
Jersey Child Accident Prevention

2010 Year end report



www.cap.je

Throughout 2010 Child Accident Prevention Jersey (CAPJ) continued to be committed to ‘reducing the incidence and impact of accidental injury to children aged 0-16 years in the community’.

Membership

CAPJ is co-ordinated by a part time member of staff, funded by Family Nursing & Home Care. Organisational representatives on the group’s strategic and operational committees include;

Family Nursing & Home Care	Jersey Child Care Trust
Education, Sport & Culture	Headway
States of Jersey Fire & Rescue Service	Trading Standards
Ambulance Service	Prison! Me! No Way!
Children’s Service	Volunteers
Health & Social Services	States of Jersey Police
Housing	Public Health

Year end report 2010

This yearly report is written to complement ‘A Child Accident Prevention Strategy for Jersey 2009-2011 action plans. Targeted actions have their partners, contribution to delivery, measure, monitoring and outcomes documented.

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1. Promote safer cycling

1.1 Partners: CAPJ, Headway,

Contribution to delivery: Providing relevant information and accurate statistics regarding 0-16 year's cycle helmet use in Jersey and related accidents.

Measuring & monitoring: Information gathered and provided

Outcome: In March 2010 the States of Jersey approved a proposal by Deputy Andrew Green for compulsory helmets use when cycling for under 18s.

In April and October 357 year 8 students who actively cycle were asked 'will the proposed change in cycle helmet legislation stop you cycling on the road when it comes into force?' There were 168 private school students and 189 public. 2% of the private schools stated yes, 25% of public schools stated yes with a total combined average of 12%.

1.2 Partners: CAPJ, Headway, Road Safety Officer, Jersey Fire & Rescue, Prison! Me! No Way!!

Contribution to delivery: Helmets Matter Campaign

Measuring & monitoring: Event delivered and number of entries

Outcome: This event was an island wide bicycle competition. The entry age was increased to all ages being able to take part. The organising group felt the importance of adults knowing how to wear and fit a helmet correctly as well as children was vital in promoting helmet use in children. Helmets Matter took place on the main shopping street in town. Entrees had to look at helmets on foam heads and decide out of 3 options for every question how a helmet is worn correctly.

- The event took place for the 4th year running with 234 people taking part. This is a reduction of 122 from the previous year. The majority of people taking found out about the event by walking past. Evaluating Helmets Matter, the organising group plan to alter the format in 2011 and consider a website based competition.
- Prizes were provided by CAPJ and the Road Safety Officer.
- A comprehensive age range of children took part from every year group between 0 and 16 years, with most entries 11 and 16 years. More girls took part than boys.
- The campaign received entries from 27 primary schools, 9 secondary schools and 1 special school.
- The event was evaluated using the competition answer sheets.
 - 92% identified a helmet is worn straight
 - 98% identified a helmet needed to be the right size
 - 91% identified a chin strap needed to be finger tight
 - 86% identified the plastic toggles fit under the ears

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1.3 Partners: CAPJ, Jersey Fire & Rescue. Prison! Me! No Way!!

Contribution to delivery: Late night Xmas shopping event

Measuring & monitoring: Event taken place

Outcome: CAPJ members attended one Xmas late night shopping evening in King Street. Safety goodies and information was given to parents and children. Safety Sam was in attendance to promote CAPJ, giving out stickers and Safety Sam comics.

1.4 Partners: Road Safety Officer, CAPJ, Headway

Contribution to delivery: Assembly and school presentations

Measuring & monitoring: Number of events taken place

Outcome: There were 2 school presentations and an additional 47 class presentations to primary school year 2 students as part of their Safety Sam comic talks, coinciding with 10 school visits undertaken by Headway.

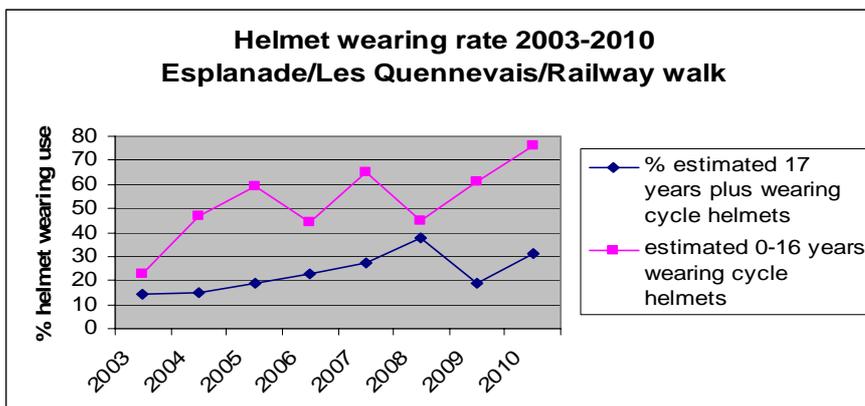
1.5 Partners: CAPJ co-ordinator, Road Safety Officer

Contribution to delivery: Statistics

Measuring & monitoring: Helmet use on and off road

Outcome: Bicycle helmet wearing rate statistics were gathered for the 8th year. The count was taken at the same venues on similar dates and times.

- There were more male cyclists seen than female cyclists (as seen in previous years except 2009).
- Females aged 0-16 years were more likely to wear a helmet than males aged 0-16 years (as seen in previous years except 2009).
- Adults were more likely to wear a helmet if female in 2010 (2005-08 males were more likely to wear a helmet and it was equal in 2009).
- 59% of children (estimated at 0-16 years) wore helmets when using the Railway walk/Les Quennevais cycle track out of 83 sample riders (13% in 2003).
- 84% of children wore helmets using the Esplanade bicycle track out of a sample of 44 (29% in 2003).
- This was a combined average of 76% (23% 12 2003) of children wearing a helmet in comparison to 31% adults (14% in 2003).



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Outcome: A cycle count of helmet use on a commuting morning was undertaken on the Esplanade at the Grand Hotel Junction for the first time.

- The count took place on Thursday 16.09.2010, 07.25 to 08.55 hours
- Total sample 356 with one child seen
- More males cycled than females (229:127)
- Male cycle helmet wearing use 63% (145:84)
- Female cycle helmet wearing use 59% (75:52)
- Combined cycle helmet wearing use 62% (220:136)

1.6 Partners: Road Safety Officer, Parents

Contribution to delivery: Cycle training schemes

Measuring & monitoring: Number of courses offered and ran

Outcome: Level 1 course – 10 offered and 16 delivered

Level 1 & 2 courses – 18 offered and 14 delivered

Level 3 courses – 2 delivered

1.7 Partners: Headway

Contribution to delivery: Headway awareness week

Measuring & monitoring: Event delivered with feedback

Outcome: Headways awareness week 2010 took place on 17th to 23rd May. Action for Brain Injury Week is Headway's annual campaign, where they focus their resources on raising awareness of brain injury and the difficulties faced by their service users.

1.8 Partners: Headway

Contribution to delivery: Free cycle helmets via 'Johns Fund Means Helmets' to Nursery and Reception units

Measuring & monitoring: Number of helmets

Outcome: Johns Fund gave away over 100 helmets in 2010.

2. Increase education and enforcement on seatbelt and child restraint use

2.1 Partners: Prison! Me! No Way!!, Road Safety Officer, CAPJ

Contribution to delivery: 'Crime and Safety' Prison! Me! No Way!!
Seatbelt workshops

Measuring & monitoring: Number of workshops at secondary schools

Outcome: Since rear seatbelt use for all legislation was passed in October 2008, booster seat legislation for children under the age of 12 years and less than 1.35 meters remains with the law draftsman. It is hoped that this

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legislation will be drafted and brought to the States Assembly for debate in 2010.

- 940 students from 7 secondary schools attended 42 seatbelt workshops at Prison! Me! No Way!! delivered by CAPJ members including the Road Safety officer.
- There were 14 seatbelt presentations undertaken by the Road Safety Officer.

2.2 Partners: Road Safety Officer, CAPJ

Contribution to delivery: Statistics

Measuring & monitoring: Number of schools data collected from

Outcome: CAPJ undertook a verbal survey of seatbelt use and knowledge from 859 year 7 secondary school students.

- 32% of surveyed private secondary school students admitted to sometimes forgetting to wear a seatbelt in a car and 39% in public schools, with a combined average of 37%.
- (40% of students surveyed in public secondary schools admitted to sometimes forgetting to wear a seatbelt in a car schools in 2009, showing an improvement rate of 1%).
- 25% of surveyed private secondary school students admitted they did not know that it was now a legal requirement for everyone to wear a seatbelt in the rear of a car and 3% in public schools, with a combined average of 14%.
- (13.5% students surveyed in public schools in 2009 admitted they did not know that it was now a legal requirement for everyone to wear a seatbelt in the rear of a car, showing a knowledge base improvement of 10.5%).

2.3 Partners: Road Safety Panel, States of Jersey Police

Contribution to delivery: Seatbelt and child seat campaign

Measuring & monitoring: Number wearing seatbelts and using car restraints

Outcome: A rear seatbelt campaign was launched in April 2009 and an evaluation took place regarding wearing belts. The child restraint seat campaign is delayed until legislation is passed.

3. Reduce death and injury to children due to accidents on the road

3.1 Partners: Road Safety Officer

Contribution to delivery: Be Seen winter campaign

Measuring & monitoring: Number of inputs

Outcome: There were 25 inputs.

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3.2 Partners: Road Safety Officer

Contribution to delivery: Investigate complaints relating to child road safety

Measuring & monitoring: To be actioned as received

Outcome: Investigations were undertaken as complaints were received, with none outstanding.

3.3 Partners: Prison! Me! No Way!, Road Safety Officer, States Police, CAPJ

Contribution to delivery: Assembly and school presentations

Measuring & monitoring: Number of schools

Outcome:

- 31 primary schools were invited to receive a year 2 comic talk on pedestrian safety, as part of their Safety Sam comic talk. 24 talks were delivered as requested.
- 31 primary schools involving year 5 students received a road awareness workshop during Safety in Action
- 29 primary schools involving year 6 students received a pedestrian safety workshop during Choice Prison! Me! No Way! Days, involving approximately 928 students.
- 7 schools received a Prison! Me! No Way!! Co-ordinator led presentation

3.4 Partners: Prison! Me! No Way!!, Road Safety Officer

Contribution to delivery: Road safety workshop on Housing Estates

Measuring & monitoring: Number of estates

Outcome: La Collette Housing Estate was visited following concern raised with regard to young children crossing the roads adjacent to the Estate, namely Green Street and Havre Des Pas. Work centred around crossing of the roads and the need to ensure safety before crossing even on the pelican crossing. The majority of the children spoken to were of primary school age.

3.5 Partners: Transport & Technical Services, Road Safety officer

Contribution to delivery: Identify number of hot spots and campaigns

Measuring & monitoring: As resources permit or hot spots develop

Outcome: 6 campaigns took place during 2010.

3.6 Partners: Jersey Fire & Rescue, Youth Service, Road Safety Officer

Contribution to delivery: On Two Wheels scheme

Measuring & monitoring: Courses provided when required

Outcome: 4 secondary schools have worked with Transport & Technical Services initiatives looking at; Saville Street, Gloucester Street, De La Salle, Les Lances, First Tower, Grouville and St Peters.

3.7 Partners: Jersey Fire & Rescue, Education Sports & Culture, Road Safety Officer

Contribution to delivery: Produce information on Island road speed limit recommendations
Measuring & monitoring: Information provided

Outcome: Information was gathered for the Transport Departments review of speed limits on Jersey roads.

4. Improve data collection and dissemination

4.1 Partners: Accident & Emergency Department (A&E), CAPJ co-ordinator

Contribution to delivery: Provide access to A&E data, collate & report

Measuring & monitoring: Number and variety of reports prepared and disseminated with action taken on trends

Outcome: 2010 accident statistics were collated and a report produced. The information was;

- shared between States organisations with an interest in child safety,
- utilised in safety campaigns
- discussed in the States debate regarding cycle helmet legislation
- used to prioritise targets for CAPJ projects.
- 2009 statistic report was put on CAPJ website and 163 copies were downloaded.

4.2 Partners: Jersey Fire & Rescue

Contribution to delivery: Provide data on house fires & rock rescues

Measuring & monitoring: Data shared and available

Outcome: There were 52 accidental dwelling fires throughout 2010, with no fatalities.

The Inshore Rescue Boat launched 23 times and rescued 10 people who were trapped from various tidal conditions.

5. Reduce the number of accidents and severity of injury in children

5.1 Partners: CAPJ co-ordinator, Family Nursing & Home Care

Contribution to delivery: Develop an evidence based awareness

Campaign re under ones falling from raised surfaces

Measuring & monitoring: Campaign evaluated

Outcome: The 'Think Falls' campaign took place in June 2009 to coincide with the UK's safety week. It was designed to raise awareness about children under the age of one year falling from raised surfaces because of where an adult had left them, e.g. a sofa, adults bed, unstrapped in a high chair or buggy etc.

- In 2008 37% of under ones attending the accident department for treatment fell from a raised surface.
- In 2009 & 2010 26.8% of under ones fell from a raised surface.

5.2 Partners: CAPJ co-ordinator, Family Nursing & Home Care

Contribution to delivery: Prompt tool safety check list for Health Visitors and Community Nursery Nurses for the under fives

Measuring & monitoring: Safety check list updated and available for use.
December safety check list produced

Outcome: A safety check list was updated and produced in English, Polish and Portuguese. Accident hot spots from the A&E accident data were used to update the information. The safety check list identified key hazards in different rooms around the house and could be used independently as a check list or as a prompt tool to discuss safety concerns with clients. A December safety check list was produced and made available for distribution to clients covering specific Christmas hazards and current areas of concern.

5.3 Partners: CAPJ co-ordinator, Family Nursing & Home Care, Pathways

Contribution to delivery: Promotional events and talks to parenting groups

Measuring & monitoring: Number of events and talks

Outcome:

- There were 4 talks given; to a young mums group and Pathways baby grow group involving 40 parents.
- There were 2 promotional events; The Ambulance Station open day; free safety information and advice were given to children and members of the public. The Pepsi Max Challenge; a competition prize giving with cycle helmets given as part prizes and Safety Sam in attendance.

5.4 Partners: CAPJ Co-ordinator, Family Nursing & Home Care

Contribution to delivery: Referrals from Health Visitors for Reduced Priced Safety Equipment Scheme for families in financial difficulty with children aged under five years

Measuring & monitoring: Number of families accessing the scheme and number of items sourced

Outcome:

The safety equipment scheme provides health visitors the option to prescribe reduced priced stairgates, extensions and fireguards to families with children under the age of 5 years at a greatly reduced cost. This scheme is independently funded and is available to clients in financial difficulty following assessment by their health visitor.

The schemes ownership remains with CAPJ whilst FN&HC continue to distribute, prescribe and store the items. Items of equipment are heavily subsidised by the scheme with clients paying a small proportion of the cost. If clients were unable to pay their contribution the cost can be waived by the CEO of Family Nursing & Home Care and absorbed by the scheme or claimed for via Income Support.

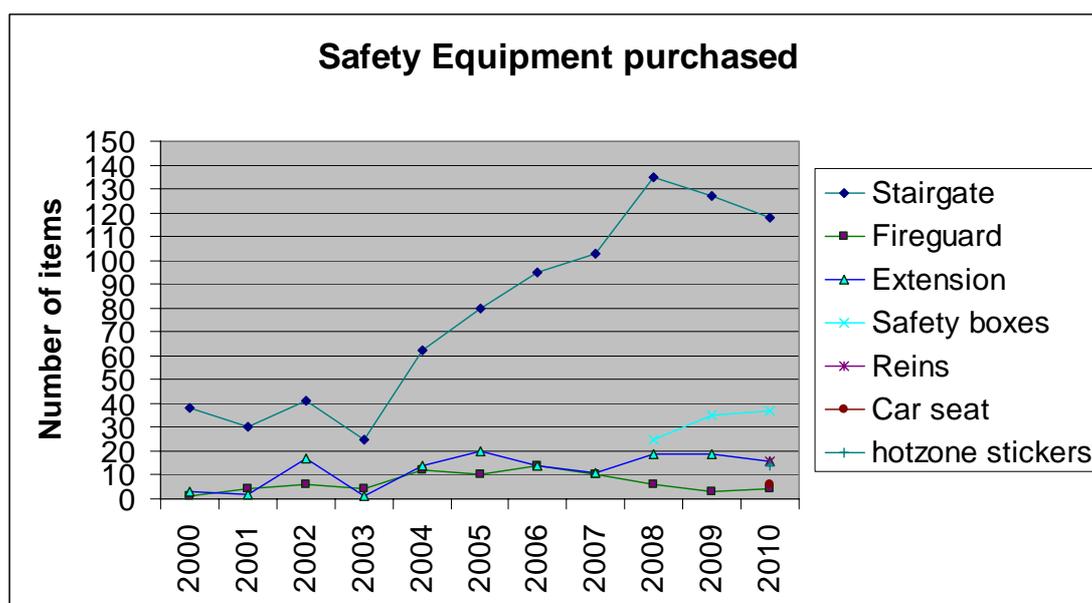
Three years funding to secure and extend the scheme were obtained from the Community Grants Panel. This enabled an increase in the safety equipment type available to clients and three years funding of the scheme.

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Home safety boxes are provided free of charge if prescribed, along with child safety reins, hot zone warning stickers and a voucher towards car seat costs. The documentation for the items to be prescribed was amended, including the letter the client received, highlighting that the scheme was for those in financial difficulty only.

During 2010;

- 211 safety equipment items were prescribed and collected by clients
- 62 families accessed the scheme, helping a minimum of 78 children aged under 5 years
- 17 families were unable to pay the reduced cost and had their contribution funded by Income Support.
- The scheme bought £2,736.22 of basic stock (stairgates/ extensions/ fireguards) in 2010. Clients paid £960 and £340 was waived. To compare the scheme like for like with last year's figures the scheme cost £1,435.86 to run in 2010, a decrease of £162.25 from the previous year.
- Since 2000 the scheme has prescribed to clients 1,064 items including 854 stairgates, 74 fireguards and 136 stairgate extensions.



5.5 Partners: CAPJ and all members

Contribution to delivery: Maintain the CAPJ website and raise public awareness of the site

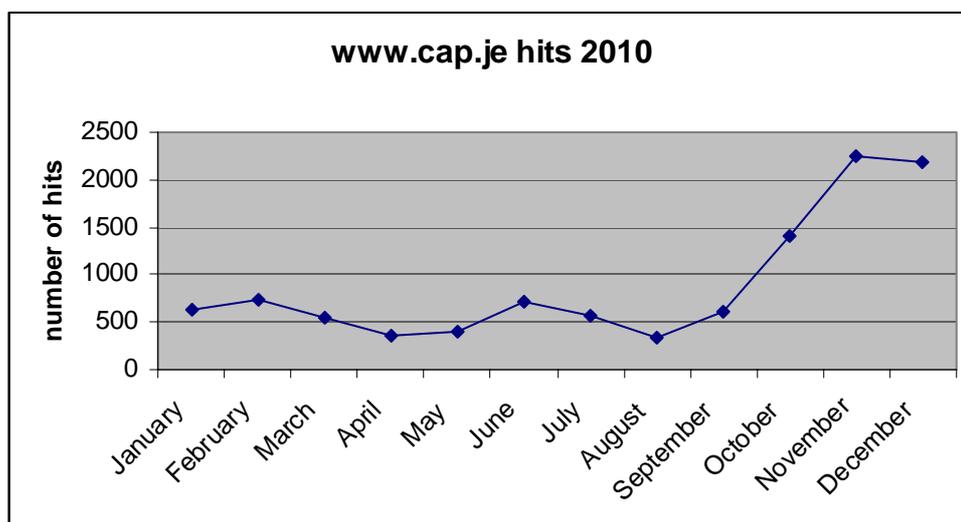
Measuring & monitoring: Number of hits and downloads

Outcome:

- CAPJ's website www.cap.je was maintained with monthly news items.
- Eight new website backdrops were designed with seasonal themes to create a different look to the site for revisits.

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- The ability to show film on the website was purchased. Film clips of events and the 6 episodes of CAPJ's 'Be safe with Safety Sam' film were made available to be viewed from the website.
- Sponsorship from Jersey Electricity was secured to allow the design and development of a plastic promotional business card advertising the website. The business card included the CAPJ website address and useful local phone numbers to encourage people to keep the card and use it regularly for reference. The card was distributed in September to approximately 4,000 primary school children in years 3 to 6. The card was free for collection from Family Nursing & Home Care, the Emergency Department, Trading Standards, Pathways and The Bridge family centre.
- The 2009 year end report was made available and 135 copies were downloaded.
- The student evaluation for Safety in Action was moved to an online survey on CAPJ's website. Students were encouraged to access the website and answer questions about the event. 76 students accessed the site.



- Monthly website visits showed a marked increase of visits, which coincided with the distribution of the website plastic business card. The annual number of hits was 10,739.

5.6 Partners: Trading Standards, CAPJ

Contribution to delivery: Monitor and inspect suppliers for dangerous goods which may be supplied to children. Product recalls are posted on www.gov.je and CAPJ website.

Measuring & monitoring: Number of recall warnings

Outcome: Dangerous goods were removed from sale and 23 recall notices posted on the website, including 3 toys, 3 nursery products and 1 item of children's clothing.

5.7 Partners: Jersey Child Care Trust

Contribution to delivery: Increase first aid training for practitioners working and caring for children aged birth to 12 years

Measuring & monitoring: Number of practitioners financially reimbursed

Outcome: 54 practitioners.

5.8 Partners: Ambulance

Contribution to delivery: Providing 'DRAB' first aid skills training to children through Safety in Action and 'Your Choice' Prison! Me! No Way!

Measuring & monitoring: Number of students

Outcome:

- 950 primary school year 5 children received 'DRAB' first aid skills training during Safety in Action
- 29 primary school, 928 year 6 pupils, received a first aid teaching session to their year 6 students during Prison! Me! No Way!
- 7 secondary schools, 940 students, received first aid teaching sessions during Prison! Me! No Way!!

5.9 Partners: Housing

Contribution to delivery: Install thermostatic mixing valves (TMV's) in all Housing rental total refurbishments and new builds to reduce the risk of burns.

Measuring & monitoring: Number TMV's installed

Outcome: There were no new builds in 2010, however a total refurbishment of the Cedars consisted of 72 replacement over bath showers and TMV's were installed in each case.

5.10 Partners: Housing

Contribution to delivery: Install carbon monoxide detectors to reduce the risk of carbon monoxide poisoning.

Measuring & monitoring: Number of carbon monoxide detectors (Co2) installed.

Outcome: There are 4,444 housing properties of which 1,006 have combustible heating systems which require Co2 detectors and these are all fitted according to the property, i.e. 1 bed flat would have one 2 bed would have 2 up to a maximum of 3 Co2 detectors.

6. More work in "settings" providing education for example; schools, toddler groups and children centres

6.1 Partners: CAPJ, Headway, States Police, Family Nursing & Home Care, Jersey Fire & Rescue, Prison! Me! No Way!!

Contribution to delivery: Safety Sam comic with school talks

Measuring & monitoring: Number of schools receiving comics and talks. Number of comic downloads from CAPJ website.

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Outcome: The Safety Sam Comic is produced by CAPJ, based on Jersey's accident statistics and shows a series of cartoon stories with situations local children are likely to encounter. The spring and autumn issues are distributed to every year 2 child in 30 primary schools. The comic is followed up by a talk, explaining and reinforcing the key safety messages described in the comic, using puppets to help deliver messages. The current spring themes are sea rock rescue, bicycle, pedestrian and trampoline safety with autumn themes of home safety, seatbelt and booster seat use and home fire safety.

- The spring 2010 comic was distributed to every primary school with year 2 students (30 schools) and to all 29 schools who had requested talks—to approx 850 pupils.
- The autumn/winter 2010 comic is currently being distributed to primary school year 2 students with 19 talks delivered at present.

From the evaluation forms completed, the spring evaluation showed;

- 92% strongly agreed that the subjects discussed were important and teach life skills.
- During the spring visits, 55% of teachers had not discussed or had only discussed a little with their class any of the topics delivered in the talks.
- 100% of teachers felt the children gained more insight and knowledge by receiving the talk and having the comic safety messages explained.

Teachers comments included;

'really enjoyed it – thank you',

'the demonstration with the egg and mini helmet was very good'

4 Safety Sam comics are available for free download from CAPJ's website, 798 copies have been downloaded.

6.2 Partners: CAPJ, Headway, Family Nursing & Home Care, Jersey Fire & Rescue, Prison! Me! No Way!!

Contribution to delivery: Be Safe with Safety Sam film

Measuring & monitoring: Film availability to schools

Outcome: Be Safe with Safety Sam is a 6 chapter film, created by CAPJ in 2004 and filmed in Jersey, showing Safety Sam comment on accidents involving local children and talking about how to stay safe. Each primary school had their own copy and was encouraged by the group to show it to their students.

Be Safe with Safety Sam resource folders and film were given to 13 primary schools in 2009, to replace copies that had been misplaced. 5 contacted schools still had their original copies

The majority of primary school classrooms now have an interactive whiteboard. The films 6 chapters have been posted on CAPJ's website for ease of access and to enable them to be viewed via the white board.

6.3 Partners: CAPJ, Headway, States Police, Family Nursing & Home Care, Jersey Fire & Rescue, Ambulance, Education Sports & Culture, Road Safety Officer, Trading Standards, Highlands College, Prison! Me! No Way!!

Contribution to delivery: Safety in Action

Measuring & monitoring: Evaluated event taking place

Outcome: Safety in Action is a hands on interactive series of 6 life saving workshops showing children how their actions can make a difference, including; fire, road, first aid, water, a new kitchen safety workshop and building site information. Teachers received an information booklet about the event, outlining each workshop and giving additional safety information. Risk assessments for each workshop were available via our website, of which 267 copies were downloaded.

Each child completed a quiz sheet before attending and was retested 2 months later to identify not only what they had learnt but what they had remembered. CAPJ created a school performance league table based on the 2 quiz scores, identifying improvements and areas where schools may need further safety training. All schools were offered additional support by the organisations that took part in the event. School trophies were awarded to the highest scoring and best improving school in addition to individual student prizes and certificates.

- 2010 12th Safety in Action Week was attended by approximately 1,000 students from 32 primary schools.
- The group invested over 733 work hours to man the event involving on average 16.1 staff per day.
- All attending schools improved their knowledge base by an average of 17.2% in the quiz, an increase of 3% on the previous year.
- Trophies were awarded to St Clements for the best improvers and JCG Prep for the highest scorers.
- 400 certificates and additional prizes were presented to individual students with 34 students scoring maximum points. 394 students increased their scores by 5 points or more – an increase of 28 from the previous year.
- Since 2004 over 5,400 students have taken part in Safety in Action. 31 primary schools have attended since 2005. For the first year every island primary school, 32, took part and attended the event in 2010.

The event was evaluated through a teachers and parents/helpers evaluation form and students accessing an online survey via CAPJ's website.

- 100% of teachers felt it was important that children attended Safety in Action.
- 62% of teachers had not undertaken any work relating to the topics discussed during safety in action, those that had stated it was first aid.
- 100% of the attending teachers and parents/helpers felt the key safety messages were appropriate for key stage 2 pupils
- 92% of teachers stated following attending the event they would carry out specific follow-up work with their pupils.

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Teachers were asked why they thought students should attend. Comments included;

Grouville school teacher, 'It could save their lives – the most important reason of all'

St John's school teacher, "so they know how to stay safe, there were lots they didn't know already'.

De La Salle Primary teacher, 'Brings a focus to safety. Some areas are never covered by school, fire, water, kitchen. Very educational and very good for everyday life'.

St Clement's teacher, 'Outdoor learning in this way with trained professionals is far more effective and I believe essential'.

- 100% of students completing the online post event survey stated they had learnt new safety tips that had made them change or do something differently. Examples of comments made are;
'When I got home I checked my smoke alarm. It had no batteries in! I put some in straight away'.
'How important it is that you look to see when the traffic has stopped before crossing a road'.
'I learnt not to put metal in a microwave or a toaster'.
'I learnt about which colour flags you should swim between'.
- 100% of students felt it was important that every year 5 student attended Safety in Action.
- Students were asked if they had learnt something new in each workshop, the following said yes; 92.1% in fire, 89.5% in road, 64.5% in kitchen, 86.8% in building site, 77.6% in beach, 76.3% in first aid.

6.4 Partners: CAPJ

Contribution to delivery: Safety Sam visits promoting child safety

Measuring & monitoring: Number of visits

Outcome: 4 Safety Sam visits at school, public events and CAPJ campaigns

7. Reduce death and injury to children due to fire

7.1 Partners: Jersey Fire & Rescue, Prison! Me! No Way!!

Contribution to delivery: Prison! Me! No Way!! 'Your Choice' and 'Crime' sessions on fire safety

Measuring & monitoring: Number of schools

Outcome: Following year 5 students attending Safety in Action they were re-visited in year 6 in partnerships with PMNW.

- Year 6 students were visited at 28 primary schools, 928 pupils, with home fire safety talks that included escape plans for the home delivered at "Your Choice" days.
- 8 secondary schools receiving arson, hoax calls and consequences of actions workshops during "Crime Days".

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7.2 Partners: Jersey Fire & Rescue

Contribution to delivery: School/nursery/scout visits

Measuring & monitoring: Number of visits

Outcome: 20 visits were made to various primary school ages from nursery to year 6. This also included outside organisations such as beavers, cub scouts, brownies and St John Ambulance badgers.

7.3 Partners: Jersey Fire & Rescue

Contribution to delivery: Home Fire Safety Visits (HFSV)

Measuring & monitoring: HFSVs provided on request to all families with children

Outcome: There were 270 Home fire safety visits provided in 2010. 40 of these visits were recorded as having children under the age of 6 in the household.

7.4 Partners: Jersey Fire & Rescue

Contribution to delivery: Attend public events

Measuring & monitoring: Number of events

Outcome: Jersey Fire & Rescue attended 15 public events in 2010 from family fun days; parish fete's to island shows (these include attendance at the Baby Barn Show, 2 days in Mothercare & 2 drop in days at Western Station. They also worked with numerous partner agencies, including 3 Friday night street walks with the Youth Service.

7.5 Partners: Jersey Fire & Rescue

Contribution to delivery: Safety Campaigns

Measuring & monitoring: Number of Campaigns

Outcome: 5 campaigns took place during 2010. Continuing campaigns included;

- Electric blanket testing
- Reduction in Road Traffic Collisions.
- Involvement with the outreach programme with the Youth service, going into town to meet youths aged between 12 and 16 years and informally talk about fire related issues.
- Fireworks safety

7.6 Partners: Jersey Fire & Rescue

Contribution to delivery: Yr Fire Safety Education Programme

Measuring & monitoring: Number of schools

Outcome: In partnership with ESC, Jersey Fire & Rescue launched a new fire safety education package for every year 4 school class. The 1 hour session educates children in making escape plans, calling 999, hoax calls, stop drop and roll and smoke alarms. The aim is for every class to undertake the session but early feedback is that Helvetia does not currently want to join in.

7.7 Partners: Jersey Fire & Rescue

Contribution to delivery: Nursery Boxes

Measuring & monitoring: Number of schools/nurseries

Outcome: In partnership with ESC, Jersey Fire & Rescue provided 'big red nursery boxes' to every preschool and nursery in the Island. The boxes contained games, resources and uniforms all with fire safety related elements. One member of staff from each nursery/preschool was trained in the use of the box.

7.8 Partners: Housing

Contribution to delivery: Installation of smoke alarms to States housing properties

Measuring & monitoring: Number of smoke alarms

Outcome: There are 4,444 housing properties. Smoke detectors are statutory and fitted in all properties.

8. Reduce death and injury to children due to accidents involving fireworks

8.1 Partners: Jersey Fire & Rescue

Contribution to delivery: Firework safety leaflets produced and distributed

Measuring & monitoring: Distribution picture

Outcome: 14 retailers received firework safety booklets to hand out with every sale. Firework safety posters were sent out to all schools.

8.1 Partners: CAPJ

Contribution to delivery: Firework safety leaflets available on website

Measuring & monitoring: Number of downloads

Outcome:

A CAPJ produced firework leaflet featuring Safety Sam, aimed at children and parents is available for free download from CAPJ's website. 321 copies of the firework safety leaflet have been downloaded.

9. Reduce death and injury to children due to accidents involving the sea and water

9.1 Partners: Jersey Fire & Rescue, RNLI, Prison! Me! No Way!

Contribution to delivery: Prison! Me! No Way! Sea/beach safety sessions

Measuring & monitoring: Number of primary schools visited

Outcome: 29 primary schools received workshops during 'Your Choice' days.

9.2 Partners: Jersey Fire & Rescue

Contribution to delivery: Summer sea/beach safety campaigns

Measuring & monitoring: Raised awareness to beach/sea safety

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Outcome: As issues arose throughout the year, media press releases were issued highlighting dangers as they occurred.

9.3 Partners: Education, Sports & Culture

Contribution to delivery: Beach safety workshops through Safety in Action

Measuring & monitoring: Number of workshops

Outcome: 31 primary schools year 5 students received workshops on sea and beach safety, including information on rip currents, life guard cover and sun safety.

9.4 Partners: Royal National Lifeboat Institution, Jersey Fire & Rescue, Prison! Me! No Way!!

Contribution to delivery: Sea safety workshops during 'Your Choice Day' Prison! Me! No Way!!

Measuring & monitoring: Number of workshops

Outcome: 29 primary schools year 6 students received workshops, covering raising an alarm, making an emergency call, rip currents and beach safety flags.

9.5 Partners: Education, Sports & Culture

Contribution to delivery: 'Learn to Swim' courses running every term.

Measuring & monitoring: Number of places available.

Outcome: There were 324 'Learn to Swim' places available per term.