

SAFEKIDS CAMPAIGN LEADERSHIP CONFERENCE 2006

In March Safekids New Zealand held its second bi-annual Safekids Campaign Leadership Conference, with feedback showing the two-day event was a huge success.

More than 60 coalition co-ordinators and members attended the conference in Auckland; coming from as far as the Canterbury region and the Far North.

The focus of the conference was on the *Spectrum of Prevention in Action*, the model used to plan, implement and evaluate the Safekids Campaign. Throughout the conference the emphasis was on how the layers of this action model all contribute to child injury prevention work.

With the *Spectrum of Prevention* in mind, the conference aimed to provide coalition co-ordinators and members with practical information to assist them in their community based work. Feedback from delegates was very positive and all participants requested another conference in two years' time. Many participants agreed that the conference made for a great meeting place for both the Safekids team and coalition members. A lot of networking took place and the event provided a great chance for people to put faces to names.



Pasifika Injury Prevention Aukilana (P.I.P.A.) and other Pasifika coalition members worked collectively, during the session which focused on "Working with Teams, Leaders and Groups"

The success of conference was also due to the support of ACC, which sponsored the event for the first time.

Copies of all conference presentations will be available on the Safekids' website (www.safekids.org.nz) from March 30.

More on page 6...

Safekids News is the official quarterly publication of Safekids New Zealand – the injury prevention service of Starship Children's Health.

Editorial contributions or enquiries email jconlon@adhb.govt.nz or telephone (09) 631 0726.

Publication of contributed material is at the discretion of Safekids.

If you no longer wish to receive Safekids News please email Helen Stretton (HStretton@adhb.govt.nz) or phone her on (09) 630 9955.

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ADVOCACY MATTERS

New Pool Safety Standard to Prevent Young Children Drowning

A committee of experts in the pool safety and manufacturing industry have begun developing a Standard to help prevent young children from drowning in residential swimming pools, spas and hot tubs.

New Zealand has the highest rate of youth drowning among OECD countries and drownings among one to four year olds are most prevalent in home swimming pools, a major report found last year.

Pool owners, tenants, parents, architects, designers, pool and spa manufacturers and local authorities will be among the groups interested in the Standard, which will limit unsupervised access to residential swimming pools, spas and hot tubs by establishing layers of protection for young children against the potential for drowning.

“The Standard will provide clear guidance for the design and construction of safety barriers to pools,” says Standards development committee chair, Ian Godfrey, who is also a Senior Building Advisor at Manukau City Council.

The Standard is sponsored by the Department of Building and Housing (DBH) and Water Safety New Zealand and Mr Godfrey says the committee represents an excellent balance and a wide range of views from across the sector.

Committee members develop the Standard by discussing content and reaching a consensus. The committee will address issues around the *Fencing of Swimming Pools Act 1987*. American and Australian Standards will also guide the committee throughout the project.

The public will be actively encouraged to submit comments during the public comment period, which is expected to commence in May 2006. The Standard is expected to be published in December 2006.

For more information on the Pool Safety Standard go to www.standards.co.nz

PASSPORT TO SAFETY

The Safe Communities Foundation New Zealand (SCFNZ) plans to undertake Passport to Safety (P2S) in New Zealand. The web-based national health and safety awareness programme aims to revolutionise thinking among youth by supporting and encouraging training required to eliminate needless workplace injuries and deaths.

The programme can be taken on an individual basis or as part of a co-ordinated approach through a range of avenues, including schools. This programme highlights the individual's rights and responsibilities regarding safety in the workplace.

Dr Carolyn Coggan, Director of SCFNZ, says the P2S programme provides a unique learning environment where students are faced with questions that challenge them, not only on what they've learned in school, or been told, but what they understand, based on a variety of experiences – school lessons, work experience, information shared by parents and others.

“Not all questions require students to verify safety ‘facts’; many are situational, which tests their ability to apply what they know. Students explore and challenge themselves with what they already know – so the P2S test is not just a test – it's a learning tool that's designed to test their knowledge.”

Once participants have successfully completed the programme they are awarded a “Passport to Safety” that can be attached to resumés to demonstrate their basic awareness of workplace health and safety.

“This basic level of awareness becomes the foundation on which to build all the other knowledge required to be safer and healthier part-time or casual workers.”

SCFNZ is currently looking for funding support for a predetermined number of students to undertake the P2S programme in New Zealand.

For further information contact Safe Communities Foundation www.safecommunities.org.nz or email: contact@safecommunities.org.nz

NEW EDITOR FOR SAFEKIDS NEWS

Jennifer Conlon has joined the team at Safekids as Marketing and Communications Coordinator, and is the new editor of *Safekids News*.

Jennifer has a consumer marketing, brand management and training background. She will be working closely with current Communications Advisor Joy Gunn on media relations and will be involved in supporting the Safekids Campaign. Jennifer has recently returned from living in the UK, and has also returned to the workforce after having her first child who is now 2 1/2 years.

Jennifer can be contacted on phone (09) 631 0726 or by email JConlon@adhb.govt.nz



Recent research studies into All Terrain Vehicle related injuries to children, and childhood poisoning from auto-dishwasher detergents have been released. Both studies highlight issues of concern for Safekids New Zealand.

ABCs OF ATVs

University of Waikato students have produced a report which examines multiple factors affecting ATV use by and around children on farms. The research report also makes recommendations on strategies to reduce New Zealand's child injury rates in relation to these machines – among them the development of a *Farm-Kid Culture*.

Researchers Michelle Basham and Mark Nicholls believe that the most effective methods of reducing rates of ATV injuries and fatalities amongst New Zealand children is to incorporate strategies that recognise the unique circumstances which often result in practices that expose children to high levels of risk. They found that the agricultural sector features prominently in the rates of ATV injuries and fatalities, with accidents involving children resulting in ACC claims at a rate of almost one per week over the last year.

They note that ATV use, like the use of most farm vehicles, is an under-regulated practice, in which safety guidelines are not always clear, consistent or enforceable, and farmers often improvise. There is also evidence of strong resistance within the farming community to any further regulation of their practices.

The researchers recommended a change in 'culture' rather than a change in law to see child safety highlighted; and best practice undertaken. To achieve this they recommend strategies focus on addressing issues such as farm culture and childcare.

Strategies recommended include those designed to address practical problems e.g. those connected with childcare for rural children. Adoption of a single set of safety guidelines is also suggested, along with reduced ACC levies for farmers attending formal ATV training programmes.

The researchers also suggest changes to address farm culture directly. They advocate the initiation of a multi-stakeholder process (similar to that undertaken when the current ATV safety guidelines were written). They believe this process will facilitate discussion amongst farmers, work and safety organisations, child health and welfare agencies, and vehicle safety experts with a view to establishing an appropriate *Farm-Kid Culture* which sets down safer norms and practices for New Zealand's rural children.

As part of the research project an extensive literature review was undertaken and interviews held with experts in farm, workplace and child safety (including staff from Safekids). These revealed a high level of concern about the circumstances that contribute to ATV related injuries to children.

The researchers found much of this concern arose from the propensity for the boundaries between the home and the workplace to become blurred in a farming environment. Interviews with members of the farming community highlighted problems associated with the availability of, and access to childcare in rural areas. This frequently resulted in practices which did not meet



existing ATV safety guidelines.

The research found that the strong family ethos which is shown in the farming community's commitment to working, living and playing together, also results in children's presence in the farm workplace – one of the most dangerous work environments in New Zealand. The value farmers also place on the benefits of cultivating a sense of responsibility, independence and a good work ethic in their children often outweighs the risks associated with ATV use by and around children.

The student's research was funded from summer research scholarships provided by the Child Accident Prevention Foundation of New Zealand and undertaken during the summer months of 2005/06.

Further information on the research is available by contacting Dr Maxine Campbell in the Department of Societies and Cultures, University of Waikato on email maxine@waikato.ac.nz

HIGH NUMBER OF CHILDREN POISONED BY AUTO-DISHWASHER DETERGENTS

A new study by Starship Children's Health clinicians, published in the latest issue of the Journal of Paediatrics and Child Health (JPCH), found a disturbing number of New Zealand children being admitted to hospital for poison treatment as a result of auto-dishwasher detergent ingestion.

During 2003 and 2004 the National Poisons Centre recorded 610 dishwashing powder ingestions, 88% of the cases involved children of less than two years of age. The Starship study, by Dr Amy Bertinelli and her colleagues, examined in more detail the 11 children with severe complications admitted to hospital during this time.

"Dishwasher detergents are highly caustic substances that cause devastating and life-threatening injuries with serious long-term side effects. The treatment of the children in the study included intubation for airway control, surgery to open the trachea for insertion of a tube to facilitate breathing and surgery to insert a feeding tube into the stomach – all major surgical procedures for a child," Dr Bertinelli said.

The youngest child in the study had dipped into the dishwasher tray and the oldest child had taken a bite from a dishwasher detergent tablet. One brand of dishwasher powder was over-represented; this container had a wide-mouth nozzle, non-child-resistant lid and was brightly coloured.

In New Zealand, auto-dishwasher detergent packaging compliance with safety standards is voluntary. Dr Bertinelli said mandatory standards for child resistant packaging of such products, as well as ongoing public education about safe use and storage of these products, is necessary in preventing children from poisoning themselves.

Appropriate first aid information in commonly-spoken languages is also important. Clinicians recommend a “scoop and wash-off” first aid treatment; rather than having children swallow water.

In the study dishwashing agents were the most common caustic substance ingested (31%) followed by household bleach (18%) in children. Nearly 50% of ingestions were of dishwasher detergent, in the powder or granular form, with over a quarter resulting in serious injuries. Children ingested dishwasher detergent either directly from the packet or from the detergent dispenser on the dishwasher machine door. Post-cycle ‘sludge’ and the dishwasher door not latched firmly allow easy access for the venturing child.

The Journal of Paediatrics and Child Health is the peer reviewed journal of the Paediatrics Division of The Royal Australasian College of Physicians (RACP).

For a copy of the paper contact: Ms Megan Winter, RACP Media Officer, phone (006129) 256 9602, or email megan.winter@racp.edu.au

ACTION UPDATE

Police Target Speeders around Schools

In the last five years over 1200 child pedestrians have been killed or injured during school terms. Police say a significant risk is posed to children by speeding drivers in the vicinity of schools, particularly during the high-risk morning and afternoon periods. To reduce this risk, Police introduced an on-going speed campaign around schools at the start of the 2006 school year.

“We wanted to do something to raise awareness of the need to drive carefully around schools” said Superintendent Dave Cliff, the National Road Policing Manager.

Police policy is to issue an Infringement Notice to all drivers detected at 11km/h or higher over the posted speed limit (with some exceptions). A lower enforcement tolerance by both speed cameras and staff will help reduce speed and in turn child pedestrian casualties, says Superintendent Cliff.

The new policy has seen Police issue Infringement Notices to all drivers detected at more than 5 km/h over the speed limit within 250 metres of school boundaries. This may include side entrances as well as the main gate. The policy is enforced between 7.30 am – 9am and 3pm – 4.30pm week days.

The new speed restrictions were widely advertised when



‘Who thinks we should be tough on speeders around schools?’

it was introduced and widely accepted as a potential life saver.

Parents, schools and the wider community have been unanimous in their acceptance and support for the policy. Despite this, several thousand speeding tickets have been issued and continue to be issued.

“I am disappointed that so many drivers are still speeding around schools,” said Superintendent Cliff “but I am pleased to say we have had no fatalities since the programme was introduced”.

For more information on the Police speed campaign around schools contact Lesley Wallis, Communications Manager, NZ Police – Road Policing on phone, (04) 470 7111, mobile 027 220 9752 or go to www.police.govt.nz

ARTA Wins Award for Walking School Bus Programme

In March the Auckland Regional Transport Authority (ARTA) won the National Award for Transport at the Energy Efficiency and Conservation Authority (EECA) EnergyWise Awards 2006 for its Walking School Bus programme.

Walking school buses are a great initiative to reduce the number of children being driven to school each day. Children walk with other children and two adult leaders along a specified route to school – like a school bus without the wheels.

Exercise and social interaction are other benefits of walking school buses, for both children and parents.



*Westmere School
Waka WaeWae
Walking School Bus.*

The EnergyWise Awards are all about players in the industry proving their brilliance in energy efficiency and renewable energy.

“The EECA EnergyWise Awards celebrate achievements in producing, delivering and using energy in the best possible ways”, said Heather Staley, Chief Executive of the Energy Efficiency and Conservation Authority (EECA).

To see if your local school has a walking bus go to www.road-safeauckland.org.nz/Schools

Pongakawa School Adopts Swim for Life

Pongakawa Primary has become the first school in the Bay of Plenty region to sign up with the Swim For Life initiative.



Swim for Life is a marketing initiative focussed on getting New Zealand children back in the water and learning to swim. Ideally children receive this tuition at school, but fundamental to the programme is the acknowledgement that less than 25% of New

Zealand children can swim 200 metres by the age of twelve.

Roger Scott from Water Safety New Zealand says Pongakawa is very fortunate to have a school that puts so much emphasis on learning to swim and survive.

“As a core life skill, the ability to swim and survive is the key intervention for reducing drownings. Although Pongakawa parents can never rest easy with children around water, they can take great satisfaction in the knowledge that their children will be able to make safer decisions around water in the future, and that they have an appreciation of safety around water.”

The 300 students at Pongakawa School benefit from the six-lane heated outdoor pool, funded by the local community and Lottery Grants in 1996. Every student receives 30 minutes of swim and survive instruction daily throughout Summer and Term 1.

For more information or to get your school involved contact Roger Scott, Water Safety Co-ordinator on phone (04) 801 9600 or 027 248 0644 or by email roger@watersafety.org.nz You can also visit www.watersafety.org.nz/swimforlife/index.asp

Safekids Takes Injury Prevention to Pasifika 2006

Using an interactive display to get the public thinking about child pedestrian safety, the Safekids team took injury prevention messages to the Pasifika Festival 2006, held in Auckland on March 11 & 12.

During the two-day event Safekids accomplished its goal in getting adults and children thinking about pedestrian safety

Pedestrian safety messages were presented to the public using imagery of congestion, parking tickets, and reckless driving. In contrast, pictures of walking events, walking school buses, pedestrian safety education and safe places to cross the road demonstrated ways safety can be improved for child pedestrians.

A main focus of the exhibit was the issue of driveway run-overs and improving driver awareness of the dangers. The public were asked to firstly help by voting for the best of four slogans that Safekids provided (see below) and to then recommend their own slogan and enter the driveway run-over competition. Slogans suggested by Safekids were:

- The driveway is no playground
- Check before you leave
- Look out for our children
- Look out for our kids

Whilst the calibre of suggested slogans was overwhelming only one winner could be chosen and this was the slogan “Where are the children? There’s no going back”. Some close runners up included:

- “Think irreversible!”
- “Look twice or pay the price”
- “Ko Nga Te Mea, Ko Tatau Tamariki”

Children attending the Safekids’ stand were kept busy answering a series of pedestrian safety questions and entering the Kids Pedestrian Safety Competition. Once competition entries were successfully completed, kids went on to play the Communities Living Injury Free new injury prevention game. Young participants need to answer a safety question correctly, before rolling the dice and entering the game.



The Safekids team were joined in promoting child safety by Amanda Sutherland and Catherine Gilhooly of Communities Living Injury Free, who encouraged children to play their new injury prevention game.

SAFEKIDS CAMPAIGN 2005/06



Safekids extends its thanks for making the Safekids Campaign Leadership Conference 2006 a success to –

Sarah Wilson from Kidsafe Taranaki. Sarah's presentation on Evidence Based Child Injury Prevention provided excellent practical examples of what is working within her community.

Kath Adams from Injury Prevention Waimakariri for her



Safekids' Injury Prevention Advisor Juanita de Senna delivering her session on Engaging with Maori.



Conference participants swayed their hips, stretched, sang and laughed during their 10 minute "push-play" exercise breaks.

session on Engaging Schools in Injury Prevention; a presentation put together from a wealth of experience and knowledge.

Bridget Farmiloe from ACC for her presentation on Funding Child Injury Prevention Work.

Jenny McKay, SCFNZ, led us through her presentation on the Importance of Evaluation in Child Injury Prevention.

We also extend our appreciation to Safekids Campaign Ambassador Pio Terei for being with us to celebrate this conference and the Campaign achievements – and for his ongoing support of our work.

A big thank you to Te Riri O Te O (The Lily of the Valley) Dance Group for their vibrant display of dance and fire.

And, our sincere thanks to ACC for supporting this child safety initiative!



The conference dinner entertainment was spectacular, with music and dancing from the children of Auckland based dance group Te Riri O Te O Dance. The evening entertainment finale ended with a Samoan fire dance (Siva Afi) by Talalelei Reweti.



Safekids Campaign Ambassador Pio Terei (Master of Ceremonies for the conference dinner) accepted and enjoyed an invitation dance from 6 year old dancer Mahinarangi Ngamata.

THE SPECTRUM OF PREVENTION

The Spectrum of Prevention is the Action Model of the Safekids Campaign, and was the theme for the Safekids Campaign Leadership Conference.

The model is based on the recognition that individual education, on its own, is not enough to significantly lower high rates of unintentional injury.

Effective prevention also requires educating communities, advocating for safety conscious legislation and policies, orienting organisations towards safer practices, and strengthening the awareness and skills of those who could be involved in prevention work.

The different layers of the Spectrum re-enforce each other and it is most potent when all the layers are activated on the same level.

The Safekids Campaign aims to create social change for child injury prevention through the implementation of the Spectrum and we do this by;

- Providing information, research and statistics on the annual themes,
- Building support networks with national partners and coalitions,
- Educating communities (through annual Information & Planning workshops, local programmes and projects),
- Raising media and community awareness of child safety through media work, and public education information,
- Undertaking advocacy for child safety through development of strategies, advocacy tools and resources.

SPECTRUM OF PREVENTION



SAFEKIDS CAMPAIGN 2006/07



Major Sponsor for Safekids Campaign

Leading Auckland and Northland real estate company Barfoot & Thompson is the major sponsor of the upcoming Safekids Campaign 2006/07 and its focus on childhood falls prevention and poisoning prevention.

Barfoot & Thompson is already supporting the 2005/06 focus on falls prevention and pedestrian safety; harnessing its

network of 900+ salespeople to distribute valuable safety related brochures to families.

Barfoot & Thompson is a Five Star sponsor of the Starship Foundation, which means it supports the Foundation at the highest level to provide additional equipment and support to help Starship Children's Health patients, parents and their families. Safekids is the child injury prevention service of Starship; providing proactive services to address the issue of unintentional childhood injury within New Zealand.

Other organisations supporting the Safekids Campaign in 2006/07 are; the Ministry of Health, ACC, ERMA New Zealand, Land Transport New Zealand, the New Zealand Police, the National Poisons Centre, Plunket, Age Concern, the Office of the Children's Commissioner, IPNANZ, the Pharmacy Guild and Pharmaceutical Society.

INFO & PLANNING WORKSHOPS COMING SOON

During April and May this year Safekids will run its annual Safekids Campaign Information & Planning workshops in centres across the country.

The half-day workshops are free to attend and will offer participants the opportunity to;

Learn about strategies and ideas relating to the upcoming Safekids Campaign themes (falls prevention and poisoning prevention);

Meet others working in injury prevention, health, early childhood education and in community organisations;

Share ideas about what's happening in your community when it comes to child safety;

"Workshop" strategies that can be undertaken in communities linked with the Campaign in 2006/07.

Workshops are open to people involved in child injury prevention, road safety, health promotion, public health, Plunket staff and volunteers, early childhood and primary school educators, Maori and Pacific workers, Rural Women, members of Age Concern. In fact, anyone with an interest in keeping kids safe.

For more information about workshop venues or to RSVP contact the Coalition Co-ordinators listed on the right.

Date	Centre	Contact Person /RSVPs
Wednesday April 5	Dunedin	Andy Redfearn Ph 03 479 6931
Thursday April 6	Christchurch	Ann Hodgson Ph 03 962 9452
Friday April 28	Taupo	Lizzy Gaston Ph 07 378 3895
Tuesday May 2	Greymouth	Malcolm White Ph 03 768 4912
Wednesday May 3	Nelson	Barbara Graves Ph 03 546 1538
Tuesday May 9	Hamilton	Dale Wilson Ph 07 838 256 ext 2032
Wednesday May 10	New Plymouth	Sarah Wilson Ph 06 753 7799
Thursday May 11	Palmerston North	Neesha Gouldsbury Ph 06 366 0326
Friday May 12	Wellington	Uenuku Kane Ph 04 570 9553
Monday May 15	Pacifica workshop Auckland	Pepe Sapolu-Reweti Ph 09 631 0725
Tuesday May 16	Auckland	Helen Stretton Ph 09 630 9955
Wednesday May 17	Rodney	Jacqui Dawson Ph 09 427 3193
Thursday May 18	Whangarei	Marion Weaver 09 430 4101 ext 7892
Friday May 19	Maori IP workshop Auckland	Juanita de Senna Ph 09 631 0717
Monday May 22	Whakatane	Karina Laws Ph 07 306 0700
Tuesday May 23	Gisborne	Kiri Simpson 06 8678974
Wednesday May 24	Napier	Max Neumegen 06 873 0267

INFO CENTRE UPDATE

What recent research is telling us

The Information & Resource Centre collects research that adds to our knowledge of child injury and its prevention. We collect articles and reports from all over the world, but are particularly interested in New Zealand. Here is some of the latest research.

Poverty increases the likelihood of a child dying from injury here in New Zealand

In December the New Zealand Medical Journal published the results of a study of child deaths – “*The contributions of the causes of death to socioeconomic inequalities in child mortality: New Zealand 1981-1999*”. This study demonstrated a link between social inequalities and child death.

This is not a surprise for injury prevention practitioners where the link between disadvantage and increased injury risk for both death and hospitalisations is well documented. Over the years a considerable amount of evidence from studies in New Zealand, Sweden, England, the States, Canada, and Australia affirms the link. Recent research from Ireland “*Social deprivation and childhood injuries in North and West Belfast*” again demonstrates a significant correlation between economic deprivation and injury rate.

ATVs and Children are a dangerous mix

The high profile death of a 4-year-old girl in the South Island has brought to the fore again the challenges of child safety for farming families. The publication of the research report

The ABCs of ATVs : factors implicated in child deaths and injuries involving all terrain vehicles on New Zealand farms is therefore timely. (See page 3)

If you would like a copy of the report please contact the Information Centre, we can send you a PDF copy.

Children need to play – safely

In the article *Resurrecting free play in young children (USA)* the authors explore the benefits of free play on children’s social, emotional and cognitive development. They conclude that free play, particularly unstructured, active outdoor play, needs to be restored to children’s lives for their total well-being. They go on to point out that there is a need for broad environmental and policy changes to provide communities with safe and stimulating play spaces as well as safer street environments.

SPARC (Sport & Recreation in New Zealand) recently hosted the symposium *2006 SPARC Active Movement* exploring the issues of children being physically active in early childhood. SPARC are dedicated to getting New Zealanders moving – check out their web site on www.sparc.org.nz

Contact Us

If you are interested in any of the items or topics mentioned above please contact the Information & Resource Centre on (09) 631 0724 or infocentre@safekids.org.nz We are always pleased to help with all your child injury prevention enquiries.

UPCOMING EVENTS

Child Car Restraint Safety Forum

10 – 11 April 2006 – Wellington

The forum, coordinated by the Plunket Society, aims to celebrate and acknowledge the work that is done by so many people around the country to get kids into child car restraints.

www.plunket.org.nz

National Seminar: Getting people together in early childhood education Children’s Issues Centre

18 – 19 June, 2006 – Wellington

Getting People Together in Early Childhood Education: Implementing the Collaborative Goal of ‘Pathways to the Future/Nga Huarahi Arataki’.

www.otago.ac.nz/cic

Sustaining Public Health – Pupuri Te Whare Tapa Wha

Public Health Association – Palmerston North

5 – 7 July 2006

The four strategies for the conference are: Social connectedness, leadership, Resilience, Treatment.

www.pha.org.nz

Safer Communities Conference

14 – 16 August, 2006 – Wellington

The theme of this conference is ‘Community Safety – Making it Happen’ and ‘Overcoming Challenges in turning Theory into Practice’. The conference aims to assist Territorial Local Authorities, other agencies, organisations and community partners to identify and implement effective strategies for creating Safe Communities.

www.lg.co.nz

8th National Injury Prevention and Control Conference Australian Injury Prevention Network

27 – 29 September 2006 – Sydney

The conference theme of ‘working together’ emphasises the increasing need for researchers and injury practitioners to embrace a broad multi-disciplinary approach; an approach that is across a variety of settings, injury issues and population age groups.

www.aipn.com.au