Annual Report
1 April 2009 - 31 March 2011
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President’s Message

This year’s annual report is a very special and double issue. Since 2 decades the annual report lagged behind a full calendar year.

The Board has decided to update this gap with a special “double” annual report for 2009 and 2010.

This obviously required some serious juggling and extra effort from the Childsafe Staff which we thank sincerely for this tedious and laborious task.

Childsafe South Africa is the only organization of its kind working in Southern Africa to promote child safety and reduce the number of child injuries. It has been performing this important task since 1978 through research, education and advocacy.

In December 2008 the World Health Organization (WHO) and UNICEF published its Third World Report dedicated solely to Child Injury Prevention. Approximately 200 participants from over 50 countries worked on this report for a period of two years. It concluded that childhood injuries and death form a major public health problem requiring urgent attention.

Injury and violence are the major killers of children throughout the world, responsible for approximately 1 million deaths of children under the age of 18 (WHO Global Burden of Disease 2004) with accidental injuries accounting for almost 90% of these cases, and the remainder due to violence or maltreatment.

The exact ratio of accidental to violence/maltreatment is unknown, but studies of infant deaths suggest the latter are underreported. In addition to these 1 million deaths, tens of millions of children require prolonged hospital care for their injuries, and many of the children are left with a degree of disability, often lifelong.

This burden of injuries is severely biased towards low and middle income countries; it is estimated that over 95% of all deaths in children due to injury occur in these countries.

Despite the growing significance of this problem, very few countries have national policies, strategies or plans of action for injury and violence prevention and resources and this is an area Childsafe South Africa has an important role to play.

Childsafe South Africa has had 2 exceptionally good years in 2009 and 2010, in spite of major challenges with regard to staffing.

Childsafe South Africa continued to perform research on childhood trauma and presently owns the world’s largest single centre database on Childhood Trauma for children under the age of 13 years.

We also rolled out educational courses and have played our role on child safety advocacy in a diligent manner in the written press, radio programs and TV.

We owe a tremendous amount of thanks to our dedicated staff in the Cape Town office, Pumla Mtambeka, Dorothy Schulman, Yumna Abrahams and numerous volunteers.

We extent a special thanks to Teri Kruger, who has been consulting for Childsafe over the last 2 years and made sure we sustained a high profile on local, regional and national child safety issues.

All our staff has been working continuously on Child Safety issues with great energy and dedication.

We are grateful to all their as well as your efforts in making the world a safer place for our most vulnerable citizens: our children.

Sebastian van As  
President: Childsafe South Africa
Reflecting on 2009-2011 Childsafe continued to be the leading force in documenting childhood trauma by gathering information from trauma patients at Red Cross Children’s Hospital. Some of our greatest achievements during this financial period is that our trauma database is up to date through the assistance of volunteers and staff who laboriously completed all the information.

Education and training remains the cornerstone of our activities. Our training courses, workshops continued to be in great demand and have been highly recommended due to their excellent standard. These activities were further advanced through our extensive media coverage and our Childsafe newsletter.

2009 and 2010 Annual Accident Prevention Month activities were a great success. These child safety months served as a national focal point to raise awareness of the injury burden to children in our country through the provision of clear and accurate safety information, the encouragement of local authorities to participate in child safety activities and encouragement to the media to provide a positive coverage of child injury prevention and safety issues.

We wish to acknowledge that without the support of our partners, stakeholders, NGO’s, NPO and Red Cross Children’s Hospital staff and management we would not be able to achieve our goals and aims.

Lastly I believe that the prosperity of a vibrant organisation is found in its workforce. Childsafe was able to rise above the challenges through the dedication, zealous and passionate team. I personally would like to thank all staff, volunteers, students (locally and internationally) and Childsafe board of directors for their positive contribution towards child safety and injury prevention.

Pumla Mtambeka
Assistant Director
Mission

Our mission is to promote optimal health and development of all children in South Africa. Childsafe aims to reduce and prevent intentional and unintentional injuries through research, education, environmental change and recommendations for legislation. To achieve this we work in co-operation with government, industry, non-governmental and community based organizations, community groups and individuals.

Childsafe believes that every child has a right to grow and flourish in a safe environment without the threat of being hurt.

Objectives

The specific objectives of Childsafe and the Foundation are:

- The promotion of a general understanding of the nature, extent and cost of childhood injuries.
- To raise community awareness of childhood safety and injury prevention.
- To reduce frequency, minimize the severity, or prevent the occurrence of childhood injuries.
- To serve as a recourse centre to the communities, providing meaningful information and resources regarding childhood injuries and their prevention.
- To serve as a scientific body of knowledge regarding childhood injuries and preventative methods.
- To foster community involvement as a basis for child accident and injury prevention services.
- To increase the level of participation of all sectors of the community (government and private organizations).
- To develop and implement injury prevention measures.
- To lobby and motivate for safety standards and legislation regarding children’s products and safer environments.
Since 1991 the Foundation continued to update and gather available statistics on childhood injuries and deaths presenting at the Red Cross Children’s Hospital Trauma Unit. This database currently has more than 150,000 childhood injuries.

The Childsafe database serves the purpose of a surveillance system on childhood injuries. The database has been systematically analysed for a large number of clinical and epidemiological studies to childhood injuries.

Through the dedication of our volunteers and staff the previously backlogged database of injury data is up-to-date. Therefore, the most recent trauma data is available.

**Publications:**

- “The Health of our children should be the measure of our progress” SAJCH March 2010; 4(1): 5-6.
- “Data Mining: Childhood Injury Control and Beyond; Primary prevention has more potential benefit than secondary prevention”. Am J Trauma 2010; 68(8):516-517.
- “Can fireworks-related injuries to children during festivities be prevented?” SAMJ August 2010; 100(8): 525-528.
- “Paediatric Trauma Care” in the African Journal of Paediatric Surgery 2010: 7(3):131-135
- “Violence in the media is teaching children to be violent themselves” The New Age Monday 21 February 2011.

**Presentations:**

8th Congress of the Pan-African Paediatric Surgical Association (PAPSA), 2010, Dar-es-Salaam, Tanzania
- “Paediatric Trauma in Africa”
- “Review of Dog bites in small children”

26th Conference of the International Paediatric Association, Johannesburg, 2010
- “Children and Trauma – A World Perspective”

1st Conference Orphans and Vulnerable Children, Sandton, Johannesburg, 2010
- “Children and Trauma – A World Perspective”

Red Cross Research Days 2010, October
- “Childhood injury review”

**Research Projects**

A number of research projects were undertaken during these past years under review (2009-2011). These were mainly analysis from our trauma database by different students from academic institutions hospitals, private companies, media, medical students and volunteers. The table below is a summary of some of the research projects conducted:

<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
<th>Research Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michelle Eichhorst</td>
<td>Michigan State</td>
<td>Study on falls</td>
</tr>
<tr>
<td></td>
<td>University</td>
<td></td>
</tr>
<tr>
<td>Najette Ayandi</td>
<td>Imperial College</td>
<td>Non Accidental Injuries</td>
</tr>
<tr>
<td>O’donell</td>
<td></td>
<td>Comparison between International trends and Red Cross</td>
</tr>
<tr>
<td>Hadley Herbert</td>
<td>John Hopkins University</td>
<td>Hospital</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chris Zroback</td>
<td>UCT</td>
<td>Trauma Injuries during 2010 World Cup</td>
</tr>
<tr>
<td>David Levih</td>
<td>UCT</td>
<td>Motor Vehicle Accidents</td>
</tr>
<tr>
<td>Stefan Mans</td>
<td>UCT</td>
<td>Trauma Injuries during 2010 World Cup</td>
</tr>
<tr>
<td>Jessica Law</td>
<td>UCT Medical Students</td>
<td>Trends in Accidental &amp; Non Accidental (Abuse) Injuries</td>
</tr>
<tr>
<td>Michael Von Vargeron</td>
<td>Volunteer</td>
<td>Private</td>
</tr>
<tr>
<td>Thomas King</td>
<td>The Comacare Trust</td>
<td>Head Injuries</td>
</tr>
<tr>
<td>Chiedza Mavengere</td>
<td>UCT</td>
<td>Human agency &amp; Everyday Risk</td>
</tr>
<tr>
<td>Alison Isabel</td>
<td>Aberdeen University</td>
<td>Paediatric Burns</td>
</tr>
<tr>
<td>Audrey Sullivan</td>
<td>UCT Medical Students</td>
<td>Trends in Accidental &amp; Non Accidental (Abuse) Injuries</td>
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<tr>
<td>Lesley Manuel</td>
<td>Chevron</td>
<td>Lecture</td>
</tr>
</tbody>
</table>
Education and Training

A summary of education and training activities and outputs by Childsafe.

<table>
<thead>
<tr>
<th>Institution/Firm</th>
<th>Target Group</th>
<th>Community</th>
<th>Total Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zanokhanyo Home Management Training Centre</td>
<td>Unemployed women-home Managers Khayelitsha</td>
<td>Khayelitsha</td>
<td>201</td>
</tr>
<tr>
<td>R300 Pedestrian Safety Training</td>
<td>Early Childhood Development Practitioners</td>
<td>Delft and surrounding areas</td>
<td>148</td>
</tr>
<tr>
<td>Red Cross Children's Management Training Centre</td>
<td>RXH Student Nurses</td>
<td>Red Cross Children's Hospitals</td>
<td>45</td>
</tr>
<tr>
<td>Centre for Early Childhood Development</td>
<td>Crèche/Educare Teachers</td>
<td>Johnson&amp;Johnson Hall(RXH)</td>
<td></td>
</tr>
<tr>
<td>Health &amp; Safety Training Course</td>
<td>Crèche/Educare Teachers</td>
<td>Red Cross Children's Hospital</td>
<td>64</td>
</tr>
<tr>
<td>Nanny Training Course</td>
<td>Child minders</td>
<td>Umzimvubu Training Centre, Kleinmond</td>
<td>10</td>
</tr>
<tr>
<td>Red Cross Children's Hospital</td>
<td>Outpatients parents</td>
<td>Red Cross Children's Hospital</td>
<td>477</td>
</tr>
<tr>
<td>Department of Health: Health Promotion</td>
<td>Health Promotion and Home Base Cares</td>
<td>Red Cross Children's Hospital</td>
<td></td>
</tr>
<tr>
<td>Communicare Social Welfare Agency</td>
<td>School children-holiday programme</td>
<td>Kraaifontein</td>
<td>83</td>
</tr>
</tbody>
</table>

Childsafe received numerous requests for workshops, training courses and presentations. More than 3000 individuals were reached through our education and training sessions.
Childsafe ran several Training courses during these two annual years with more than 500 individuals reached. The aim of these training courses being to equip the recipients with child safety information so that they can make their environments safer. Herewith is the highlight of some of the training conducted during this period:

1. **R300 PEDESTRIAN SAFETY TRAINING COURSES**

During 2009 and the first quarter of 2010, Childsafe, a campaign of the Child Accident Prevention Foundation of Southern Africa, conducted a series of four workshops directed specifically at Early Childhood Development Centers (ECDs) straddling the R300 Freeway in Cape Town. These workshops were conducted These trainings are made as an outcome based where it is required of delegates to demonstrate understanding of training materials in using the information gained practically in their settings/facilities. One of the practically ways is to engage them to design safety plans for their crèches which ensures that their crèches offers safety of suitable standard.

The requirement is that screened crèche teachers undergo a compulsory three days pedestrian safety training workshop. Upon completion of the training the delegates are expected to apply their learnings within their ECD to make child safe. Then a follow up evaluation visits is conducted Childsafe delegate to ensure that safety standards are met. Once the safety standards are meet then a certificate ceremonial is organised for all the delegates/crèches who passed the safety criteria.

<table>
<thead>
<tr>
<th>Date Of Training</th>
<th>Numbers Of Individuals</th>
<th>Numbers of Crèches Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>27,28 &amp; 29 May</td>
<td>43</td>
<td>27</td>
</tr>
<tr>
<td>19, 20 &amp; 21 August</td>
<td>35</td>
<td>29</td>
</tr>
<tr>
<td>25, 26 &amp; 27 November</td>
<td>32</td>
<td>21</td>
</tr>
<tr>
<td>24, 24 &amp; 26 February</td>
<td>38</td>
<td>11</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>148</strong></td>
<td><strong>88</strong></td>
</tr>
</tbody>
</table>

We thank our funder SANRAL, a member of Global Road Safety Partnership for financial contributions towards the training workshops and certification ceremony. Many crèches from Delft have been made safer and aware of road safety issues in particular crossing the R300 highway.
2. EARLY CHILDHOOD DEVELOPMENT AND SAFETY TRAINING FOR STRAND

The prevalence and prevention of intentional and unintentional injuries to children is a public health and community concern. In view of this, a workshop on early childhood development was facilitated by ChildSafe in collaboration with organisations such as Resources Aimed at the Prevention Child Abuse and Neglect (RAPCAN), Department of Community Safety-Directorate of Road Safety Management and Medical Education Centre (MEC). This three day intensive workshop held in Broadlands Park, Strand at the Bethesda Church from the 21 – 23 October 2009, addressed issues related to safety in the créche, school and home environment, pedestrian safety, burns, poisonings, falls, suffocation, first aid and childhood development. Forty participants attended the course, representing crèche principals.

We thank our funder City of Cape Town for assisting us run this training.

3. RED CROSS SOCIETY TRAINING

Each year more than 7000 South African Children, under the age of fifteen years die from injuries; this is approximately 20 children a day. Thousands of children are treated in hospitals for injuries – often referred to as “accidents”. Nearly all of these ‘Accidents’ can easily be prevented.

It was with this background that Childsafe decided to explore the idea of training volunteers and facilitators from Red Cross Society. The aim/vision was to empower them with child safety information before CHILD SAFETY MONTH (in August) so that they can incorporate child safety in their existing programmes and create awareness during the month and thereafter.

Several planning meetings were held with Red Cross Society management to discuss the logistics of the training. After a number of meetings held with Red Cross Society and Childsafe the dates were set venue and number of delegates to be trained were finalised.
THE WORKSHOP

The workshop took place on the 22 and 23 of July 2009 at Wynberg Sport Grounds hall. Twenty six delegates from Red Cross Society which comprised of volunteers and health facilitators received training. The two day training programme included the following modules:

(a) Growth & Developmental stage related injuries
(b) Road safety
(c) Prevention of Other Common Household Accidents
(d) Fire & Burn prevention
(e) Child Abuse identification & prevention
(f) Prevention of Poisoning

Childsafe made use of other specialist to facilitate other sessions of the training programme. These trainers were:

- Sylwin Rossouw from The City of Cape Town, Fire & Rescue Service – burn and fire prevention.
- Nokuzola Letselebe from Department of Community Safety, Directorate of Road Safety Management - Road Safety.
- Vuyiswa Sidyilo from Resources Aimed at Prevention of Child Abuse & Neglect(Rapcan) - Child abuse and neglect.

FOLLOW-UP ACTIVITIES

The training was made as an outcome based where it was required once the delegates receive the training they will have to create awareness childhood injury prevention campaigns in the communities they operate. Following this training these delegates conducted some awareness programmes during Child Safety month. The activities are as follows:

26 August 2009-Awareness campaign in Site B, Sanlam Mall-Khayelitsha

Twenty eight volunteers, through music and dance passed child safety information passed to everyone shopping in the mall. It is estimated that +-200 people were reached.

27 August 2009- Distribution of child safety resources and one to one consultations- Harare

10 facilitators reached +-100 people from Khayelitsha by education them in child safety through posters and pamphlets.

28 August 2009 Television interview (Pasella) Nyanga

Teri Kruger from Childsafe did a television interview recorded for the SABC 2 programme Pasella on child safety. This event was organised by Red Cross Society as an awareness raiser during Child Safety Month.

Door to door visitation on child safety and swine flu

Red Cross Society made use of its trained facilitators and volunteers to conduct door to door visitation in various areas of the Western Cape educating people about swine flu and child safety.

We thank our funder Woolworths Trust for assisting...
Pumla Mtambeka packed her bags and departed to the Overberg for a two-day Nanny Training course. The training was requested by Mthimkhulu Village centre for the community of Kleinmond and their surrounding areas. They were very chilly, cold days but it did not prevent the community people to attend the training. We had about sixteen people who attended.

This course focussed on practical ways to prevent different childhood injuries in, and around the home such as: poisoning, drowning, choking, burns, suffocation, passenger safety and other general accidents. Vuyiswa Sidyoli from RAPCAN (Resources Aimed at Prevention of Child Abuse and Neglect) also assisted in the training by covering the identification, reporting and preventing child abuse and neglect.

Childsafe Nanny Courses

For more information on Childsafe training courses please contact: 021 685 5208
The Safer Candle Project is five years old, and has become one of Childsafe's established programmes. The Project was started in response to high numbers of fires in some of Cape Town's informal settlement areas, when fallen candles destroyed thousands of homes. After trials in Site C Khayelitsha, an area of Cape Town where many residents used candles for lighting, the Safer Candle Project was commenced during Child Safety Month 2006. Thanks to partnerships with the Medical Research Council, Paraffin Safety, Phoenix Burns Care Programme, and ongoing education workshops and demonstrations run by Childsafe staff, over 4500 jar units have been distributed to communities over a wide area.

At Red Cross War Memorial Children's Hospital (RXH) mothers/carers in the Out Patient Department waiting areas have consistently showed keen interest in Safer Candle use during demonstrations.

Many remember fires in their communities where people have died, and property destroyed as a result of fires caused by fallen candles.

The Safer Candle Project was presented at academic level: by Pumla Mtambeka, Chief Social Worker and Childsafe Trainer, Annual Research Days UCT/RXH, October 2007, and by Professor AB van As, Head of Paediatric Trauma, RXH, and Childsafe President, at the 4th Asian Regional Conference on Safe Communities, Bangkok, November 2007.

Generous donations during the five-year period were: three thousand six hundred large glass jars from Consol Glass/Rondebosch Boys' High School Public Relations (2008); and donations of candles from Herschel Girls' High School; MRC; Rondebosch Rotary Anns; and SACS Junior community programmes.

A new outreach approach was added in 2009 when Hector Pietersen High School, Kraaifontein adopted the Safer Candle Project, and gave a presentation at the School's Youth Conference, Cape Town.
Childsafe staff gave a Safer Candle demonstration at St George's Grammar School Environment Workshop in August.

Following a house fire, May 2010, caused by a fallen candle, the Betty's Bay Fire Protection Committee recommended the Childsafe Safer Candle for all residents in the area using candles for lighting. The Committee Secretary also provided Fire Chiefs in the Overberg, Hermanus, Kleinmond, and Gansbaai with information about the Safer Candle.

A video showing a Safer Candle demonstration was added to Childsafe website October 2010. A Safer Candle leaflet is also available on Childsafe’s website.

Cape Town Fire Prevention/Disaster Planning Task Team invited Childsafe to participate in their November 2010 meeting when the Safer Candle was demonstrated to team members.

A special highpoint in February 2011, was the approval by World Wide Fund for Nature SA (WWF) of the Safer Candle Project concept for Earth Hour 2011. The newly designed, illustrated Safer Candle leaflet was added to their Earth Hour website.

An Earth Hour event was held in the Red Cross Children's Hospital front foyer, where members of staff, children of staff members, and parents were invited to participate.

Childsafe is especially grateful for valuable assistance with the Safer Candle Project given by student volunteers from Friends Association of Red Cross War Memorial Children's Hospital.

Dorothy Schulman
Childsafe Volunteer.
During CHILD SAFETY MONTH the Childsafe, a campaign of the Child Accident Prevention Foundation (CAPFSA) together with other partners set out to raise awareness and promote actions that would assist in reducing the unacceptably high rate of childhood injuries and deaths. With this health month, emphasis was be placed on creating a safer environment for children.

This year Childsafe in collaboration with Western Cape Department of Health, Community Safety- Directorate of Road Safety Management, Red Cross Society, The Crime, Violence & Injury Lead Programme(CVLP)- Medical Research Council, Fire & Rescue Service and the Paraffin Safety Association highlighted the dangers that children face daily in the home, the school, and on the road and during play in the community. This month further aimed to: provide clear and accurate safety information to the public; encourage local communities to take part in child safety activities and to encourage the media to provide positive coverage of the importance of child injury prevention.

Various activities took place during the month. This included: workshops, safety demonstrations, exhibitions radio and television programmes and resource distribution. One of the main focus areas of CAPFSA for this month was burn prevention.

Here follows some activities that took place during child safety month:

### Week 1 03/08-07/08
- Red Cross Hospital Exhibitions main entrance and OPD
- Radio campaigns running in the morning slot by Paraffin Safety Association.
- Candle Project on Tue & Friday mornings at Red Cross Hospital.
- Road safety- Child in traffic at primary schools.
- R300 Workshop (DRS)
- MRC- Focused on burn and also promoting the candle project.

### Week 2 10/08-14/08
- Red Cross Hospital Exhibitions main entrance and OPD
- 14” July, Health promotion workshop on flipchart at the J&J.
- Candle Project on Tue & Friday mornings at Red Cross Hospital.
- 11 Aug Jenny Clarke from ChildSafe Gauteng will be doing a interview at 10h30 on the Great Expectations Show.

### Week 3 17/08-21/08
- Red Cross Hospital Exhibitions main entrance and OPD
- Exhibitions at Groote Schuur Hospital on the E floor will be focused on burns, poisoning, road safety and child abuse.
- Workshop on Road safety and burns held in Gugulethu.
- R300 pedestrian workshop held 19,, 20, 21.
- Candle Project on Tue & Friday mornings at Red Cross Hospital.

### Week 4 24/08-28/08
- Red Cross Hospital Exhibitions main entrance and OPD
- Red Cross Society will be having support groups, and distribution of leaflets focusing on burns and the safer candle project
- Candle Project on Tue & Friday mornings at Red Cross Hospital.
In South Africa alone, each year, there are over 7000 childhood deaths and countless more injuries that often result in hospitalization and further treatment. These injuries often inhibit the child’s ability to learn and progress normally, affecting every aspect of their lives.

In sub-Saharan Africa, these injuries are far more prevalent than anywhere else in the world. Not only is the rate at which childhood injuries are occurring increasing, but also the lasting effects of such injuries are becoming more severe as well. It is because of this phenomenon that Childsafe, a campaign of the Child Accident Prevention Foundation of Southern Africa (CAPFSA), promotes Child Safety Month every August.

On the 25th August 2010, Childsafe hosted a Child Safety Seminar, in celebration of Child Safety Month. This year, Childsafe invited key speakers from the Health Services, Road Safety and Burn prevention lobbies to speak on the key issues that they are facing, and their prevention strategies.

Childsafe and its partners also launched the new “Living Safely” poster for use in burn prevention trainings. It was also an occasion to honour the graduates of the recent Global Road Safety Partnership (GRSP) and South African National Roads Agency Limited’s (SANRAL) Road Safety programme along the R300 Freeway in Cape Town.

Speakers at the Seminar were:

- C.E.O. of Red Cross Children’s Hospital: Dr Lungi Linda.
- Head of Red Cross Children’s Hospital Trauma Unit and National Director of Childsafe: Prof Sebastian Van As.
- Emeritus Professor in charge of the Red Cross Children’s Hospital Burns Unit: Prof Heinz Rode.
- Charles FM Saint Professor, Head of Department of Paediatric Surgery, University of Cape Town: Prof Alistair Millar.
- CEO of the Paraffin Safety Association of Southern Africa: Patrick Kulati
- Global Road Safety Partnership ZA Advisor and Coordinator for Africa Region and consultant for SANRAL: Dr Pieter Venter
- Medical second year students of the University of
The hall was full packed with audiences

C.E.O's presentation was on Child safety within the Red Cross Children's Hospital

Dr Venter's presentation was on Road Safety Initiatives in South Africa

CHILD SAFETY MONTH ACTIVITIES IN STRAND COMMUNITY

The MRC-UNISA Safety and Peace Promotion Research Unit (now SAPPRU, formerly known as the Crime, Violence and Injury Lead Programme, CVI), Childsafe, and other stakeholders hosted a number of campaigns in recognition of the National Child Safety Month in August 2010. Together with various other stakeholders in the child safety sector, they targeted children 14 years and younger together with their parents and caregivers between August 3rd to September 9th, 2010. These campaigns took place at Nomzamo and Broadlands Park in Strand, in the Western Cape Province. Both are designated WHO Safe Communities. The campaigns were conducted at four schools namely; A.C.J Phakade, Dr. G.J Joubert Silukhanyo, and Rusthof Primary Schools over a series of three weeks focusing on a different theme per week. The themes were burns prevention, crime and violence prevention, and road safety for children.

The fourth week was a Parents' Session and concentrated on parental child supervision and child developmental milestones and was targeted at adults. A total of 13 campaigns were conducted which reached a total of 5471 learners and approximately 400 adults of Broadlands Park. The campaign aimed to:

1. Highlight the various child injury risk factors in the home, school and community environment;
2. Promote an integrated approach to children's safety and strengthen the working alliance between the community and different stakeholders;
3. Educate children on injury prevention and safety promotion measures and;
4. Emphasize the importance of child supervision to parents and caregivers by giving them insight into children's abilities and limitations according to their developmental stages.

Danny Cat showing learners safer places to cross the road

Pumla Mtambeka showing learners a safer way of using candles
Conferences

SAFE KIDS WORLDWIDE Network Meeting

As Childsafe is a member of Safekids worldwide we were invited to partake in annual Network country member meetings. These meetings were held at ST Ermin's Hotel in London from the 19-21 September 2010 prior to Safety World conference.

During the meetings country members were presenting their programs and exchanging information on best practices. Dr David Meddings from World Health Organisation (WHO) presented on what WHO is planning about injury prevention. Professor Leif Svanstroom looked at development of cooperation between Safekids Worldwide and Safe communities and lastly there were representative from Child Accident Prevention Trust.

Road Traffic Management Corporation (RTMC)

On 24-28 August 2009, The Road Traffic Management Corporation (RTMC) hosted an International Road Traffic Safety Management conference at Cape Town International Convention Centre. This conference aimed, amongst others, at sharing expertise and best practice models in order to improve the image and professionalism of the fraternity.

This conference further drew together role players in road traffic management to strategise operations that will ensure safer roads in the country as well as neighbouring states.

2010 World Safety Conference in London

On the 21-24 September 2010 Pumla Mtambeka was privileged to attend the Safety 2010 World Conference held in Queen Elizabeth Conference Centre in London (England). The conference brought stakeholders together in the prevention of unintentional injuries and violence around the world to discuss and exchange of information and experiences.

The conference programme covered all aspects of injuries and safety. Over 1000 delegates from almost 100 countries attended. The conference registration costs were funded by Safekids Worldwide.
Advocacy and Legislation

Childsafe participates wherever possible in campaigns and is involved in lobbying around issues of child rights and injury prevention as they arise and become relevant. Our involvement in legislative advocacy varies according to the development of state policies, programmes and legislation. We participate in the legislative process in South Africa by making submissions regarding new legislation while it is in bill form or while its being amended.

**Firearms Control Bill**

Childsafe submitted some comments to parliament on certain sections in the Bill 2 of Firearms Control Amendment Bill. Comments were made on the following sections in the Amendment Bill, in order of priority:

- Amendment of section 10A of Act 60 of 2000 as amended by Act 43 of 2003. (page 10)
- Amendment of section 124 of Act 60 of 2000 as amended by Act 28 of 2006. (page 4)
- Amendment of section 10A of Act 60 of 2000 as amended by Act 28 of 2006. (page 6)

Childsafe submissions were aimed at strengthening the existing legislation and positively contribute to gun control in South Africa. We see strict gun control as an important crime and violence prevention method, which can only contribute in creating safer communities in our country.

**Exhibitions:**

**3 Days Family Strength Expositions**

Annually in Celebrating the International year of family, the Western Cape Department of Social Development hosts three days Family Expo in conjunction with other government departments and civil society organisations. The theme for the Family Expositions is: “Promoting, protecting, and Strengthening Families: Families and Communities Working Together and Building on Strengths”.

The expo is a developmental and an all-embracing programme aimed at reinforcing awareness, promoting positive parenting, moral regeneration, positive behaviour and a healthy and balanced At the family expo non-governmental organisations and various departments showcase services that they render to families. On the first day which is usually a Friday, there is an official opening by the Regional or National Minister and other speakers whilst on the second day Saturday, families are invited to interact with organisations that will be exhibiting their services and attend seminars, which will focus on specific issues pertaining to families.

Since 2009 till current (2011) Childsafe has been part of these Expo’s. Childsafe normally puts up an exhibition stand for the three days of the expo and Pumla Mtambeka facilitates a focus group discussion looking at the Developmental stages of children versus injuries to parents visiting the expo.

Through these expo Childsafe has reached more than five hundred families and these have created a valuable exposure and awareness on childhood injury prevention.
HILLSTAR TRAFFIC PARADE

On the 26 March 2010 Hillstar Traffic Dept in conjunction with Childsafe, Syntell, Women on Bicycle network and Department of Community: Directorate of Road safety management organised a Road Safety Awareness programme for the hospital staff and patients.

This day was a special initiative of Hillstar traffic Department who wanted to reach out to the communities to showcase that besides issuing tickets to road offenders and enforcing law “THEY CARE AND WANTS TO PREVENT ROAD FATALITIES” before they occur..

A special thanks to the hospital management for giving permission for us to conduct this campaign and to the staff and patients who attended!! We would also like to thank Stepping Crèche (hospital crèche) who were part of the programme.

RAISING AWARENESS AT CANAL WALK

During Child Protection Week in May 2010, Phoenix Burns Project teamed up with Childsafe and the Paraffin Safety Association of South Africa to promote burns awareness at Canal Walk Shopping Centre in Century City. This was made possible by the Canal Walk Foundation donating free use of their Charity Kiosk. Pamphlets with burn safety tips and "Safer Candle Kits" from Childsafe were handed out to shoppers over the weekend of 28-30th May. Volunteers from all three organisations supported the cause.
WEBSITE REPORT

The past year has brought with it a flurry of activity for Childsafe, a campaign of Child Accident Prevention Foundation of South Africa, with the Childsafe website a main focus. Since its launching, the content has come to include a vast array of suggestions, requirements, and advice all revolving around keeping our children safe. These topics include car safety, water safety, fire safety, poison prevention etc. The website is an incredible database for parents and caregivers alike to find useful information on protecting their child and preventing unnecessary accidents.

With South Africa having an outrageously high level of serious and fatal accidents involving children, it is a promising sign to see the website attract so much attention. One can find answers to car seat questions here, complete with age and weight requirements, as implemented by law, along with photo examples. In addition, a concerned parent can find information about choking hazards, what not to feed to her youngster, and what actions to take if the child is choking, among numerous other valuable material and advice.

During 2010, the Childsafe website received almost 900,000 views, most by people in South Africa, but many from as far reaching areas as Dubai, Korea, Australia and the USA. This is a wonderful sign that Childsafe is used as a valuable resource far and wide across the corners of the earth, and is offered freely to prevent accidents everywhere. Much of the information found on the website has a main focus on issues more relevant to Africa. For instance, the fire safety page was created with parents who light their homes using open flames in mind, and the car seat safety page likely came about as a result of the majority of South African children riding in cars without a car seat. However, it was soon realized that the information can be useful to any parent or caregiver anywhere in the world.

Information such as poisoning: how household chemicals could pose a serious risk if a child were to ingest them; how to keep them away from children, and what to do if a child does swallow them is useful information to any parent whether from a third or first world country. Although there may be a lot of basic information there is also a lot of information that one might never have previously thought of, and if that can help save a life it is well worth it. It is clear that Childsafe has many of the answers parents may be looking for. Hopefully this will result in fewer accidents involving children, not just here in South Africa, but worldwide.

To support this critical initiative, please visit www.childsafe.org.za and donate online
Extensive media coverage on child injury prevention over the past two years and has greatly assisted in getting safety messages and prevention information out to important role players and the general public.

Regular requests were received from publications for articles on child safety.

We are grateful to all the media in partnering with Childsafe this past period ad thank them for their valuable assistance in advocating for child safety and injury prevention.

**RADIO MEDIA**

Voice Of the Cape
Capricorn FM
SA FM
Radio Helderberg
Radio Namaqua
East Coast radio
Motsweding FM
Umhlobo Wenene FM
Lesedi FM
Radio Tygerberg
Radio 702
104.9
RSG
Drivetime
Bush Radio
CCFM
5fm
Radio Pretoria
Metro FM
Cape Talk

**PRINT PUBLICATIONS**

Sunday Times
Mercury Newspaper
Cape Argus
WC Argus
Helderberg Medical
Travel Magazine
The Teacher
Die Burger
Media 24
Die Beeld
Child Magazine
Cape Times
Rapport
The Star
Daily News
Eyewitness news

**ONLINE MEDIA**

Iafrika.com
Accidents.co.za
The star.co.za
Capeargus.co.za
Eyewitnessnews.co.za
Sowetan.co.za
Capetimes.co.za

**TELEVISION MEDIA**

SABC 2 - Pasella
SABC 3 - Nolene Show
MNET Cartblanche
Great Expectations

Childsafe printed and distributed 3 issues (3000 copies) of the Childsafe News. This newsletter is our medium for conveying safety information and current local and international initiatives on child safety and injury prevention to the public.

Electronic copies of the Newsletter has also been made available to a wider target of health professionals, educators, clinics and hospitals and members of the public.
Resources

DEVELOPMENT OF LIVING SAFELY AND TRAVELING SAFELY POSTER

Childsafe produces and distributes a broad range of child safety information over a broad range of topics that include – Road & traffic safety; burns prevention; water safety; poison prevention; prevention of falls etc.

These resources are developed in collaboration with our many stakeholders such as the Red Cross Children’s Hospital Trauma and Paediatric Surgery departments; the Departments of Health; Social Development; Disaster Management; the Medical Research Council; Fire & Life Safety as well as relevant NGO's such as PASASA etc.

This methodology of creation by committee, albeit cumbersome, has proved effective in the production of relevant, informative and user-friendly materials that are distributed throughout the country and also as free downloads from the Childsafe website.

Key sponsorships have further allowed that these materials are printed, and distributed to schools, clinics, hospitals, NGOs and Early Childhood Development Centres at no cost to them.

As an extension of the international award-winning “Growing Safely” poster, Childsafe released the next in the series, the “Living Safely” poster during 2010. This poster is focussed on the avoidable occurrence of burns amongst children between from birth to age 6 years old. It features the typical injuries for each age category, and, the childhood development stages. It also highlights First Aid actions.

Similarly, we have just completed the “Travelling Safely” poster in 2011 that raises awareness of traffic related issues along the same award-winning format.
Who’s Who at Childsafe

NATIONAL PRESIDENT - Prof AB. Van As

NATIONAL BOARD - Mr W. Alexander
- Mrs PK. De Villiers
- Prof M. Jacobs
- Prof H. Rode
- Prof AB. Van As
- Prof A. Millar
- Dr T. Visser
- Dr A. Van Niekerk
- Mr S. George
- Dr T. Naledi
- Mrs L. Mtwazi
- Prof M. Seedat
- Ms D Ross

NATIONAL DIRECTOR - Pumla Mtambeka

ACCOUNTING OFFICE - Mr Julian Hoffman

AUDITORS - Nolands Inc
- Registered Auditors

CONSULTANT - Ms Teri Kruger

STAFF STRUCTURE
WESTERN CAPE - Pumla Mtambeka
- Yumna Abrahams
- Blossom Mtambeka (Volunteer)
- Dorothy Schulman (Volunteer)
- Rukea Abroef (Volunteer)
- Sandra Jack (Volunteer)

KWA-ZULU NATAL - Daan de Hollander

CHILDSAFE MEMBERS
1 APRIL 2009- 31 MARCH 2011

The following companies, organisations and individuals are Childsafe members. Their membership not only expresses their support but it’s also proof of their commitment towards safety.

Gold Members:
Woolworths

Silver Members:
Sanlam
Nets for Africa
Aquachlor

Bronze Members:
Aquatots Swim Program
Aqua-Net
Rosemary Hickman

Regular Members:
Baby Talk
Gm Luffrum
CRC Shevil
Marilyn Friedland
Power plastics
Prof E Horack
Children’s National Medical Centre
Blue Balloon Pre School
Child Guard
Miriam Patel
Melville Montessori
Lizamarie Choice
Lynn Bluff Emergi
Risidale Primary
Sarah Philbrick
Jacqui Oosthuizen

Childsafe Funders and Members

• Provincial Government Western Cape
• Department of Community Safety - Road Safety Management
• Paraffin Safety Association
• SA Burn Society
• University of Cape Town
• City of Cape Town
• SafeKIDS Worldwide
• University of Stellenbosch
• Woolworths
• Nolands Inc - Registered Auditors
• Catholic Welfare Development - Zanokhanyo
• Altons SA

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Lizamarie Choice
Lynn Bluff Emergi
Risidale Primary
Sarah Philbrick
Jacqui Oosthuizen
Annual Financial Report
Annual Report 2009/2011

Table of Income and Expenditure

<table>
<thead>
<tr>
<th></th>
<th>2011/12</th>
<th>2010/11</th>
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</thead>
<tbody>
<tr>
<td>Donation and bequests</td>
<td>104,176</td>
<td>127,620</td>
</tr>
<tr>
<td>Membership fees</td>
<td>4,562</td>
<td>3,952</td>
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<tr>
<td>Government grants</td>
<td>72,067</td>
<td>25,060</td>
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<tr>
<td>Income from fundraising</td>
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<td>995</td>
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<tr>
<td>Investment income</td>
<td>5,105</td>
<td>3,377</td>
</tr>
<tr>
<td>Total income</td>
<td>111,979</td>
<td>126,942</td>
</tr>
<tr>
<td>Total expenditure</td>
<td>104,176</td>
<td>127,620</td>
</tr>
</tbody>
</table>

Note: The table above shows the income and expenditure for the year ended 31 March 2011.
The Childsafe database serves the purpose of a surveillance system on childhood injuries. Since 1991, Childsafe has gathered available statistics on childhood injuries and deaths presenting at the Red Cross Children's Hospital Trauma Unit in Cape Town. This database is one of the biggest paediatric injury databases. The database has been systematically analysed for a large number of clinical and epidemiological studies relating to childhood injuries. (The statistics presented here are from 2000 till 2010)