

**Child Accident Prevention Jersey**  
**Annual Report**  
**2014**



## Introduction

**Throughout 2014 Child Accident Prevention Jersey (CAPJ) continued to be committed to “reducing the incidence and impact of unintentional injury to children aged 0 – 16 years of age in the community.**

This annual report is written to complement “A Child Accident Prevention Strategy 2012 – 2014” action plans.

The strategy is referenced by the National Institute of Health and Clinical Excellence who published a series of guides to prevent injuries in under 15s and the United Nations High Commissioner for Human Rights, “Rights of the child to enjoy the highest attainable standard of health”.

2014 has been a successful year for Child Accident Prevention Jersey, although it has not been without its challenges.

In March 2014 Louise Hamilton, who had been the CAPJ co-ordinator since 2002, moved on to pastures new. Louise has been an excellent figurehead for CAPJ and she will be missed. She has brought unintentional injury prevention for children to the fore in many areas and was instrumental in formulating a number of campaigns delivered by CAPJ, including Comic Talks and Speak Dog and Stay Safe.

In August 2014 Mandy Le Tensorer was appointed as the new co-ordinator for Child Accident Prevention Jersey.

Accessing data from the Jersey General Hospital Emergency Department has not been possible since March of 2014 and for this reason there are no unintentional injury statistics included in this report.

Financial constraints remained a factor during 2014 as did time constraints. The co-ordinator post is 18.5 hours per week and so CAPJ relies heavily on the support of its members to help deliver campaigns and messages on a regular basis. This would not be possible without the continued support of management teams within the various agencies.

## **Membership**

Child Accident Prevention Jersey is co-ordinated by a part time member of staff and this post is funded by Family Nursing & Home Care.

A number of organisations are represented in the alliance, either at a strategic or operational level.

During 2014 these included :

Family Nursing & Home Care  
Trading Standards  
Jersey Child Care Trust  
Education, Sport & Culture  
Headway  
States Of Jersey Police Service  
States Of Jersey Fire & rescue Service  
States Of Jersey Ambulance Service  
Prison! Me! Me! No way!  
St John Ambulance  
Health & Social Services  
States Of Jersey Housing Department / Andium Homes

## **Summary**

On average 4000 children per year are seen at Jersey's Emergency Department because of an unintentional injury. Many more will be treated at home or by the G.P.

The data gathered from the Emergency department was used as the basis to plan preventative initiatives. Also taken in to consideration were regionally and nationally identified trends and problems.

1. Under 5's are most likely to be unintentionally injure at home and CAPJ has implemented actions to try and reduce this risk.
2. Primary school aged children's developmental pathway is one of exploration and discovery. This age group continue to have falls as the main reason for attending the local ED. A number of initiatives are in place to help these children avoid and / or assess risks during their everyday activities.
3. Teenagers are most likely to be unintentionally injured whilst undertaking leisure activities. CAPJ supports Prison! Me! No Way! In delivering the "Your Choice Days" .
4. Opportunities to cascade information to practitioners is a vital and is done in a variety of ways.
5. Parents also need good quality, up to date unintentional injury prevention information and this must be available to all parents including those who may be vulnerable or hard to reach, and regardless of their socio-economic status.

## **1. Under 5's**

Children under the age of 5 are most likely to be unintentionally injured at home.

Parents play a vital part in the prevention of these injuries. With this in mind, we have attended parent and baby groups and parent and toddler groups run by either Family Nursing & Home Care or NSPCC.

CAPJ also provided training opportunities via the JCCT continual development programme and by the biennial CAPJ conference which will be referenced further on in this document.

## **2. Primary age.**

As the expected developmental pathway of primary aged children is one of exploration and discovering, they are natural risk takers who often do not consider the consequences of their actions.

This age group continue to have falls as the main reason for attending the ED because of an unintentional injury.

Primary Year 1 receive a talk based around dog safety entitled "Speak Dog & Stay safe". This is a fun and interactive lesson which aims to teach children about understanding a dog's body language. The talk is delivered by either the CAPJ co-ordinator or 1 of 3 volunteers involved in this campaign, all of whom work closely with dogs. We use props including roller banners with a variety of "happy" and "not happy" pictures of dogs and also in attendance are 2 life size dogs, a Dalmatian named Dotty and a black Labrador named Spud. The main message however, is the importance of never approaching a dog who does not have an adult with them, always asking permission to touch a dog and where and how to touch the dog appropriately. i.e. never hug a dog.

The children receive a "Spud and Dotty" sticker as well as a leaflet to take home to inform parents of the lesson.

Primary Year 2 receive a "Safety Sam Comic Talk" aimed at teaching them about a number of everyday dangers.

The scenarios discussed include kitchen safety, with the children being asked to identify a number of dangers shown in a picture. and also being asked what should be done to make the area safe.

Also discussed are the dangers of playing on the stairs and the importance of having clear floor space to prevent falls.

We talk to the children about the importance of correctly wearing a seat belt and using a booster seat. Discussion takes place regarding the legal requirements of some countries regarding the height a child should be before they no longer need a booster seat. The tallest child in the class, (identified by the teacher), is asked to stand next to a life size picture of Safety Sam to give an indication of what the figures quoted mean. We

then refer to the comic to see why a vehicle might be involved in an accident and what the consequences might be.

Lastly, we discuss how and why we might need to contact the emergency services. We reiterate the 999 contact number and stress the importance of knowing your address to help the services arrive as quickly as possible. We also discuss the importance of having smoke alarms and regularly testing them.

Primary Year 3 receive a "Safety Sam Comic Talk" which covers a number of different scenarios. We discuss the importance of wearing a correctly fitted cycle helmet and inform the children that since October 2014 this has become a legal requirement. We also discuss the consequences of not wearing a helmet properly.

We talk to the children about what to do if they are ever on a rock and cut off by tide. We stress the importance of referring to a tide table and never going off without telling an adult where you will be. We discuss how to raise the alarm in this situation and also inform the children that the emergency services contact number of 999 can be called using a mobile phone that has no credit.

Discussion takes place about finding a safe place to cross the road and using zebra crossings and pelican crossings to do this. Holding a grown-up's hand is also advocated.

The last scenario involves a home visit by a fire fighter. This highlights the dangers around the home which may result in a fire and what we can do to make our homes safer. The 999 contact number is reinforced and the importance of regularly testing our smoke alarms is discussed.

At the end of each talk the class teacher is left with comics depicting each area of discussion. These are to be handed out to the children.

Primary Year 5 students visit Safety In Action Week, which is discussed at length in a separate document.

Primary Year 6 children are visited when CAPJ award trophies and prizes following on from Safety In Action Week. This contact is also used to reinforce the learning which took place during the week.

### **3. Teenagers**

Teenagers are most likely to be unintentionally injured whilst undertaking leisure activities.

CAPJ supports PMNW in delivering their "Your Choice" days to the Year 8 pupils. In particular CAPJ is involved in the "seatbelt workshop". Students are presented with a mock up of a car and discussion takes place around the kind of injuries which might be sustained by each passenger if seatbelts are worn incorrectly or not at all.

### **4. Practitioners**

Practitioners have a vital role to play in the prevention of unintentional injuries to children, therefore it is essential that they have access to up to date information and training.

To facilitate this, CAPJ commit to providing an annual training event for the JCCT Continual Professional Development program available to anyone working with children.

CAPJ also commit to organising a biennial conference aimed at anyone interested in the prevention on unintentional injuries in children. The 2014 conference will be referenced later in this document.

Practitioners are also encouraged to access information via our website, [www.cap.je](http://www.cap.je), or our Facebook page which has over 421 likes.

## **5. Parents**

In order to equip their children with the tools to risk assess a variety of settings and to stay safe, it is vital that parents have good quality, up to date information. When CAPJ deliver the Safety Sam comic talks the children are each given a comic to take home. It is suggested to the children that they should share these with their parents and help to educate them.

In 2014 CAPJ delivered safety talks to FNHC and NSPCC run parent and baby and parent and toddler groups. These provide vital access to parents who otherwise may not be informed about unintentional injury prevention. CAPJ has close links with FNHC health visitors and because of this we are able to successfully run the “reduced price safety equipment scheme”. This will be referenced later in this document.

Community event days are also attended whenever possible and in 2014 CAPJ provided safety leaflets to be distributed at The Bridge Fun Day.

CAPJ has a Facebook page with over 200 followers. This page is used to pass on safety messages to parents and others, as well as keeping unintentional injury prevention information accessible and current.

We also manage our own website [www.cap.je](http://www.cap.je) and this is accessible to anyone wanting information on unintentional injury prevention. This website has been designed with both adults and children in mind and includes product recalls, safety alerts and updates as well as quizzes, downloads and information aimed at children.

It is a useful resource for parents as they are able to see details of the talks we do in schools as well as knowing it is a safe site for their children to visit. A number of schools have the CAPJ website linked to their own website.

## **CAPJ Initiatives**

- 1. Reduced price Safety Equipment Scheme**
- 2. Speak Dog & Stay Safe**
- 3. 2014 Conference**
- 4. Website**
- 5. Facebook**
- 6. Cycle Helmet Law**
- 7. Finances**
- 8. Safety In Action Week**

### **1. Reduced Price Safety Equipment Scheme**

To help to ensure that all parents, regardless of their socio-economic status, have access to safety equipment including stair gates, door jambs and child safety reins, Child Accident Prevention Jersey along with Family Nursing & Home Care run a reduced price safety equipment scheme.

In 2014 CAPJ sold approximately 100 stair gates to over 40 families as well as a number of stair gate extension to ensure proper fitting. We also sold “home safety packs”, child safety reins and fireguards all at a reduced price. Clients are given a form from their health visitor which they present at Pharmacy Locale at New Era, in order to receive the discounted goods. Discount vouchers for car seats are also available from the health visitor, also to be used at Pharmacy Locale.

### **2. Speak Dog & Stay Safe**

Every Year 1 primary class is offered an opportunity to have a visit from CAPJ to discuss staying safe around dogs.

During 2014 enquiries were made asking if the “Speak Dog & Stay Safe” package was for sale.

As a result of these enquiries it was decided to trademark the logo and this application was made, at a cost of £170.00. If we are successful in acquiring the trademark, we will then go ahead and offer the “Speak Dog & Stay Safe” learning pack for sale.

### **3. 2014 CAPJ Conference**

In 2014 the CAPJ conference was attended by 80 delegates from a variety of settings including nursery workers, family day carers, health visitors, community nursery nurses, social workers, teachers, JGH nurses, students and representatives from SOJ police and fire services.

A total of 6 workshops were on offer and these focused a number of areas including :-

:-Unintentional injuries and children with autism – Jo Thorpe (Autism Jersey)

:-Fire safety and carbon monoxide awareness - SOJ Fire & Rescue Service

:-Speak Dog & Stay Safe – Rosie Barclay and Islana McLaughlin-Bell

: -What and how to teach road safety to children – Philip Blake (Road Safety Officer)

: -Burns and poisons – Sarah Vivian and Lynn Bouchard (St John Ambulance)

: - Toys and nursery product safety – Martin Preisig (Trading Standards)

The delegates enjoyed talks from 2 keynote speakers:-

: - The impact of Jersey accidents on children and young people – Dr Catherine Howden, Paediatrician and Medical Advisor for Looked After Children.

: - How do accidents affect children? The psychological effects of a child who has sustained an unintentional injury – Dr Emma House, Clinical Psychologist.

Overall the conference was a success and the feed back from delegates was very positive. The main complaint being that it should be an annual and not biennial event. However, this is unlikely to happen because of time and financial constraints.

The cost of the conference was £1285.00

#### **4. Website**

During 2014 the CAPJ website, [www.cap.je](http://www.cap.je), continued to offer information and advice to adults and children. For the majority of the year the website was maintained by Martin Preisig but training for both Martin and Mandy, CAPJ co-ordinator is planned for 2015.

The website is a valuable resource when used as a teaching aid and incorporates all of the comic talks, the Speak Dog and Stay Safe information and 6 videos which were filmed locally and can be used as examples when discussing unintentional injuries. There are leaflets available covering a variety of topics including a Home Safety Checklist which can be printed in 3 languages. All of the leaflets are available to print as are colouring pages which depict Safety Sam at the beach and the park.

#### **5. Facebook**

Our Facebook page has over 420 likes and is regularly updated with links to a variety of good quality articles relating to the prevention of unintentional injuries in children. In 2014 articles included garden safety, reminders about testing smoke alarms and firework safety. We also posted updates and photographs from 2014 Safety In Action week .

#### **6. Cycle Helmet Law**

After much lobbying and many debates, on 6<sup>th</sup> October 2014 it became a legal requirement for everyone under the age of 14 years to wear a cycle helmet when using a bicycle. Child Accident Prevention Jersey welcomed this law as we see it as a crucial measure in protecting children from unintentional injuries which may be sustained whilst cycling.

#### **7. Finances**

During 2014 CAPJ received a number of grants from a variety of sources including the Ana Leaf Foundation, ESC and H&SS. Please see the

attached income and expenditure sheet provided by Adrian Blampied,  
Financial Director for Family Nursing & Home Care.

None of the work undertaken by Child Accident Prevention Jersey would be possible without the commitment shown by its members, both at a strategic and an operational level.

For CAPJ to continue being as successful as it has been, not just in 2014 but in the preceding years, it is vital that this commitment is sustained.

With the ever growing financial strains on all States Of Jersey departments and charities, both local and national, being approached more and more by an army of worthy causes, it is vital that the importance of unintentional injury prevention maintains a high profile amongst politicians and the public.

By continuing with a co-ordinated approach to child accident prevention we can ensure that this is the case.