

Child Accident Prevention Trust

# Child Safety Week 2021



Share because you care

#childsafetyweek

# What's Child Safety Week?



**Child Safety Week is the Child Accident Prevention Trust's annual community education campaign, acting as a catalyst for thousands of safety conversations and activities UK-wide.**

We help families build confidence and skills in managing the real risks to children's safety. We want all children to have the freedom to grow and learn, safe from serious harm.

This year, Child Safety Week runs from **Monday 7 to Sunday 13 June.**

**We would like to thank our official funders who make Child Safety Week possible**



**Contact:** for any questions about Child Safety Week please email: [safe@capt.org.uk](mailto:safe@capt.org.uk)

# What's the theme?



## Share because you care

*“ Words can't describe how grateful I am for my friend posting of the dangers on her Facebook page. ”*

### Mum to one-year-old Veda, who swallowed a button battery

Sharing safety knowledge saves lives. Veda's Mum knows only too well how true this is.

Without her friend's post, she would never have known about the dangers of button batteries and rushed baby Veda to hospital, where doctors saved her little girl's life.

That's why, this Child Safety Week, we are asking you to **Share because you care.**

### Easy to share

We're making it easy to share. Connect with CAPT on **Facebook** and start sharing our new animations and illustrations for parents launching for Child Safety Week 2021.

 [@ChildAccidentPreventionTrust](https://www.facebook.com/ChildAccidentPreventionTrust)

 [@capt\\_charity](https://www.instagram.com/capt_charity)

 [@CAPTcharity](https://twitter.com/CAPTcharity)



# Where can I get resources?

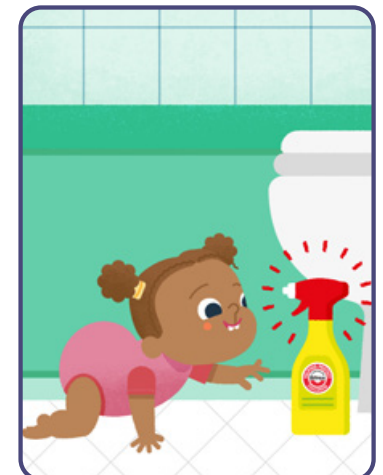


**We've developed new resources you can use and share whatever way you are reaching parents:**

- Fact sheets with bite-sized facts and safety tips on the main accident risks to children.
- Fact sheets translated into five languages – Urdu, Panjabi, Bengali, Polish and Arabic (for Somali speakers) – for speakers of English as an additional language.
- Session cards illustrating different accident scenarios to share on-screen with parents. Complemented by short workshop guides, with questions to stimulate discussion plus safety facts and tips to share during virtual sessions. Or if you're able to do small group work, then feel free to print them off.
- A Parent Pack you can link to including fact sheets on the main accident areas.
- A short article on road safety to share on your own platforms.
- A poster if you are putting up a display in a venue.

**As soon as they are available you can find them at [www.capt.org.uk/child-safety-week](http://www.capt.org.uk/child-safety-week)**

No time? Simply connect with us on **Facebook** and share our new animations and illustrations for parents on your own social media channels.



# What's the problem?



**1 in 9** emergency hospital admissions for Scottish children\* are due to an accident



(\*children under 15, Public Health Scotland)

**Accidents** are one of the biggest killers of children in England and Wales, second only to cancer

(ONS mortality statistics)

**1 child** under 5 dies every week\* in England from an accident at home



(\*Average of 55 under 5s a year, Public Health England)

**1 Scottish child** died a month\* because of an accident in 2019

(\*12 deaths of children under 15, Public Health Scotland)

**2,300 children** under 16 are killed or seriously injured on our roads every year



(Department for Transport)

**40,000 children\*** are admitted to hospital as an emergency after an accident at home

(\*Figures for England, Public Health England)

# Who's most at risk?



- **80%** of accidents to under-fives are **in the home**
- Older children are at greater risk **on the roads**. Accidents peak at **age 12**

(Department for Transport, Facts on Child Casualties, 2015)

## Children from the poorest families are more likely to be killed or seriously injured:

- Emergency hospital admission rate **40%** higher for children from the **most deprived communities**

(Public Health England)

- Children from **overcrowded homes 3 times** more likely to be injured in preventable accidents

(Prevention of injuries to children and young people: the way ahead for the UK, Injury Prevention 1998;4:S17-S25)

- Children living in the **most deprived areas 3 times** more likely to be **killed or seriously injured** as a pedestrian and **6 times** more likely as a cyclist

(Deprivation and road traffic injury comparisons for 4-10 and 11-15 year olds, Journal of Transport and Health, vol 11, 2018)

