Who’s Who at Childsafe

Childsafe Structure

NATIONAL BOARD

Professor Sebastian van As (President)
Dr Wayne Alexander
Mrs Patricia De Villiers
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)
Annamiek Pater (Volunteer)
Margie Tromp (Accountant)

Kay Jaffer (Project Manager)
Thulani Nxumalo (Project Assistant)
Sipho Xakekile (Project Assistant)
Nontobeko Nyeka (Intern)
Vuyisani Samuels (Intern)
Sandra Mkosi (Intern)

KWAZULU-NATAL (DURBAN)
Dr Daan de Hollander (Director)
Laurienne Nelson (Volunteer)
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President’s Message

A salute to all readers of this Annual Report of 2015!

Injuries are the leading cause of death and disability in the world. According to the World Health Organisation (WHO), every year more than 5.8 million people die from injuries, with a rate of 97/100 000 population. Injuries among males are double that of injuries amongst females. Among all age groups, injury is the 5th leading cause of death in the world and accounts for 10 to 30% of all hospital admissions. Over half of all injury death occurs in South East Asia and Africa.

Childsafe South Africa is the only (and one of the oldest in the world!) organization of its kind working in Southern Africa to reduce this number of child injuries. It 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 these three main pillar programs of (1) Research, (2) Education and (3) Advocacy; reflected in this issue.

With the support of Woolworths and the Red Cross Children’s Hospital Trust we have been able to take occupancy of a purpose-built and completely new accommodation in 2014. The Woolworths Childsafe Research and Educational Centre has now become a reality and has benefited our organization and enabled it to grow its staff, functions and projects.

The major causes of childhood injuries are drowning, traffic related, burns, falls and poisoning as well as intentional injuries. Unfortunately, South Africa has a society that does not have sufficient awareness of safety and risk avoidance and the unequal socio-economic situation complicates matters.

It has also utilized and analysed its extensive database systematically for a large number of clinical and epidemiological studies of childhood injuries. Childsafe South Africa has translated research from its database in a variety of fields, such as child abuse, child sexual abuse, gunshot injuries, ingestion of foreign bodies, traffic related injuries, facial injuries, head injuries, dog-bites and specific orthopaedic injuries. The database serves as a major information resource for childhood injuries in South Africa for many national and international organizations, non-governmental and governmental institutions.

Childsafe South Africa has grown a lot in 2014. We have long been aware that Child Safety is an issue for all, be it individuals, government, NGO’s or corporates. Childsafe has been very privileged that in the present climate of global economic contraction, several corporates have been supporting our activities increasingly in spirit and financial.

Our campaigns over the last year have been predominantly focusing on the prevention of accidents within the home as well as on the top “accidental” killers of children in South Africa: Road traffic crashes.

With our exponential growth we also have identified a number of serious issues to be addressed. In February 2015 the complete Childsafe Board took part in a strategic workshop discussing the future of Childsafe South Africa. The lack of a dedicated Childsafe Director was identified as a one of the major threats and we are working hard to address this issue with the assistance of our corporate supporters.

We are extremely grateful to the Hospital Management that has continuously supported Childsafe, in particular with the building of our new centre at the Red Cross War Memorial Children’s Hospital premises and also with the drawing up of the updated Memorandum of Agreement.

We owe a tremendous amount of thanks to our dedicated team of staff members, project managers, local and international interns and volunteers who all worked tirelessly and with much dedication to create a safer South Africa.

Each year, Childsafe South Africa is growing from strength to strength.

On behalf of the National Childsafe Board warm congratulations to all Childsafe contributors!

Sebastian van As
President: Childsafe South Africa
Director’s Message

This year (1st April 2014- 31st March 2015) has been another fruitful year for Childsafe South Africa. We have seen our three programs namely research, education and advocacy growing from strength to strength.

Despite challenges faced by other NGO’s Childsafe continued to be blessed with a turnover in its finances and reach. This has been due to our good work which made our funders interested not only to support us but also expand our programmes to other provinces. We want to specifically thank Discovery Insure who has showed confidence in us by funding the expansion of our flagship programme “Safe Travel to Schools Programme” to other provinces.

Our awareness media campaign “You’re Bigger be the Adult” continued conveying safety messages to the public and making great strides during this period and we are greatful to Woolworths for continuous support.

Childsafe also launched an innovative pilot project aimed at protecting children on the road to and from school (Safe Schools Project). This project brought an important partnership for the organisation which we inspired for years with Nelson Mandela family. The granddaughter of late Tata Rolihlahla Mandela, Zoleka Mandela was the key note speaker during the launch of this project.

After years of advocating for amended regulations to protect children, new safety law to protect children under the age of 3 to be restrained in motor vehicles.

All this great work would not be possible without the faithful support of our old funders and the confidence shown to us by the ones. We greatly appreciate their contribution in making the world a safer place on behalf of our most vulnerable citizens: our children.

Lastly and also more importantly we owe a big thank you to our Childsafe staff, volunteers, Board of Directors, interns and other key individuals who have worked tirelessly to ensure that we achieved our goals. I congratulate, commend my colleagues on their dedication, sense of purpose and contribution in making a difference in the lives of children and their families in our country. The following pages of the annual report reflect sterling work achieved for the period 2014-2015.

Pumla Mtambeka
National 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:

1. The promotion of a general understanding of the nature, extent and cost of childhood injuries.
2. To raise community awareness of childhood safety and injury prevention.
3. To reduce frequency, minimize the severity, or prevent the occurrence of childhood injuries.
4. To serve as a recourse centre to the communities, providing meaningful information and resources regarding childhood injuries and their prevention.
5. To serve as a scientific body of knowledge regarding childhood injuries and preventative methods.
6. To foster community involvement as a basis for child accident and injury prevention services.
7. To increase the level of participation of all sectors of the community (government and private organizations).
8. To develop and implement injury prevention measures.
9. To lobby and motivate for safety standards and legislation regarding children’s products and safer environments.

VISION:
A safer world for children
Research

Since 1991, the foundation has continued to gather and update available statistics on childhood injuries and deaths presenting at the Red Cross War Memorial 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:


- “Clinical Findings Children Presenting with Non-Accidental Injuries to the Trauma Unit at the Red Cross War Memorial Children’s Hospital”. Global Journal of Medical Research 14(4).
## Education and Training

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

### 01 April 2014 - 31 March 2015

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
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<tbody>
<tr>
<td>Education resources distributed</td>
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<td>Training courses</td>
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<td>Radio programmes</td>
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<td>Television coverage</td>
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<td>Exhibitions &amp; open days</td>
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Childsafe received numerous requests for workshops, training courses and presentations. More than 7500 individuals were reached through our education and training sessions.

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<th>Community</th>
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<td>SABC Baba Indaba</td>
<td>Expecting mums, caregivers &amp; stakeholders</td>
<td>Sandton</td>
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<td>Red Cross Children's Hospital</td>
<td>Outpatients / Safer Candle Project</td>
<td>Red Cross Children's Hospital</td>
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<td>Safe Schools Project Launch</td>
<td>Stakeholders, Funders (Local &amp; International) Childsafe</td>
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<td>Safe Travel to School incentive workshops</td>
<td>Taxi drivers, stakeholders. Discovery Representatives</td>
<td>Local &amp; National</td>
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<tr>
<td>Afrika Tikkun</td>
<td>Community people</td>
<td>Delft</td>
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<td>Eduplant Workshops</td>
<td>Learners and Educators</td>
<td>Representatives from 9 provinces</td>
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<td>Social Development</td>
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<td>Langa</td>
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<tr>
<td>Safe Travel to School First Aid</td>
<td>Taxi Drivers</td>
<td>Cape Town</td>
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</table>
Childsafe Projects

Childsafe launches 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 travel 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, Kiplfontein 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.

**Action to save children's lives with 'Safe Schools' project in South Africa**

An innovative pilot project to protect South African children on the roads to and from school was launched on the 22nd of May 2014 at the Sivile Primary School in Western Cape by Childsafe South Africa.

The project is a pioneering approach to road safety, introducing safe road infrastructure to protect school children on the route to and from school, combined with road safety education and awareness for children and teachers from Takalani Sesame and injury prevention from Childsafe South Africa.

It was been made possible through global support for project work which is part of the Decade of Action for Road Safety. The project is primarily funded with a donation from leading Decade of Action global corporate supporter Janssen, a Johnson & Johnson company.

The 'Safe Schools' project was also initiated as a key part of the campaigning carried out by Zoleka Mandela and her family, in memory of Zenani Mandela jnr, who was killed in a road crash in 2010. The Zenani Mandela advocacy campaign for the Decade of Action for Road Safety aims to help build global support for road safety to protect children and vulnerable road users.

Launching the project Zoleka Mandela said: “We can and we must do far more to protect our children. Road traffic injury is a man-made epidemic and a serious burden on children and young people globally, but it is preventable. The vaccines for this epidemic are readily available: safe crossings, protected footpaths, and speed restrictions; together with well-designed education programmes. No child should be denied protection on our roads. We are calling for global support to ensure that road safety becomes a development priority. With this project, we are walking the talk, demonstrating just what can be achieved. Lives can be saved, here in South Africa and around the world.”

A cluster of schools from low income settlements in Western Cape have been selected as pilot sites for the 12 month first phase of the Safe Schools project. Their children face high risks of road traffic injury. The schools are: Sivile in Khayelitsha, Imbasa in Nyanga and ACJ Phakade in Strand. Isikhokelo in Khayelitsha is the control school in accordance with monitoring and evaluation best practice. The project is the first of its kind in South Africa but is in line with similar initiatives supported via the Road Safety Fund globally including in East Africa and Latin America.
The International Road Assessment Programme (iRAP) together with the City of Cape Town have performed an initial survey of the Sivile Primary School road network. Sivile has approximately 1150 children on its rolls, 90% of whom are pedestrians, mainly crossing the busy and hazardous Jeff Masemola Road. This road is high risk, with vehicles travelling at speed and requires improved protection for the hundreds of children crossing at peak times to and from school.

Along with Childsafe and Takalani Sesame, key partners include the International Road Assessment Programme (iRAP) and the Medical Research Council, South Africa and with support from local and national authorities. Additional financing and technical support is provided by WorleyParsons, IVECO, and the FIA Foundation.
Safer Candle Project

Now is its ninth year, the Childsafe Safer Candle Project continues to be well received at weekly demonstrations given to mothers and carers in waiting areas of Red Cross War Memorial Children’s Hospital (RCWMCH). Presentations were also given to pre and post graduate nurses in training and to visiting trainee firemen in the demonstration area of our new Woolworths Childsafe Research and Educational Centre.

The Safer Candle Project was researched and developed by Childsafe staff in 2006, following thousands of shack fires in Cape Town informal settlements. Its aim is to reduce destructive fires which often cause burns and death in children and adults. The Safer Candle holder adds no extra cost to household expenses, as a large recycled glass jar with measured dry sand is used. The candle is cut in half, so that the lighted candle is protected inside the jar, the second half of candle is used to light the candle in the jar. The reflective surfaces of the jar give 10% more light; and the measured sand is the fire extinguisher if the jar should be knocked over. Recent electricity load-shedding has increased the demand for the Safer Candle.

Since inception approximately 8700 jar units with educational leaflets have reached homes over a wide area of the Western and Eastern Cape Provinces. Safer Candle demonstrations have been given in Durban by Childsafe Board Member, surgeon Dr Daan de Hollander and his team; and information has been conveyed to Johannesburg Emergency Services.

Other high points in this reporting period have been:
- Presentation packs of Safer Candles to visitors at the opening of our new Centre, May 2014
- Exhibition at SABC Baba Indaba Cape Town (July) and Sandton (October) 2014

Childsafe is grateful to Woolworths Trust for their generous donation of candles and funds to cover purchase of sand and plastic bags; Oasis Association recycling team for donation of recycled glass jars; retired Nursing Sister and Childsafe volunteer Jenny Knobel for her support in washing and cleaning jars; Caryl Hodgson and Constantia Crafters for donation of jars and candles; and to Children’s Hospital Trust for their continued interest and support.
On the 15th of May 2014, Childsafe South Africa celebrated the opening of our new home the Woolworths Childsafe Research and Educational Centre at Red Cross War Memorial Children’s Hospital. It was an auspicious occasion fulfilling the dream we had carried over the last 36 years. Childsafe South Africa, established in 1978 under the Department of Paediatric Surgery and with full support of the Provincial Department of the Western Cape.

Besides organising for this occasion, The Children’s Hospital Trust raised the funds needed to build the new centre. Honour was paid to Emeritus Professor Sid Cywes, the first Charles Saint Professor of Paediatric Surgery in South Africa. He served as the first President of the Foundation for many years until his retirement in 1997. Distinguished guests who were part of the program included; Randall Titus, Deputy Chairperson (The Children’s Hospital Trust), Sam Ngumeni, CEO and Chairman (Woolworths & Woolworths Trust) respectively and Professor Sebastian van As, President & Head of Trauma) Childsafe South Africa and Red Cross War Memorial Children’s Hospital respectively.

The newly opened Woolworths Childsafe Research and Educational Centre, the first of its kind in Africa will accommodate the staff and will be the platform from which all of its child safety activities will be launched. Among the foremost duties of the new Safety Centre are:

- The Safety Demonstration House that will embody models of a typical home and playground.
- Educational Centre on Child Injury Prevention and Safety Promotion for Children and Adults.
- National Head Office of Childsafe South Africa.
- National Childsafe Resource & Communication Centre.
- Child Injury Surveillance System Research Centre.

The Woolworths Childsafe Research and Educational Centre will be utilised for “Training the Trainer” programmes on child injury prevention to maximise the reach and impact of our organization.

About 80% of injuries to children take place within their homes and it is therefore the aim of this centre to tackle these devastating statistics and bring down the numbers of trauma admissions at hospitals.

Childsafe South Africa would like to thank the following funders who gave generously towards the establishment of our new accommodation:

- The Woolworths Trust
- Guardians of Children’s Hospital Trust
- Sea Harvest
- Col’Cacchio pizzeria
- Adrian Carter Louw Trust
- FGW Generators & Gert Menz
- Phillip Schock Charitable & Educational Foundation
- Taylormade Adidas
- Yates Charitable Trust
- 2013 plaster day campaign
- BW Maskew Miller Will Trust
- Coats “GOLFERS” & Westlake Golf Club
- ER Tonneson Will Trust
- Alfred Casanova
- Ann Kreitzer Will Trust
- Aspen Pharmcare
- Cape Peninsula University of Technology
- Fountain Medical
- Groupon Grassroots
- Jacobs Matasis
- Jinnie Ehlers
- Koeberg pharmacy
- Larr’s air conditioning
- Martin Crawford
- Massimo & Olympia Moschini
- Pearl Valley Golf Estet’es
- Peggy Grant Trust
- Rawbone Trust
- Riyadh Seafood Corporation

Childsafe is sincerely grateful for the support from the Woolworths team who worked tirelessly and offered their expertise by ensuring that the interior of our house demonstrated childsafe designs and furnishings.
Kitchen Safety:

Bedroom Safety:

Bathroom Safety:

Living Room Safety:
Conferences

Fourth Global Meeting of NGOs
March 12th – 14th, 2015 – Marrakech, Morocco

Childsafe South Africa has been a registered member of the Global Alliance of NGOs for Road Safety since 2013. The Alliance was founded in response to demand from NGOs worldwide for a forum where NGOs can share best practices and collectively advocate for road safety and the rights of victims of road traffic injury.

The Alliance also provides concise information about the activities of NGOs to non-NGO actors, such as governments, foundations, inter-governmental agencies, the media, and other stakeholders with an interest in road safety. Additionally, the Alliance organises the Global Meeting of NGOs Advocating for Road Safety, which takes place every two years.

The Alliance was established in 2011 by NGO members of the United Nations Road Safety Collaboration and is organized and registered under Swiss law.

Unlike normal conferences and meetings, this event was planned in such a way that NGOs had the option of choosing to attend one training workshop. Chiedza Mavengere was privileged to attend the fundraising workshop.

The 13th of March was the official opening ceremony day for the Global meeting. The Minister Delegate to the Minister of Transport Equipment and Logistics in charge of Transport of Morocco was present. The main themes for this particular day were:
1) Ministerial Meeting on Road Safety in Brazil and how NGOs can get involved
2) Good NGO Government-Corporate partnerships

Each NGO was also given the opportunity to present their best practise poster. It was during this session that the Minister Delegate engaged with participants regarding the different work that they do.

On this last day, we were enlightened about the annual Global Road Safety Week which will take place from the 4th -10th May 2015. Mr Avi Silverman (FIA Foundation) highlighted the different activities that organisations can embark on and the platforms where they can share them. The theme for this year is #SaveKidsLives.

On ending the meeting a discussion on whether the Alliance as a whole should develop a policy regarding NGOs accepting funding from the alcohol industry. After a lot of debates regarding the morality of accepting the funding, the Alliance decided that each NGO has the discretion of accepting the funds or not, hence no policy was developed.

In conclusion, this meeting was a good opportunity to strengthen, on the one hand, the cooperation and partnership between NGOs and international bodies and governmental actors involved in road safety; and on the other hand, the exchange of experiences and best practices in the field of road safety at the global level.
SAFE ROADS | SAFE KIDS

GLOBAL ROAD SAFETY CONFERENCE
Safe Roads, Safe Kids Global Road Safety Summit was organised by Safe Kids Worldwide, an international non-governmental organisation devoted to preventing injuries to children. This important event, focussed on reducing traffic-related deaths and injuries among children worldwide, was held in Washington DC on December 11-12 in 2014.

This much needed event was focussed on the key action steps that all of us can take to end this epidemic and start reducing the number of deaths and injuries among children. It brought together key stakeholders from all over the world who are committed to making a real difference.

The summit included:

- Sessions on the road safety topics most important to children
- Internationally recognised invited speakers
- The announcement of a new award for an outstanding child road safety innovation
- Recognition for leaders who promote safety for children in and around the roads and
- Released of six-country research report on knowledge, attitudes and behaviours on road safety for children in Brazil, China, India, Qatar, South Africa and the United States.

Pumla Mtambeka represented Childsafe South Africa and presented our work during Safe Kids Worldwide network member meeting and the conference.
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 participated in the legislative process in South Africa by making submissions regarding new legislation while it is still in bill form.

Journalism road safety education workshops

Childsafe South Africa, the Western Cape Government and the Global Road Safety Partnership initiated Journalism Road Safety Education Workshops in August 2014. These workshops took place at the Woolworths Childsafe Building at the Red Cross Children’s Hospital, Rondebosch. These workshops were primarily aimed at Journalists. This is because journalists are a primary source of information about the world for the public and their thoughts influence reality in a profound way. Other stakeholders who were invited included community leaders, politicians, government officials, celebrities, businesses, NGOs and NPOs.

Road trauma is killing 1.3m people globally and more than 17,000 in South Africa every year. For every death, four people are seriously injured, with paralysis, brain damage, severe burns and dismemberment being common. It is costing our economy R308 billion per annum, or 8% of GDP, and is thus helping to keep millions in poverty.

How they write about it, how they talk about it, and even the pictures they take of it, can influence people’s behaviour, for good, or for bad. It is therefore critically important for our future that they have the best available facts about the crucial elements of the problem. We thus urges them to come and take part so they can make a difference for the better in thousands of people’s lives.

There were different themes for each month and these included:

- Safe Roads, SafeKids; Pedestrian Awareness; Scholar Transport Safety
- Drinking and Driving; Drinking and Walking
- Public Transport Safety; Distracted Driving, Visibility
- Speeding and Seatbelts Save Lives; Fatigue Kills

SABC Education Baba Indaba Cape Town & Sandton, 2014

Childsafe was yet again invited to participate in the SABC Education Baba Indaba Exhibitions in Cape Town in August 2014 and Sandton October 2014.

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 our Educational Materials.

Firearms Control

Childsafe as a partner of the Gun Control Alliance made two submissions on the Firearms Control Amendment Bill aimed at strengthening gun control in South Africa. Childsafe submissions to the portfolio committee of Safety and Security in parliament focused specifically on gun control in children and key recommendations were made to strengthening the Firearms Control Act.

In this year our concerns that were submitted on Fire Arm Control Amendment Bill looked at the following sections in order of priority:

1. South African Police use of and misuse of firearms
2. Increase in penalties with a minimum sentence of five years
3. Amendment of Section 10A of Act 60 of 2000 as amended by Act 28 of 2006 (page 6)

Childsafe South Africa remains very concerned about the ongoing levels of gun violence against people especially children, especially in view of increasing numbers over the last 3 years.
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.

<table>
<thead>
<tr>
<th>RADIO MEDIA</th>
<th>PRINT PUBLICATIONS</th>
<th>ONLINE MEDIA</th>
<th>TELEVISION MEDIA</th>
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<td>RSG</td>
<td>The Star</td>
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<tr>
<td>Radio Pretoria</td>
<td>Eyewitness news</td>
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<td>Lesedi FM</td>
<td>Daily Voice</td>
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<td>CCFM</td>
<td>Vrouekeur Magazine</td>
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<td>5 FM</td>
<td>Tatler</td>
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<td>Cape Talk</td>
<td>Readers Digest</td>
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<td>Radio Zibonele</td>
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### Social Media

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

One can also donate or find useful information on our website: [www.childsafe.org.za](http://www.childsafe.org.za)
Childsafe Funders and Financials

- Provincial Government Western Cape
- Department of Transport and Public Works
- Department of Health
- University of Cape Town
- Red Cross Children’s Hospital Trust
- Safekids Worldwide
- Woolworth- Trust
- Discovery
- Nolands Inc - Registered Auditors
- Alton SA
- Naturally Solar

- 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
- FIA Foundation
- Global Alliance for NGO’S for Road Safety
- St Pauls Church

1 APRIL 2014 - 31 MARCH 2015

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.

<table>
<thead>
<tr>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Regular</th>
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</thead>
<tbody>
<tr>
<td>Woolworths</td>
<td>Sanlam, Nets for Africa, Aquachlor</td>
<td>Aquatots Swim Program, Aqua-Net, Rosmary Hickman</td>
<td>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, Rumbi Jairos, Cindy Muller-Lemmon, Marc Lagane</td>
</tr>
</tbody>
</table>

**INCOME** | **EXPENDITURE**
---|---
Funding & Donations 1 784 128 | Projects 1 468 391
Interest Received 75 594 | Administration & Operations 279 866

Total Income 1 859 722
Total Expenditure 1 748 257

* Full Financials are available upon request
Child Injury Statistics

Childsafe 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.