

Throughout 2009 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	

Year end report 2009

This 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, Road Safety Officer, Jersey Fire & Rescue

Contribution to delivery: Helmets Matter Campaign

Measuring & monitoring: Event delivered and number of entries

Outcome:

This event was an island wide bicycle competition for children aged 0-16 years. Helmets Matter took place on the main shopping street in town, where children were asked to look at pictures of a child wearing a helmet and answer questions about it.

- The event took place for the 3rd year running with 356 children taking part.
- The event was supported by local companies, providing prizes.
- A comprehensive age range of children took part from every year group between 0 and 16 years, with most entries between 5-6 and 9-12 years.
- The campaign received entries from 30 primary schools, 9 secondary schools and 1 special school.
- The event was evaluated using the competition answer sheets.
 - 81% identified the helmet was on straight
 - 79% identified the helmet was the right size
 - 58% identified the chin strap was correctly fitted
 - 57% identified the plastic toggles were correctly fitted
- 35% of children stated they had learnt something new by attending the event.

1.2 Partners: CAPJ, Headway, Jersey Fire & Rescue

Contribution to delivery: Late night Xmas shopping event

Measuring & monitoring: Event taken place

Outcome: CAPJ members and Safety Sam attended one Xmas late night shopping evening in King Street. Road safety goodies and bicycle safety information was given to parents and children. The second planned event was cancelled due to poor weather.

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 5 school presentations and an additional 20 class presentations to primary school year 2 students as part of their Safety Sam comic talks, coinciding with 6 school visits undertaken by Headway.

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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 7th year. The count was taken at the same venues on similar dates and times.

- 59% of children (estimated at 0-16 years) wore helmets when using the Railway walk/Les Quennevais cycle track out of 101 sample riders (13% in 2003).
- 66% of children wore helmets using the Esplanade bicycle track out of a sample of 31 (29% in 2003).
- This was a combined average of 61% of children wearing a helmet in comparison to 19% adults.

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 – 10 offered and 21 delivered

Level 1 & 2 courses – 18 offered and 18 delivered

1.6 Partners: Headway

Contribution to delivery: Headway awareness week

Measuring & monitoring: Event delivered with feedback

Outcome: Headways awareness week in 2009 was to encourage the use and correct wearing of cycle helmets to help prevent head injuries.

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 approximately 60 helmets in 2009.

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: 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 2010.

- 592 students from 4 secondary schools attended 28 seatbelt workshops at Prison! Me! No Way! delivered by CAPJ members.

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- There were 9 seatbelt presentations undertaken by the Road Safety Officer to primary schools.

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 secondary school students.

- 40% of surveyed secondary school students admitted to sometimes forgetting to wear a seatbelt in a car.
- 13.5% stated they did not know that it was now a legal requirement for everyone to wear a seatbelt in the rear of a car.

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 seat campaign was delayed until legislation was passed.

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 18 inputs with a further 10 planned for 2010.

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, looking at First Tower, Grouville School, La Moye School, Les Landes School, St Peters, JCG, Grands Vaux, Trinity, De La Salle and Beaulieu School.

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. 21 talks were delivered as requested.
- 30 primary schools involving year 5 students received a road awareness workshop during Safety in Action

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- 27 primary schools involving year 6 students received a pedestrian safety workshop during Choice Prison! Me! No Way! Days, involving approximately 765 students.

3.4 Partners: SRTS group & ECO active

Contribution to delivery: Safer routes to school

Measuring & monitoring: Helping to develop school travel plans

Outcome: 12 travel plans were developed with ECO active.

3.5 Partners: States Police, Honorary Police

Contribution to delivery: Monitoring part time 20mph speed limits by schools

Measuring & monitoring: As resources permit or hot spots develop

Outcome: Monitoring took place at least 3 times during 2009.

3.5 Partners: Jersey Fire & Rescue, Youth Service, Road Safety Officer

Contribution to delivery: On Two Wheels scheme

Measuring & monitoring: Courses provided when required

Outcome: 4 secondary schools have worked with Transport & Technical Services initiatives looking at; Saville Street, Gloucester Street, De La Salle, Les Lances, First Tower, Grouville and St Peters.

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: 2009 accident statistics were collated and a report produced. The information was shared between States organisations with an interest in child safety, utilised in safety campaigns and prioritising targets for CAPJ.

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 42 dwelling fires throughout 2009, with no fatalities. One noticed incident involved 3 youth's who escaped safely after a fire in their airing cupboard. Aged from 4 to 16, the youths escape was lead by the 16 year old following advise from Jersey Fire & Rescue during a previous visit to his/her primary school some years before. The Inshore Rescue Boat launched 22 times and rescued 26 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 delivered and evaluated

Outcome: The 'Think Falls' campaign took place in June 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, eg a sofa, adults bed, unstrapped in a high chair or buggy etc.

- All literature developed was provided in English, Portuguese and Polish.
- Campaign packs were produced and distributed to Health Visitors and Community Nursery Nurses. Each pack contained posters for display, health professional information and fact sheets for clients and were dispersed through baby clinics.
- Baby changing mats printed with falls safety advice were given to every baby clinic and baby massage group island wide.
- A manned awareness stand was held in the high street, giving out free information and advice to all parents and carers.
- Media interest resulted in newspaper and radio interviews to increase knowledge about the problem in the community.
- The number of babies who fell from raised surfaces 3 months prior to the campaign was 29 (28 in 2008).
- Three months following the campaign this figure was 24 in comparison to 29 the previous year.

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 developed and available for use

Outcome: A safety check list was developed and produced in English, Polish and Portuguese. It was created using identified hot spots from the A&E accident data. 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.

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 3 talks given; to a young mums group and Pathways baby grow group involving 13 parents.

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- There were 2 promotional events; Pathways open day and the Pepsi challenge, with promotional information give aways about cycle safety. Safety Sam was in attendance at both events.

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. Home safety boxes are provided free of charge if prescribed. 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.

During 2009;

- 35 free home safety boxes were prescribed, an increase of 10 from the previous year
- 184 safety equipment items were released to clients
- 68 families accessed the scheme, helping a minimum of 80 children aged under 5 years
- 14 families were unable to pay the reduced cost and had their contribution funded by Income Support.
- The scheme bought £2,928.11 of stock in 2009. Clients paid £1,065 and £265 was waived. The overall schemes cost for 2009 was £1,598.11, an increase of £2.08 from the previous year.



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The scheme was evaluated by telephoning the previous years users with a 59% response rate and the conclusion was;

This small area of research continues to show parental support for the Reduced Priced Safety Equipment Scheme. 98% of parents thought the Scheme had made their home safer for their children with 100% stating they could think of a time when the equipment helped to prevent an accident. Clients accessing this Scheme did so to help keep their children safe in their homes. It is accepted that clients who do not have basic safety equipment do so for various reasons – financial difficulty or an unwillingness to spend what money they have on these items. Either way, the child's right to grow up in a safe environment is paramount.

Parents comments:

"Before I had the safety equipment my son fell down a step into the bathroom. Since I have had the stairgates there have been no accidents".

"Before I had the stairgates by child had a fall down the stairs, she hasn't done this since".

"I use it on the balcony. I use it all the time. There is a full length glass door so it stops my little girl running into it the glass when the door is shut and stops her going onto the balcony and climbing over the rail when the door is open."

The schemes evaluation recommended the production of a leaflet explaining how clients collect the equipment and what the dimensions were. This leaflet was produced and made available for the prescriber to distribute. Changes in the prescription form were also made to increase information to help evaluate the scheme.

5.5 Partners: CAPJ and all members

Contribution to delivery: Redevelop and design new CAPJ website and raise public awareness of the site

Measuring & monitoring: Website designed, number of hits

Outcome: CAPJ's new website www.cap.je was soft launched in June and officially launched in October. This interactive website was designed to provide information for primary school children and their parents/carers, giving safety advice based on local statistics. Games and puzzles were designed along with news, photos and links to other local websites of relevance. A primary school poster competition was used to launch the site with 1,400 entries from 28 schools. Each entry was published on the website to encourage repeated visits. Prizes were awarded to every school with one overall winner.

Further work has been commissioned for 8 new website backdrops, to enhance the look of the site and increase its longevity.

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Website visits per month were;

- April and May average 191
- June 499
- July 1,300
- August 1,170
- September 1,526
- October 2,520
- November 1,702
- December 400

5.6 Partners: Trading Standards

Contribution to delivery: Monitor and inspect suppliers for dangerous goods which may be supplied to children

Measuring & monitoring: Number of recall warnings

Outcome: There were 30 product recalls during 2009 including electrical goods, toys, nursery products, household and medical items.

5.7 Partners: CAPJ co-ordinator, Jersey Child Care Trust

Contribution to delivery: Accident Prevention CPD training course for practitioners working and caring for children aged birth to 12 years

Measuring & monitoring: Number of practitioners attending

Outcome: One course was requested and delivered to 9 practitioners, 'Why accidents matter'.

5.8 Partners: Ambulance

Contribution to delivery: Providing 'DRAB' first aid skills training to children

Measuring & monitoring: Number of students

Outcome:

- 950 primary school year 5 children received 'DRAB' first aid skills training and making an emergency phone call during Safety in Action
- 28 primary schools received a first aid teaching session to their year 6 students during Prison! Me! No Way!

6. More work in "settings" providing education for example; schools, toddler groups and children centres

6.1 Partners: CAPJ, Headway, Family Nursing & Home Care, Jersey Fire & Rescue

Contribution to delivery: Safety Sam comic with school talks

Measuring & monitoring: Number of schools receiving comics and talks

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 31 primary schools. The comic is followed up by a talk,

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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 2009 comic was distributed to every primary school with year 2 students (30 schools) and to all 21 schools who had requested talks—to approx 700 pupils.
- The autumn 2009 comic is currently being distributed to primary school year 2 students with 9 talks delivered at present.

The talk's evaluation form showed;

- 100% support for the visits with all either strongly agree/agreeing that the visits covered important subjects in a child friendly way.
- During the spring visits, 23% of teachers had not discussed with their class any of the topics delivered in the talks.
- 75% of teachers who had received the autumn talk had not discussed any of the topics.

Teachers comments included; *'puppets great for a little audience',*
'excellent delivery, very clear, just at the right level'

6.2 Partners: CAPJ, Headway, Family Nursing & Home Care, Jersey Fire & Rescue

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.

Be Safe with Safety Sam resource folders and film were given to 13 primary schools in 2009, to replace copies that had been misplaced. 5 contacted schools still had their original copies

- During 2009 the film has been shown by CAPJ within schools during the comic talks or suggested to the teacher to be shown as time permits. A minimum of 350 students saw the film during their comic talks.
- The films evaluation form showed 100% of teachers agreed that the video was a useful additional safety tool.

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

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,

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road, first aid, water, a new kitchen safety workshop and building site information. Each child completed a 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 highest scoring and best improving school in addition to individual student prizes and certificates.

- 2009 11th Safety in Action Week was attended by approximately 1,000 students from 31 primary schools.
- The group invested over 797 work hours to man the event involving on average 17.5 staff per day.
- All attending schools improved their knowledge base by an average of 14.2% in the quiz, an increase of 0.7% on the previous year.
- Trophies were awarded to St James for the best improvers and JCG Prep for the highest scorers.
- 422 certificates and additional prizes were presented to individual students with 56 students scoring maximum points, an increase of 14 from the previous year. 366 students increased their scores by 5 points or more.

The event was evaluated through a teachers and parents/helpers evaluation form. 100% of the attending teachers and parents/helpers felt;

- the pre-event information received was adequate
- the key safety messages were appropriate for key stage 2 pupils
- the delivery and presentation of the workshops fire, road, kitchen and building site were good, very good or excellent
- the content and learning outcomes of all the workshops was good, very good or excellent
- 87% of teachers stated following attending the event they would carry out specific follow-up work with their pupils.

Teacher general quotes about the event included;

‘Excellent event, simple clear messages, interestingly presented’

‘Excellent for pupils, workshops improve every year with more information/activity to engage children’

‘Important life skills’

100% of the attending parents/helpers felt;

- the delivery and presentation of each workshop was good, very good or excellent
- the key messages given during each scenario was age appropriate

Parents/helpers general quotes about the event included;

‘The children learnt so much and had such a wonderful time’

‘Excellent presentations in every area. Good participation of pupils’

‘The children enjoyed their time here and it would be great if it could be rolled out to schools as a whole’.

6.4 Partners: CAPJ

Contribution to delivery: Safety Sam visits promoting child safety

Measuring & monitoring: Number of visits

Outcome: 7 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! (PMNW)

Contribution to delivery: PMNW 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 partnership with PMNW. Year 6 students were visited at 28 primary schools with home fire safety talks that included escape plans for the home delivered at "Your Choice" days and 8 secondary schools receiving arson, hoax calls and consequences of actions workshops during "Crime Days".

7.2 Partners: Jersey Fire & Rescue

Contribution to delivery: School/nursery/scout visits

Measuring & monitoring: Number of visits

Outcome: 30 visits were made to various primary school ages from nursery to year 6. This also included outside organisations such as beavers, cub scouts, brownies 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 374 Home fire safety visits provided in 2009. 63 of these visits had children under the age of 6 in the household.

7.4 Partners: Jersey Fire & Rescue

Contribution to delivery: Attend public events

Measuring & monitoring: Number of events

Outcome: Jersey Fire & Rescue attended 13 public events in 2009 from family fun days; parish fete's to island shows. They also worked with partner agents, tenant's participation team.

7.5 Partners: Jersey Fire & Rescue

Contribution to delivery: Safety Campaigns

Measuring & monitoring: Number of Campaigns

Outcome: 5 campaigns took place during 2009. Continuing campaigns included;

- Electric blanket testing

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- Promoting and campaigning with national chip pan week.
- Involvement with the outreach programme with the Youth service, going into town to meet youths aged between 12 and 16 years and informally talk about fire related issues.
- Fireworks safety

8. Reduce death and injury to children due to accidents involving fireworks

8.1 Partners: Jersey Fire & Rescue

Contribution to delivery: Firework safety leaflets produced and distributed

Measuring & monitoring: Distribution picture

Outcome: 14 retailers received firework safety booklets to hand out with every sale. Firework safety posters were sent out to all schools.

9. Reduce death and injury to children due to accidents involving the sea

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: 28 primary schools received workshops during 'Your Choice' days. Jersey Fire & Rescue attended the Jersey Boat show promoting sea safety.

9.2 Partners: Jersey Fire & Rescue

Contribution to delivery: Summer sea/beach safety campaigns

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. For example, 12.06.2009 'Five teenagers rescued from rocks' was a JEP headline following a press release issued by the Fire Service.

9.3 Partners: Education, Sports & Culture

Contribution to delivery: Beach safety workshops

Measuring & monitoring: Number of workshops

Outcome: 30 primary schools year 5 students received workshops on sea safety