
Jersey Child Accident Prevention

2011 Year end report



www.cap.je

Throughout 2011 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 2011

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 18's. On going statistical information is being forwarded to Transport and Technical Services Department to assist in the drafting of this new legislation.

In April and October 973 year 8 students were asked if they actively cycle on the road. 608 students said they did cycle on the road, which was a considerable increase from 2010.

Schools	year	% cycle on roads	Schools	year	% cycle on roads
Beaulieu JCG Victoria College De La Salle	2010	42%	Beaulieu JCG Victoria College De La Salle	2011	70%
Les Quennevais Haut Vallee	2010	20%	Les Quennevais Haut Vallee Grainville Le Rocquier	2011	58%

Those who cycle on the road were asked 'Will the proposed change in cycle helmet legislation stop you cycling on the road when it comes into force?'

Schools	year	% to stop cycling	Schools	year	% to stop cycling
Beaulieu JCG Victoria College	2010	2%	Beaulieu JCG Victoria College De La Salle	2011	6%
Les Quennevais Haut Vallee	2010	20%	Les Quennevais Haut Vallee Grainville Le Rocquier	2011	5%

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1.2 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.

1.3 Partners: Road Safety Officer, CAPJ, Headway

Contribution to delivery: Assembly and school presentations

Measuring & monitoring: Number of events taken place

Outcome:

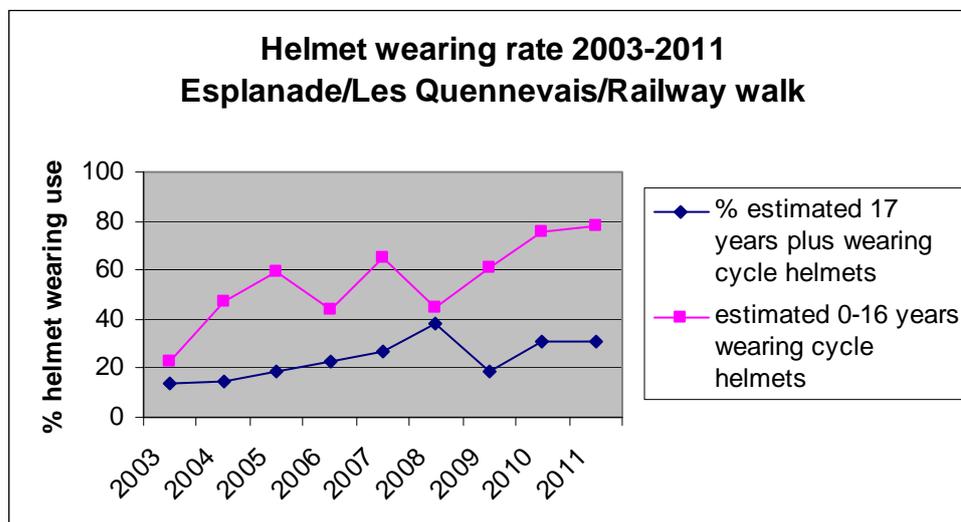
There were 47 class presentations to primary school year 2 students as part of their Safety Sam comic talk's .CAPJ also visited 2 primary schools with Safety Sam to deliver assemblies on wearing a helmet when cycling. 12 school visits were undertaken by Headway resulting in an increased awareness about the correct use and wearing of cycle helmets and of the implications of suffering a Brain Injury if you were to have an accident.

1.4 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 9th 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 2011 (2005-08 males were more likely to wear a helmet and it was equal in 2009).

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- 80% of children (estimated at 0-16 years) wore helmets when using the Railway walk/Les Quennevais cycle track out of 124 sample riders (59% in 2010 and 13% in 2003).
- 79% of children wore helmets using the Esplanade bicycle track out of a sample of 34 (84% in 2010 and 29% in 2003).
- This was a combined average of 78% (76% in 2010 and 23% in 2003) of children wearing a helmet in comparison to 31% adults (31% in 2010 and 14% in 2003).

1.5 Partners: Road Safety Officer, Parents

Contribution to delivery: Cycle training schemes

Measuring & monitoring: Number of courses offered and ran

Outcome: Level 1 course – 12 delivered

Level 1 & 2 courses – 15 delivered

Level 3 courses – 1 delivered

1.6 Partners: Headway

Contribution to delivery: Headway awareness week

Measuring & monitoring: Event delivered with feedback

Outcome: Action for Brain Injury Week 2011 took place on 23rd to 29th May. In 2011 the event was to raise awareness of Brain Injury and the effect one can have on the family and to encourage everyone to wear a cycle helmet.

1.7 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 60 helmets in 2011.

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 legislation will be drafted and brought to the States Assembly for debate in 2011.

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- 973 students from 8 secondary schools attended 55 seatbelt workshops at Prison! Me! No Way!! delivered by CAPJ members including the Road Safety officer.

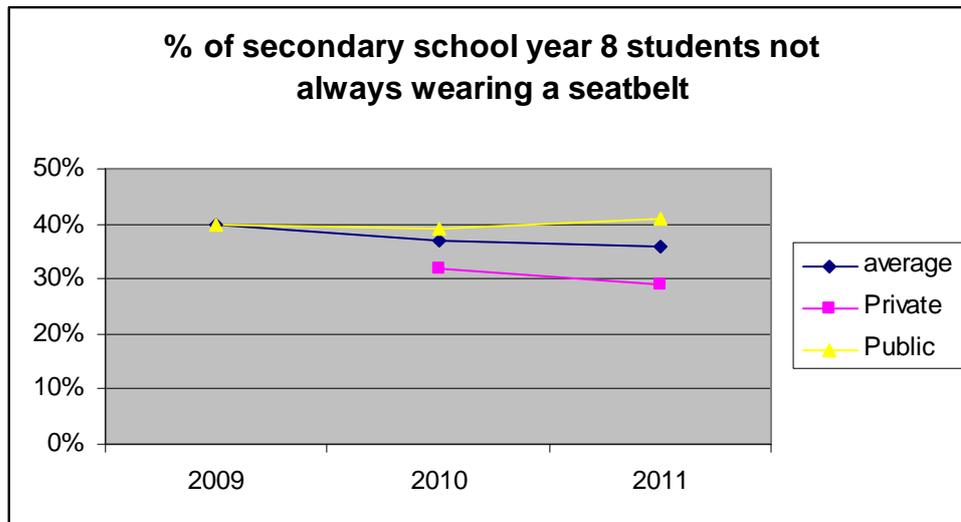
2.2 Partners: Road Safety Officer, CAPJ

Contribution to delivery: Statistics

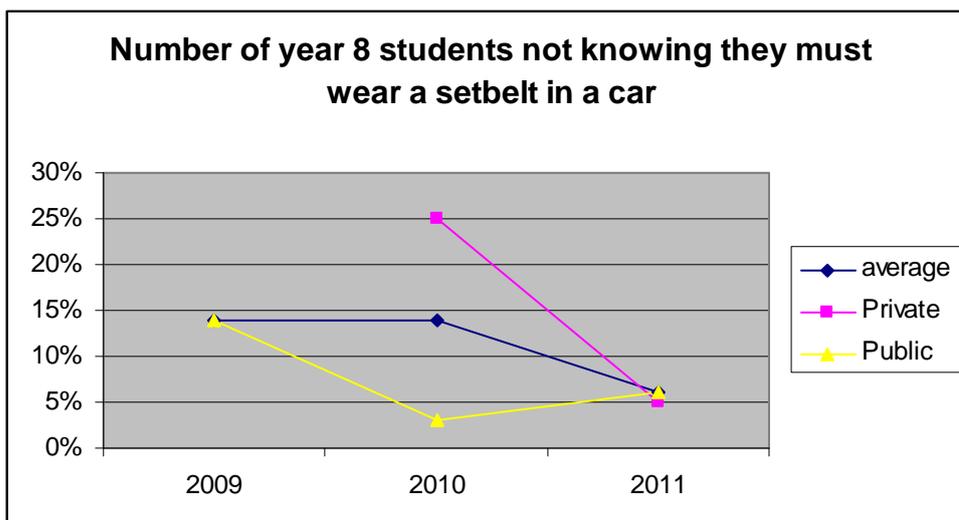
Measuring & monitoring: Number of schools data collected from

Outcome: CAPJ undertook a verbal survey of seatbelt use and knowledge from 973 year 8 secondary school students.

- Question 1; Students were asked how many forgot to wear their seatbelt when in a car, either in the front or the back of the vehicle.



- 29% of surveyed private secondary school students admitted to not always wearing a seatbelt in a car (a decrease from 2010)
- 41% of students surveyed in public secondary schools admitted to sometimes forgetting to wear a seatbelt in a car schools (an increase from 2010)
- The combined average was 36% of secondary school students
- Question 2; Students were asked if they knew the law stipulated they must wear a seatbelt in a car, whether they sit in the front or rear.



- 5% 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 6% in public schools, with a combined average of 6%. This is seen as a considerable improvement from 25% of private school students not knowing they needed to wear a seatbelt at all times in 2010.
- A Les Quennevais year 11 class were questioned about their recollection of the seatbelt workshop they participated in 3 years previously. 1 male student volunteered the fact that he had not always worn a seatbelt in the back of the car, but since the talk he had. The whole group remembered the talk; one girl hadn't attended due to illness, and stated she doesn't usually bother to wear a belt in the back. The rest of the class were explaining to her why she should!

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 campaign is delayed until legislation is passed for children up to the age 12 and under the height of 1.35 meters to use an appropriate child restraint.

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 13 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. 28 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 961 students. All the Primary Schools receive a 'Your Choice Day', with the exception of St. Michaels. (There is an arrangement with Helvetia Primary to do a Your Choice Day to Year's 5 and 6 every other year).
- There were 115 assembly and school presentations delivered by the Road Safety Officer.

3.4 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: 7 police interventions took place during 2011.

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 lectures and practical demonstrations were delivered to students from Le Rocquier, Grainville, Haute Vallée and Le Quennevais.

3.6 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: 2010 Information was gathered for the Transport Departments

review of speed limits on Jersey roads. 2011 information gathered by Police planning & research Department and presented to the Scrutiny Panel on speed limit review. Result:

recommendations by the speed limit review group was rejected by the States and asked to look at this again.

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: The Jersey General Hospital's computer systems changed in the summer of 2011 to Trak Care which will create the potential for more data in child non-intentional injury. This massive project means the previous methods for retrieving the information is no longer valid and new reports have to be created to capture the data. As of writing this year end report the information has yet to be made available. Once the data has been collated a report will be produced and it will be;

- Shared between States organisations with an interest in child safety,
- Utilised in safety campaigns
- Used to prioritise targets for CAPJ projects
- 2009 statistic report is on CAPJ's website and 156 copies were downloaded during 2010
- The 2010 year end report was made available online and 101 copies were downloaded during the year

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 49 accidental dwelling fires throughout 2011, with no fatalities.

The Inshore Rescue Boat launched 12 times and rescued 9 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. There falls campaign update for 2011 will be available when the child non-intentional injury data is available from Jersey's Emergency Department.

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- 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 35 parents.

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.

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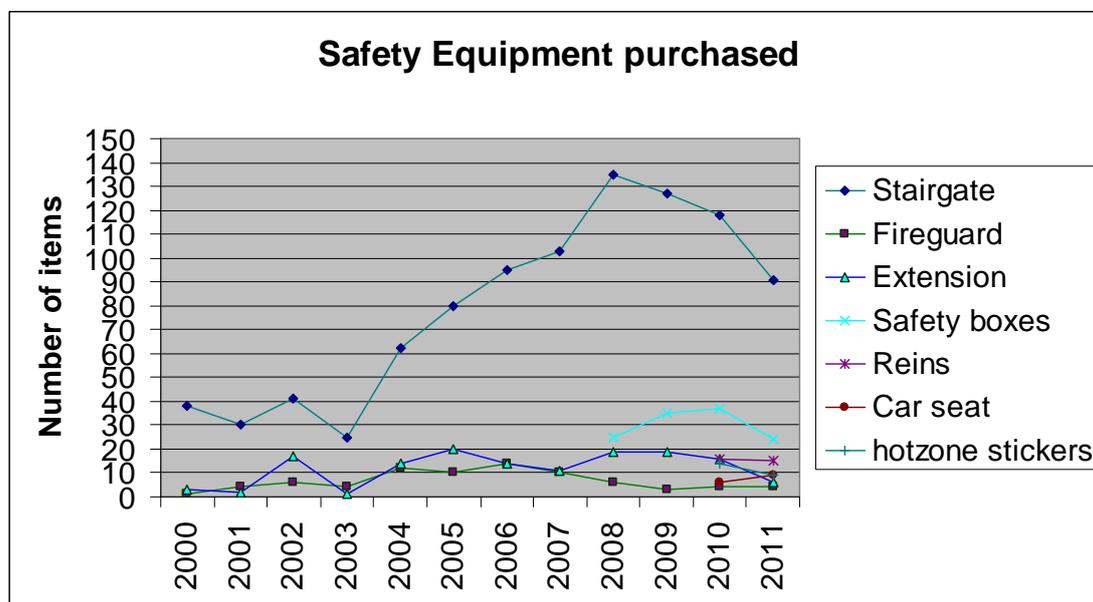
Three years funding to secure and extend the scheme were obtained from the Community Grants Panel. This enabled an increase in the safety equipment type available to clients and three years funding of the scheme.

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.

Due to a change in service provider the scheme was put on hold in July with clients in need being provided one off vouchers towards safety equipment costs. The temporary voucher scheme stopped in October whilst alternative providers of the equipment were being sourced. It is hoped the scheme will recommence in early 2012.

During 2011;

- 167 safety equipment items were prescribed and collected by clients
- 75 families accessed the scheme (62 in 2010) , helping a minimum of 95 children aged under 5 years (78 in 2010)
- 11 families were unable to pay the reduced cost and had their contribution funded by the scheme. 44 families received vouchers to purchase equipment directly from Mothercare.
- The scheme bought £1,426.32 of basic stock (stairgates/ extensions/ fireguards) in 2010. Clients paid £365 and £275 was waived.
- Since 2000 the scheme has prescribed to clients 1,231 items including 945 stairgates, 78 fireguards and 142 stairgate extensions.



5.5 Partners: CAPJ and all members

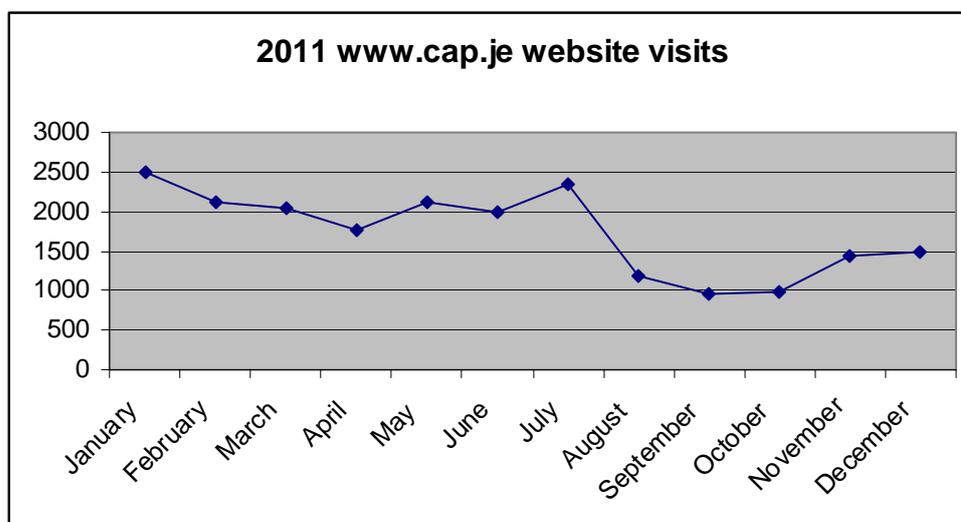
Contribution to delivery: Maintain the CAPJ website and raise public awareness of the site

Measuring & monitoring: Number of hits and downloads

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Outcome:

- CAPJ's website www.cap.je was maintained with monthly news items.
- The seasonal themed website backdrops were rotated at relevant times to create a different look to the site for revisits.
- The Jersey Electricity sponsorship plastic promotional business card advertising the website continued to be available free for collection from Family Nursing & Home Care, the Emergency Department, Trading Standards, Pathways and The Bridge Family Centre.
- To date, the following CAPJ designed safety leaflets and safety material have been downloaded from the website;
 - Home safety check list for under 5's in English – 69
 - Home safety check list for under 5's in Portuguese – 65
 - Home safety check list for under 5's in Polish – 69
 - Christmas safety in the home for under 5's - 80
 - Firework safety leaflet – 419
 - Swimming pool code of conduct – 107
 - Trampoline safety - 270
 - Amber teething necklaces information – 181
 - Issue 2 spring safety sam comic – 391
 - Issue 2 autumn safety sam comic – 252
 - Issue 3 spring safety sam comic – 277
 - Issue 3 autumn safety sam comic – 240
 - Safety Sam holding blank sign – 33
 - Safety Sam holding blank banner - 46
- 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. 71 students accessed the site.
- The website has now been made available for primary school students to access on school computers.



- The annual number of website visits was 20,910 (10,739 in 2010).

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 2 recall notices posted on the website, 1 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: 70 practitioners.

5.8 Partners: Jersey Child Care Trust, CAPJ

Contribution to delivery: Provide training to carers on child accident prevention

Measuring & monitoring: Number of places available

Outcome: 15 places available, 12 places allocated.

Those who attended the course gave feedback and the following comments on how they would alter their practice;

- Being more aware of situations (risk assessment)
- Will be more observant
- Making us and parents aware of preventing accidents having leaflets around etc
- Hot drinks, High surfaces, Trampoline
- Change block adaptors for single fused extensions. Will be more aware of hazards - shorten blind cords
- Re-check toy safety in playroom

5.9 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:

- Approximately 1,000 year 5 children from 31 primary schools received 'DRAB' first aid skills training during Safety in Action
- 29 primary school, 961 year 6 pupils, received a first aid teaching session to their year 6 students during Prison! Me! No Way! 'Your Choice Day'.
- 8 secondary schools, 973 students, received first aid teaching sessions during Prison! Me! No Way!!

5.10 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 totally refurbishment of the Cedars consisted of 72 replacement over bath showers and TMV's were installed in each case.

5.11 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 were 4,444 housing properties in 2010 of which 1,006 have combustible heating systems which require CO2 detectors and these were 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.

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 2011 comic was distributed to every primary school with year 2 students (31 schools) and to all schools who had requested talks—to approx 850 pupils.
- The autumn/winter 2011 comic is currently being distributed to primary school year 2 students with 20 talks delivered at present.

4 Safety Sam comics are available for free download from CAPJ's website, 362 copies have been downloaded during 2011 (1,160 copies downloaded to date since they were made available).

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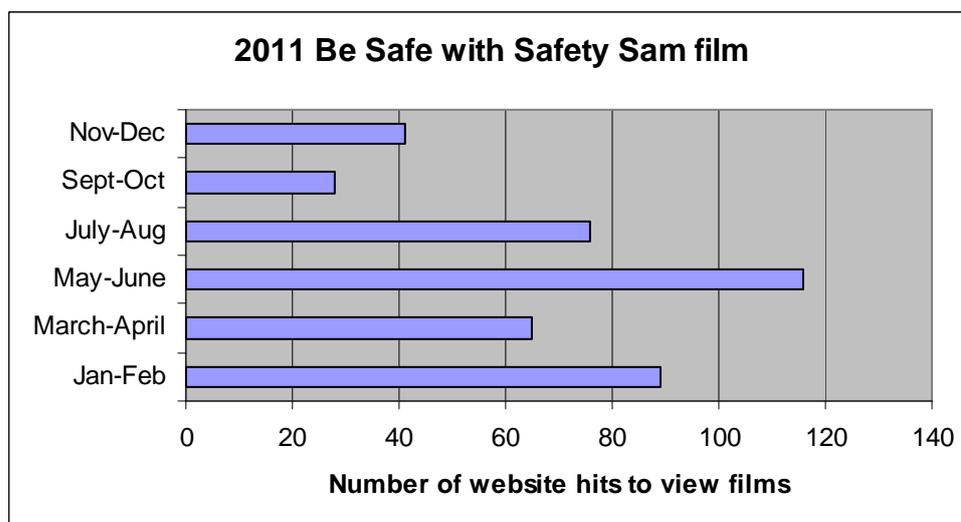
6.2 Partners: CAPJ, Headway, Family Nursing & Home Care, Jersey Fire & Rescue, Prison! Me! No Way!!

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.

The majority of primary school classrooms now have an interactive whiteboard. The films 6 chapters are able to be viewed on CAPJ's website for ease of access and displayed on the white boards.



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, kitchen safety workshop and a new play workshop looking and trampoline and cycle helmet safety. 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 142 copies were downloaded.

Each child completed a 24 points 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

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highest scoring and best improving school in addition to individual student prizes and certificates.

- 2011 13th Safety in Action Week was attended by approximately 1,000 students from 31 primary schools.
- The group invested over 775 work hours to man the event involving on average 17 staff per day.
- All attending schools improved their knowledge base by an average of 19% in the 2nd quiz (17.2% in 2010).
- Trophies were awarded to St Clements for the best improvers and JCG Prep for the highest scorers.
- 554 certificates and additional prizes were presented to individual students with 116 students scoring maximum points. 438 students (45%) increased their scores by 5 points or more – an increase of 4% from the previous year.
- Since 2004 over 6,400 students have taken part in Safety in Action. 31 primary schools have attended since 2005 with an invitation sent to all.

The event was evaluated through feedback from teachers/teaching assistants, parents and helpers and the students themselves.

Teachers / teacher's assistant (TA) evaluation feedback

- 97% of teachers and teaching assistants felt the event was very good or excellent, 3% felt it was good.
- 97% felt the venue was good or very good.
- 65% had not undertaken any work relating to the topics discussed during safety in action prior to the event
- 100% felt the key safety messages were appropriate for key stage 2 pupils
- Combining the workshops review, an average of 97% felt the delivery and presentation was very good or excellent and 98% rated the scenarios content and learning outcomes as very good or excellent.

Teachers and TA's were asked why they thought students should attend.

Comments included;

Grouville school, "This is essential information young people need to know and with a crowded curriculum and working parents there is not always time or this is not covered thoroughly".

St Mary's school, "...these lessons are the most valuable in the curriculum, and at the end of the day these possibly save a life!".

Victoria College Prep, "Essential for the boys as they think they know but they have so much to learn!"

JCG Prep, "Safety in realistic scenarios....very important life skills for children presented in a relevant and fun way".

Parents/helpers evaluation feedback

- 97% felt the event was very good or excellent, 3% felt it was good.
- 95% felt the venue was very good or excellent.

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- Combining the workshops review, an average of 98% felt the delivery and presentation was very good or excellent and 96% rated the scenarios content and learning outcomes as very good or excellent.

Parents and helpers were asked why they thought students should attend.

Comments included;

Samares Primary, "It gave the children the opportunity to learn on areas where they are not sure on and activities for the children that helps them learn"

Victoria College Prep, "As a parent I am delighted with this initiative, particularly good timing just before school summer holidays"

De La Salle, "Fantastic learning in a fun way"

St John, "Very good information for children and adults"

Student feedback via online survey on CAPJ's website

- 71 students completed the online survey.
- 97% 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;
"If there was a fire we would go down the stairs backwards".
"Don't put electrical appliances near water".
"Make sure drivers can see us and we can see them".
"Swim between the red and yellow flags".
- 100% of students felt it was important that every year 5 student attended Safety in Action.
- Students were asked what they thought about each workshop' the following thought they were good and brilliant; 100% fire, 76% road, 66% kitchen, 89% play, 85% beach, 86% first aid.
- Students were asked if they had learnt something new in each workshop, the following said yes; 98.6% in fire, 77.5% in road, 63.4% in kitchen, 84.5% in play, 80.3% in beach, 77.5% 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!! , CAPJ

Contribution to delivery: Prison! Me! No Way!! 'Your Choice Day' and 'Crime and Safety Awareness Day' 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.

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- 31 primary school year 5 classes, approximately 1,000 students, took part in a fire in the home safety workshop at Safety in Action.
- 29 primary schools, 961 year 6 pupils, received home fire safety talks that included escape plans for the home delivered at 'Your Choice Day's'.
- 8 secondary schools, 973 year 8 students, received arson, hoax calls and consequences of actions workshops during 'Crime and Safety Awareness Day' sessions.

7.2 Partners: Jersey Fire & Rescue

Contribution to delivery: Schools/Youth organisations/nurseries/scout visits

Measuring & monitoring: Number of completed visits

Outcome: 44 Nurseries were briefly visited to complete the 'Big red box' initiative started in 2010. A further 10 visits were made to various outside organisations such as Beavers, Cubs, Scouts, Brownies, Rainbows 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 181 Home fire safety visits provided in 2011. 10 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: Public events

Measuring & monitoring: Events attended

Outcome: Jersey Fire & Rescue attended 10 public events in 2011 including family fun days, States of Jersey Ambulance Service Parish Road shows, Parish fete's and major island shows. In October 2011 the Jersey Fire and Rescue Service part hosted a combined emergency services open day at its headquarters which was attended by several thousand visitors.

7.5 Partners: Jersey Fire & Rescue

Contribution to delivery: Safety Campaigns

Measuring & monitoring: Number of Campaigns

Outcome: 5 campaigns took place during 2011.

- Electric blanket testing
- National No Smoking Day
- Summer furze fire awareness
- Fireworks safety
- Home fire safety at Christmas

7.6 Partners: Jersey Fire & Rescue

Contribution to delivery: Yr 4 Fire Safety Education Programme

Measuring & monitoring: Number of schools

Outcome: In 2010 a new initiative know as 'Sparks' was launched in partnership with ESC. In 2011 Jersey Fire and Rescue managed to persuade all schools to participate in the initiative, and during the year, 30 one hour sessions were delivered by Fire and Rescue personnel reaching all year 4 students in all primary schools.

7.7 Partners: Housing

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

Measuring & monitoring: Number of smoke alarms

Outcome: In 2010 there were 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 Campaign

Measuring & monitoring: Raised awareness

Outcome: Newspaper and radio press releases highlighting dangers associated with Fireworks.

8.2 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 and children and parents is available for free download from CAPJ's website. 98 copies of the firework safety leaflet have been downloaded during 2011.

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: 15 primary schools received workshops during 'Your Choice Day's', 489 year 6 students. These courses have now been taken over by the RNLI who will continue to deliver these inputs.

9.2 Partners: Jersey Fire & Rescue

Contribution to delivery: Summer sea/beach safety campaigns

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Measuring & monitoring: Raised awareness to beach/sea safety

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: 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: 15 primary schools year 6 students received workshops, 489 students, covering raising an alarm, making an emergency call, rip currents and beach safety flags. The RNLi will deliver this information to the students in the future.

9.5 Partners: Education, Sports & Culture (ESC)

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

Measuring & monitoring: Number of places available.

Outcome: At Les Quennevais Sports Centre there were 420 'Learn to Swim' places available per term. This is an increase of 96 places per term.

Langford Sports Centre, there were 1160 learn to swim places available per term. These are provided by ESC's partner organisations.

Haute Vallee Swimming Pool, there were 280 learn to swim places available per term. These are provided by ESC's partner organisations.

This is a total of 1860 places available across all ESC sites. There was also provision at Aquasplash and Le Mourier Swim School

In addition to these in 2010 all primary schools were reminded of their responsibility to provide swimming as part of the curriculum since then ESC saw a massive increase in the number of primary schools accessing the facilities at both Langford and Haute Vallee During both summer terms of 2010 and 2011 an intensive learn to swim program was run to mop up any year 6 pupils who could not swim and there was a 94% success rate with children being able to swim at least 5 metres and a 68% success rate with pupils being able to swim 25 metres in 2011. From recorded information there were fewer than 20 pupils at the end of 6 in 2011 that could not swim at all.

9.6 Partners: CAPJ

Contribution to delivery: Swimming pool code of conduct

Measuring & monitoring: Production and distribution of code

Outcome: The Emergency Services attend to drownings and near drownings in domestic swimming pools on an annual basis. CAPJ was approached by

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the Paramedic Steering Committee to highlight this ongoing problem. CAPJ produced a code of conduct for domestic swimming pools. Sponsorship from swimming pool providers was gained to support the printing of the code. 1,000 copies of the code were distributed to 7 swimming pool retailers for distribution directly to their clients via their routine mail shot. Copies of the code were made available for health visitors and nursery nurses to give directly to their clients. A free download of the code was placed on CAPJ's website, with 111 copies downloaded in 2011.