

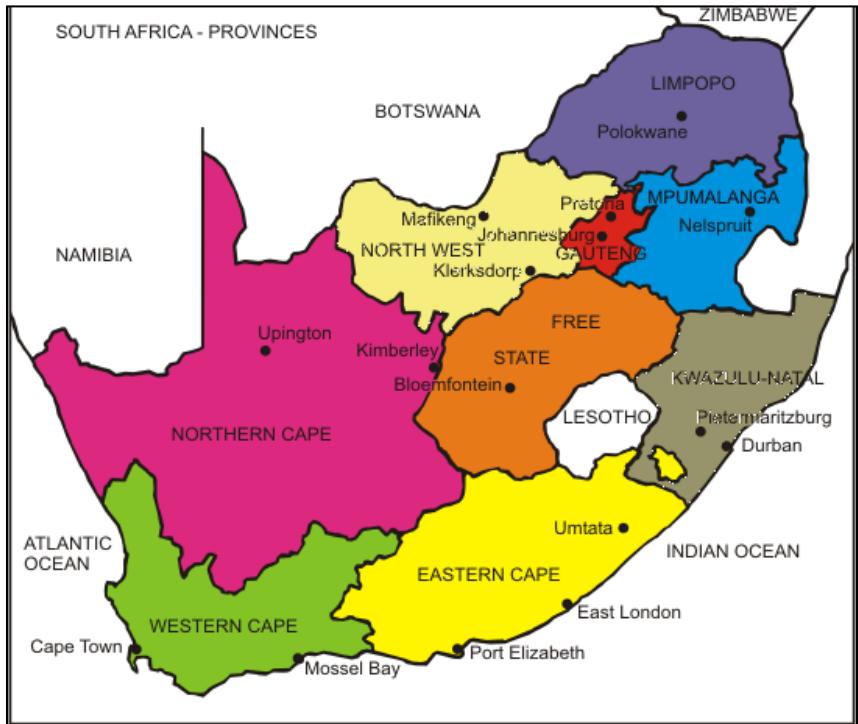


Introduction to Childsafe South Africa

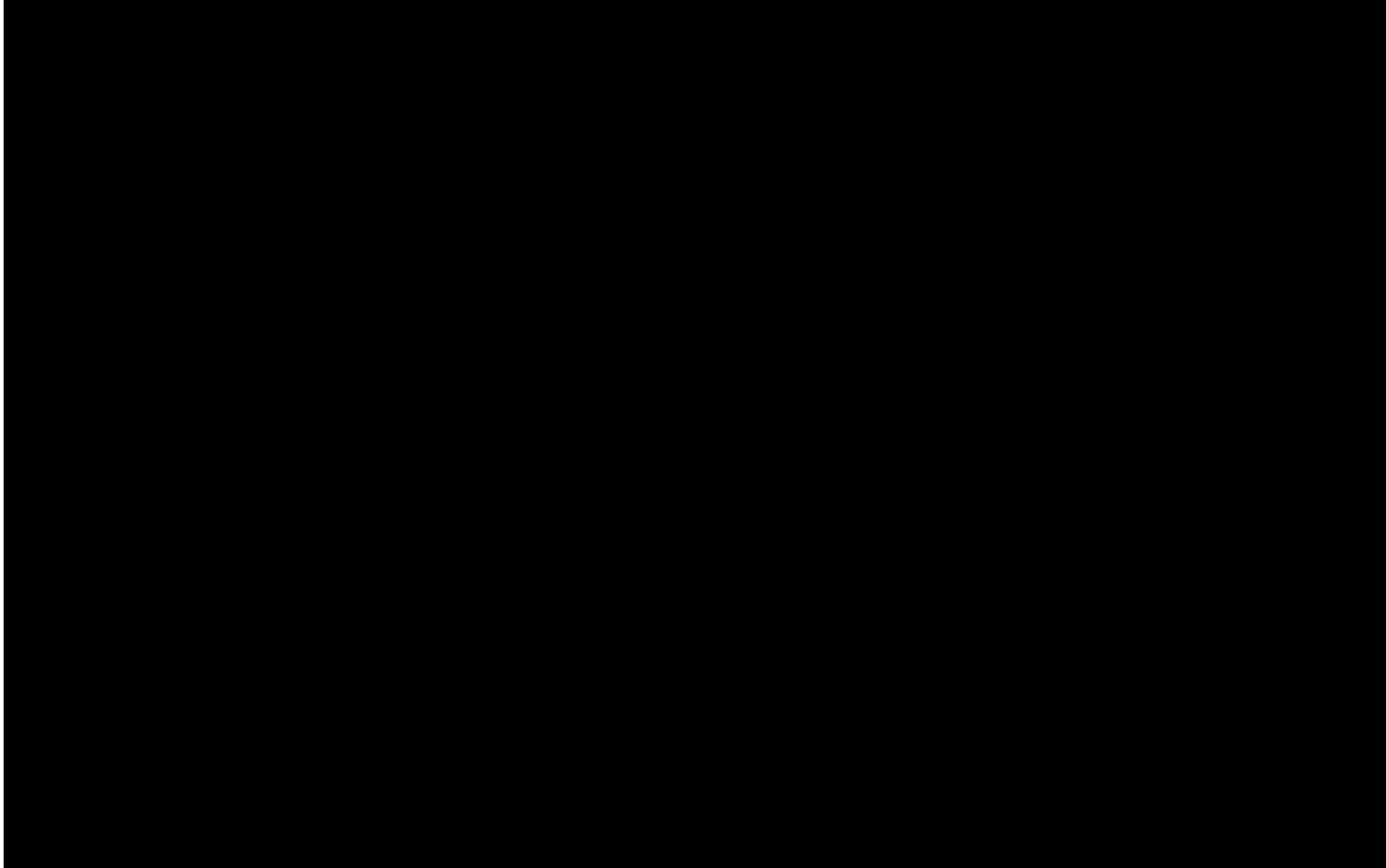
Gauteng Consultations - Midrand
6th June 2018

Yolande Baker – Executive Director

South Africa



- Approximately 54 million people
- Approximately 20 million children
- Approximately 500 000 Disabled children





Introduction

- Threats to our children are more than deficiencies and infections
- Rapid urbanization with massive movement of people, including children
- Growing, living and commuting in precarious conditions – high risk of injury
- Daily approx. 12 million children are on the roads

Leading causes of injury and death

Road traffic accidents 32%	Drowning 17%	Burns 11%	Falls 6%	Poison 5%
80% pedestrians 20% passengers				

- Majority of injuries in young children occur in and around the home
- Older school-going children are the most vulnerable on their way to and from school.
- Boys more at risk than girls
- Counts for 30% of all hospital admissions

All injuries are preventable

- Childhood deaths are only the tip of the iceberg, with vast numbers of children being left with physical and mental scarring, mutilation and disability
- Little government focus on prevention of injuries and accidental deaths
- Rather focus on one step prevention areas – vaccinations
- Injury prevention is not a government priority and not reflected in policies and plans
- Prevention is more expensive, labor intensive and unending; across the lifespan



History

- Child Accident Prevention Foundation of Southern Africa (CAPFSA) since 1978
- Started by Professor Cywes (Head of Paediatric Surgery) at the Red Cross Children's Hospital in Cape Town
- Accidental injuries are main causes of child admissions to Red Cross Hospital

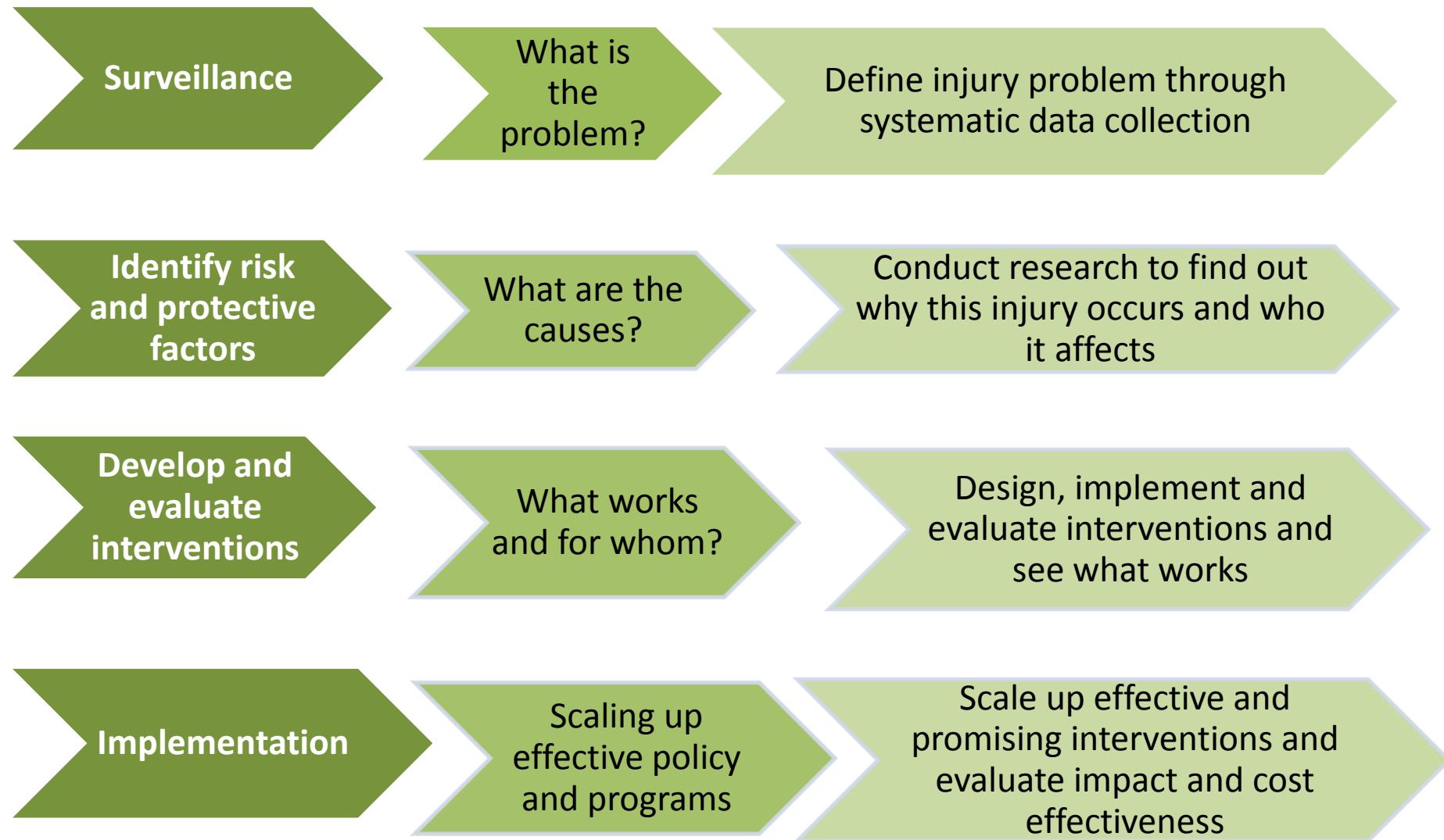
Mission of Childsafe

- Aim to reduce and prevent intentional and unintentional injuries of all severity through research, education, environmental change and recommendations for legislation.
- Work with government, industry, non-governmental and community based organizations, community groups and individuals.



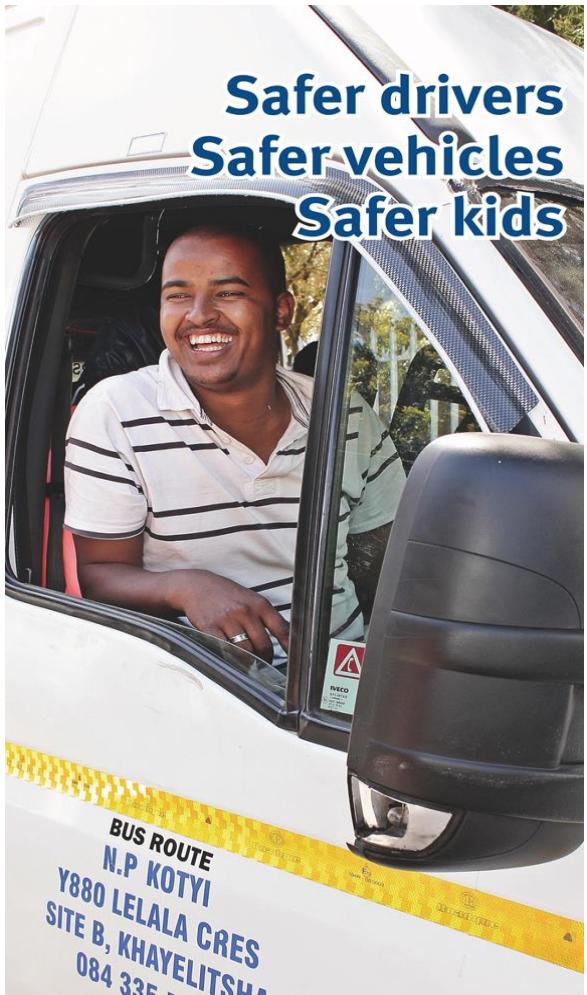
Research	Education and Training	Advocacy
<p>Database used for clinical and epi studies of childhood injuries.</p>	<p>Community based child pedestrian programs at schools</p>	<p>Advocated for child restraints for 0-3 years old</p>
<p>Research in fields, such as child abuse, child sexual abuse, gunshot injuries, ingestion of foreign bodies, traffic related injuries, facial injuries, head injuries, dog-bites and specific orthopaedic injuries.</p>	<p>Road safety as life skills in schools</p>	<p>New fire arms bill</p>
<p>Major information resource for childhood injuries in South Africa for many national and international organizations, nongovernmental and governmental institutions.</p>	<p>Child safety courses for community health workers Child safety training for ECD teachers Safer Candle Project</p>	<p>Manufacturing of SA Bureau of Standards approved child restraints for the use in all motor vehicles</p>

Public Health Approach



Safe Travel to School Programme





Our aim is to develop cohorts of safer scholar transport drivers who transport children safely to and from school every day.

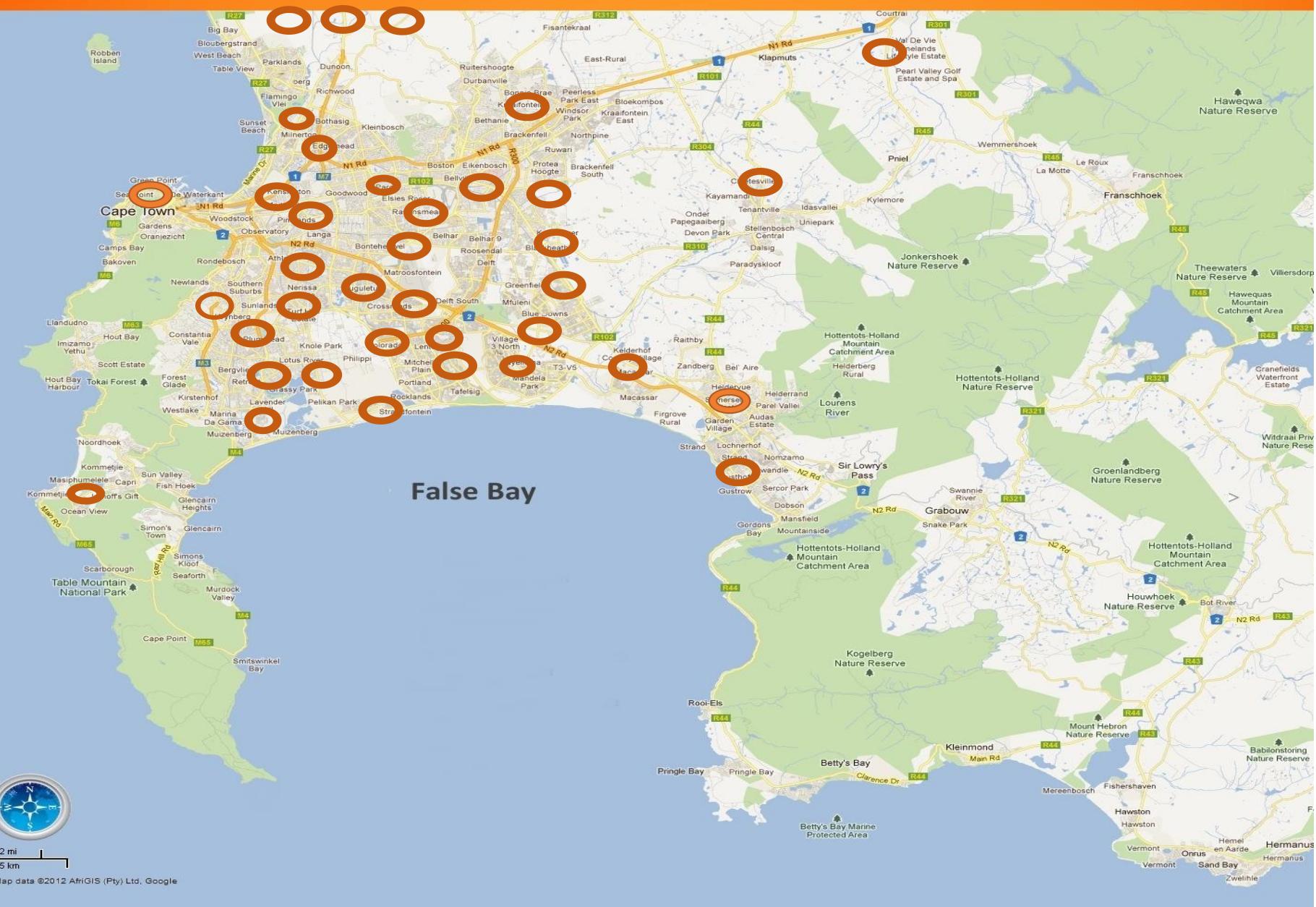
Initiative focus on scholar transport driver behaviour:

- Using technology
- Driver engagement
- Working with schools

* January 2014	17 scholar transport drivers, driving an estimated 272 children to school every day,
September 2016	385 drivers, estimated 5 000 children
November 2017	606 drivers, estimated 10 000 children
November 2018	1000 drivers, estimated 18 000 children

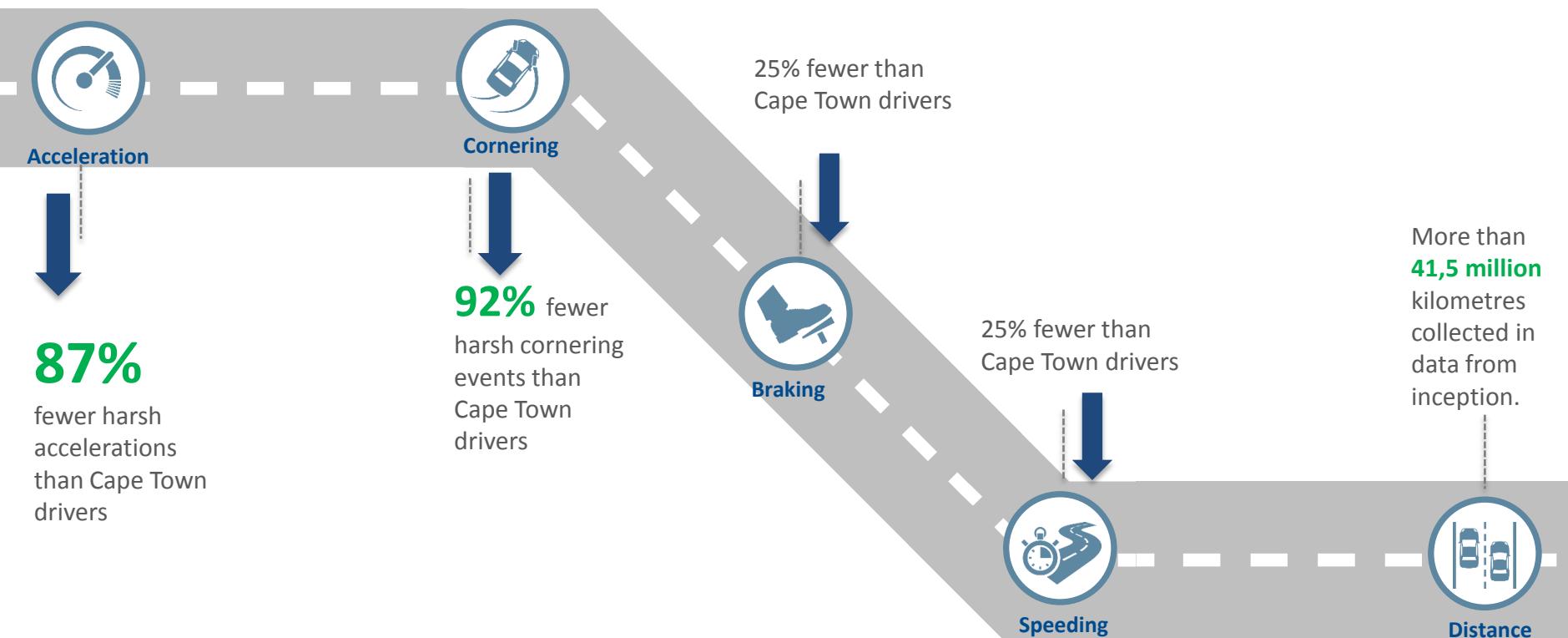
Female	Male	A	C	W	Ages
107	499	213	370	32	Under 50 – 35% Over 50 – 65%

Cape Town & Surrounding Area



Promising results from an evaluation done by the Medical Research Council

DRIVING BEHAVIOR



Expanding to rest of Western
Cape and into Eastern Cape

Walk this Way Project



Giyani Primary School, Kliptown, Soweto, JHB, 2017



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Aim of the WTW Project

To implement and evaluate the effectiveness of an elementary school-based pedestrian safety programme in low-income communities.

- **Key Action 1:** To assess the schools road safety needs.
- **Key Action 2:** Impart road safety knowledge and skills to the learners and educators using a training, feedback and reinforcement package.
- **Key Action 3:** To introduce environmental modifications to the school environment.

Project Roll Out

- Study Duration: **4 years**
- Locations: **Western Cape (8 schools) & Gauteng (2 schools)**



1) The Photovoice as Research Methodology

- Undertake **PHOTOVOICE exercises with about 10 school learners per school to identify the risks and road safety issues.**
 - Supervised photography fieldtrip with participants.
 - Discussion and evaluation of observations and learner reflections on photos.
- Serves to mobilize and enable the learners to communicate what they perceive as risk and protective road situations



2) Child Pedestrian Safety Education-based Intervention: Training, Feedback and Reinforcement Package

- Training consists of
 - Sharing of information on the importance of pedestrian safety,
 - modelling of the pedestrian safety behaviours,
 - practicing pedestrian safety behaviours using a crosswalk.
- Education strategies are ***multi-disciplinary*** and include all relevant stakeholders

Global Road Safety Week
THIRD UN GLOBAL ROAD SAFETY WEEK

6 steps for crossing intersections safely:

1. Find the safest place to cross before crossing the road.
2. Stop. Stand at the pavement away from the curb.
3. Use your eyes and ears to listen for cars or bicycles
4. Look right, then left, and then right again.
5. Wait until it is safe to cross.
6. Walk straight across the road.
7. Keep looking and listening.

Dress Bright & Be Seen

A Member Of

childsafe
KEEP KIDS FREE FROM HARM

SAFE KIDS WORLDWIDE

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3) Environmental Modification to Reduce Driver Speed

Repainting of pedestrian crossings and implementation of signages within school area

Before



After



Way Forward 2018

- Implement road safety education as part of learners Life Skills curricular.
- Undertake observational assessments of children's walkability to school.
- Extend road safety education reach to the caregivers and broader community.
- School wear to be fitted with reflective gear.



CROSSING THE ROAD SAFELY (Sung to the tune "Row, Row, Row Your Boat")

Stop! Stop! Stop your feet,
(Action: walking motion then full halt)
Right behind the curb,
(Action: stop behind a line that represents the curb)
Look and listen and point your arm
(Action: point to eyes, touch ears, place arm out in front)
Before you leave the curb!
- Dawn White

Prevention of Road Injuries to Children in South Africa



Overview of PRICSA

P1: Data on child traffic injuries is systematically collected, analysed and verified

P2: Advocacy material on prevention of child road traffic injuries developed and disseminated

P3: Strengthening national leadership (parliamentarians, government leaderships) to prevent and respond to child traffic injuries

P4: Strengthening existing Child Road Safety programs (Safe Travel to School ; STTS) for KZN and Gauteng and in-roads for Child Safety programs into other programs

Global Initiatives for Road Safety

Death and Injuries Globally

Trauma a leading cause childhood deaths

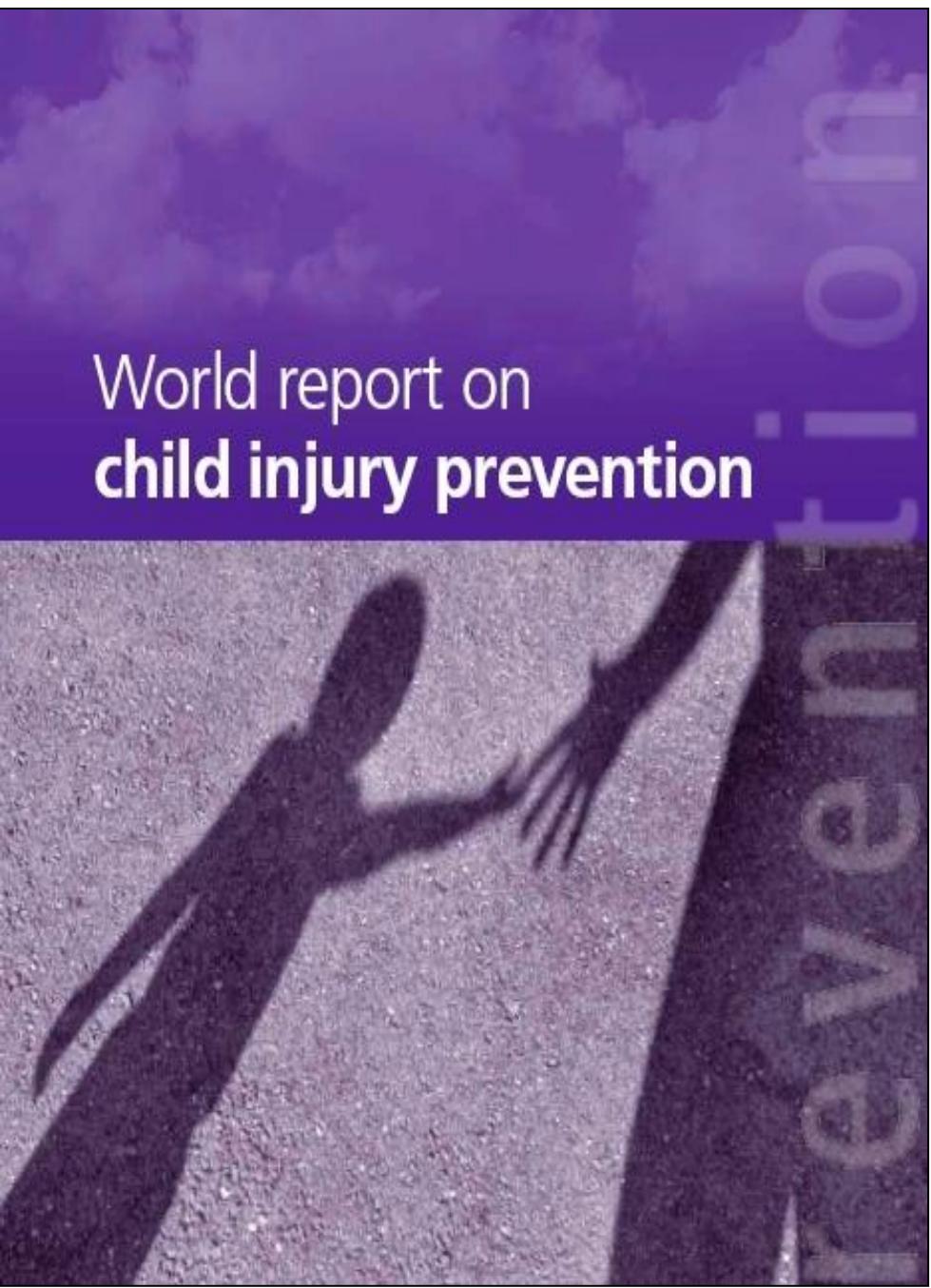
Approximately 1 million deaths annually

1. Motor Vehicle Crashes

- Pedestrian (70%)
- Passengers (30%)

2. Drowning

3. Burns



World report on **child injury prevention**

Every four minutes a child dies on the roads anywhere in the world.

Many are injured, often severely – 186 300 die from road accidents every year,

500 children a day

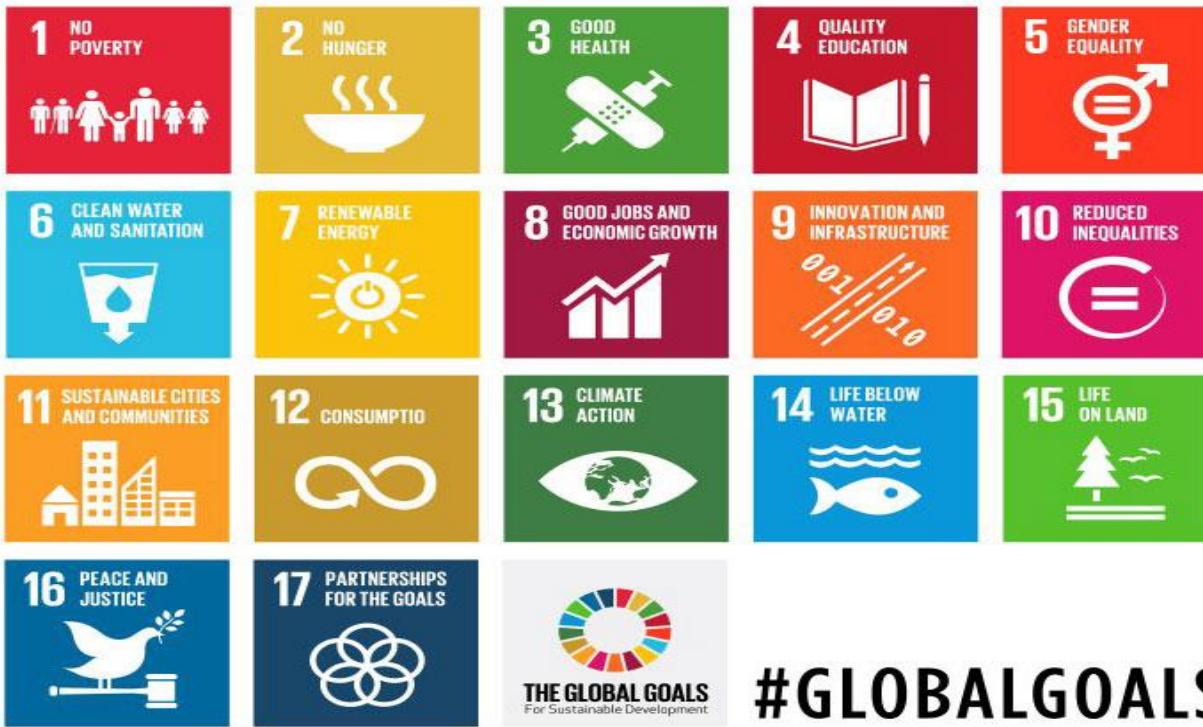
Decade of Action for Road Safety

Bringing road accident deaths down by 50% in the decade 2011 – 2021



THE GLOBAL GOALS

For Sustainable Development



#GLOBALGOALS

For the first time road safety is recognised and included as part of the mainstream global priorities for the next fifteen years.

Goal 3: Ensure healthy lives and promote well-being for all at all ages

3.6. By 2030, halve the number of global deaths and injuries from road traffic accidents

(In the Health Goal, the stand-alone road safety target is lined up alongside other major priorities including maternal and under-5 mortality, AIDS and universal health coverage.



Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable

11.2. By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations...**children**



Nationally

- The National Development Plan identified road crashes as a health issue
- Set targets to reduce injury and deaths by 50% in line with SDG
- Long list of legislative mandates and policies amongst them eg National Learner Transport Policy 2015 and Road Safety Strategy

Public Health Approach

Education

- Work with drivers, children and families to change road use behavior
- Road safety in national curriculum
- Road safety training for new drivers and refresher training for old drivers
- Programs for different age groups
- Restraining children in cars
- Drivers carrying children should have extra training

Environmental Changes

- Environment around schools
- Crossings scholar and guard
 - Side walks
 - Walls / fencing around schools
 - Safe drop off and pick up spaces
 - Traffic calming measures
 - Making children more visible on the roads
 - Walking buses

Advocacy

- Lowering speed limits to 30 km in areas surrounding schools
- Road safety part of school curriculum
- Learner drivers
- Enforcement of laws especially alcohol and speeding
- Special driving permit for public service

Research

- Gender link – boys
 - As drivers
 - Exposure as pedestrians
- Impact evaluation
- National survey

Potential Partners

- Provincial and national governments
- Departments of Education, Transport, Health
- National Taxi Associations
- Learner transport associations
- Parastatals, eg RAF and RTMC
- Corporate partners
- Academic and research institutions
- Local NGO partners
- Global Agencies and NGOs
- Local and international funding agencies

Thank you for your time