



# The Seasonal Childhood Injury Prevention Campaign

Sue Wicks

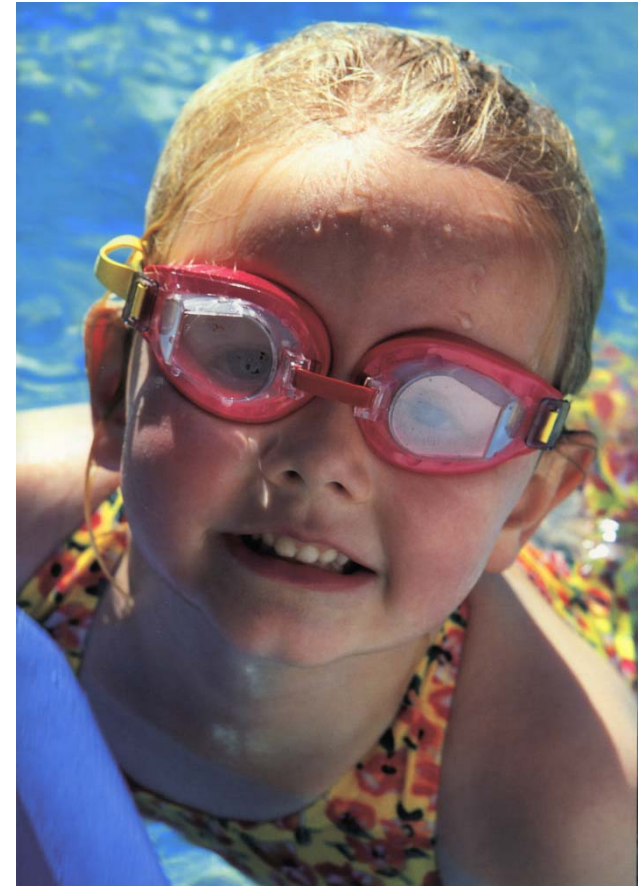
Kidsafe WA

# Kidsafe WA Vision

## A Safer World for Kids

### Kidsafe WA Mission

To lead the action to minimize the unacceptable risks and consequences of unintentional injury to children in our adult focused world



- Prevention of child deaths from unintentional injuries
- Reducing severity of unintentional injuries to children





# What do we know about childhood injuries?

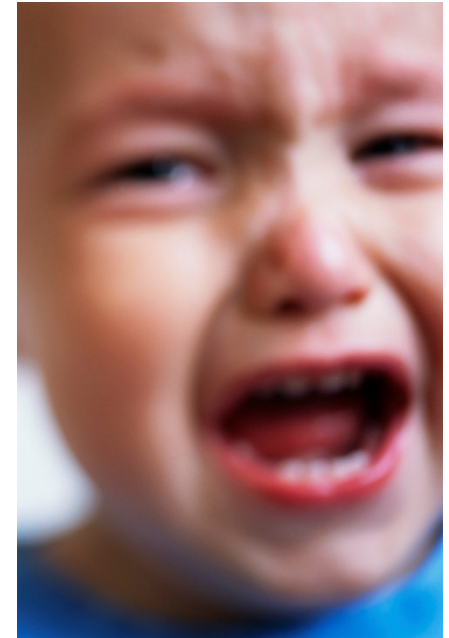
## We know...

More children die as a result of  
**injury**  
than from cancer, asthma & infectious diseases  
combined!

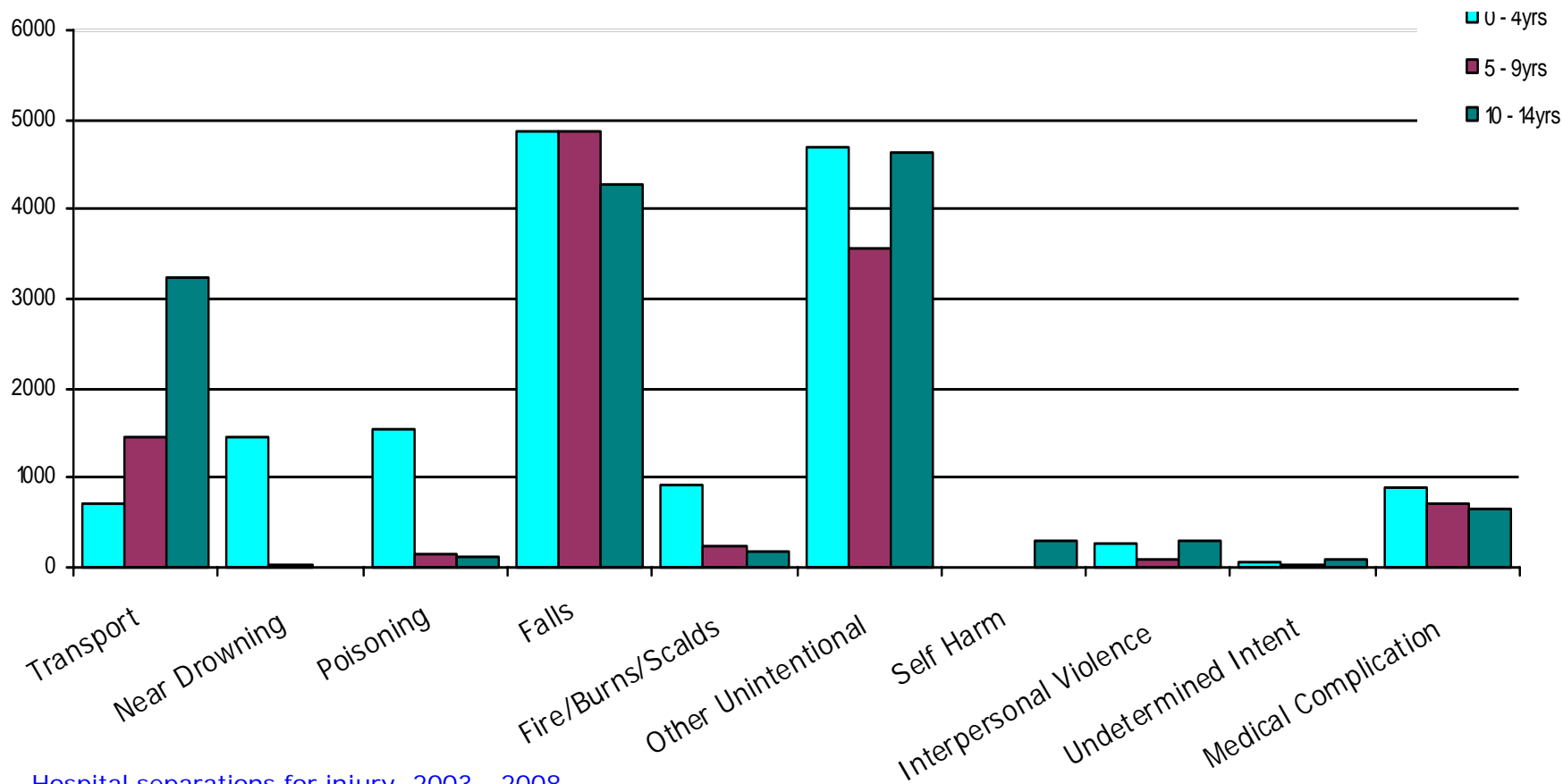


## We know...

- Each year in WA:
  - ~40 children < 15 years will die
  - 8,000 will be admitted to hospital
  - Over 15,000 present at the PMH Emergency Departmentas a result of injury
- The majority will be under 5 years of age

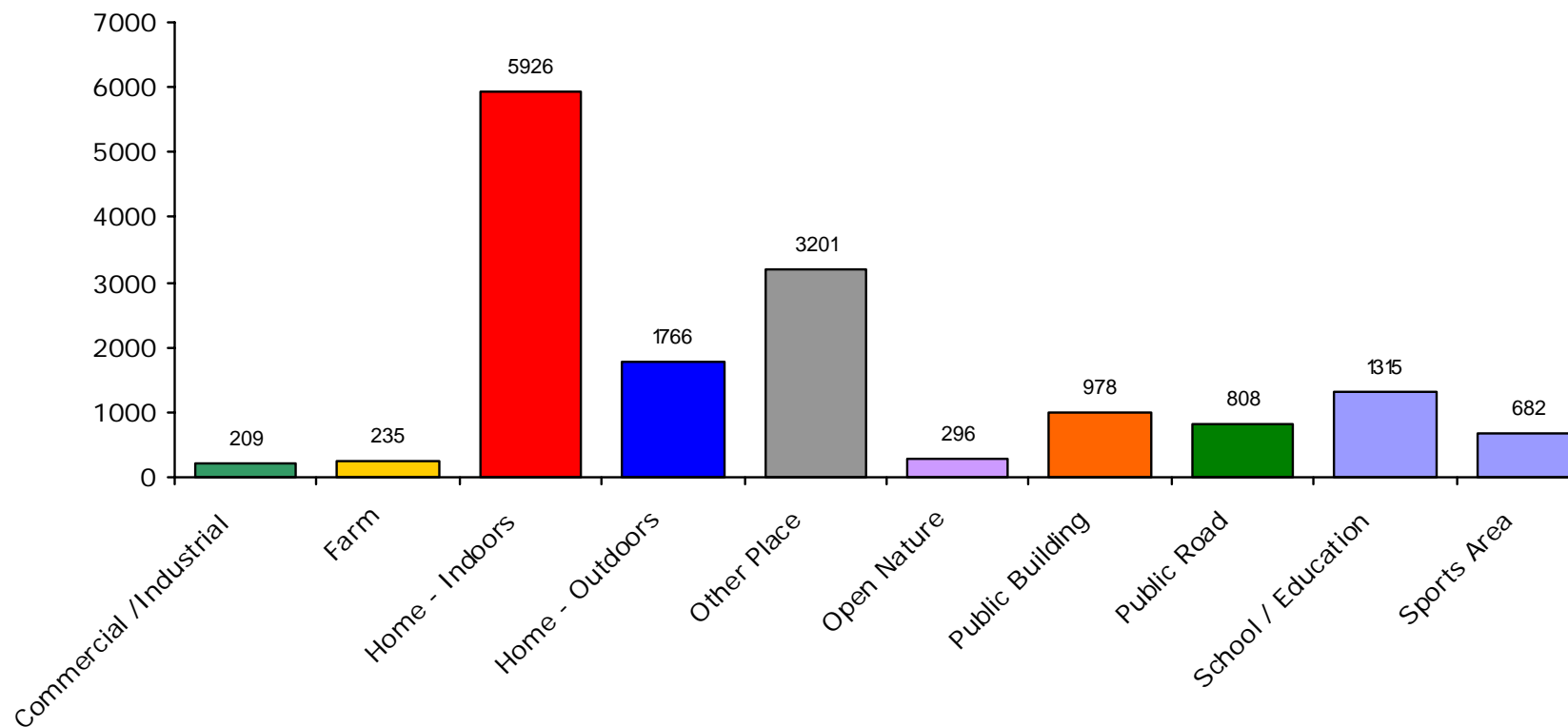


# Hospital admissions



Hospital separations for injury, 2003 - 2008

## Where most injuries occur



Source: PMH Injury Surveillance Data 2008-09



# The injury prevention conundrum

- Generally single issue, short term projects
- New Target group members
- Issues remain the same

## Campaign Aims

- to increase awareness & knowledge of key childhood injuries
- to promote measures to reduce child injuries
- to reduce the incidence of child injuries in the four focus areas

# Campaign Target Group

- Parents
- Other carers
- Health professionals
- The wider community

## The campaign

- Commenced 2007
- Regular quarterly focus on injury issue
  - Media component
  - Print resources
  - Workshops & seminars

# The seasonal messages



## Media

- Radio
  - 30sec paid plus CSA
- Print
  - Community News
  - The Parents Paper
  - Incidental publications



## Resources

- Posters
- Brochures
- Fridge Magnets

# Spring Campaign



**Spring Clean Your Home for Poisons Safety**

Most child poisonings occur at home usually involving common medicines and household products.

Medicines are the most common cause of poisoning.

**Poisons Lock up & Away**

To find out more call KidsafeWA on 9340 8509 or visit their website [www.kidsafewa.com.au/springclean](http://www.kidsafewa.com.au/springclean)

**poisons**  
**LOCK UP AND AWAY**

Most child poisonings occur at home, usually involving common medicines and household products

Poisons Information Centre  
**13 11 26**

For more information visit [www.kidsafewa.com.au](http://www.kidsafewa.com.au)

## poisons prevention checklist

1. Do you store medicines and other poisons in child-resistant cupboards/cabinets at least 1.5 metres above the ground?  
yes  no
  2. Do you always purchase medicines and other poisons in containers with child-resistant lids/caps?  
yes  no
  3. Do you replace medicines and other poisons in child-resistant cupboards/cabinets immediately after use?  
yes  no
  4. Do you always keep medicines and other poisons in their original containers?  
yes  no
  5. Do you regularly return all old and unused medicines to your local pharmacist and dispose of all other poisons safely?  
yes  no
  6. In the backyard, do you always keep fertilisers, weed killers and petanque products in a locked shed?  
yes  no
- If you have answered NO to any of the above questions then you need to act now to make your home **Poison Safe**.



## is your home poison safe?



Child poisoning can occur at anytime! But especially when your general hygiene changes, for example medicines may be more accessible when someone is sick or when visiting grandparents who take medicines regularly.

Extra care is also required when on holidays, moving house, having visitors and getting family problems.

**medicines are the most common cause of poisoning**

## poisons information centre 13 11 26



**KidsafeWA**  
Cnr Thomas St & Roberts St, SUBACCO WA 6008  
Ph (08) 9340 8509 Fr (08) 9340 8041  
Email [kidsafe@kidsafe.com.au](mailto:kidsafe@kidsafe.com.au) Web [www.kidsafewa.com.au](http://www.kidsafewa.com.au)  
Poisons Information Centre  
Call 13 11 26 from anywhere in Australia,  
24 hours a day, 7 days a week.



## how safe is your home?



# Summer Campaign



**Your Summer Safety Checklist**  
Water Safety, Toy Safety, Safe Celebrations and Safe Travelling

Kids love the summer holidays but it can also be a time when they are most risk. Here are a few tips:

- Supervise children in and around water at all times
- Follow the age recommendations on toys
- Make sure your child wears a harness or a bike
- Supervise children at celebrations of all times
- Always use appropriate child car restraints when travelling

To find out more call Kidsafe WA on 9340 8509 or visit their website [www.kidsafewa.com.au/seasonalcampaign](http://www.kidsafewa.com.au/seasonalcampaign)

**holiday safety**  
stay safe this summer

Department of Western Australia  
Department of Health

The most popular summer activities for children are biking, swimming, walking, going to the playground and going on holiday. These are great ways to have fun and stay fit, but they can also cause serious injuries.

The good news is that most of these injuries can be prevented by following the safety tips in this brochure.

Take a few minutes to read this brochure and **Make it a Kid Safe Summer** for your family. For more information, visit [www.kidsafewa.com.au](http://www.kidsafewa.com.au) or call (08) 9340 8509

- ✔ Toy Safety
- ✔ Safe Celebrations
- ✔ Safe Travelling
- ✔ Water Safety

**holiday safety**  
stay safe this summer

**Kidsafe**  
Western Australia

[www.kidsafewa.com.au](http://www.kidsafewa.com.au)

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Department of Health  
Government of Western Australia

**stay safe this summer**

✔ Toy Safety ✔ Safe Celebrations ✔ Safe Travelling ✔ Water Safety

The most popular summer activities for children are biking, swimming, walking, going to the playground and going on holiday. These are great ways to have fun and stay fit, but they can also cause serious injuries.

The good news is that most of these injuries can be prevented by following a few safety tips available from the Kidsafe WA website.

**holiday safety**  
stay safe this summer

[www.kidsafewa.com.au/seasonalcampaign](http://www.kidsafewa.com.au/seasonalcampaign)

# Autumn Campaign



**Your Autumn Safety Checklist**

Nearly 90% of fall injuries occur from a height of less than one metre. Here's a few tips:

- Do not leave your baby unattended on Nursery Equipment
- Use safety gates at the top and bottom of stairs
- Do not use baby walkers
- Use playground equipment that is suitable for your child's age
- Ensure your child always wears a helmet when using a bike

To find out more call KidsafeWA on 9340 8509 or visit their website [www.kidsafewa.com.au/seasonscampaign](http://www.kidsafewa.com.au/seasonscampaign)

Government of Western Australia  
Department of Health

autumn safety  
falls can be prevented

*falls can be prevented*

Falls are the most common cause of injury to Western Australian children, accounting for approximately 40% of all child injury presentations to PMH Emergency Department each year. Nearly 90% of these occur from a height of less than one metre.

The good news is that most falls can be prevented by following a few easy safety tips from Kidsafe WA.

For a free Brochure on Autumn Safety, call (08) 9340 8509 or visit [www.kidsafewa.com.au](http://www.kidsafewa.com.au)

Falls are the most common cause of injury to Western Australian children, accounting for approximately 40% of all child injury presentations to PMH Emergency Department each year. Nearly 90% of these occur from a height of less than one metre.

The good news is that most falls can be prevented by following the safety tips in this brochure.

Take a few minutes to read this brochure, to make sure that the only things falling this season are the autumn leaves. Falls can be prevented.

For more information, visit [www.kidsafewa.com.au](http://www.kidsafewa.com.au) or call (08) 9340 8509

*falls can be prevented*

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Western Australia

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# Winter Campaign



**Your Winter Safety Checklist**

Approximately 400 children present to PMH ED each year with a burn or scald injury. The scars left behind can last a lifetime.

- Control the delivery temperature of bathroom hot water taps to a maximum of 50°C
- Always put your child down before having a hot drink
- Keep young children safely out of the kitchen while cooking
- Install guards around fires, heaters and ovens
- Switch off heaters and extinguish fires before going to bed

To find out more call KidsafeWA on 9340 8509 or visit their website [www.kidsafewa.com.au/winter-safety](http://www.kidsafewa.com.au/winter-safety)

Approximately 400 children present to PMH ED each year with a burn or scald injury, with one third of these children requiring admission. Burn injuries usually require ongoing treatments, and can result in life long scarring.

The safety tips in this brochure show how to prevent burns and scalds.

Take a few minutes to read this brochure, to make sure that you and your family **Get warm - not burnt** this winter. For more information, visit [www.kidsafewa.com.au](http://www.kidsafewa.com.au) or call (08) 9340 8509.

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*Get warm - not burnt*

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Approximately 400 children present to PMH ED each year with a burn or scald injury, with one third of these children requiring admission. Burn injuries usually require ongoing treatments, and can result in life long scarring.

For a free Brochure on Winter Safety, call (08) 9340 8509 or visit [www.kidsafewa.com.au](http://www.kidsafewa.com.au)

## Linked Projects

- Aboriginal child injury prevention resources
  - Developed & piloted for Pilbara region
- Scalds Prevention 2010
  - Redevelop scalds prevention resources
  - Investigate the effect of alternate hot water systems
  - Incorporate findings into resource development

# Scalds Prevention

**93°C:** Hot water systems release pressure

**65°C to 75°C:** Typical delivery temperature. A full thickness scald can occur in less than 1 sec!

**38°C to 40.5°C:** Typical adult bathing temperature

**38°C:** Safe Bathing Temperature for children

**60°C:** Minimum Storage temperature to kill bacteria

**50°C:** Takes 5 minutes to cause full thickness burn! Reduce the delivery temperature of your hot water system to reduce the risk of scalds.

Turn the cold tap on first and off last

Always test the water temperature before bathing your baby

Never leave your baby alone in the bath & keep the door closed when bathroom is not in use

## Hot Water Burns Like Fire

Each year an average of 270 children are hospitalised as a result of burns and scalds in Western Australia. Sadly at least one child is scalded by hot tap water seriously enough to be hospitalised for treatment every week in WA. Save your child the pain and suffering associated with a burn or scald injury this season.

To find out more about reducing the risk of burns and scalds in your home visit the Kidsafe website.

[www.kidsafewa.com.au](http://www.kidsafewa.com.au)

# Aboriginal Resources

**watch out for your kids**  
keep them safe from falls

- falls** - always strap baby into pram
- play** - find somewhere safe to play
- bikes** - wear helmets and shoes

**watch out for your kids**  
keep them safe from burns

- fire** - keep kids away from fires
- scalds** - keep your cuppa away
- cooking** - make sure hot pots are out of reach

**watch out for your kids**  
safety with poisons

- alcohol** - booze can be poison to kids
- medicines** - put them in a high cupboard
- chemicals** - never put fuel & other poisons in old drink containers

**watch out for your kids**  
stay safe while out and about

- water** - keep watch of kids around water
- pets** - beware of dogs, they can be cheeky
- seatbelt** - buckle up on every trip

## Reach

- Resource distribution 4x / yr over last 4 years
- Regular print ad and editorial in parent focused publication
- Radio: 30 sec ads in blocks, 4x / yr
  - Station demographics - 13.5% of Perth radio listeners, 26.2% 18-24yr olds, 18.1% 25 – 39yr olds
  - highest proportion in these age groups

## Outcome & Impact

- 94% of respondents felt the brochures, fact sheets and posters were equally utilised
- 67% of respondents used the resources for display
- 27% of respondents used the resources for self education
- 6% respondents used the resources for professional education of staff
- 100% of respondents found resources useful and easy to use



child safety

is no accident

child safety is no accident