

CHILD ACCIDENT PREVENTION

**IMPACT
REPORT
2021**



**Child Accident
Prevention** (Jersey)

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Introduction

Child Accident Prevention Jersey is a partnership and without each other we would not be able to do the work we do or have the positive effect on the lives of so many young islanders.

- Family Nursing & Home Care
- Trading Standards
- Jersey Child Care Trust
- States Of Jersey Fire & Rescue Service
- States Of Jersey Police Service
- States Of Jersey Ambulance Service
- The Bosdet Foundation
- St John Ambulance
- Jersey Coastguard
- Children, Young People, Education and Skills (CYPES)



The commitment shown by these representatives is supported by their own Senior Management Teams.

With this model of multi-agency working, we ensure that all CAP efforts and campaigns are co-ordinated and efficient, using the

strengths, skills and resources of those involved to best inform our children and their families, professionals and the wider community.

During 2021 we were thrilled to once again welcome staff members from Jersey Electricity who offered their support at Safety In Action and for the first time we were also supported at the event by Liberty Bus.

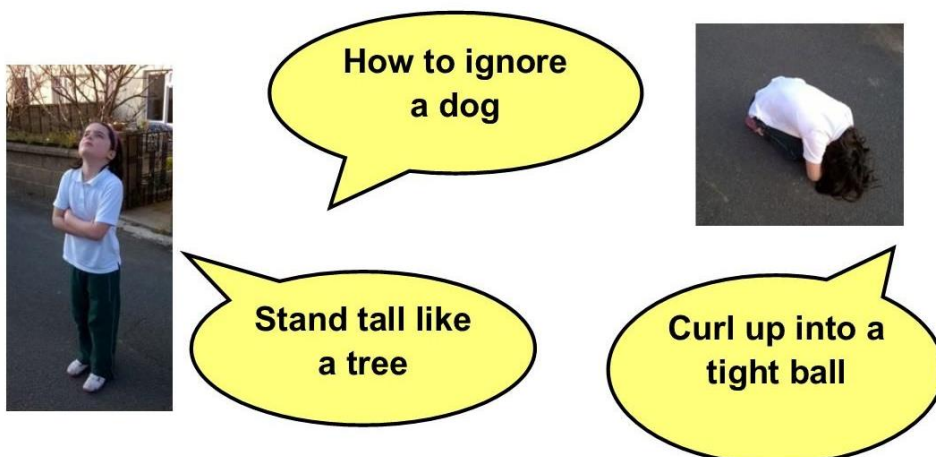
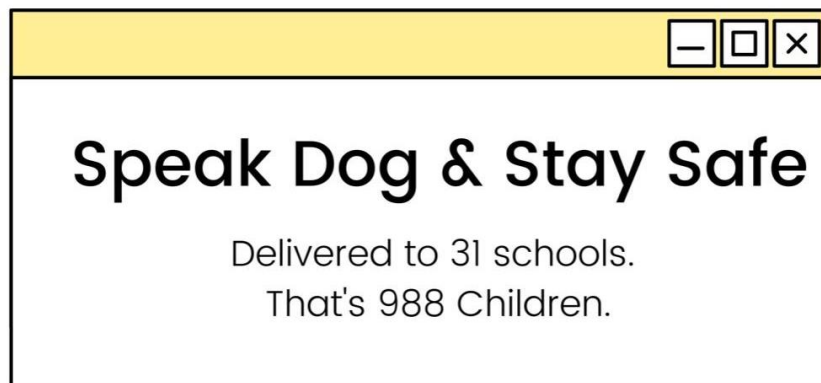
We also received funding from JSSK who sponsored the production of our 25th anniversary safety comics.



CAP is always grateful to be supported by local businesses and we hope to find a way to not only nurture existing relationships but also to cultivate new ones.

It is also important to recognise that we are often supported by volunteers to whom we are extremely grateful. These volunteers donate both their time and expertise in a variety of areas and without them the demands on the time of existing members would increase.

Speak Dog & Stay Safe



This campaign continues to be well received by all Island schools as well as other groups and individuals.

Below are some of the comments from teachers following the sessions:

- *Good clear explanation of different scenarios. Good interaction & skills for meeting unknown dogs. Thank you.*
- *Thank you for coming to visit us. The children learnt a lot and enjoyed practising being safe with the dogs.*
- *Superb! Thank you! Pictures/actions were very helpful. Thank you!*
- *Fantastic and engaging talk and lots of good discussion. Fantastic information.*
- *I learnt loads! Thank you! The children showed how their understanding of dogs' body language was often misinformed. Lots of learning took place today. Thanks!*
- *Brilliant! Perfectly pitched even with the Covid changes! Thank you so much.*
- *Very informative and interactive for the children, they got a lot out of it! Thank you!*
- *Very clear messages. This lesson fits in well with our aims for PSHE objectives and safeguarding. Very relevant as we have a school dog. Thank you!*
- *Very informative. Age related. Short, concise blocks of information. Suitably interactive. Thank you.*
- *Lots of great information about how to approach a dog, what signs to look out for when they aren't happy and what to do if they won't leave you alone. The children learnt a lot! Thank you*
- *Thank you, great information for the children.*
- *Thank you. Very clear presentation - age appropriate. Children engaged.*
- *Very informative and well presented. Thank you.*

Comic talks



Cycle Helmets

Seatbelts

Dog safety

Mobile phones

Raising the alarm

Beach safety



—
□
×

25th Anniversary Comic

Spring Delivery to 31 schools
That's 1059 children.
Autumn Delivery to 31 schools.
That's 1025 children.



Fire Prevention

Burn prevention

Electrical safety

Contacting
Emergency
Services

Posions



The comic talks remain a popular way of giving children lots of safety information in a short space of time.

By giving this information and advice directly to children we are enabling them to manage their own safety not only now but in the future as well as encouraging them to pass on the information to family and friends.

Unfortunately during 2021 and due to the Covid-19 pandemic, we were unable to deliver the comic talks in person to every school.

However, to ensure the availability of this important learning opportunity, those schools that we were unable to visit received the comics alongside an explanatory note so that the class teacher was able to pass on the information in our absence.

This year we developed a special comic to mark 25 year of Child Accident Prevention Jersey and the print of this comic was supported by JSSK to whom we are very grateful.



Name: _____ Date: _____

Staying safe

Call for help! Know your address!
The emergency services will do the rest.

We had a special visitor this week and learned about how to stay safe at home and when we are out and about.

Which phone number should you call if you need help?

Do you know your address?
My address is

Do you know your home phone number or Mummy or Daddy's phone number?

If you need help and you can't remember your address, it is helpful to know which parish you live in and what you are near.
Which parish do you live in? What is near to your house?

Find out more: <http://cap.je/projects/comic-talks/>

Please bring back your homework on.....

Occasionally we give out a simple homework sheet after these sessions in order to reinforce what the children have learned as well as share the information with their families.

Subsidised Safety Equipment Scheme

Subsidised Safety Equipment Scheme
(During 2021 CAP spent £1575 to support families referred into the scheme)



Stair Gates - 83
+11 ext



Fire Guards - 1



Reins - 0



Every year, Child Accident Prevention is able to support families with the purchase of reduced price safety equipment. We know that this equipment helps to keep children safe from accidents and is an important part of the service we offer.

In order to facilitate this scheme we work alongside FNHC Health Visitors and Community Nursery Nurses who are ideally placed to identify families who may otherwise not purchase safety equipment such as fireguards, stair gates and harness reins. This may be because they are facing financial hardship or because they do not prioritise this equipment.

Families where there are safe-guarding concerns and/or families who are part of the MECSH program, (Maternal Early Childhood Sustained Home Visiting) also benefit from the scheme where appropriate.

Families who are referred into the scheme can purchase equipment from Pharmacy Locale at a reduced cost. CAP then pays the remainder from the allocated funds.

In cases of extreme hardship the cost can be waived entirely by the CEO of FNHC.

The Royal Society for the Prevention of Accidents (RoSPA) recommends the use of stairgates in the homes of children under the age of 24 months and they acknowledge that the most useful places for these are at the top and the bottom of the stairs as well as at the entrance to the kitchen where necessary. (Home Safety Position Statements 2014)

In 2018 a £10,000 donation was made to Family Nursing & Home Care which was then allocated to the subsidised safety equipment scheme.

During 2021 CAP spent £1575 to support families referred into this scheme.

Safety In Action



Safety In Action is the biggest event of the year for CAP as all 31 island primary schools are invited to visit us and attend the workshops facilitated by our partners, all of them experts in their fields.

Workshops include:

- Home Safety – run by Jersey Electricity
- Fire Prevention – run by SOJ Fire Service
- First Aid – run by SOJ Ambulance Service and St John Ambulance
- Play/Outdoor Safety – run by Family Nursing & Home Care
- Road Safety – run by CAP and Liberty Bus

During 2021 and thanks to the commitment shown by those who collaborate with CAP, we were able to hold Safety In Action twice.

This meant that those children who were unable to attend when they were in Year 5 in July 2020 because of COVID-19 came along in July 2021 and the July 2021 Year 5 children came along in September 2021 at the beginning of their Year 6.

We would normally expect to see approximately 1000 children at each event but unfortunately because of continuing Covid-19 restrictions the number was lower.

Comments from Teachers and Teaching Assistants following the event included;

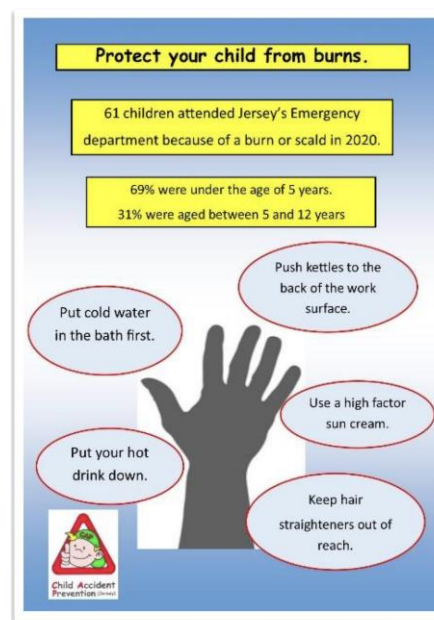
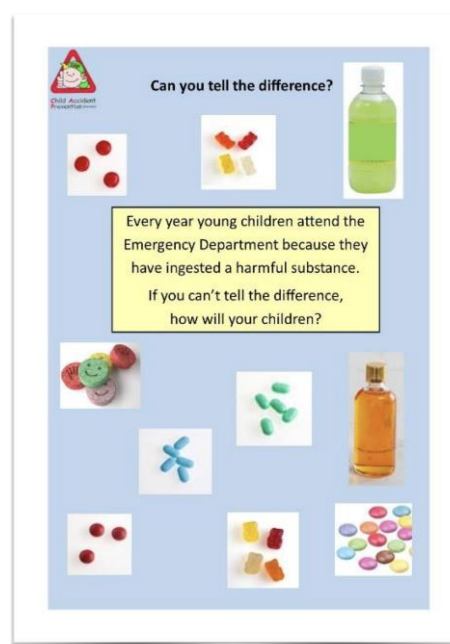
- *“An excellent event. Very informative and the children enjoyed the interactive elements”.*
- *“We all think this is a very important event”.*
- *“Thank you for an enjoyable afternoon”.*
- *“It really was brilliant”.*
- *“The children told me that they felt like honoured guests and they were thrilled with the goodie bags – so thank you very much for the way we were looked after. Two students said that it was the best day ever”.*



Poster campaigns

We continue to run poster and leaflet campaigns in various locations including Well Baby Clinic and medical centres.

These cover a variety of topics.




Social Media

Child Accident Prevention has a Facebook page as well as its own website.

These forums allow us to promote safety information to a wider audience as well as posting alerts and product recalls.

Facebook:



The image shows the Facebook profile page for Child Accident Prevention Jersey. At the top is a group photo of ten people, including staff and volunteers, standing in front of a banner that reads 'CHILD ACCIDENT PREVENTION (Jersey)'. Below the photo is the profile picture, which is a cartoon character wearing a blue helmet and a yellow shirt. The name 'Child Accident Prevention Jersey' is displayed, followed by the description 'Non-profit organisation'. A blue button labeled 'Send Email' is visible. The page has tabs for 'Home', 'About', 'Events', 'Photos', and 'More'. The 'About' section is expanded, showing information about the organization, including its location, contact details, and a list of people who like and follow the page. The 'See all' link is also present. Below the 'About' section, there are four featured posts: 'Changes to The Highway Code', 'New Hierarchy of road users', 'Updated Safe passing distances', and 'Updated Priority at junctions'. Each post includes a brief description and a link to learn more.

Child Accident Prevention Jersey
Non-profit organisation

[Home](#) [About](#) [Events](#) [Photos](#) [More](#)

About [See all](#)

CAPJ is a multi agency organisation, based at Family Nursing and Home Care with representatives from various States departments, independent and volun... [See more](#)

776 people like this

872 people follow this

<http://www.cap.je/>

01534 443614

m.letensorer@fnhc.org.je

Charitable organisation

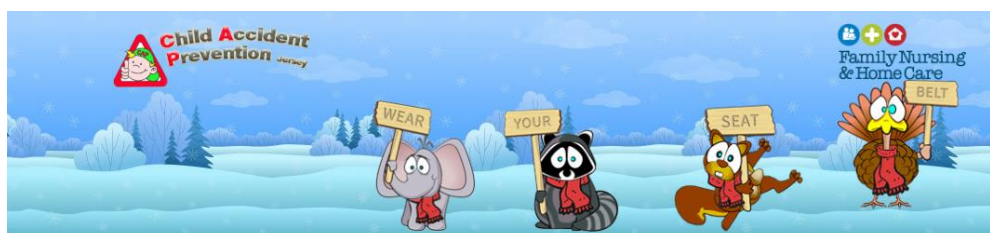
Child Accident Prevention Jersey
9 February at 23:05

Changes to The Highway Code
The changes follow a public consultation on a review of The Highway Code, which received more than 20,000 responses from the public.
[Learn more: gov.uk/95/highwaycodechanges](#)

New Hierarchy of road users
The hierarchy places those road users most at risk in the event of a collision at the top of the hierarchy.
More likely to be injured:
People walking (including children, older adults and disabled people)
People riding horses
People cycling
People driving horse-drawn vehicles and motorcycles
People driving cars and taxis
People driving vans and minibuses
People driving large goods and passenger vehicles
Greater responsibility
[Learn more: gov.uk/95/highwaycodechanges](#)

Updated Safe passing distances
We're updating guidance on safe passing distances and include the advice drivers should follow when...
[Learn more: gov.uk/95/highwaycodechanges](#)

Updated Priority at junctions
When people are crossing or waiting to cross at a junction, other traffic should give way...
[Learn more: gov.uk/95/highwaycodechanges](#)



Summary

2021 was a great year for Child Accident Prevention Jersey.

Despite the difficulties and restrictions put in place at various points throughout the year due to Covid-19, CAP was able to provide safety information on a variety of topics to at least 4376 children.

We provided 95 items of safety equipment helping to keep children safe in a number of local families and we spent £1134.27 to do this.

Undoubtedly, our biggest achievement this year was ensuring that all children who would have normally attended Safety In Action had the opportunity to do so.

We did this by facilitating 2 events instead of one.

This was supported by senior managers who recognise the important part this event plays in a child's education.

This, along with all the other work done by CAP and our partner agencies demonstrates not only how effective we are when we work together but also that child safety remains high on the agenda for those organisations and will continue to do so.

