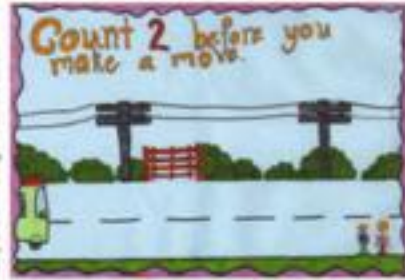


Safekids: Who, Why and What

Introducing Safekids



Kelly Brown-McGough - Kaurare School



Sarah Brown - Buckle School



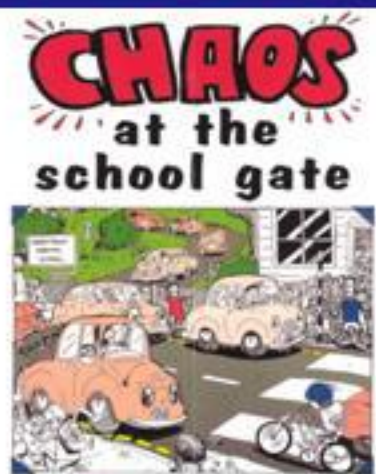
Winning Posters From The Kidsafe Week 2002 Poster Competition



Mark Banks - Pines School



Emma Denny - Pines School



Are **you** part of the problem?

Choose safety over convenience
Protect all our children

transport safety Safekids
Developed for Kidsafe Week. Make it Kidsafe.



Who is Safekids?

- Service of Starship Children's Hospital
- Fully funded by separate contract from MOH Public Health
- Funded for 6.85 FTEs
- Aim to prevent **unintentional** injuries to children (under 15 years of age)
- Regional and national foci
- Responsible for organising KSW annually

Why do we exist? Injuries in NZ

- Injuries are a leading cause of mortality, and cause of hospital admission.
- Hospital admissions for injury are a major contributor to health costs. The average cost of an injury hospital admission is 10% greater than that of a non-injury admission.

Child Injury in New Zealand in a Global Context

- Child injury is a leading cause of mortality and morbidity in OECD nations.
- New Zealand's rates of child injury, and rates of motor vehicle related injury in general, are significantly worse than other OECD countries.

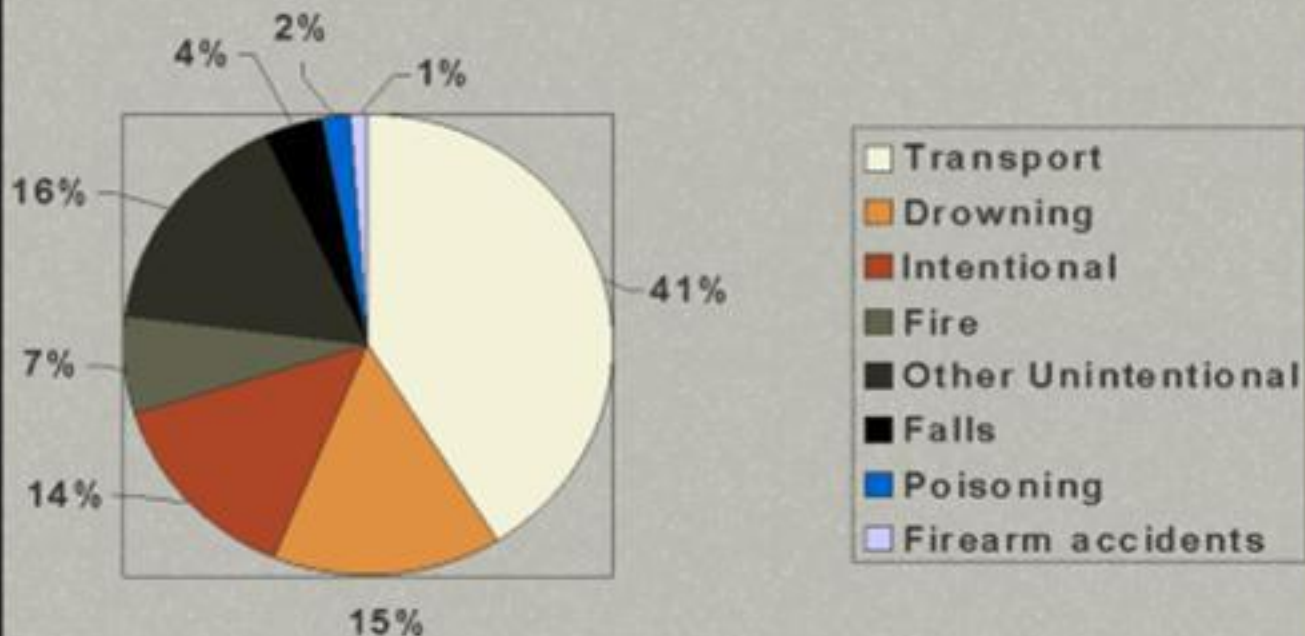
UNICEF REPORT CARD

Annual Deaths per 100,000 children
ages 1-14 yrs.

- | | |
|--------------------------|-------------------------|
| ■ Sweden – 5.2 | ■ Australia – 9.5 |
| ■ UK, Italy – 6.1 | ■ Switzerland – 9.6 |
| ■ Netherlands – 6.6 | ■ Canada – 9.7 |
| ■ Norway, Greece – 7.6 | ■ Hungary – 10.8 |
| ■ Denmark, Spain – 8.1 | ■ Czech Republic – 12.0 |
| ■ Finland – 8.2 | ■ Poland – 13.4 |
| ■ Germany, Ireland – 8.3 | ■ New Zealand – 13.7 |
| ■ Japan – 8.4 | ■ USA – 14.1 |
| ■ France – 9.1 | ■ Portugal – 17.8 |
| ■ Belgium – 9.2 | ■ Mexico – 19.8 |
| ■ Austria – 9.3 | ■ Korea – 25.6 |

UNICEF REPORT CARD

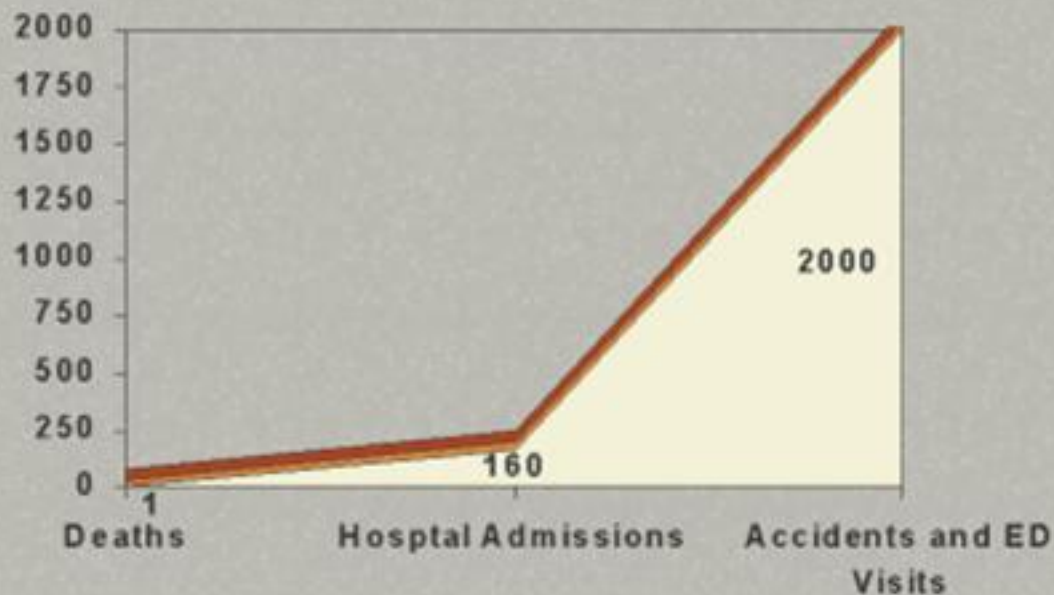
Causes of child injury death



UNICEF REPORT CARD



The Injury "Iceberg"



Statistics: Fatalities, Priorities and Comparisons

Cause	Age			Total	Reg %	% National 1990 - 1998
	0-4	5-9	10-14			
Pedestrian	10	12	9	31	20.0%	15.8%
MVT Occupant	15	7	6	28	18.1%	21.3%
Drowning / Submersion	18	3	3	24	15.5%	13.0%
Suffocation	0	0	2	23	14.8%	17.0%
Homicide / Assault	6	2	2	10	6.5%	7.8%
Fire/Burn	8	1	0	9	5.8%	6.9%
Suicide / Self-Inflicted	0	0	9	9	5.8%	4.8%
Cyclist	0	2	3	5	3.2%	4.5%
Fall	1	0	1	2	1.3%	2.8%
Other Specified and Classifiable	1	0	1	2	1.3%	5.7%
Poisoning	1	1	0	2	1.3%	2.4%
Struck By, Against	2	0	0	2	1.3%	1.8%
MV Non-Traffic Motorcyclist	0	0	1	1	0.6%	
MVT Motorcyclist	0	0	1	1	0.6%	0.4%
Other Specified Not Classifiable	0	1	0	1	0.6%	
Unspecified	1	0	0	1	0.6%	0.4%
Total	63	29	38	151	97%	n = 1118

What do we do?

THE SPECTRUM OF PREVENTION

What is the Spectrum of Prevention?

Influencing policy and legislation

Changing organizational practices

Fostering coalitions and networks

Educating providers

Promoting community education

Strengthening individual knowledge and skills

Foundation of a Solid Base of Information

Building a Solid Base of Information



- What was currently known (Data/Research)
- Who was the most skilled in this area (Expertise)
- What was currently being done (Programmes and Interventions)
- What could be offered (Resources)
- Who might be prepared to fund an intervention (Funding Options)

Fostering Coalitions and Networks



- Existing network of community KSW coalitions
- Strengthening the national coalition
- Bringing on board existing community providers

Strengthening Individual Knowledge and Skills



- In total over 1,400 car seats checked during KSW
- 92% of parents found it a positive experience
- 84% of parents had made at least one recommended change

Promoting Community Education



- Development of a media campaign
- Mobilising local coalitions to work with local media
- Results, 144 print articles, numerous radio interviews and TV interviews on Breakfast, Asia Downunder, and 2 regional TV stations

Educating Providers



- Development of a skills based training package
- Series of 16 training days, with over 500 people trained

Changing Organisational Practices



- More comprehensive role of car seat rental schemes within the community
- Establishment of several “Try before you buy” schemes with retailers

Influencing Policy and Legislation



- Babywalkers
- Poisons
- Child Restraints
- ATV helmets
- Safe Routes
- Walking School Buses

Regional Initiatives

- Prepare Regional Issues and Strategies document
- Co-ordinate injury prevention activities e.g.
 - ◆ Regional data collection
 - ◆ Collaboration and advocacy - ARC, SWIP etc
 - ◆ Advice
 - ◆ Information Service

Injury Prevention is... He waka eke noa



A canoe on which everyone may embark

