



# INTRODUCTION TO CHILDSAFE SOUTH AFRICA

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Chiedza Mujeni - Operations Manager



unicef  | for every child

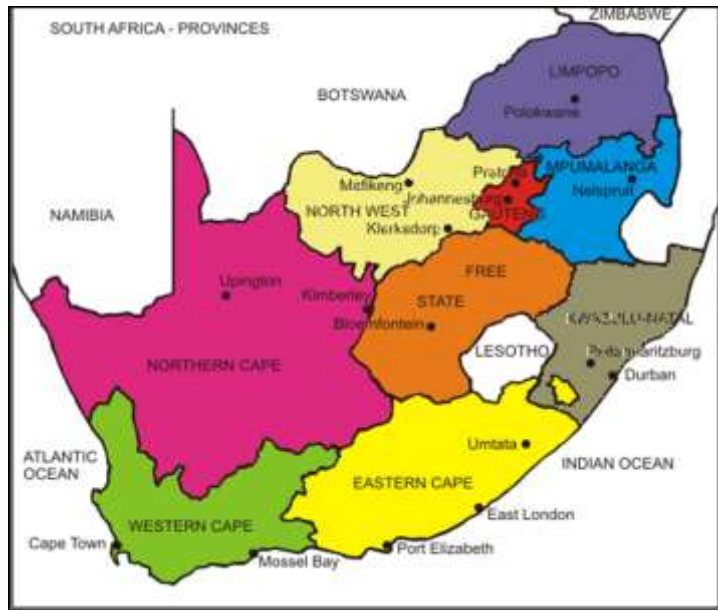
**SAFE**  
**K:DS**  
WORLDWIDE

# Africa

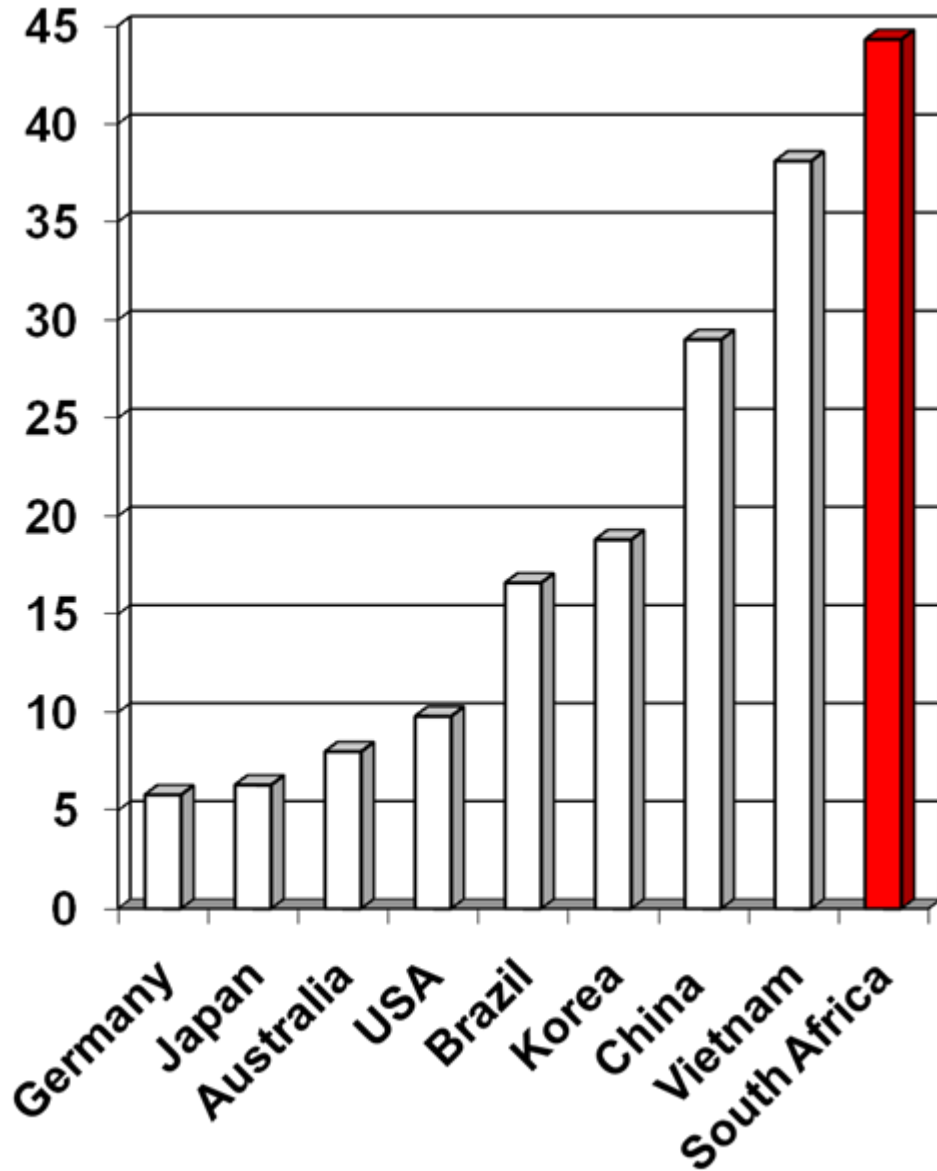
- 2<sup>nd</sup> largest & populous continent
- ~1,2 Billion people
- ~750 million children



# South Africa



- ~ 55 million people
- ~ 29 million children
- ~ 500 000 are disabled children



# Vision

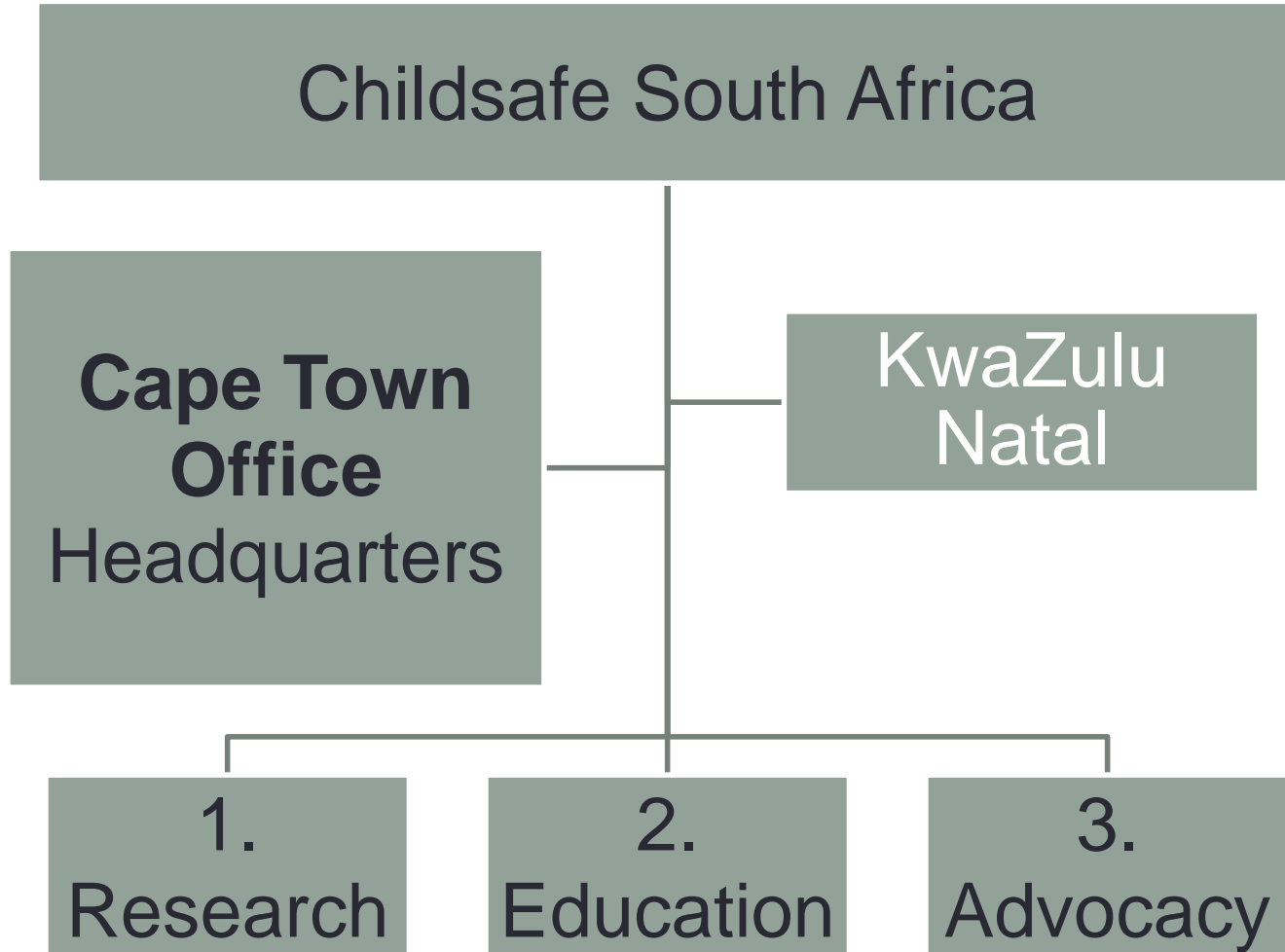


“ To create a safer world for children”



childsafe  
KEEP KIDS FREE FROM HARM

# Where?



# Mission



“To reduce intentional and unintentional injuries of all severity”



# History



- Child Accident Prevention Foundation of Southern Africa (CAPFSA) since 1978
- Started by Professor Cywes (Head of Paediatric Surgery)
- Accidents an important cause of child admissions to hospital





# History cont...



- World a dangerous place for children
- Even more so the poor countries
- Rather focus on one step prevention areas – vaccinations
- Injury prevention is not a government priority & not reflected in policies and plans
- Prevention is more expensive, labor intensive and unending; across the lifespan
- Child growing up in Cape Town 25 times more likely to be admitted to hospital compared to a child in Birmingham, UK!!



# Main killers of children (1 – 18 years old)

1. Motor vehicle crashes
  - Pedestrian (80%)



- Passengers (20%)



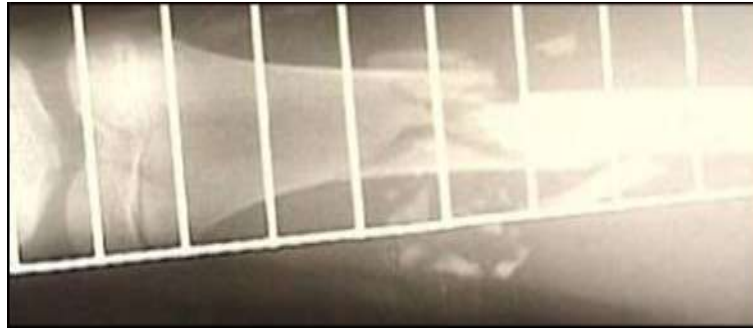
2. Drowning



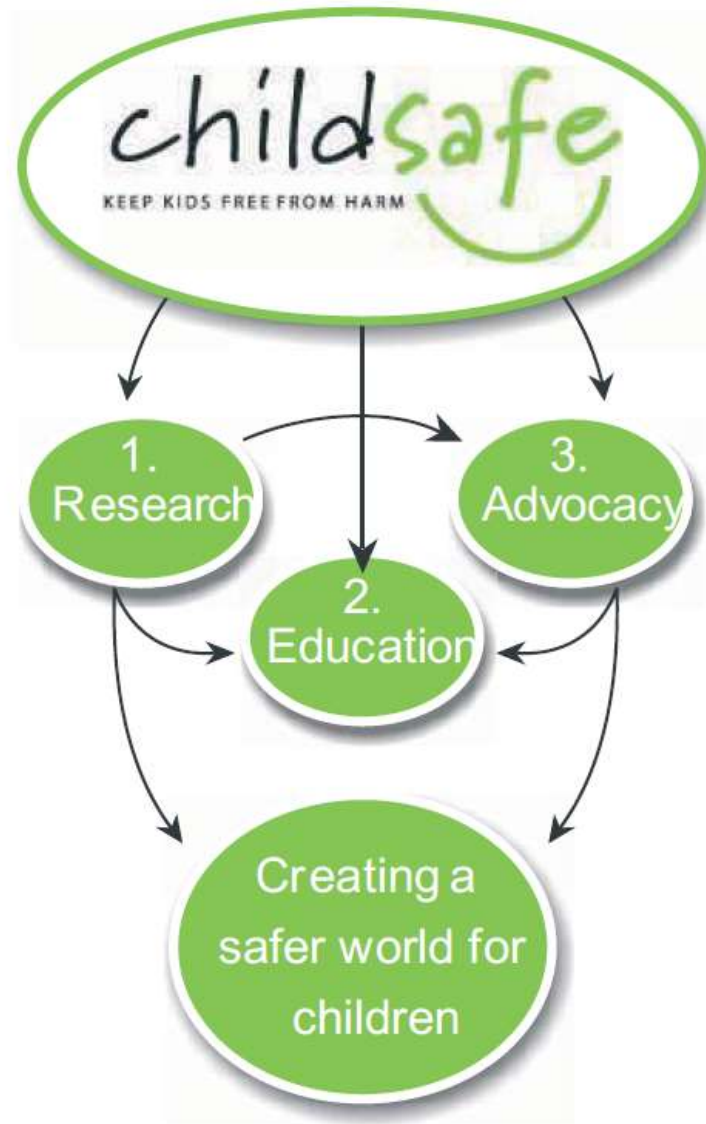
3. Burns



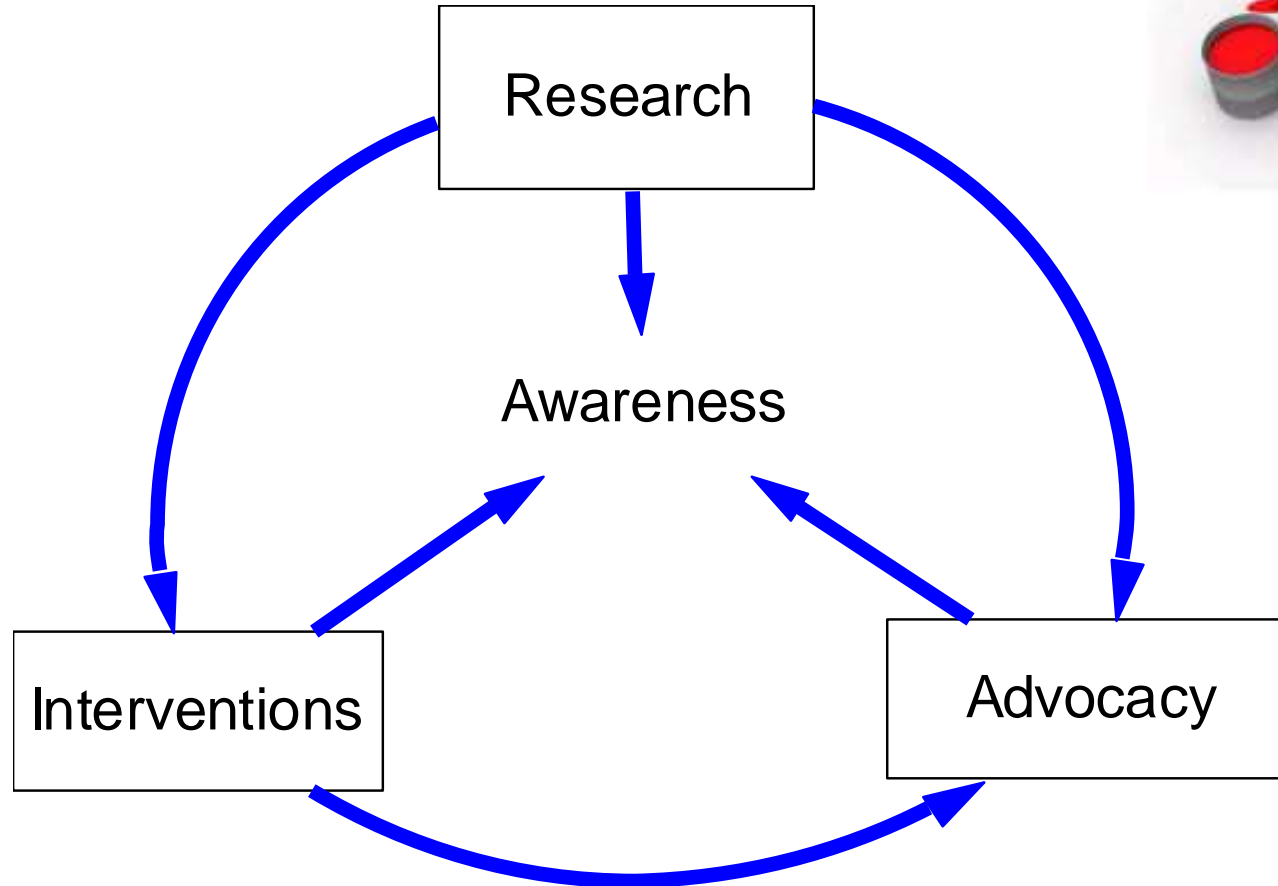
# Each child is a vulnerable number



## How do we do it?



# Activities





# Research

- What injuries / accidents?
- Where do they happen?
- Why? (What are the causes)
- What can/could be done about it?



# Education

- Community based child safety educational programs at schools & supply of life skills curriculum
- Media Campaigns
- Annual National Child Safety Month - August
- General Child Safety Courses for Community Health Educators, ECD Practitioners
- Childsafe Quarterly Newsletter
- Safer Candle Project
- Local & international conferences to raise awareness



# Child safety posters

## Growing Safely

Watch that child: children are not small adults

### 0 to 6 months

- Needs 100% protection
- Rolls over
- Reaches for objects
- Puts objects in mouth



### 6 months to 1 year

- Sits up
- Crawls
- Pulls up to stand
- Takes first steps when holding on



### 1 to 2 years

- No idea of danger
- Walks and crawls
- Turns knobs and taps
- Imitates



### 2 to 3 years

- Quick and unpredictable
- Adventurous
- Jumps
- Runs
- Climbs



### 3 to 6 years

- Fearless
- Explores with little thought of danger
- Fast
- Smart



## Living Safely

Help save a child from burns

### 0 to 6 months

- Needs 100% protection
- Rolls over
- Reaches for objects
- Puts objects in mouth



### 6 months to 1 year

- Sits up
- Crawls
- Pulls up to stand
- Takes first steps when holding on



### 1 to 2 years

- No idea of danger
- Walks and crawls
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### 2 to 3 years

- Quick and unpredictable
- Adventurous
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### 3 to 6 years

- Fearless
- Explores with little thought of danger
- Fast
- Smart



### First Aid Actions







# Travelling Safely

Keep our children safe in traffic

**0 - 2 years**

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

Car safety seats for newborns should face backwards.

Keep children safe on the pavement until crossing the street.

Use safety straps on shopping trolleys.

Plan your journey to consider your child's needs.

Supervise children at all times.

**2 - 4 years**

- No idea of danger
- Irritates 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
- Moves 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 taxi.

**8 - 10 years**

- Takes risks
- Shows-off to friends
- Strongly influenced by friends/peers
- Impatient
- Often travels alone

Always check for traffic.

Cycle in single file.

Always cross at a marked crossing.

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.

Drive slowly near children.

Cellphone use when driving causes crashes.

Don't overtake!

Everyone watch out for children near traffic.



Road safety

childsafes  
KEEP KIDS FREE FROM HARM

# Advocacy



Legislation regarding:

- Manufacturing of SABS approved child restraints for the use in motor vehicles
- Children's furniture
- New Firearms bill
- Child restraints for 0 - 3 year olds



# Current Projects

TV adverts

# Walk This Way Project



# Aim: Pedestrian safety of primary school children

- Locations: Western Cape (8 schools) & Gauteng (2 schools)

Key Action 1: To assess the schools road safety needs.

- Through PhotoVoice research methodology
- Serves to mobilize & enable learners to communicate what they perceive as risk & protective road situations

Key Action 2: Impart road safety knowledge & skills to learners & educators using a training, feedback & reinforcement package.



## Aim cont...

Key Action 3: To introduce environmental modifications to the school environment.

- To reduce driver speed

Before



After



## Visibility efforts

- Tracksuits (vs reflective beeps) - emphasize biometric characteristics which makes it more visible to drivers from all angles of the child's body
- Effortless - part of school of uniform, therefore sustainable





# Safe Travel to School Programme



Thank you!!!

- Child safety should become the **Number 1** health priority in Africa!
- Website: [www.childsafe.org.za](http://www.childsafe.org.za)

