
Jersey Child Accident Prevention

2012 Year end report



www.cap.je

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Throughout 2012 Child Accident Prevention Jersey (CAPJ) continued to be committed to ‘reducing the incidence and impact of unintentional injury to children aged 0-16 years in the community’.

1. Introduction

This yearly report is written to complement ‘A Child Accident Prevention Strategy for Jersey 2012 -2014’ action plans.

This strategy is referenced by the National Institute of Health and Clinical Excellence who published a series of guidance to prevent injuries in under 15s. The relevant recommendations were incorporated into the strategy document and have been included as action plan headings, represented as main headings within this document.

Despite the injury reductions and safety improvements over the last 20-30 years, injury remains a leading cause of death for children and adolescents in every Member State in Europe. More children aged 5-19 years die of injuries than all other causes combined. You must also consider the value of the preventable years of life lost as the result of premature death. It has been estimated by researchers that if strategies known to be effective were uniformly implemented up to 90% of injuries could be prevented.

2. Summary

On average every year, 4,000 children attend Jersey’s Emergency Department because of an unintentional injury. This data is gathered and used as the basis to plan preventive initiatives, taking into account locally, regionally and national problems.

Under fives are most likely to be unintentionally injured in the home and CAPJ has implemented actions to try and reduce this risk. Parenting talks were delivered via the NSPCC and Family Nursing and Home Care baby groups. A reduced priced safety equipment scheme was managed to provide essential home safety items to families in financial difficulties. No blind cord strangulations have been identified in Jersey, but due to national concerns about this increasing problem a blind cord awareness campaign was undertaken offering free packs to make the cords safer.

Primary school aged children developmental pathway is one of exploration and discovery. This age group continued to have falls as the main reason for attending Jersey’s Emergency Department because of an unintentional injury. CAPJ’s website www.cap.je has specific pages exploring safe play. Primary year 2 students received a Safety Sam comic and safety talk looking at specific safety risks in Jersey and how to manage them. Primary year 6 students visited Safety in Action, an interactive series of life skills workshops teaching students how to manage their own risk. Trophies, prizes and

certificates were awarded to schools and individuals following completing of 2 safety quizzes linked to the event.

Teenagers are most likely to be unintentionally injured while undertaking leisure activities. CAPJ supports Prison! Me! No Way!! deliver their secondary school Choice Day's events by presenting a seatbelt safety workshops to year 8 students and promoting the correctly worn use of cycle helmets.

Cascading information and best practice was undertaken by CAPJ delivering a free conference to parents, carers or those working directly with children. Eight local key speakers delivered sessions on specific safety concerns. Directed towards parents, safety tips and alerts were regular updated on CAPJ's website www.cap.je and Facebook page.

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 during 2012 included;

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

1. Incorporating unintentional injury prevention within local plans and strategies for children and young people's health and well being

Action

1.1 Lobby for strategies to be included (Responsibility; CAPJ Strategic group)

CAPJ members took part in a group workshop working towards continual development of the 'Children and Young Peoples Plan', representing CAPJ strategic views.

CAPJ members took part in a workshop working towards the Islands new transport policy, identifying key issues prevalent to child safety.

The States of Jersey Fire & Rescue Service, CAPJ members, have included detailed policies and actions in their 'Children & Young People Strategy'.

1.2 Cross department and agency working to achieve local commitments through senior management (Responsibility; CAPJ Strategic / CAPJ Operational group)

CAPJ had a varied membership during 2012 with representatives from 12 island organisations or States departments. CAPJ has continued to hold regular meetings to ensure continued interagency working. The strategic group held triannual meetings and the operational group bimonthly.

1.3 Monitor and evaluate group's initiatives (Responsibility; CAPJ co-ordinator)

The CAPJ co-ordinator has continued to feedback CAPJ campaign updates to strategic and operational meetings and produces an annual year end report in January. The report is available for download from its website; 2009 -193 downloads, 2010 – 208 downloads, 2011 – 77 downloads.

1.4 Ensure a current CAPJ strategy document is available (Responsibility; CAPJ Strategic)

CAPJ strategy document 2012-2014 was published in January 2012. Hard copies were sent to relevant organisational Chief Officers and a copy available on CAPJ's website, which has had 144 downloads to date.

A

2. Coordinating unintentional injury prevention activities

Action

2.1 Network at national level with other co-ordinators (Responsibility; CAPJ co-ordinator)

Continued contact throughout 2012 via email and national newsletters were made.

2.2 Co-ordinate and raise awareness for unintentional injury prevention through campaigns that also act as a local source of information and advice on prevention (Responsibility; CAPJ Operational and co-ordinator)

1. Contribution to delivery: Monitor evidence based awareness

Partners: CAPJ co-ordinator, Family Nursing & Home Care
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.

- 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.
- In 2011 34% of under ones fell from a raised surface.
- In 2012 39%. 75 under ones attended the Emergency Department because of an unintentional injury, 43 because of falls and out of this number 29 from raised surfaces.

2. Contribution to delivery: Promotional events and talks to parenting groups

Partners: CAPJ co-ordinator, Family Nursing & Home Care, Pathways

Measuring & monitoring: Number of events and talks

Outcome:

- There were 10 talks given; to a young mums group and Pathways baby grow groups and general baby groups involving approximately 75 parents.

3. 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.

Partners: Trading Standards, CAPJ

Measuring & monitoring: Number of recall warnings

Outcome: Dangerous goods were removed from sale and 8 child related recall notices posted on the website, 6 nursery products, 1 item of children's clothing and 1 child's toy.

4. Contribution to delivery: Blind cord awareness campaign

Partners: CAPJ

Measuring & monitoring: Number of blind cord associated unintentional injuries.

Outcome: In partnership with the Jersey Evening Post, a Blind Cord Awareness campaign to raise an increased knowledge about the risks of strangulation from looped blind cords took place. Following national campaigns and research it was identified the most common age of children fatalities from this type of injury was 18 months and occurring in the bedroom. Free safety packs including information and a blind cord safety cleat were available for collection as well as distribution of packs at child play groups following talks about this hazard. Information about this hazard was placed on social media sites including Facebook and local websites, and the JEP. There were no blind cord associated unintentional injuries in 2012 in Jersey.

5. Contribution to delivery: Door finger entrapment awareness campaign

Partners: CAPJ, Family Nursing & Home Care, Emergency Department

Measuring & monitoring: Number of door finger entrapment hospital admissions

Outcome: Finger entrapments can result in finger lacerations, fractures or partial / total amputations. Working in partnership, the Emergency Department informs Family Nursing & Home Care of all child attendances. Their Paediatric Liaison Health Visitor sieved through these attendances and informed the CAPJ co-ordinator of any visits due to a door finger entrapment. The parent or guardian of each child then received a letter with information about how to prevent any further finger entrapments, a free door jam (safety door device to prevent a door closing fully thus reducing the risk of any finger injury) and CAPJ website details to access more child safety information. 15 letters were sent out in 2012 and there were 2 hospital admissions due to a finger door entrapment.

6. Contribution to delivery: Safety in Action

Partners: CAPJ, Headway, States Police, Family Nursing & Home Care, Jersey Fire & Rescue, States of Jersey Ambulance Service, St John's Ambulance, Education Sports & Culture, Road Safety Officer, Trading Standards, Highlands College, Prison! Me! No Way!!, RNLI

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 play workshop. Each child was given a goody bag with healthy treats and further information to take home and discuss with their family.

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 512 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 highest scoring and best improving school in addition to best improving schools from each workshop, individual student prizes and certificates.

- 2012 14th Safety in Action Week was attended by approximately 875 students from 30 primary schools.
- The group invested over 728 work hours to man the event involving on average 16 staff per day.
- All attending schools improved their knowledge base by an average of 14% the 2nd quiz (19% in 2011, 17.2% in 2010). It was noted there was a higher pre event knowledge score in 2012
- Trophies were awarded to St Clements for the best improvers and the highest scorers. Biggest improvers in individual workshops was; Bel Royal

- road, Springfield - fire, Rouge Bouillon – kitchen, St John – water, St Clement – first aid and play.
- 396 certificates and additional prizes were presented to individual students with 97 students scoring maximum points. 293 students (34%) increased their scores by 5 points or more.
- Since 2004 over 7,273 students have taken part in Safety in Action. 31 primary schools have been invited to attend since 2005. All schools except St Mary attended in 2012 due to a last minute transport problem.

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

Teachers / teacher's assistant (TA) evaluation feedback

- 95% of teachers and teaching assistants felt the event was very good or excellent, 5% felt it was good.
- 97% felt the venue was good or very good.
- 35% 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 91% felt the delivery and presentation was very good or excellent, 8% good, 1% adequate
 - 93% rated the scenarios content and learning outcomes as very good or excellent, 6% good, 1% adequate

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

Comments included;

'Really important key learning messages for the children to have the opportunity to see and hear'.

'A valuable and memorable set of scenarios which allow us to refer to as a reminder to children about the key safety information at school'.

'Addresses so many important everyday safety issues, interactive workshops at perfect level and understanding'

Parents/helpers evaluation feedback

- Combining the workshops review,
 - an average of 96% felt the delivery and presentation was very good or excellent, 4% good
 - 95% rated the scenarios content and learning outcomes as very good or excellent, 5% good
- 100% felt the event was very good or excellent
- 90% felt the venue was very good or excellent, 10% felt it was good.
- 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;

'Great having 10 minute chunks, then moving on, ensured that children remained focused and was fun changing locations'

'Thoroughly enjoyed everything, learnt a lot myself too, the boys learnt a lot as well..'

'Serious messages given in a fun way'

'Different ways of engaging children are fantastic'

Student feedback via online survey on CAPJ's website

- 113 students completed the online survey
- 100% states they enjoyed going to Safety in Action
- 99% of students stated they had learnt something new to keep themselves or their family safe. Examples of comments made were;
 - "I learnt that you have to check your smoke alarm once a week, how to get a life guard's attention and that only one person can go on a trampoline at a time!!!
 - "I learnt that there are a lot of new ways to keep your kitchen a safe place, which I will do".
 - "I learned that you should think about the things you do before you do them....".
 - "You should never cross the road without looking if the traffic has stopped and you shouldn't listen to music or look at the ground".
- 100% of students felt it was important that every year 5 student attended Safety in Action.
- 73% students states that since they had visited Safety in Action they or their family had changed something or now behaved differently to be safer. Changes included;
 - 'We now check our fire alarm every week'
 - 'Check for the flags with my younger brothers (beach safety) and we go on one at a time on the trampoline'.
 - 'We've been putting our hot drinks in the middle of the table so my cousin doesn't pull them off it'.

2.3 For different delivery mediums to be used to provide unintentional injury prevention information

Action

2.3.1 Maintain the website and create appropriate support material

CAPJ's website www.cap.ie was maintained with weekly 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.

The following CAPJ designed safety leaflets and safety material have been downloaded from the website in 2012, total numbers in brackets;

- Home safety check list for under 5's in English – 167 (236)
 - Home safety check list for under 5's in Portuguese –89 (158)
 - Home safety check list for under 5's in Polish – 114 (183)
 - Christmas safety in the home for under 5's - 119 (199)
 - Firework safety leaflet – 143 (562)
 - Swimming pool code of conduct – 141 (248)
 - Trampoline safety - 132 (402)
 - Amber teething necklaces information – 612 (793)
 - Nappy sack safety leaflet – 113
 - Medicines/nappy sack/ hair straighteners safety leaflet - 106
 - Issue 2 spring safety sam comic – 95 (386)
 - Issue 2 autumn safety sam comic – 134 (345)
 - Issue 3 spring safety sam comic – 83 (360)
 - Issue 3 autumn safety sam comic – 289 (529)
 - Issue 4 spring safety sam comic – 79
 - Issue 4 autumn safety sam comic - 100
 - Safety Sam holding blank sign – 124 (157)
 - Safety Sam holding blank banner – 88 (134)
 - The website is available for primary school students to access on school computers.
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- In 2012 there was 6,036 visits to the website
 - 81.78% new visits, 18.22% returning visitors
 - Traffic source to the website was 45.54% searched, 31.73% referral and 22.73% direct
 - 22.4% of contact made to the website was via mobile devices

Due to changes in online use, an increasing number of access routes are from mobile devices. Some of the aspects of the website are not compatible and can not be viewed through this route.

2.3.2 Use social media to provide information on unintentional child injuries

A Child Accident Prevention Jersey Facebook account was set up in March 2012. Regular posts have been made on the site highlighting national and local campaigns, statistics, data and information. The majority of the articles have referred back to an original article with a direct link to CAPJ's website for further information.

190 people and 25 'pages' have signed up to like the CAPJ page, receiving each post directly onto their individual Facebook feed. Each new post has the potential to be commented on by those liking the page, this can in turn be

seen by their 'friends' and comments or posts have an ability to go viral and be seen by a much wider audience.

2.3.3 Use a cartoon medium to introduce child safety to key stage 1

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 autumn issue will be distributed to every year 2 child in 30 primary schools, from September 2012 onwards. 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 comic has a new design and the current autumn themes are in car, kitchen, home/play safety and how to phone for help.

- The autumn/winter 2012 comic is currently being distributed to primary school year 2 students across their academic year which runs from September 2012 to July 2013 with 14 talks delivered at present to nearly 450 students.
- It is planned to deliver the spring/summer comic to primary year 3 students starting from Easter 2013.

6 Safety Sam comics are available for free download from CAPJ's website, 646 copies have been downloaded during 2012 (A total of 1,799 copies downloaded to date since they were made available).

2.3.4 Use a film format to introduce child safety to pre-school and key stage 1

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.

The website page to view the films was accessed 493 times during 2012.

2.3.5 Use a life size mascot 'Safety Sam' to promote safety campaigns

Safety Sam made 5 appearances during 2012, promoting cycling safety during Christmas shopping in St Helier, helmet safety at Avranches nursery, awarding prizes to St Clement's primary school and making visits to Safety in Action.

3. Identify and respond to attendances at Jersey's emergency department

Action

Collate and act upon emergency department referrals (Responsibility; Family Nursing & Home Care)

8,083 children attended Jersey's emergency department during 2012. Out of this number 3,998 attended because of a new unintentional injury. For every attendance a letter is generated and sent to Family Nursing & Home Care's paediatric liaison health visitor for process and referral onto the school nurse or health visitor team as necessary.

4. Providing the wider childcare workforce with access to injury prevention training

Action

4.1 Deliver a child care accident prevention CPD course (Responsibility; JCCY and CAPJ co-ordinator)

A course looking at unintentional injuries, how much of a national and local issue this problem is, what the hot spots are in Jersey and what can be done to reduce these risks is available as a CPD course for the Jersey Child Care Trust (JCCT). The JCCT did not request the running of a course during 2012

4.2 Deliver a conference or workshops (Responsibility; CAPJ co-ordinator)

72 delegates registered and 65 attended plus 5 CAPJ members to CAPJ's conference on 23rd February at St Paul's Centre. The event was funded by CAPJ and Pharmacy Locale enabling free places for all those that attended. Delegates included NSPCC staff, Health Visitors, School Nurses, Family Support Workers, Foster Carer's, Social Workers, Pre School careers, non uniformed voluntary organisation's and students from health & social care, childcare study degree and community mental health courses.

The conference comprised of 4 morning and 4 afternoon workshops that delegates rotated around to see all sessions.

Speakers and subjects discussed were;

- States of Jersey Fire and Rescue Service – Fire and Carbon monoxide safety in the home
- States of Jersey Ambulance Service – First Aid
- States of Jersey Housing Department – Making States housing safe
- Headway – The impact of a brain injury
- Pharmacy Locale – Medicine safety

- Emergency Department – Drowning
- Family Nursing & Home Care – Safety in the home for under 5's
- Road Safety officer - In car safety

Feedback was obtained via evaluation forms at the end of the event. 100% of those who completed the forms stated the conference did fulfill the reason for their attendance and they were very or somewhat satisfied with the content, venue, refreshments and organisation of the event. 100% would recommend the conference to others.

Comments about the benefits of attending the conference were;

'Fire talk - hard hitting and very effective, will be making some critical changes at home.'

'I thought there were many aspects of all of the workshops that were invaluable.'

'Listening to the outcomes of a brain injury - could have stayed for an hour in this workshop!!!'

'Hearing speakers from what they do in their career and their experiences.'

General comments included;

'One of the best courses I've attended. The fact we weren't sitting in one room all day listening to one speaker was fab!'

'Good experience - updating knowledge and awareness.'

Conference notes were made available to download from CAPJ's website, a total of 358 downloads were made. (Medicine safety 80, Car seat information 108, Drowning 94, Fire safety 76)

5. Gather high quality data from Jersey's emergency department **(Responsibility; CAPJ co-ordinator)**

Action

Produce a statistic report based on quality data

The Jersey General Hospital's computer system changed to Track Care during the summer of 2011. During the spring of 2012 a statistical report for 2011 data was collated and produced. This report merged the old and new data set so not all information was complete.

2012 was the first year a complete set of new data was available and will be collated to be produced for spring 2013. The 2012 data was;

- Shared between States organisations with an interest in child safety,
- Utilised in safety campaigns
- Used to prioritise targets for CAPJ projects
- The 2009 statistic report is on CAPJ's website and 279 copies have been downloaded between 2011-2012 (435 copies since 2010)
- The 2010 statistic report was made available online and 154 copies have been downloaded between 2011-2012 (255 copies since 2010)
- The 2011 statistic report was made available online and 82 copies have been downloaded

6. Installation and maintenance of permanent safety equipment in social and rented dwellings

Action

6.1 Fit free smoke alarms to families with children under 5 years

Funded by CAPJ, free smoke alarms are available to be fitted by the States of Jersey Fire and Rescue Service (SJFRS) in family homes with children.

- The SJFRS did 231 visits (181 visits in 2011) and of those visits 20 were homes with children <6yrs (10 in 2011).
- The SJFRS fitted 280 smoke alarms (215 smoke alarms in 2011). Of those alarms, 33 were fitted in the homes of families with children <6yrs (15 smoke alarms in 2011).

Looking at the impact of home fire safety the below information is useful reference;

- Accidental Dwelling Fires in 2012 were 51, this represents 0% change from 2011.

Analysis of broad categorisation of causes reveals:

- | | | |
|--|---|-----|
| • Cooking and kitchen related | = | 39% |
| • Electrics, appliances and mechanical | = | 25% |
| • Candles and tea lights | = | 10% |
| • Chimney, flue and open fires | = | 6% |
| • Other | = | 6% |

6.2 Statuary fitting of smoke alarms / carbon monoxide alarms to appropriate properties

Legislation states smoke alarms are mandatory and must be maintained in hotels and lodging houses. Legislation is expected to be passed early 2013 enforcing that smoke alarms are fitted in all 'new build' domestic dwellings as well.

In 2012 there were some 13,000 people living in 4,507 States Housing properties. Smoke detectors were statutory and fitted in all properties. Properties that have combustible heating systems which require carbon monoxide detectors are fitted according to the property, i.e. 1 bed flat would have one 2 bed would have 2 up to a maximum of 3 carbon monoxide detectors.

6.3 Fit thermostatic mixing valves to all new builds or refurbishments

Thermostatic mixing valves (TMV's) are installed in all States Housing rental properties that are total refurbishments and new builds to reduce the risk of burns.

In 2012 there were 94 property new builds; 60 flats and houses at the Le Squez development (120 bedrooms) and 34 new homes at Salisbury Crescent (54 bedrooms).

7. Incorporate home safety assessments and equipment provision within local plans and strategies for children and young people's health and well being

Action

Continue to have home safety assessments included in department's plans and strategies

The States of Jersey Fire & Rescue Service continue a programme of community safety engagement to help people understand and manage the risk of fire and other emergencies. Their strategy documents stipulate that their fire prevention activities are at the heart of the work of the Fire & Rescue Service.

Family Nursing & Home Care incorporate home safety assessments and education within their Child & Family local plans, aimed at families with a child under 5 or with other children who may be particularly vulnerable to unintentional injuries.

8. Prioritising households at greatest risk

Action

To identify and prioritise households with children aged under 5 at greatest risk

The States of Jersey Fire & Rescue Service provide a Home Fire Safety Visit service and media campaigns targeted at those most at risk' through use of local intelligence and data. Those persons not identified as 'at risk' will receive a comprehensive fire safety information pack to help them take practical measures to stay safe from fire.

Family Nursing & Home Care continues to offer home safety checks through health visitor and nursery nurses home visits. Households at the greatest risk are prioritised and allocated more visits and support as necessary and where appropriate further resources and safety equipment can be made available.

9. Working in partnership

Action

To continue to have local partnerships established through CAPJ including representatives through a direct remit to improve the health and well being of children

2012 CAPJ membership included representatives from;
Family Nursing & Home Care, Jersey Child Care Trust, Education, Sport & Culture, Headway, States of Jersey Fire & Rescue Service, Trading Standards, States of Jersey Ambulance Service, Prison! Me! No Way! Children's Service, Health & Social Services, States of Jersey Police

States of Jersey Housing Department, Public Health and volunteers.

The CAP Co-ordinator represents CAP on the Early Years and Childcare Partnership board and Working Group.

10. Advising play safety

Action

Providing information and education on play safety

To ensure children and young people develop skills to assess and manage risks, according to their age and ability CAPJ's annual Safety in Action event allows children to take part in simulations and interactive workshops explaining the key safety messages. Primary year 5 students visited workshops looking at road safety, cycle safety, trampoline and beach safety.

Statistical evidence shows younger children have more accidents in the home. Explaining risk and developing skills for this age group is undertaken by a comic given to each primary year 2 child with an accompanying safety talk. Play safety is specifically explored around possible unintentional injuries around the home, identifying risk, what can be done to minimise the risk and what to do if things go wrong.

During 2012 the 'Speak Dog and Stay Safe' campaign has been developed. This campaign was piloted in the summer of 2012 and is to be launched in January 2013. The scheme addresses young children's inability to identify unhappy dogs, thus increasing their risk of being bitten. The campaign uses role-play, photographs and life sized soft toys to show how to behave around dogs and to identify the warning signs of a dog feeling distressed.

Partners Prison! Me! No Way!! deliver 'Crime and Safety Awareness Day's' to secondary school year 8 students. 8 schools throughout the year receive workshops looking at consequences of actions. The students are removed from their normal daily school cycle and from other members of their peer group for the day and treated like prisoners. They are escorted by officers in a disciplined manner through a series of interactive workshops, resourced by numerous agencies, such as the Prison, Police, Fire Service, Ambulance Service, Woman's Refuge, Headway, Animal Shelter and Brook Advisory Service. The awareness days encourage the participants to respect the value of their freedom whilst experiencing the restrictions of a real day in the life of a prisoner first hand.

Data from the Emergency Department attendances has been collated throughout 2012. This local information identifies the environment, equipment and behaviour that poses a risk or seriously unintentional injury and is used to help plan prevention initiatives.

11. Provide education and advice on water safety

Action

11.1 Providing information and education

Primary year 5 students attend a water safety workshop during their visit to Safety in Action looking at rip currents, what to do if you get into difficulties in the water and how to be water safe.

A Safety Sam comic was developed and produced and is planned to be given with an accompanying talk to primary year 3 students. One of the themes includes sea rock rescues and discusses the risks of rock pooling with an rising tide and the dangers of being stranded.

CAPJ 's Swimming Pool Code of Conduct is available as a free download from its website. A total of 248 copies have been downloaded since it was placed on the site. Further information on the website about how to keep water safe is available.

Partners Prison! Me! No Way!! deliver 'Your Choice Day's' to primary year 6 students. 30 schools throughout the year receive workshops including sea and beach safety sessions.

11.2 Capture water related statistics

The States of Jersey Fire and Rescue Service Rescue issue their incident statistics in an annual report. The below information relates to the use of their Rescue Boat for inshore rescue. Their data has not captured how many children were involved in any of the incidents.

- Total incidents in 2012 = 12
- Number of incidents involving people on rocks, cut off by tide = 3
- People brought to safety from above incidents = 4

Note: One further incident of this type but person did not require assistance.

There was one incident where a male was washed from rocks into the sea and a further two where people had fallen down rocks / cliffs and the rescue boat was mobilised as part of the rescue response.

The RNLI lifeguards dealt with 189 incidents while patrolling the Island's beaches and helped a total of 207 people. The busiest beach was St Brelade's. Their data has not captured how many children were involved in any of the incidents.

Lifeguard Unit	Incidents 2012									
	Lives Saved	Rescued	Assisted	Major First Aid	Minor First Aid	Search	Near Miss	Other	Missing / Found	Totals
ST BRELADE'S BAY	0	2	1	1	82	0	9	2	6	103
ST OUVEN'S BAY	2	13	7	1	7	1	2	4	0	37
PLEMONT BAY	0	1	0	0	16	0	0	1	0	18
GREVE DE LECQ	0	2	2	0	32	0	0	3	0	39

12. Provide a firework safety campaign

Action

12.1 Collection of accidental data

Unintentional injury related fireworks is collated via Jersey's emergency department data and collated in the spring of every year, with a report produced and distributed to relevant parties.

12.2 Provide firework code at point of sales

Partners States of Jersey Fire & Rescue raised awareness through newspaper and radio press releases, highlighting the dangers associated with fireworks. Safety leaflets were given to all retailers for distribution with firework sales.

Safety leaflets were available for free download from CAPJ's website, 143 were downloaded during 2012 with a total download value of 562. Further firework safety information could be found on CAPJ's website, with news items placed on the Facebook page and website news.

13. Advising cycle safety

Action

13.1 Provide education and information

CAPJ members attended one Xmas shopping event in King Street. Safety goodies and information were given to parents and children. Safety Sam was in attendance to promote CAPJ, giving out stickers and Safety Sam comics. All Jersey bicycle retailers were approached by CAPJ and a bicycle helmet 10% discount voucher was agreed and created by CAPJ from all bicycle shop retailers and given out at this event.

CAPJ's Safety in Action event included 2 workshops looking at cycling safety. Students looked at the potential injuries that could happen if you fell off a

bicycle in the first aid workshop and how to wear a helmet properly in the play workshop.

CAPJ's Safety Sam comic was developed during 2012 and was made ready to be distributed to primary year 3 students in 2013. One of the topics included bicycle safety, looking at the importance of wearing a helmet on every journey.

Cycle safety information is available on CAPJ's website with news items added to the Facebook page.

13.2 Collect and collate local data

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 private schools and in October public schools were approached. In total 845 year 8 students were asked if they actively cycle on the road. 454 students said they did cycle on the road, a reduction of 154 students from 2011.

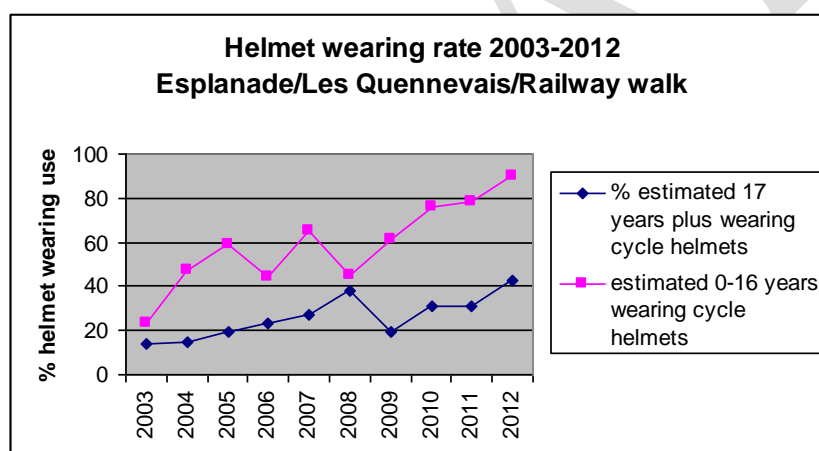
Percentage of students that cycle on the road

Schools	% in 2010	Schools	% in 2011	Schools	% in 2012
Beaulieu Haut Vallee JCG Les Quennevais Victoria College	61%	Beaulieu De La Salle Grainville Haut Vallee JCG Le Rocquier Les Quennevais Victoria College	62%	Beaulieu Grainville Haut Vallee JCG Le Rocquier Les Quennevais Victoria College	54%

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	% in 2010	Schools	% in 2011	Schools	% in 2012
Beaulieu Haut Vallee JCG Les Quennevais Victoria College	12%	Beaulieu De La Salle Grainville Haut Vallee JCG Le Rocquier Les Quennevais Victoria College	6%	Beaulieu Grainville Haut Vallee JCG Le Rocquier Les Quennevais Victoria College	6%

Bicycle helmet wearing rate statistics were gathered for the 10th year. The count was taken at the same venues on similar dates and times over the same number of hours.



- 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) although this margin is narrowing. The differences between 0 -16 year old males and females wearing rate was; 22% in 2010, 8% in 2011, 4% in 2012.
- 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) although like those aged between 0-16 years, this margin is narrowing. The differences between those aged 17 years and over was; 9% in 2010, 5% in 2011, 3% in 2012.

- 90% of children (estimated at 0-16 years) wore helmets when using the Railway Walk/Les Quennevais cycle track/Esplanade cycle path out of 136 sample riders (65% in 2007 and 13% in 2003).

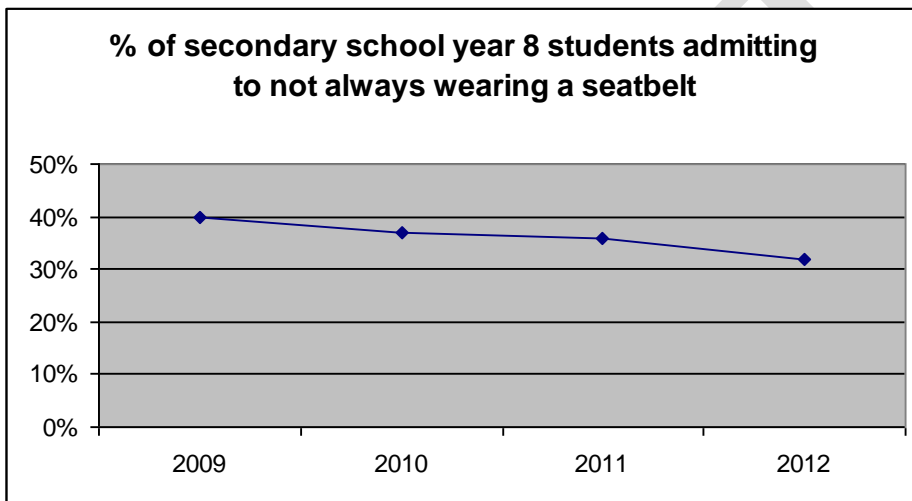
14. Provide education and road safety campaigns

Action

14.1 Collect and collate local data

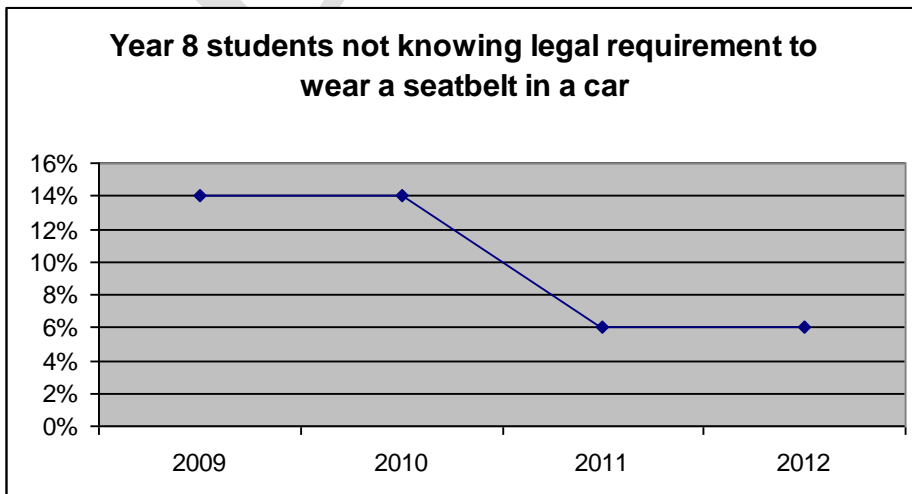
CAPJ undertook a verbal survey of seatbelt use and knowledge from 845 year 8 secondary school students.

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.



- 32% of secondary school students admitted to not always wearing a seatbelt in a car (a decrease of 8% since 2009).

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.



- 6% of secondary school students admitted they did not know that it was a legal requirement for everyone to wear a seatbelt in the front and rear of a car.

14.2 Ensure seatbelt education campaigns continue, leading to behaviour change and the increase of seatbelt use in the front and rear of vehicles

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.

Prison! Me! No Way!! Crime and Safety Awareness days took place in March and October. CAPJ assisted in delivering a seat belt workshop.

- 845 students from 7 secondary schools attended 43 seatbelt workshops at Prison! Me! No Way!! delivered by CAPJ members including the Road Safety officer. De La Salle Secondary School opted out of the event in 2012.
- Comments from the workshop included; the best part of the Day - 'the seat belt workshop' and from other students in relation to 3 facts I learnt - 'a 3 point seat belt is the best seat belt', 'That you weigh heavier when you're driving at 30 miles per hour' and 'put the seat belt on'.

Over a 12 month academic year (September to July) 30 primary schools will be invited to receive a year 2 comic talk on seatbelt and in car safety, as part of their Safety Sam comic talk. As of the end of 2012, 14 talks were delivered as requested.

14.3 Road safety campaigns

- Over a 12 month academic year 30 primary schools will be invited to receive a year 3 comic talk on pedestrian safety, as part of their Safety Sam comic talk. This newly designed comic issue will be offered to primary year 3 students.
- 30 primary schools involving year 5 students received a road awareness workshop during Safety in Action specifically looking at pedestrian safety.
- 30 primary schools involving year 6 students received a pedestrian safety workshop during Choice Prison! Me! No Way! Days, involving approximately 894 students. Workshops were delivered by the Road Safety Officer with some support from CAPJ.