

childsafe

KEEP KIDS FREE FROM HARM



Annual Report

1 April 2013 - 31 March 2014



CAPFSA



Who's Who at Childsafe

Childsafe Structure

NATIONAL BOARD

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Sebastian van As
(President)



Dr Wayne Alexander



Mrs Patricia De Villiers



Professor Marion Jacobs



Professor Alastair Millar



Professor Heinz Rode



Dr Timothy Visser



Professor
Ashley van Niekerk



Mr Mark Jansen



Dr Daan de Hollander



Dr Lungi Linda



Ms Diana Ross



Professor
Alp Numanoglu



STAFF

WESTERN CAPE (CAPE TOWN)

Pumla Mtambeka
(National Director)



Chiedza Mavengere
(Assistant Director)



Yumna Abrahams
(Administrator)



Dorothy Schulman
(Volunteer Supervisor)



Rukea Abdroef
(Volunteer)



Margie Tromp
(Accountant)



Kay Jaffer
(Project Manager)



Thalani Nxumalo
(Project Assistant)



Dufton Koopman
(Volunteer)



Siyanda Sofuthe
(Volunteer)



Pamela Thandani
(Volunteer)



Xola Maqula
(Volunteer)



KWAZULU-NATAL (DURBAN)

Dr Daan de Hollander
(Director)



Laurienne Nelson
(Volunteer)





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President's Message

Childsafe South Africa had one of its most successful years so far in its history in 2013.

Childsafe South Africa, established in 1978 under the auspices of the Department of Paediatric Surgery and with full support of the Provincial Government of the Western Cape, is the only (and one of the oldest in the world!) organization of its kind working in Southern Africa with the aim to reduce the number of child injuries.

Childsafe South Africa has been promoting optimal health and development of all children in Southern Africa. Its aim is to reduce and prevent intentional and unintentional injuries of all severities through research, education, environmental change and recommendations for legislation, in close cooperation with government, industry, non-governmental and community-based organizations, community groups and individuals.

Childsafe's database has been serving as the major information resource on childhood injuries in South Africa for many national, international organizations, non-governmental as well as governmental institutions.

The research from our extensive database has translated in child safety recommendations in a variety of fields, such as child abuse, gunshot injuries, ingestion of foreign bodies, traffic related injuries, facial injuries, head injuries, dog-bites and specific orthopaedic injuries.

Over the last year Childsafe South Africa has undergone a dramatic growth in its size and its influence, enabled by magnificent support from several large corporates, and has been utilizing their great enthusiasm to extend our activities in new and uncharted territories.

There was active fundraising by The Children's Hospital Trust for the new Woolworths Childsafe Research and Educational Centre to be erected at the premises of Red Cross War Memorial Children's Hospital.



This is a true milestone for Childsafe South Africa, since, for the first time in our history and for the first time in Africa, we are going to have our own place from which we can launch our campaigns; where we can perform our research and projects; where we can roll out our educational programmes and, most of all, where we can visually engage visitors to the centre about all the dangers lurking around in the supposedly safe environment of our homes.

In addition, we are running 3 major projects directed at creating a safer environment away from the homes; these programmes are predominantly directed at safe travel to and from school and safe school environment for school-going pupils.

I hereby would like to express my sincere thanks to all Staff, Board Members, Consultants, Volunteers, Interns and all other stakeholders for supporting Childsafe South Africa and making its programmes such a success and enabling making South Africa a safe place for children.

With sincere and warm regards,

Sebastian van As
President: Childsafe South Africa



Director's Message

The period between 1st of April 2013 - 31st of March 2014 has been a remarkable year for Childsafe South Africa. During this period, it was arguably one of the most important milestones in the history of Childsafe South Africa. We came to see our dream of many years come to a reality and that was the building of our new Accommodation & Demonstration/Training Centre. We were further encouraged by signs that big corporates like Woolworths, Discovery Insure and others are in full support of our child injury prevention programmers and campaigns. Again, we were also humbled to receive financial support from international funders and participated in global events and conferences.



Childsafe South Africa runs a national child injury prevention, capacity building and public awareness programme. The programme aims to strengthen partners, coalitions, communities, families and like-minded individuals in working towards a common goal – preventing childhood injury and improving child health outcomes.

Unintentional injury is the leading cause of death and hospitalisation for children aged between 0-14 years in South Africa. Deaths from injury continue to rank among the top three causes of the Burden of Disease.

It is estimated that each day, approximately 22 children die from unintentional injuries in South Africa, while many more are injured sufficiently leading to hospital admission. Child injuries show a clear socio-economic gradient and happen more frequently in high deprivation communities.

Although we have far advanced on the road to make South Africa safer for children, further progress will depend on new strategies and correct decisions. With wisdom gained from experience, we can look forward to the future with a vision that has remained constant since 1978.

It is an honor and privilege for me to showcase in the following pages of this annual report the sterling work Childsafe South Africa has achieved during this year under review. Our achievements were a collective effort from our Board of Directors and staff alike.

We wish to acknowledge that without the support of our partners, stakeholders, NGOs, NPOs and Red Cross War Memorial Children's Hospital staff and Management we would not have been able to achieve our goals and aims.

In conclusion, I would like to thank my fellow colleagues: the staff here and in KZN, Board Members, volunteers and interns (local and international) who despite staff shortages, worked tirelessly to ensure that our vision is achieved.

Pumla Mtambeka
National Director



VISION:
A safer world for children

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.



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Research

Since 1991, the foundation has continued to gather and update available statistics on childhood injuries and deaths presenting at the Red Cross Children's Hospital Trauma Unit. Currently, this database has approximately over 150 000 childhood injuries.

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

Many thanks go to our dedicated staff and volunteers who have kept the database up-to-date, thus, the most recent trauma data is available.

Publications:

- "Paediatric burn injuries in South Africa: a 15-year analysis of hospital data." *Injury* 2013; 44(11):1477-82.
- "Firearm injuries to children in Cape Town, South Africa: impact of the Firearms Control Act." *S Afr J Surg* 2013; 51(3):92-6.
- "Management of physical child abuse in South Africa: literature review and children's hospital data analysis." *Paediatr Int Child Health* 2013; 33(4):216-27.
- "Impact of the 2010 FIFA (Federation International de Football Association) World Cup on Paediatric Injury and Mortality in Cape Town, South Africa." *J Paediatr* 2013; S0022-3476(13)01237-7.
- "Paediatric Trauma" Childhood trauma is a major cause of mortality and morbidity, disability and socio-economic burden. *CME* 2013; 31(1):5-8.
- "Is the golden hour optimally used in South Africa for children presenting with polytrauma?" *SAMJ* 2013; 103(3): 166-7.
- "Inhaled Foreign Bodies in Children: A Global Perspective on Their Epidemiological, Clinical and Preventative Aspects." *Paediatric Pulmonology* 2013(48):344-51.
- "Treatment of Thoracic Trauma in Children: Literature Review, Red Cross War Memorial Children's Hospital data Analysis, and Guidelines for Management." *European Journal of Paediatric Surgery* 2013; 6: 434-443.
- "Childhood unintentional injuries; Supervision and first aid provided." *Afr J Paediatric Surg.* 2013 Oct-Dec; 10(4):339-44.

Presentations:

World Association of Paediatric Surgery, V Ibero-Americano Congress of Paediatric Surgery and the 18th Annual National Paediatric Surgical Conference of Columbia.

Cartenga, Columbia, August 2012.

- o Paper: "Abdominal trauma"
- o Paper: "Chest trauma"



European Association of Paediatric Surgeons, June 2013, Leipzig, Germany.

- o Paper: "Paediatric Burns in South Africa".
- o Paper: "Gunshots in children in South Africa: The Impact of the New Firearms Control Bill"
- o Paper: "The management of liver injuries in children".

Global Conference on Child Injury Prevention 2013, September 2013, Columbus, Ohio.

- o Paper: "Child Burn Prevention in South Africa."

World Federation of Paediatric Surgical Associations. World Conference 2013, Berlin, Germany.

- o Paper: "The management of Thoracic Injuries in children"

National and International Strategies on Injury Prevention. Grosse Schutzen Kleine, safe Kids Austria, October 2013.

- o Paper: "Child Safety Strategies in South Africa".

First Mediterranean & Andalusian Joined Congress of Paediatric Surgery. October 2013, Seville Spain.

- o Paper: "Thoracic trauma emergencies in Children".

WOFAPS International Research Conference, November 2013 Cape Town, South Africa.

- o Paper: "Gunshots in Children: the impact of the New Firearm Bill."
- o Paper: "Management of Liver injuries in Children; a 34 year review"

Safety and Violence Institute UCT. Colloquium November 2012, Cape Town.

- o Paper: "Alcohol and Children."

Safety and Violence Institute UCT. Colloquium November 2013, Cape Town.

- o Paper: "The impact of the New Firearm Control Billon Gunshots in Children in Cape Town."

Research Projects

A number of research projects were undertaken during the past year. These mainly involved the analysis of our trauma database by different students from academic institutions, hospitals, private companies, medical students and volunteers. A summary of some of the research projects conducted is highlighted in the table below:

Name	Institution	Research Topic
Hadley Herbert	John Hopkins University	Burden of child injury
Chiedza Mavengere	UCT	Exploring and examining child back carrying in Africa
Talia Haidee Lanesman	UCT	Rehabilitation for the children with traumatic brain injury.
Rogers Manganyi	UCT	Thoracic trauma review
Linda Mureithi	UCT	Calculating injury morbidity rates in Khayelitsha



Education and Training

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

01 April 2013 - 31 March 2014

Education resources distributed	49000
Lectures, workshops & talks	95
Training courses	6
Radio programmes	20
Television coverage	1
Newspaper & magazine articles	
Childsafe News (Newsletter: Electronic)	3000
Exhibitions & open days	3

Childsafe received numerous requests for workshops, training courses and presentations. More than 5000 individuals were reached through our education and training sessions.

Institution	Target Group	Community	Total Reached
Health & Safety Training Workshops	Early Childhood Development Practitioners	Cape Town	234
Zanokhanyo Home Management Training Centre	Unemployed women- home managers	Khayelitsha	60
Red Cross Children's Hospital	Red Cross Hospital student nurses	Red Cross Children's Hospital	45
Western Cape College of Nursing	Nursing students	Western Cape	80
SABC Baba Indaba	Expecting mums, caregivers & stakeholders	Cape Town & Sandton	5000
Red Cross Children's Hospital Outpatients	Out patients	Red Cross Children's Hospital	520
Safe Schools stakeholders Workshop	Stakeholders, Funders (Local & International) Childsafe	Local, National & International	50
Safe Travel to School project workshops	Taxi drivers, stakeholders. Discovery Representatives	Local & National	160



Winter-wise: 'your safety first' Awareness campaign

Yet again, on the 5th of June Childsafe teamed up with the leading safety awareness and promotion organisations in Cape Town including: Catholic Welfare Development, Eskom, Phoenix Burns Project, Paraffin Safety Association, City of Cape Town Fire and Rescue Services, 107, Department of Community Safety: Directorate of Road Safety Management, among others. Together they presented a Safety Awareness Campaign in Khayelitsha at the O.R Tambo community hall.

The purpose of the awareness campaign was to educate and equip people in the communities of Khayelitsha, where disasters such as fires and flooding - especially of shacks - are common, to be Winter-Wise and keep their families safe!

The programme comprised a series of interesting and informative talks by the different stakeholders. These talks gave people the knowledge they needed to minimise the serious risks and dangers to themselves by taking wise measures that will prevent – amongst others – the burning and flooding of shacks, particularly during the harsh Cape winter.

Through this partnership, Childsafe was able to deepen its relationship with the community. The campaign was well attended by more than two hundred community members. Childsafe is thankful to Catholic Welfare Development for initiating this campaign.

SABC Education Baba Indaba Cape Town & Sandton, 2013

Childsafe was yet again invited to participate in the SABC Education Baba Indaba Exhibitions in Cape Town (July 26th, 27th & 28th) and Sandton (October 25th, 26th & 27th).

Members of the public showed keen interest in our research based Childsafe accident prevention posters and leaflets. Parents, caregivers and teachers of pre-school children from a wide area were pleased to take sets of Growing Safely,



Living Safely and Travelling Safely posters to their homes and children's schools.

As in previous years, Baba Indaba gave Childsafe staff an opportunity to network with other stand holders. Childsafe is very grateful to SABC Education Baba Indaba for their generous sponsorship of the exhibition stand, and to staff and volunteers who assisted at the three-day exhibitions.

Woolworths/Childsafe Health & Safety Training Workshops for Early Childhood Development Centres (ECDs)

Childsafe South Africa, in partnership with Woolworths hosted a number of Health and Safety Training Workshops for Early Childhood Development Centres practitioners between July-November 2013.

Training workshop content:

The training included theory on growth and developmental stages versus injuries, road safety, fire and burn prevention, legislation and relevant policies/standards within the ECD, Health and Nutrition, Child Emergency Care (paediatric first aid and Integrated Management of Childhood Illnesses(IMCI)). These were spread over 3 days.

After completion of the three-day, ECD teachers are encouraged to implement the theory they have learned into practice by developing a Health and Safety Plan at the childcare facility where they work.



<i>Date of Training</i>	<i>Number of Individuals</i>	<i>Number of crèches reached</i>
<i>23, 24, & 25 July 2013</i>	<i>38</i>	<i>25</i>
<i>14, 15, & 16 August 2013</i>	<i>40</i>	<i>22</i>
<i>11, 12, & 13 September 2013</i>	<i>43</i>	<i>38</i>
<i>23, 24, & 25 October 2013</i>	<i>36</i>	<i>30</i>
<i>6, 7, & 8 November 2013</i>	<i>36</i>	<i>33</i>
<i>20, 21, & 22 November 2013</i>	<i>41</i>	<i>37</i>
Totals	234	185



The requirement is that screened crèche teachers undergo a compulsory three days health and 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 visit is conducted by a Childsafe delegate to ensure that safety standards are met. Once the safety standards are met then a certificate ceremonial is organised for all the delegates/crèches who passed the safety criteria.



Childsafe Candle Project

Safer Candle Project was researched and developed by Childsafe staff in 2006, following thousands of shack fires in informal settlements in Cape Town. Its aim is to reduce destructive fires which often cause severe burns and death in children and adults. Now in its eighth year, the Safer Candle Project continues to be well received at demonstrations given to mothers and carers in waiting areas of Red Cross War Memorial Children's Hospital (RXH). Demonstrations were also given to undergraduate nurses; postgraduate nurses, some of whom are from East African countries, attending the Burns Care Course; and to pre-school teachers attending the Early Childhood Development training courses all given by Childsafe staff at RXH.

In the past year, distribution of safer candle jar units, consisting of large glass jar, dry sand, half candles and educational leaflet, has reached hundreds of homes in the greater Cape Town area, and beyond to Saldanha, Ceres, Worcester, Port Elizabeth, and to Ncanaha and other areas in the Eastern Cape. Since inception, approximately 7400 jar units have been distributed and 5000 additional educational leaflets.

City of Cape Town reported a reduction of fires in informal settlements, October 2013, due to a concerted effort by number of agencies.

Other high points in this reporting period:

- Invitation to attend Western Cape Fire Prevention Workshop with fire chiefs from the region in February 2014.
- Child Safety Workshop Philippi in February 2014.
- Invitation to University of the Third Age members' meeting Gugulethu in March 2014.
- Exhibitions at SABC Education Baba Indaba Cape Town and Sandton in July/October 2013.
- Presentation of Safer Candle to Premier Helen Zille at a Children's Hospital Trust event in October 2013.

Childsafe is very grateful to Woolworths Trust for their generous donation of 2500 candles and funds to cover the purchase cost of sand and plastic bags; Oasis Association recycling team for donations of glass jars; retired Nursing Sister Jenny Knobel for her support in washing and cleaning jars; the Gallow family for donations of sand; the Rylan family for donation of new jars; and Caryl Hodgson & Constantia Crafters for donations of jars. Also, thanks to Friends of the Children's Hospital Association volunteers, for their valuable assistance with demonstrations and making stock for the Safer Candle Project; and to Children's Hospital Trust staff for their continued interest and support.



Childsafe Campaign

Childsafe's 18th AGM & Ground-Breaking Ceremony



Last year, our Annual General Meeting (AGM) was combined with a very special occasion, the Ground-Breaking Ceremony for Africa's first and only dedicated Centre for Child Safety and Injury Prevention.

The AGM was opened by Trish de Villiers, after which the wide range of activities of Childsafe during 2012 were highlighted. Our bookkeeper, Ms Tromp discussed the financial situation of Childsafe, after which Dr Alexander rounded up the AGM and the congregation made its way to the Staff Education Centre for the Ground Breaking Ceremony.

Soil was tilled symbolically on the 28th of August 2013 at the Red Cross War Memorial Children's Hospital (RXH) in Cape Town as building commenced for a Childsafe Research and Educational Centre – the first and only dedicated centre for child safety and injury prevention in Africa. The Children's Hospital Trust has addressed the vital need for this centre by raising the funds necessary to start building for completion in May 2014.

The Woolworths Trust, the key project funder, donated just under R1.5million of the R6.4million needed to build and equip the new facility that will house the staff and activities of Childsafe South Africa. The new centre will thus be named the Woolworths Childsafe Research and Educational Centre and will include a 'Safety Demonstration House' to visually demonstrate and educate the general public on how to safeguard their homes to reduce the incidence of child accidents.

Since founded in 1978, Childsafe South Africa has operated from the RXH where almost 10,000 children are treated in the Trauma Unit each year and the organisation has worked tirelessly to reduce and prevent child injuries of all severity through research, education, environmental change and recommendations for legislation.

It is with great gratitude to the Hospital Administration as well as the Provincial Government of the Western Cape who both have nurtured and supported Childsafe, that this step has become a reality, more than 2 decades after its inception.

We are all very proud and grateful for Childsafe's expansion and the dream of having our own accommodation where we can do our research, our education and from where we can launch our national program of promoting Child Safety!

MySchool MyVillage MyPlanet

MySchool MyVillage MyPlanet is one of South Africa's biggest fundraising programmes, raising over R3 million every month for over 9000 schools, charities and animal welfare or environmental organisations. MySchool MyVillage MyPlanet allows you to make a difference just by shopping, because every time you swipe your card at any of our 12 national or numerous local partners they will make a donation on your behalf to the school or cause you choose at absolutely no cost to you!

The good news is that Childsafe South Africa is now a registered beneficiary on this program. We encourage you all to please add or select us as one of your beneficiaries on your card.



MySchool MyVillage MyPlanet
EVERY SWIPE COUNTS

Conferences

Child Injury Prevention Conference



Child Injury Prevention 2013 was held from the 19th – 21st June at the Gaylord National Resort & Convention Center at the National Harbor just outside Washington, D.C. This was the first time ever in five years that all coalitions in the United States and partners around the world were all together in the same place at the same time. It was really a great opportunity to meet, listen, learn and work so we can save more lives and create even greater momentum for the future.

The key theme of the conference was “Momentum”. After 25 years of leading the way in child safety, the conference was a point in time when there was real momentum to make an even greater difference in the lives of children and families around the world.

This conference offered dynamic sessions and plenaries addressing new research and trends in childhood injury prevention, innovative programs, and strategies to enhance the overall impact of our efforts.



Members of Safekids Worldwide including Pumla Mtambeka

The Safe Kids Worldwide Childhood Injury Prevention Conference included three jam-packed days of sessions, celebrations and networking opportunities with exhibitors and other injury prevention professionals from around the world.

Nearly 1000 of the world's leading child injury prevention researchers, practitioners, and advocates representing different countries attended.

Pumla Mtambeka represented Childsafe South Africa and presented the following abstracts:

1. Creating a “safety culture” for child passengers: Three Perspectives: Child Passenger Safety is No Accident
2. Creative teaching strategies: when words are not enough:
Preventing Childhood injuries through educational posters

Advocacy and Legislation

2nd UN Global Road Safety Week 2013

Every year, approximately 1.3 million people are killed on the world's roads. Road crashes are the number one cause of death for children and young people. Worldwide, road deaths are overtaking the number of deaths from TB and malaria, and it has been projected that within 20 years, more people will die on the roads than of HIV/AIDS.

Childsafe South Africa in conjunction with a variety of stakeholders (City of Cape Town Traffic Department, Global Road Safety Partnership, Department of Community Safety: Directorate of Road Safety and Sakhubomi Youth Group) joined many other organisations worldwide to take action during the Second United Nations Global World Safety Week 6–10 May 2013. This was part of the Decade of Action for Road Safety 2011-2020.

In support of the Mandela's family initiative titled "Long Short Walk", Childsafe South Africa organised four of these walks at four different schools. As the years' main theme was focused on pedestrian safety the main aim was to raise awareness on issues pertaining to pedestrian safety. Therefore, Childsafe South Africa's three main objectives needed to achieve the main aim, through the Long Short Walks were:

- To raise road safety awareness for all pedestrians.
- To encourage individuals and groups to participate in walks using safety materials and banners.
- To contribute to the Sustainable Development Goal on safe walking for all.

The following Long Short Walks involved the participation of school learners, teachers, parents and the general public:

- Grove Primary School (Claremont) Friday 19th of April.
- Sivile Primary School (Khayelitsha) Tuesday 30th of April.
- The Ark Primary School (Mfuleni) Wednesday 7th of May.
- Sobandisane Primary School (Khayelitsha) Wednesday 7th of May.

After each Long Short Walk, road safety training workshops were conducted with learners, teachers and parents/general public.



Mandela Day Long Short Walk

The top three killers of children (1-18 years) around the world and in South Africa are motor vehicle accidents (80% pedestrians and 20% passengers), drowning and burns.

The need to bring about road safety awareness is reflected in initiatives such as the Long Short Walk, which was part of the Zenani Mandela campaign together with the Make Roads Safe campaign and Road Safety Fund. This Long Short Walk called for protection for pedestrians on the roads around the world. As part of the Mandela Day (18th of July), Childsafe alongside Sivile Primary School, (Khayelitsha); held a Long Short Walk.

The vast majority (90%) of the pupils who attend Sivile Primary School are pedestrians with many of them forced to cross the busy and dangerous Jeff Masemola Road in order to attend classes. The road has a high number of traffic fatalities and injuries with vehicles travelling at high speed. There is little in the way of speed reduction, traffic calming measures and safe pedestrian crossings for children at Sivile.

As with many of the schools in this province, the children at Sivile desperately need improved protection on the roads. Far too many children are being killed and injured on the roads. Childsafe added its voice on Mandela Day, to the call for road safety here in South Africa and around the world. Every child has a right to protection on the roads to school.

Childsafe and pupils at Sivile also voted in the UN's MY World survey for better roads and transport. MY World is a worldwide survey asking members of the public to choose their top six development priorities. People taking part in the Long Short Walk have also been voting in the survey.



Safe Travel to School Project

Childsafe launched a unique project aimed at keeping our children from harm, the Safe Travel to School (STTS) project, launched in Athlone, Cape Town at the end of January earlier this year.

A joint initiative between Childsafe and Discovery Insure, the project is aimed at making traveling to and from school safer for our children. It targets school transport drivers, aiming to change their driving behavior, road safety awareness and knowledge, and offering incentives to those who comply with traffic laws and improve their driving. Discovery hopes to roll out the project throughout South Africa over the next five years.

The project was given a public nod by a range of partners and stakeholders. In attendance at the STTS project launch were Discovery Health co-founder Barry Swartzberg and other top executives, Deputy Director General for Transport and other national and provincial officials, the Department of Education officials, Red Cross War Memorial Children's Hospital officials, including Trauma Chief Surgeon and Childsafe Chair Prof Sebastian van As; as well as school transport drivers – about 150 in all.

The Western Cape has a particularly high road accident rate, making it an ideal region to roll out the project. Three high risk transport corridors - the N2 highway between Khayelitsha and other areas into the Central Business District, Klipfontein Road into the Athlone area, and Lansdowne road from Khayelitsha, Phillipi into Lansdowne and Claremont. An essential component of the project focuses on educating learners, educators, parents and caregivers.

The critical basis of the project is Discovery Insure's propriety DQ Track System. The DQ Track System tracks and measures driving behaviour. The device measures speeding, harsh braking, sudden acceleration and sharp turns providing drivers with monthly feedback on their driving behavior. The drivers also get recommendations on how they can become better drivers, and transport school-going children safely to and from school every day. The most improved drivers receive cash rewards, and one stands to win a brand new vehicle at the end of the year. Drivers will receive free eye examinations, prescription glasses if needed, as well as road and traffic safety awareness, first aid, and advanced driving training. Each school transport driver has to comply with several conditions before coming onto the project: their vehicles have to pass a roadworthy exam, be fitted with seat belts; drivers must have the required permits and licenses, and agree to have the DQ Track device installed.

School transporters have an enormous responsibility – everyday they are entrusted with the lives of thousands of young children. This project aims to making sure our children reach school and home safely.



Media

Extensive media coverage on child injury prevention over the past year 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 and thank them for their valuable assistance in advocating for child safety and injury prevention.

Newsletter

Childsafe printed 4 issues (electronic) 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 have also been made available to a wider target of health professionals, educators, clinics, hospitals and members of the public on our website.

RADIO MEDIA	PRINT PUBLICATIONS	ONLINE MEDIA	TELEVISION MEDIA
VOC FM	Sunday Times	Die Burger.com	E-tv News
SA FM	Son	lol.co.za	
KFM	Cape Argus	lol.co.za/Cape Argus	
Radio Helderberg	Daily Sun	Pretoria News.co.za	
Heart 104.9	Media 24	Sundaytimestribune.co.za	
Motsweding FM	Travel Magazine	Thepost.co.za	
Radio 786	The New Age	Vocfm.co.za	
Umlhobo wenene FM	Die Burger	News24.co.za	
Goodhope FM	Mail and Guardian	Sabc.co.za	
Radio Tygerberg	Die Beeld	Inl.co.za	
Radio 702	Child Magazine		
Chai FM	Cape Times		
RSG	The Star		
Radio Pretoria	Eyewitness news		
Lesedi FM	Daily Voice		
CCFM	Vrouekeur Magazine		
5 FM	Tatler		
Cape Talk	Peoples Post		
Radio Zibonele	Mamas & Papas		
	Baba & Kleuter		
	Drum		
	YOU		



Childsafe SA

Social Media

Keeping with the trend, you can support us by either adding or following Childsafe South Africa on Facebook and Twitter respectively.



@ Childsafe SA

One can also donate or find useful information on our website: www.childsafe.org.za



Childsafe Funders and Members

- Provincial Government Western Cape
- Department of Community Safety -Road Safety Management
- University of Cape Town
- Safekids Worldwide
- Woolworths Trust
- Discovery Insure
- Nolands Inc - Registered Auditors
- Catholic Welfare Development – Zanolkhanyo
- Alton SA
- Stonehouse Litho
- SABC Education Baba Indaba/Three City Events
- Johns Hopkins School of Public Health and Injury Research Unit
- Programme for Enhancement of Research Capacity (PERC)
- Community Chest
- Safety World Conference Organizers
- Tougeeda Gallow
- Ysterplaat Airforce
- FIA Foundation
- Global Alliance of NGOs for Road Safety
- St Pauls Church
- Naturally Solar

CHILDSAFE MEMBERS:

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:

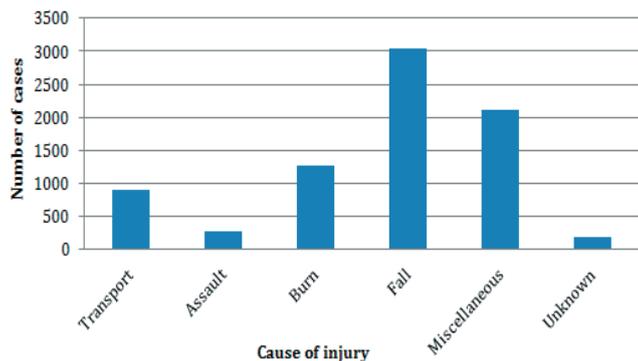
Baby Talk
Gm Luffrum
CRC Shevil
Marilyn Friedland
Power plastics
Prof E Horack
Children's National Medical Centre
Blue Balloon Pre School
Child Guard
Miriam Patel
Melville Montessori
Lizamarie Choice
Lynn Bluff Emergi
Risidale Primary
Sarah Philbrick
Jacqui Oostenhuizen
Rumbi Jairos



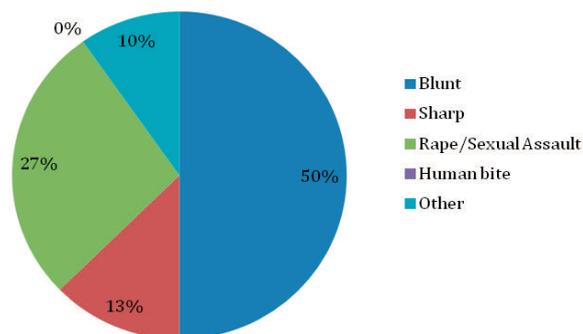
Child Injury Statistics

Chidsafe still continues to gather statistics on childhood injuries and deaths presenting at the Red Cross Children's Hospital Trauma Unit in Cape Town. This database serves the purpose of surveillance on childhood injuries and is considered to be one of the biggest paediatric injury databases. The database has been systematically analysed for a large number of clinical and epidemiological studies as they relate to childhood injuries.

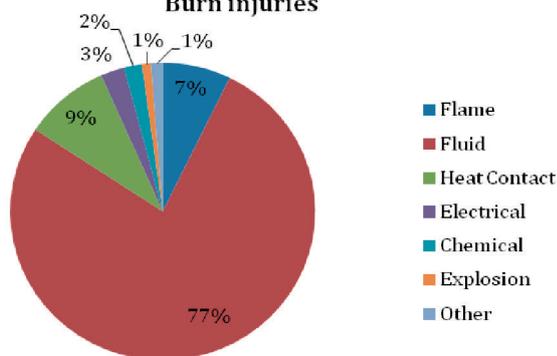
Main causes of injury



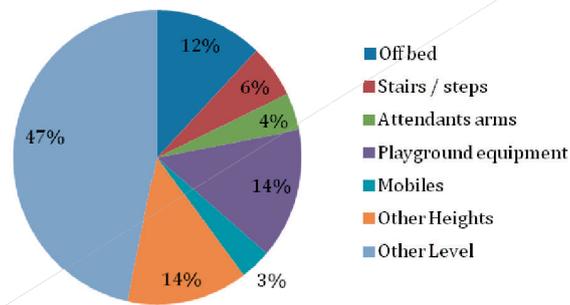
Assault injuries



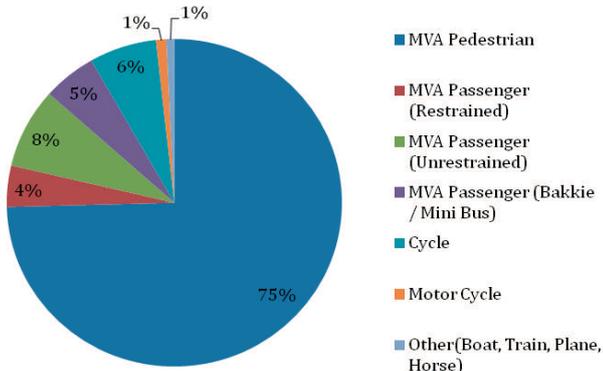
Burn injuries



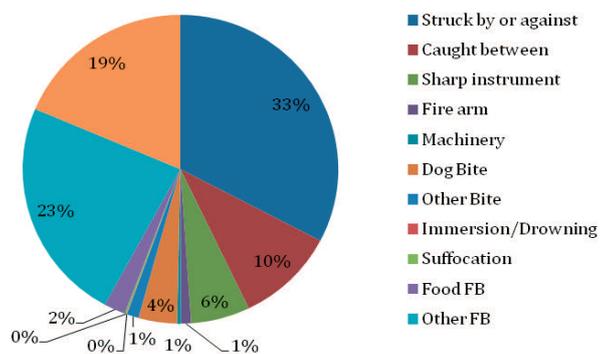
Fall injuries



Transport injuries



Miscellaneous injuries



Travel Safely



0 - 2 years

- Needs 100% Protection
- Sits up
- Takes first steps when holding on
- Turns knobs and handles
- Puts objects into mouth



Keep children safe on the pavement until crossing the street.



Car safety seats for newborns should face backwards.



Plan your journey to consider the child's needs.

Use safety straps on shopping trolleys.



Supervise children at all times.



2 - 4 years

- No idea of danger
- Imitates others
- Quick & unpredictable
- Adventurous
- Very active



Never leave a child alone in the car.



Do not hold child on your lap. Use car seat or seatbelt correctly - even for short trips.



Use child safety door locks.



Keep children away from windows and doors.



Provide entertainment for children while driving.

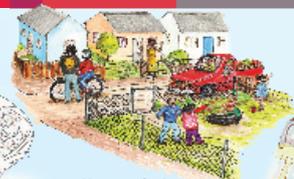


4 - 6 years

- Fearless
- Explores with no thought of danger
- Move fast
- Smart/ observant



Never let a child stand in the car.



Have a safe play area away from traffic.



Watch and teach children in traffic.



Helmets should be worn on any bike.



Check for children behind vehicles before moving.



6 - 8 years

- Overestimates own abilities
- Unable to judge speed and distance
- Plays away from home
- Less focus on self, shows concern for others
- Still needs supervision



Watch that child near the road.



Stop children chasing vehicles.



Keep skateboards away from traffic areas.



Get out of the car on the pavement side.



Never put small children alone in the back of a bakkie.



8 - 10 years

- Takes risks
- Shows-off to friends
- Strongly influenced by friends/dares
- Impatient
- Often travel alone



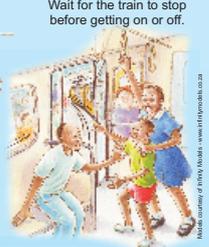
Always check for traffic.



Cycle in single file.



Walk facing the traffic and wear reflective gear.



Wait for the train to stop before getting on or off.

Fundamental Principles



Set an example - always wear your seatbelt

childsafes
KEEP YOUR CHILDREN SAFE



Drive slowly near children.



Cellphone use when driving causes crashes.



Don't overload!



Everyone watch out for children near traffic.



CHILD ACCIDENT PREVENTION FOUNDATION OF SOUTHERN AFRICA
Tel: 021 6855208



Safe Kids
TOGETHER WE CAN SAVE LIVES



DEPARTMENT OF HEALTH