typical morning activities can leave children at greater risk of accidents like falling out of a high chair, being badly scalded by a hot drink, falling down the stairs and stepping out into traffic, distracted drivers not driving carefully and parking in dangerous places when dropping children to school.

Event Ideas

There are lots of general activities and events that you can run to raise awareness of child accident prevention.

Create a Poster Competition:

Ask children to make a poster showing an accident that happens during the morning rush. Prompt the children to think about things the family do in the morning and what kind of accidents can happen, for example:

- Spilling a hot cup of tea
- Possible road safety accidents during Morning Mayhem
- Leaving hot hair straighteners on the floor that children may step on

Create a display:

Making a large display in schools, children's centres, youth clubs and libraries can be a great way to raise awareness. You could use the bright and colourful posters from your competition to draw attention to the display.

If you are stuck for what to add to your display, please see CAPT's additional materials with morning accidents and prevention. You could also check out the Child Safety Week display pack in their online shop www.capt.org.uk/shop - it's an easy way to create a colourful display.

Practice safety role plays:

Role play in a safe place helps good habits stick. You could practice road safety with a toy car and stop sign in the garden before going out and doing it for real on a zebra crossing.

Make a Pledge:

Encourage parents to make a pledge to take action on child safety using CAPT's Be a Safety Hero certificate. You can download it from the website www.childsafetyweek.org.uk once you sign up for Child Safety Week.

Sign up for free downloads:

When you sign up for Child Safety Week, CAPT will send you the latest news including ideas from other event organisers, and links to free resources as they are developed. These include:

- Printable and interactive versions of ideas booklet
- Child Safety Week 2014 poster
- Quizzes and activity sheets for children and parents
- Competitions
- Pledge forms and certificates
- Audio clips of breakfast dangers
- Safety cards
- And many more!



Morning Mayhem!

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This document looks at serious childhood accidents and how to prevent them, without wrapping children in cotton wool.

Most accidents happen in the home which is why it is important to ensure that your home is a safe place for all your family, especially for young children. One of the highest reported incidents of accidents at home is children being scalded by hot tea. Make your home as child friendly as you can.

Road Accidents

You're running late for school and realise you have forgotten to pick up the PE kits. You start rummaging through your child's rucksack whilst you're all waiting to cross the road. Your youngest child spots a friend on the other side of the road just as a car is about to come past.

Pedestrians

Children have difficulty judging speed and distance until they are at least 8, and older children are still at risk: the number of children injured as pedestrians peaks at 12 when many children start travelling to and from school on their own.

Cars

Not all car seats fit all cars, and if the seat isn't right, or is fitted incorrectly, your child won't be as safe as they should be in a crash.

Cycling

Almost one quarter of the cyclists killed or injured are children. Cycling accidents increase as children grow older, with 10 to 15 year old riders being more at risk than other age groups.

Effective measures to make roads safer exist. They include establishing and enforcing laws requiring the use of seatbelts, helmets, and child car seats; mandating speed and drinking and driving limits; enhancing the safety features of roads and vehicles.

'Over 30% of road crash victims are children and young people under 25 years.'

These tragedies take a heavy toll on young people. Road crashes remain the biggest killer of young people between 15-29 years around the world. More than 1,000 young people lose their lives on the world's roads every day. All of them are future mothers, fathers, physicians, workers, teachers, and artists. And if each one of them had only two dreams, then we are losing more than 2000 dreams daily.

Why are young people at increased risk?

Three main factors come together to put youth at more risk of road traffic crashes worldwide: age, inexperience, and gender. This is in addition to factors that put all age groups at greater risk such as worn out roads and vehicles.

Age

Young people

- Are less able to assess risk
- Test their boundaries
- Overestimate their abilities
- Have high levels of sensation seeking behaviour - Are influenced by their peers

Gender

Males are more inclined to risk-taking and sensation seeking behaviour. They are more likely to overestimate their abilities.

Non-use of Seatbelts

Seatbelts save lives: it is now known that the simple action of belting up has saved more lives than any other road safety intervention in history.

Speed

The faster you are going the more likely you are to be involved in a crash.

The greater your speed, the more distance is covered while you make decisions and take action to avoid a collision, so your reaction will come very late. Also, the faster you are going, the longer it takes for the vehicle to stop when you do brake. This means that the chances of avoiding a collision become smaller as your speed increases.

Non-use of Helmets

On a motorcycle or bike your body is totally exposed, with no metallic framework for protection and no seatbelt to hold you in your seat. Most injuries resulting from motorcycle crashes are head injuries. In European countries, head injuries contribute to around 75% of deaths among motorcycle users. Wearing a helmet is the single most effective way of protecting yourself.

Distracted Driving

Multitasking and driving don't mix. Even for skilled and experienced drivers, driving safely requires that you use most, if not all, of your mental capacity: it doesn't take much for your driving to be distracted. For example, when talking on a mobile phone, one of your hands is holding the phone; your mind is on your conversation; your attention is on the sounds coming from the phone; and although your eyes are on the road, you will not be really 'seeing' what is happening around you. Using an earpiece will not solve the problem. You still have to press a button to take the call; your attention will still be on the voice of the person talking to you, your mind will be processing what you are hearing, and you'll be thinking of what to say next. The only distraction you have avoided is that of having to carry the phone in your hand.

The result is that drivers using a phone to talk, text, or browse the internet are less able to stay in the appropriate lane, detect any changes around them and respond in time. Drivers talking on the phone are also more likely to exceed the speed limit and not maintain a consistent speed. When texting, people often drive at lower speeds, but their delayed reaction time and inability to maintain appropriate lane positions and assess traffic conditions still makes texting while driving extremely dangerous.

Did you know that there are 4 types of distraction:

1. **Visual distraction** is when you take your eyes off the road – even for a second.
2. **Auditory distraction** is when your attention is on what you are listening to.
3. **Physical distraction** is when you take your hands off the wheel.
4. **Cognitive distraction** is when you take your mind off the driving tasks – the most risky one in terms of having a road crash.

Visibility

A very simple rule for using the road is:

‘see and be seen!’

It is unlikely that we can prevent road crashes if we cannot see the road ahead and what is on it. Pedestrians and cyclists are at higher risk of not being seen when they share the road with traffic, especially when street lighting is poor. Simple measures like wearing colourful clothes and using brightly coloured accessories and vehicle parts can make you more visible to all road users

Tips:

- Make sure that young children know to hold young hand or use walking reins
- Start to teach the Green Cross Code from around the age of five.
- Set a good example and avoid dashing across the road.
- Use pedestrian crossings wherever possible
- Remind children not to talk or text on mobiles or listen to music when crossing the road.
- Make sure you use the right car seat for young child’s age, weight and height
- Get your child into the habit of always wearing a helmet when cycling

Event Ideas:

- Teach children the steps in the Green Cross Code by building your own road using chairs for cars, boxes for buildings and using basking tape to draw out road markings and crossings.
- Get children paying attention when you are out walking with them – ask them how quickly they think cars are travelling, how they think they can get to their destination safely.
- Ask children to design a road safety mascot and list safety points he or she would be championing.
- Run a car seat safety check session. Your local road safety, trading standards or community police team may be able to help you with this.

- Demonstrate to older children how easy it is to become distracted. Get them to do something simple like copy text out of a book whilst their friends walk round and round the table talking to them. Then get them to do it without the distraction.

Resources:

www.talesoftheroad.direct.gov.uk

This site has road safety games, quizzes, tips and advice for 6-11 year olds and their parents and carers

www.streetwiseguys.co.uk

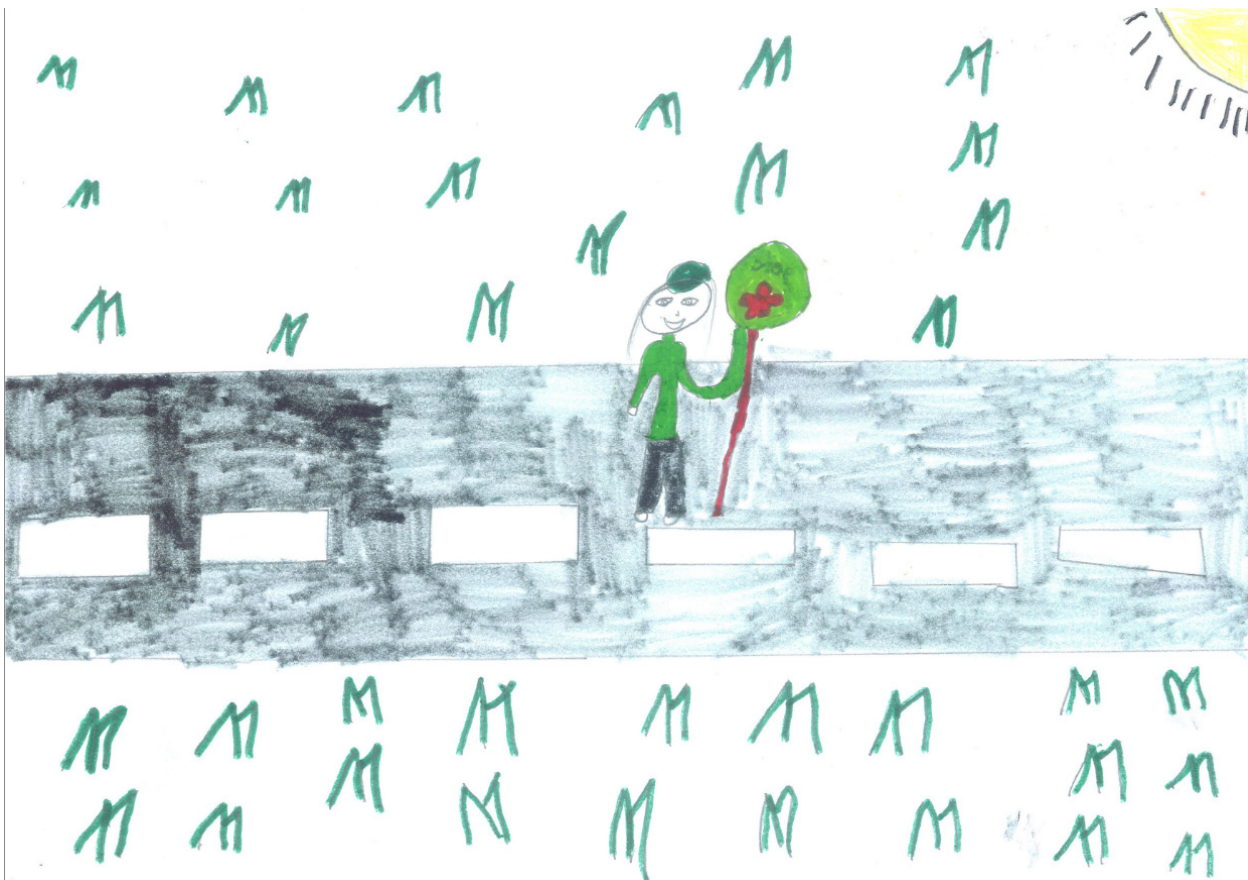
Here you will find interactive games for 8-14 year olds. It has a focus on the transition from primary to secondary school, when they are most at risk.

Think.direct.gov.uk/roadsafety.html

This website has links to a Resource Centre and lesson packs for teachers, as well as Early Years and Primary educational website with a range of activities and resources, including interactive games, posters, colouring-in downloads, stories and advice on teaching the Green Cross Code.

Useful Links:

- Visit the contacts page at www.roadsafetygb.org.uk for a list of road safety officers by region.
- Check if there's cycling training near you by visiting www.bikeability.org.uk



Burns and Scalds

Burns and scalds in the morning can be bigger danger to smaller children, especially when everyone else is rushing around trying to get the last minute things done!

Some of the hazards during the Morning Mayhem can include:

Hot drinks are the main cause of scalds among children under five. A hot drink can scald a young child 15 minutes after being made.

Hair Straighteners can get as hot as an iron and can still burn 15 minutes after they are switched off. Burns from these devices are increasing.

Bath Water - in just 5 seconds a toddler can suffer a severe scald from water coming out a hot tap. Medical professionals count bath water scalds as one of the worst injuries a child can suffer.

Cooking - Cooker hobs, kettles and saucepans are just a few of the risks in the kitchen. Young children lack a reflex to pull away from something that is burning them.

Tips

- Think of safe places to put hot drinks to be sure they're well out of reach – don't rely on young children to understand not to touch them.
- Turn your straighteners off straight after using them. Put them in a heat-proof pouch or on a high shelf to cool
- Push kettles to the back of the worktop and use the back rings on the hob. Better still, keep small children out of the kitchen when you're cooking.
- Get into the habit of putting the cold water in first and topping up with hot so the bath doesn't get too hot, also you could use a thermometer in the bath.

Event Ideas for Child Safety Week

- Collect together the everyday objects listed on the Scalds and Burns safety cards (see Resources) and ask groups to match the objects to the facts on the cards.
- Run a demonstration using cold coffee or dye and pour this over a doll in a Babygro to show the extent to which a baby can be burned by a hot drink.
- Show videos of the dangers of hair straighteners, especially the clip of breakfast being cooked on burning hair straighteners.

Resources and Useful Links

- Scalds and Burns safety cards (sign up for Child Safety Week and use the link to download the cards)
- Visit CAPT's hair straightener campaign page for videos and info (www.capt.org.uk)
- www.childrenfirstaid.redcross.org.uk/burns - advice and useful video on first aid for burns from the British Red Cross

Poisoning

Whilst the morning is manic with things and children all over the place, getting one child dressed can lead to the other being exposed to poisons and toxic substances!

Some of the hazards during the Morning Mayhem can include:

Painkillers and other medicines are the most common way for young children to be poisoned

E-cigarettes – just a small amount of the sweet tasting liquid in electronic cigarettes/refills can be fatal to children

Cleaning things and DIY chemicals – brightly coloured cleaner left at the side of the toilet can look interesting enough to drink to a toddler. Safety caps and lids slow children down but don't rely on them

Carbon Monoxide is invisible and doesn't have a smell or taste, but if it creeps out from flame-burning appliances it can kill children in seconds.

Tips

Get into the habit of keeping medicines out of reach and sight of children, ideally in a high up lockable cabinet

Watch out for painkillers left on the bedside table or in the handbag on the floor

Keep cleaning products and liquid tabs out of reach and sight of children

Look out for products with bittering agents, such as Bitrex when you're shopping. They help prevent children swallowing products by making them taste really nasty

Event Ideas for Child Safety Week

- Get your free Big Taste Test pack from Bitrex and help make the message about poisons a memorable one for parents.
- Make a devil's sweet shop to encourage parents to see the dangers of medicine from a child's view. Fill one jar with colourful pills and the other with sweets and make them guess which is which.

Resources and Useful Links

- Big Taste Test kit – visit www.childsafetyweek.org.uk for details on how to order
- Read articles on the dangers of detergent liquid tabs on CAPT website www.capt.org.uk
- www.gassaferegister.co.uk for a register of Gas Safe engineers

Falls and Choking

For babies the biggest danger is rolling off the edge of a bed, or changing surface. For toddlers it is more about falling from furniture or down stairs. There are various different things that can be prevented to avoid children from choking!

Falling from stairs - crawling babies and toddlers naturally want to explore but have no sense of danger. Falling down stairs can cause serious head injuries, learning problems and even personality change.

Falling from windows – one under five is admitted to hospital every day after falling from a building. Accidents can happen very quickly, when your back is turned or you're distracted from a minute.

Falling from cots and beds – whilst changing nappies or just lying down, it can be easy for babies to roll off. This can cause serious injury to the baby

Choking on blind cords – it can take only 20 seconds for a toddler to die from strangulation if they get tangled in a blind cord

Choking on a drink – babies can choke if they are left propped up to drink from a bottle.

Food or small toys can be a choking hazard. Choking can be silent with nothing to warn you that something is wrong.

Tips

- As soon as your baby starts crawling, fit safety gates to stop them climbing or falling down the stairs
- Fit safety locks or catches to your windows to stop them opening too wide. Make sure your family know where the keys are in case of a fire.
- Get into the habit of changing your baby on the mat on the floor.
- Cut food up into small pieces for young children and encourage them to sit when eating.
- If you're buying a new blind, choose one with built-in safety features.
- Encourage older children to put small parts from their toys away

Event Ideas for Child Safety Week

- Run a session on blind cord safety, and show the British Blind and Shutter Association (BBSA) video. See resources for more information
- Hold a food test with food like carrots, grapes and peanuts and ask parents which they think could cause choking and why.
- Encourage parents to think about the next stage in their child's development, such as rolling, crawling, standing and climbing and how their child may surprise them. Check out 'Preventing accidents' session plans which will help to get the message across



Resources and Useful Links

Preventing serious accidents session plans are available on CAPT website with flashcards and plans www.makingthelink.net Interview with a consultant paediatric neurologist who talks about the emotional and economic impact on families of caring for a child with a head injury www.makeitsafe.org.uk The British Blind and Shutter Association's Make It Safe video highlights the dangers of blind cords www.childrenfirstaid.redcross.org.uk visit for advice and useful video on first aid for choking babies



Disclaimer:

The content of this document has been taken from Child Accident Prevention Trust's ideas booklet and also information and figures taken from YOURS (Youth for Road Safety) 'Youth and Road Safety Action Kit'