SafeKids: Who, Why and What
Introducing SafeKids
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.
Annual Deaths per 100,000 children ages 1-14 yrs.

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

- 41% Transport
- 16% Drowning
- 14% Intentional
- 7% Fire
- 15% Other Unintentional
- 2% Falls
- 2% Poisoning
- 4% Firearm accidents
UNICEF REPORT CARD

The Injury “Iceberg”

- Deaths: 1
- Hospital Admissions: 160
- Accidents and ED Visits: 2000
Statistics: Fatalities, Priorities and Comparisons

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