

Child Accident Prevention Jersey
Annual Report
2015



Throughout 2015 Child Accident Prevention Jersey (CAPJ) continued to be committed to "reducing the incidence and impact of unintentional injury to children aged 0 - 12 years in the community.

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Introduction.

This annual report is written to complement "A Child Accident Prevention Strategy for Jersey 2015 - 2017" action plans.

This strategy is referenced by the National Institute of Health and Clinical Excellence who published a series of guidelines to prevent injuries in under 15s. The relevant recommendations were incorporated into the strategy document.

The United Nations High Commissioner for Human Rights on the "Right of the child to the enjoyment of the highest attainable standard of health" updated a report in December 2012 that stressed the importance of tackling unintentional injury.

"State parties are obliged to ensure that all segments of society, in particular parents and children, are informed, have access to education and are supported in the use of basic knowledge of....the prevention of accidents.

Reducing the burden of child injuries requires strategies and measures to reduce road traffic accidents, drowning, burns and other accidents in the home, such as appropriate legislation and enforcement, especially with regard to road safety, product and environmental modification, education, skills development and behaviour change, community based projects and pre-hospital and acute care, as well rehabilitation.

Prevention and health promotion are central to primary care. Interventions should address health challenges such as accidents...and incorporate a combination of biomedical, behavioural and structural interventions.

Parents and caregivers also play a central role in promoting healthy child development, protecting children from harm due to accidents, dangerous games, injuries and violence, and mitigating the negative effects of risk behaviours."

Despite the injury reductions and safety improvements over the last 20-30 years, injury remains a leading cause of death for children and adolescents in every member state in Europe. More children aged 5 - 19 years die of injuries than all other causes combined. You must also consider the value of the preventable years of life lost as the result of premature death. It has been estimated by researchers that if strategies known to be effective were uniformly implemented, up to 90% of injuries could be prevented.

Partnership Working

Child Accident Prevention Jersey is coordinated by a part-time (18.5 hours) member of staff and this post is funded by Family Nursing & Home Care.

Organisational representatives on CAPJ strategic and CAPJ operational committees during 2015 included;

- Family Nursing & Home Care
- Education, Sport & Culture
- SOJ Fire & Rescue Service
- SOJ Ambulance Service
- Jersey Child Care Trust
- Headway
- Jersey Coastguard
- Health
- Trading Standards
- Prison! Me! No Way!
- Department for Infrastructure
- SOJ Police
- The Bosdet Foundation
- St John Ambulance
- Volunteers

Without the time and dedication from these representatives CAPJ would not be the effective coalition that it has proved to be.



Finances

Child Accident Prevention Jersey is supported financially by various charities and organisations whether it be by funding the role of CAPJ coordinator, financing the Reduced Price Safety Equipment Scheme or supporting our Safety In Action Event.

Attached to this report is a copy of the finances for the year 2015.

During 2015, a number of grants were applied for to support a number of our ongoing projects.

We were successful with the following applications;

- ESC supported Safety In Action...£2160 (?)
- New Era Vets supported the partial cost of a reprint of our Speak Dog and Stay Safe leaflets...£100
- Jersey Electricity supported the production of our Emergency Contact cards...£909
- Ana Leaf supported the continued development of our website...£1700

We are extremely grateful to all of those listed above for their support.

Child Accident Prevention Initiatives

During 2015 CAPJ and its representatives have delivered a vast array of safety information within the school setting to a large number of children.

Year 1...The coordinator and 3 volunteers delivered the "Speak Dog and Stay Safe" campaign to all Year 1 children in the islands schools....1036 children.

Year 2...The coordinator, a representative from FNHC and a representative from SOJ Police delivered the Safety Sam Spring/Summer comic to every Year 2 school child...997 children.

Year 3...The coordinator, a representative from FNHC and a representative from SOJ Police delivered the Safety Sam Autumn/Winter comic to every Year 3 school child...1088 children.

Year 5...The coordinator, representatives from SOJ Police, PMNW, St John Ambulance, Trading Standards, SOJ Fire Service, SOJ Ambulance, Jersey Marine Lake, Headway and volunteers delivered workshops to every Year 5 school child...1015 children.



Year 6...The Child Accident Prevention coordinator and Safety In Action coordinator present certificates, shields and cups to a number of children and schools following the Safety In Action Event. During this visit there is a recap of the information learnt during Safety In Action, including fire alarm testing, recovery position, safe place to cross.

Parent and Toddler groups...The coordinator visited a variety of parent and toddler groups 4 times during the year. The promotion of home safety was the key message...58 families.

Nurseries...The coordinator and Safety Sam visited nursery age children to about the importance of wearing your cycle helmet.



Child Health Clinics...The coordinator visited every Child Health Clinic with a poster display, leaflets and information regarding burns prevention...130+ families.

The coordinator is also part of the PMNW team that delivers a Seat Belt Safety workshop to Year 8...1008 young people.

Safety In Action

2015 was another successful year for our Safety In Action event.

All 31 island primary schools attended giving a total of 1015 Year 5 children. The event was held over 7 days in July and the workshops included Water Safety, First Aid, Kitchen Safety, Fire Safety, Road Safety and Play Safety.



As usual, a pre and post event quiz was given to the children and the results then put into a league table.

This year we presented 202 certificates to those children who improved their score by 5 or more points and 43 certificates for those children who scored 24 out of 24.

We awarded shields to individual schools for best improvement in each workshop and for the first time this year we also awarded shields to those schools with the highest scores in each workshop.



In 2015 St Johns school won overall best improver cup and the highest scoring cup. This was the first year that both of these awards went to the same school.

We were able to purchase new goody bags for all the children who attended thanks to a grant from ESC. The new bags are yellow and as well as the CAP logo they have a reflective strip across the bottom.

Items going into the bag included literature regarding safety from those agencies attending the event as well as a bottle of water provided by M&S and a piece of fruit and a snack bar provided by the Co-op.

Feed back for this is always positive and some comments re listed below :-

- A fact filled interactive morning which was very effective with clearly explained workshops and good demonstrations performed.
- Practical advice appropriate to the age and understanding for year 5 students.
- Clear objectives, key points emphasized and misconceptions clarified.

More information about this event can be found on our website, <http://cap.je/projects/safety-in-action/>



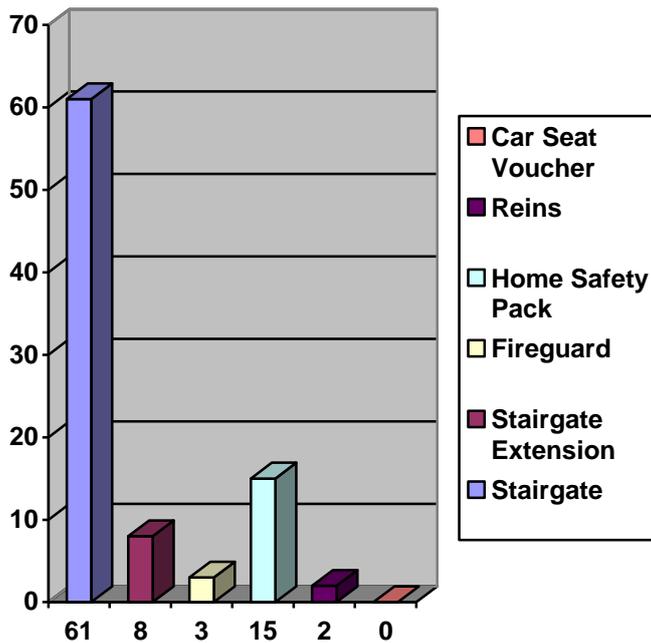
Safety Equipment Scheme

The Safety Equipment Scheme is run in conjunction with Family Nursing & Home Care and Pharmacy Locale.

The aim is to provide safety equipment to those families who, because of financial constraints, may find it difficult to afford these items, as well as families who would not prioritise the equipment within their home.

During 2015 we provided 106 items of safety equipment.

Items included stair gates and extension where necessary, reins, fireguards, home safety packs and car seat vouchers.



The cost of subsidising equipment during 2015 was £1483.00

It is difficult to make a comparison with the previous year as the equipment we provide has changed. Stairgates are now a universal type which expand. This means that the need for

stair gate extensions has been removed, thus lowering the number of items provided.

However, in 2014 we provided 138 pieces of equipment.

During 2016 additional funding will continue to be sort. On discussion with a number of Health Visitors it is clear that the Safety Equipment Scheme is something which they support and see a great deal of value in.

Website

www.cap.je

The Child Accident Prevention website is managed by Switch Digital who took over from Blue Box at the end of 2014.

During 2015 we have received training from them on how to maintain the website, including adding articles and photographs. The website is maintained by CAPJ representatives.

The website is also used as part of the Safety Of Action event to deliver the pre and post event questions to over 1000 Year 5 students. Students are also asked to complete an evaluation of the event via the website.

The website is an invaluable way of reaching a large number of people not only about specific safety messages but also about the work we do throughout the year and we are grateful to the Ana leaf Foundation for their continued financial support.



Media

During 2015 CAPJ was asked to become a regular contributor to the Jersey Evening Post Parenting Panel page and this has helped to strengthen our links with local media.

Articles are published approximately twice a month and advice relating to a number of topics have been included e.g. a new family pet, drones, bouncy castles and choking.

With a average daily adult readership of 52,509, (equating to 63% of the islands 16yrs+ population), this is an excellent opportunity not only for CAP to provide a variety of safety information but also to publicise ourselves and the work undertaken.

Local radio interviews were also given, both relating to Safety In Action.

We also received excellent media coverage of our Safety In Action event, including radio, television and newspaper articles.

Our Face Book page is another means of reaching a lot of people very quickly and is an invaluable way of spreading safety advice and information.

So far we have 505 likes on our page.



Speak Dog & Stay Safe

During 2015 Speak Dog and Stay Safe and Spud and Dotty became a registered trade mark.

Our hope now is to market this as a teaching pack which would be available to be bought by schools or charities etc in order that they can teach their children about dog safety.

The pack we sell will include a dvd of a lesson plan, graphics for the banners and leaflets. The leaflets would remain as they are presently, with no extra branding.

This pack would be on sale to individuals and charities who aim to deliver the lesson for free and would cost them £150.

If a larger company or organisation wanted to purchase the pack and include their own logo the cost would increase to £500.

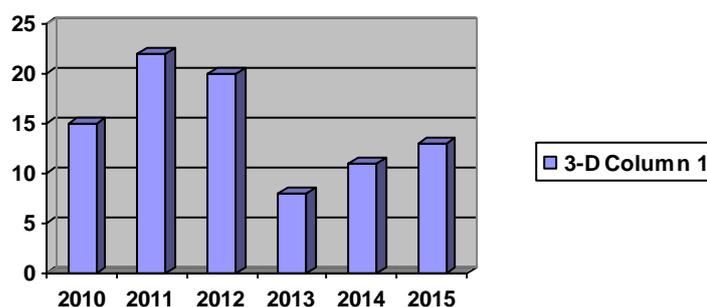


Alongside this, buyers would need to purchase a license from us in order to use the materials. This fee will be included in the original purchase price and will then need to be renewed every year at a cost of £25.

A and E statistics show that from January to November 2015 there were 13 children who presented with dog bites at JGH.

Information from the Freedom Of Information team tells us that during 2014 there were 11 children seen because of dog bites.

The graph below shows the number of dog bites since 2010.



Whilst numbers dropped significantly in 2013 they have begun to slowly rise.

As a result, during 2016 we will need to look at the campaign in order to determine if any changes need to be made to make it more effective. We may also have to do some other support work to ensure that the safety messages not only go out to children but also to their parents and carers as well as dog owners.

This is especially important as we were able to identify that of the 9 children bitten by a dog between January and June of 2015, 4 of those dogs were family pets and another was known to the child.

2016 Action Plan

Whilst looking forward to 2016 and the new challenges it will bring it may be helpful to look at what we already do.

Campaign	When	How	Who
Speak Dog & Stay Safe	January - March 2016	Visit 12 Year 1 primary classes	Mandy (CAP)
JCCT Training	1 st quarter 2016	Provide evening session to update practitioners	Mandy (CAP)
PMNW	February 2016	Deliver Seatbelt safety workshop to 4 secondary Year 8 classes	Philip (SOJP) Mandy (CAP)
Conference	April 2016	Provide updates and learning opportunities to practitioners, parents and the general public	CAPJ Partnership
Comic Talk	April - June 2016	Deliver comic talk to 31 Year 3 primary classes	Mandy (CAP) x23 Ashley (FNHC) x6 Philip (SOJP) x2
Speak Dog & Stay Safe	April - July 2016	Visit 6 Year 1 primary classes	Rosie + Islana (volunteers) x6
Safety In Action	July 2016	Deliver 7 days of safety workshops to Year 5 primary children	Martin (TS) CAPJ Partnership
Speak Dog & Stay Safe	September - December 2016	Visit 6 Year 1 primary classes	Alison (volunteer) x6
Comic Talk	September - December 2016	Deliver comic talks to 30 Year 1 primary classes	Mandy (CAP) x20 Ashley (FNHC) x 6 Philip (SOJP) x2
Certificate & trophy presentations	October - November 2016	All winning schools	Mandy (CAP) Martin (TS)

Of course, none of this happens without a great deal of organisation from all the parties involved.

All school visits are pre arranged with the school secretary, the class teacher and occasionally the head teacher as well.

Finding a time which suits both the school and the CAP representative can be very challenging and as demands on man power within departments increase, this is set to be an ongoing issue.

Special mention should go to Martin Preisig for organising the annual Safety In Action Event. The amount of liaison with schools and coordination between all the parties involved cannot be underestimated and CAPJ are grateful for all his work.

Conculsion

2016 promises to be another busy and exciting year for Child Accident Prevention Jersey.

Based on our data collection, new campaigns may include swimming pool safety, a falls prevention campaign and taking Speak Dog and Stay Safe to parents and dog owners as well as selling this campaign to interested parties.

However, it must be acknowledged that with ever present financial constraints and demands on manpower increasing, our opportunities of support may become more difficult.

We are grateful to all those who are involved in Child Accident Prevention Jersey whether at a strategic or operational level. Without their resources and commitment we would not be the effective partnership we have become.

Keeping our children safe should be seen as a priority for all of society and within that, accident prevention must be seen as having a vital role to play.



