

childsafe

KEEP KIDS FREE FROM HARM



Annual Report

1 April 2011 - 31 March 2012



CAPFSA



WOOLWORTHS



Who's Who at Childsafe

Childsafe Structure

NATIONAL BOARD

Professor
Sebastian van As
(President)



Dr Wayne Alexander



Mrs Patricia De Villiers



Professor Marion Jacobs



Professor Alastair Millar



Professor Heinz Rode



Dr Timothy Visser



Professor
Ashley van Niekerk



Mr Mark Jansen



Dr Daan de Hollander



Dr Lungi Linda



Ms Diana Ross



STAFF

WESTERN CAPE (CAPE TOWN)

Pumla Mtambeka
(National Director)



Chiedza Mavengere
(Researcher)



Yumna Abrahams
(Administrator)



Dorothy Schulman
(Volunteer Supervisor)



Andrea Volk
(Student intern)



Rukea Abdroef
(Volunteer)



Margie Tromp
(Accountant)



KWAZULU-NATAL (DURBAN)

Dr Daan de Hollander
(Director)



Sister Gezel Wilkens
(Volunteer)



GAUTENG (PRETORIA)

Ryan Inkley
(Volunteer)



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President's Message

After 2 decades Childsafe managed to finally come up-to-date and we are very proud to present to you this annual report 2011 without any backlog!

The Childsafe Staff has been putting on a great show over this last year, our activities and programmes have really exploded; and I am sincerely proud to have such a well-motivated and hard-working and genuinely fantastic team.

Childhood Injuries and death form a major public health problem requiring urgent attention. Promoting child safety is an enormous task; it can only be achieved if we all work and collaborate on it together.

As you may be aware, Childsafe South Africa is the only organization of its kind working in Southern Africa to promote child safety and reduce the number of child injuries. It has been performing this important task since 1978 through research, education and advocacy.

Over the last year, as you can see, extensively documented in this Annual Report, Childsafe ventured in new and unexplored child safety areas.

All three programs have been greatly extended.

- (1) Our Database on childhood injuries has been transformed under the professional guidance of Dorothy & Yumna to a real-time Childhood Injury Surveillance System. It is the only one in the African Continent and the largest single-centre one worldwide. The data from it are utilised by world famous organizations and institutions such as the World Health Organisation and the Johns Hopkins University in the USA. Chiedza is presently deeply involved in ongoing research with a UCT grant on child safety issues in the practice of child carrying and presented her Masters' research project on childhood safety issues in informal settlements at the Red Cross Research day and scooped the prize for the Best Junior Researcher!
- (2) Pumla, Chiedza and numerous volunteers have provided numerous child safety courses to health care workers and Early Childhood Development



centres. Of particular note is our close association with the World Health Organization in the provision of a Childhood Burn Prevention program which we, in close association with the Paraffin Safety Association, rolled out nationally. We also had numerous stands on various Childhood & Safety Exhibitions. Our stands are always popular and are a direct reach into the community.

- (3) Our advocacy program has grown like never before over the last years; we have been able to develop real strong bonds with a number of national corporates such as PEP, Clicks and Woolworths. The enthusiasm and commitment of these huge national retailers has been heart-warming. It is so exciting to see all sectors starting to play their role in the area of childhood safety.

The Childsafe staff as well as the National Childsafe Board has put on the Childhood Safety Show with great dedication and care.

I am truly grateful to all your efforts in making the world a safer place on behalf of our most vulnerable citizens: our children.

A handwritten signature in black ink, which appears to be 'Sebastian van As'.

Sebastian van As
President: Childsafe South Africa



Director's Message



This year, Childsafe - the campaign of Child Accident Prevention Foundation of Southern Africa (CAPFSA) is celebrating 34 years of existence! Childsafe has grown into a unique and prominent organization in South Africa. The foundation continued investigating childhood accidents and ways of preventing them. Childsafe also operates as a resource centre for the general public and to those involved in preventative health education and environmental planning.

2011/2012 has been one of the most rewarding years for Childsafe. It has been a year of great accomplishments after all the hard work from previous years.

During this year, we had more good news compared to any other years. Here are some of the highlights from 2011/2012:

- Partnership with Woolworths Trust is one of the greatest achievements we have witnessed thus far.
- A very successful joint media campaign with The Minister of Health (Theuns Botha) and The Minister of Transport (Robin Carlisle) on child road safety over the festive season.
- Funding received from World Health Organization (WHO) for Burn Prevention training workshops in South Africa.
- Nomination of Childsafe as a National Charity for SABC Education Baba Indaba.
- Partnership with Pep stores in compiling child safety text messages which were distributed to PEP Store customers during the year-end holiday period in their PEPTXT programme.
- Partnership with Clicks Group Limited during the 2011-2012 holiday season, to create awareness on child injury prevention by targeting Clicks' customers.

It is with sincere thanks and appreciation that we would like to acknowledge all our funders who made tremendous contributions over the past year. Without this funding it would have been impossible to achieve the goals we set for the year. I want to thank all our staff in the Western Cape, KZN and Gauteng who worked tirelessly to ensure that all our commitments for the year were met.

Thank you to the Board of Directors who have provided us with constant advice and support in so many ways. A special thank you to our President, Professor Sebastian van As for being a major driving force in all our activities.

Childsafe has evidently grown from strength to strength in the year 2011-2012 and a brighter future lies ahead.

"Tak" Swedish word meaning 'Thank You'.

Pumla Mtambeka
Assistant Director



VISION:
A safer world for children

Mission

Our mission is to promote optimal health and development of all children in South Africa. Childsafe aims to reduce and prevent intentional and unintentional injuries through research, education, environmental change and recommendations for legislation.

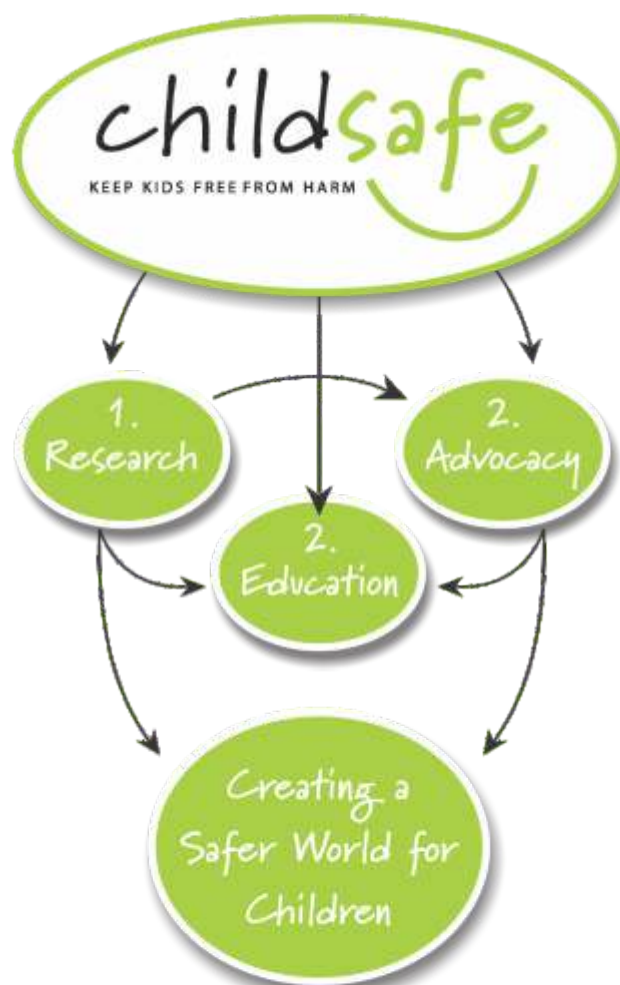
To achieve this, we work in co-operation with government, industry, non-governmental and community based organizations, community groups and individuals.

Childsafe believes that every child has a right to grow and flourish in a safe environment without the threat of being hurt.

Objectives

The specific objectives of Childsafe and the Foundation are:

- The promotion of a general understanding of the nature, extent and cost of childhood injuries.
- To raise community awareness of childhood safety and injury prevention.
- To reduce frequency, minimize the severity, or prevent the occurrence of childhood injuries.
- To serve as a recourse centre to the communities, providing meaningful information and resources regarding childhood injuries and their prevention.
- To serve as a scientific body of knowledge regarding childhood injuries and preventative methods.
- To foster community involvement as a basis for child accident and injury prevention services.
- To increase the level of participation of all sectors of the community (government and private organizations).
- To develop and implement injury prevention measures.
- To lobby and motivate for safety standards and legislation regarding children's products and safer environments.



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Research

Since 1991, the foundation has continued to gather and update available statistics on childhood injuries and deaths presenting at the Red Cross Children's Hospital Trauma Unit. Currently, this database has approximately over 150 000 childhood injuries.

The Childsafe database serves the purpose of a surveillance system on all childhood injuries. This database has been systematically analysed for a large number of clinical and epidemiological studies as they pertain to childhood injuries.

Many thanks go to our dedicated staff and volunteers who have kept the database up-to-date, thus, the most recent trauma data is available.

Publications:

- "Sexual assaults in children: the role of HIV Post-Exposure Prophylaxis (PEP)" AJW Millar, AB van As, A Numanoglu, S Cywes. *Journal of AIDS Clinic Res* 2011; 2(1):1000116.
- "Non-Operative Management of Renal Trauma in Very Young Children: Experiences from a Dedicated South African Pediatric Trauma Unit" A Tsui, J Lazarus, AB van As. (Accepted by Injury 2011).
- "Improving Theatre Efficiency in South Africa". Van As AB, Brey Z, Numanoglu A. *SAMJ* 2011; 101(7):444-448.
- "Restraint use of child passengers in South Africa: An observational study". Kling J, Nicholls T, Mtambeka P, van As AB. *SAMJ* 2011; 101(3):146.
- "Evaluation of pain incidence and pain management in a South African pediatric trauma unit" Thladens T, Vervat E, Albertyn R, van Dijk M, van As AB. *SAMJ* 2011; 101(8): 533-536.
- "Vulnerability of children to gunshot trauma in a violence-prone environment: The case of South Africa." Naidoo S, van As AB. *African Journal of Paediatric Surgery* 8(1):101-104.
- "Global factors affecting child trauma and the need for ongoing child advocacy". AB van As. *Vulnerable Children and Youth Studies*. 2011; 1-7.
- "Clothing ignition burns to children: A narrative review of etiology and international and South African prevention Legislation." Titi N, Van Niekerk A, Arendse N, Van As AB. *African Safety Promotion Journal* 2011; 9(1):1-21.
- *Childhood Falls: Towards a safer environment for children*. In "Enabling Child Safety". 2011.
- *Traffic Safety: Towards a traffic-safe South Africa*. In "Enabling Child Safety". 2011.
- *AIDS and Trauma*. Vakil E, Zablegal-Zwick, van As AB
- In "HIV and AIDS - Updates on biology, immunology, epidemiology and treatment strategies" Ed: Nancy Dumas. 2011.
- *Alcohol and Violence: A fatal combination*. Mail & Guardian. Sebastian van As (29 July 2011).
- *The role of a Health Promotion Foundation in South Africa*. Mail & Guardian, Sebastian van As (11 November 2011).
- *Township kids safer in Zimbabwe-study*. Cape Argus, Chiedza Mavengere (5 September 2011).
- *Buckle-up your kids or you pay*. Cape Argus. Sebastian van As (6 December 2011).

Presentations:

Integrated Strategic Framework for the Prevention of Violence and Traffic Injury and the Promotion of Safety and Peace in South Africa. 2011.

- Keynote: "Child Abuse in South Africa".

International Paediatric Trauma Conference, 2011, Milan, Italy.

- Keynote: "The Need for a Dedicated Trauma Unit for Children".

International Surgical Days, Netherlands Society of General Surgeons, Veldhoven, Netherlands, 2011.

- Invited Guest Lecture: (Annual Michael van Vloten Lecture): 'Child Trauma and Child Abuse in South Africa'.



Netherlands Society of Paediatricians, 2011, Utrecht, Netherlands

- Invited Guest lecture: Child Physical and Sexual Abuse in Africa; how to diagnose and treat it.

Netherlands Trauma Society West Netherlands, 2011, The Hague, Netherlands

- Invited Guest lecture: "Blunt Abdominal Trauma in Children"

European Association of Paediatric Surgeons, 2011, Barcelona, Spain

- Paper: "Dog bites in small children".
- Paper: "Child Trauma and the Media".
- Paper: "Non-operative management of renal injuries in young children".

1st Black Researchers' Forum, 2011

- "Child Safety in two informal settlements: Zimbabwe and South Africa".

Launch of the Peri Peri U (Partners Enhancing Resilience to People Exposed to Risks) initiative at Stellenbosch University, 2011.

- "Child Safety in two informal settlements: Zimbabwe and South Africa".

Red Cross Research Days, 2011.

- "Child Safety in two informal settlements: Zimbabwe and South Africa".

Child Safety Seminar, Red Cross, 2011.

- "Child Safety in two informal settlements: Zimbabwe and South Africa".

Pediatric Trauma: New Concepts and Controversies (How I do it!), Washington, USA, 2012.

- Paper: "New concepts and controversies in Paediatric Abdominal Trauma".

Pan African Paediatric Surgical Association (PAPSA), Bi-Annual Congress, Cape Town, 2012.

- Paper: Paediatric Trauma in Perspective.
- Paper: Gunshots of children in Cape Town.

Research Projects

A number of research projects were undertaken during the past year. These mainly involved the analysis of our trauma database by different students from academic institutions, hospitals, private companies, medical students and volunteers. A summary of some of the research projects conducted is highlighted in the table below:

Name	Institution	Research Topic
Hadley Herbert	Johns Hopkins University	Burden of child injury
Chiedza Mavengere	UCT	-Child Safety in two African informal settlements: Zimbabwe and South Africa -Exploring and examining child back carrying in Africa
Gert-Jan Haaring	Netherlands	Incidence and characteristics of paediatric trauma in Cape Town
Greg Sheppard	Deviant Design	Domestic workers and child safety
Ismail Al-Malki	UCT	Non-Accidental Injuries
Ceiridwen Davies	UCT	Child Abuse
John Colville	UCT	Private
Angus Alexander	UCT	Abdominal Injuries



Education and Training

A summary of education and training activities and outputs by Childsafe.

01 April 2011 – 31 March 2012

Education resources distributed	18591
Lectures, workshops & talks	52
Training courses	2
Radio programmes	30
Television coverage	1
Newspaper & magazine articles	47
Childsafe News (Newsletter)	500
Exhibitions & open days	10

Childsafe also received numerous requests for workshops.

Institution	Target Group	Community	Total Reached
Zanokhanyo Home	Unemployed women-home	Khayelitsha	223
Management Training Centre	Managers Khayelitsha		
Red Cross Hospital	Red Cross Hospital nurses	Red Cross Children's Hospitals	112
Western Cape College of Nursing	Nursing Students	Athlone	240
Communicare School Holiday Program	School children-holiday program	Kraaifontein	65
Health & Safety Training Course	UWC Students	Bellville	85
WHO Burn Prevention Workshop	Health promoters	Various areas of the Western Cape, Boland and Karoo	110
Department of Health	Western Cape	Provincial Government of the Western	50
Wellness Summit	Stakeholders/employees	Cape employees	
Woman Development Business (WDB)-Out of poverty dialogue	Rural women	Women from Mpumalanga, Limpopo, Eastern Cape and Kwa-Zulu Natal	1200
Red Cross Children's Hospital Outpatients	Out patients	Red Cross Children's Hospital	250

WORLD HEALTH ORGANISATION BURN PREVENTION WORKSHOPS



During November 2011 and the second quarter of 2012, Childsafe received funding from World Health Organisation (WHO) to conduct a series of Burn Prevention workshops in an attempt to address the high incidences related to burn injuries in South Africa. These workshops were conducted in the Western Cape by Childsafe as well as in Gauteng in collaboration with Paraffin Safety Association of Southern Africa (PASASA).

The workshops were aimed at the following:

- To raise awareness about the occurrence of burns amongst children from birth to age six years old, through the use of the Living Safely educational poster.
- To reinforce positive avoidance behaviours.
- To encourage a concerted and multi-disciplinary approach in reducing the number of burn fatalities, especially amongst children six years and under.
- To empower community members to prevent burn injuries and have basic burns first aid training so as to improve the survival and recovery period.

The objectives were:

- To conduct focus group workshops to train further trainers to take the message out to their communities.
- To promote the distribution and use of the Childsafe "Living Safely" poster as an educational tool within childcare centres, clinics and or hospitals
- To reproduce an electronic "Powerpoint" presentation and user-friendly flip charts for further use by community health workers.

First workshop

On the 3 November, Childsafe conducted the first Living Safely educational workshop for Health Care Workers at Red Cross Children's Hospital (RXH), Cape Town. Forty health promoters from the Department of Health, City of Cape Town and Red Cross Society attended the workshop.

The workshop was very well attended and received by all participants, and is the first in a series of similar events which will be held in other South African regions. We have also received very positive feedback from our participants as they were given an opportunity to evaluate how the workshop was presented. Most of the participants expressed that they valued the training workshop and felt that their expectations were met.

Second workshop

Similarly, in Gauteng province, another workshop was organised in collaboration with PASASA and the City of Tshwane's Health Department. A group of 25 Health Promotion Practitioners (HPPs) were invited by the Health Dept. to attend this workshop, facilitated by Dehran Swart, PASASA's Senior Project Manager.

The workshop commenced by focusing on the main types of injuries, risk of injuries, the role of health promotion, and at primary, secondary and tertiary prevention. There was lots of participation by the HPPs and they commended the initiative. They appreciated the content covered as it highlighted the need to focus on the developmental and educational phases that young children go through.





Third workshop

A collaborative workshop was organised with the involvement of WHO-Geneva, Childsafe, the PASASA and the Social Health Department, Ethekwini Municipality. A group of 20 health care professionals (mainly nurses and social workers) were invited by the City Health Department to attend this workshop facilitated by Dehnan Swart.

The workshop introduced practical suggestions on injury prevention, but participants also enjoyed learning about other types of interventions: legislation, regulation and enforcement; product modification; environmental modification; safety devices; emergency medical care; education skills and behavior change.



Fourth workshop

The last workshop organised by Childsafe for the Western Cape took place on the 19th of May 2012 at St Nicholas Church Hall in Elsies River, Cape Town. Sixty delegates from a community-based organisation known as The Diocese of Saldanha Bay Mothers' Union received the training.

All participants welcomed the information gained and were very receptive. On the other hand, Childsafe commends and appreciates the high level of participation. This was evidenced through the debating which took place amongst group members and facilitators. At the end of the workshop, not only were we confident that everyone was happy with the information given, but mostly importantly, our objectives were met.

Childsafe wishes to thank our funder WHO, for assisting with funds and also all the stakeholders who participated in this training workshop. Without their expertise & funds, these training courses would not have been as successful.



Childsafe reaches rural women

Childsafe was one of the stakeholders invited by Woman Development Bank (WDB) to take part in Out of Poverty Dialogue – 8th and 9th December 2011 where more than 900 women from the rural areas of South Africa gathered in Pretoria at the weekend for the Out of Poverty dialogue and



awards. The dialogue brought together rural women from four provinces; Mpumalanga, Limpopo, Eastern Cape and Kwa-Zulu Natal.

The WDB, which has been supporting women through its micro-finance programme, honoured the entrepreneurs at a ceremony held in Heartfelt, Thaba Tshwana, Pretoria.



Childsafe had an information stand with educational resources which caught the attention of these rural women.

We would like to sincerely thank WDB for making financial contribution towards our travelling and accommodation expenses. We trust that this partnership will be life-long.

JUNE/JULY SCHOOL HOLIDAY PROGRAM

During the first week 4 July – 08 July 2011, Childsafe South Africa took part in a June/July School Holiday Program. This program was organised by Communicare Welfare Agency - for 80 children from Bloekombos and Wallacedene informal settlements in Kraaifontein.

The program's objectives were mainly based on the theme **"CHILDREN HAVE THE RIGHT TO A SAFE ENVIRONMENT"** whereby awareness was raised on different issues relevant to safe environment such as:

- What is a Safe environment?
- Road Safety
- Electricity dangers
- How to stop a fire

Furthermore, this program focused on enriching the young people by integrating entertainment and providing mouth-watering refreshments.



Children dancing during a child safety song



Fire Fighters doing a live demonstration

This program was run in collaboration with Fire and Rescue Services, Eskom (national electricity/power suppliers) Paraffin Safety Association and Phoenix Burns Project.

FAMILY STRENGTH EXPO: GUGULETHU INDOOR SPORTS COMPLEX, CAPE TOWN

In celebrating the International Year of Families, the Department of Social Development hosted a three day **Family Expo** from the 20 - 22 May 2011 at the Gugulethu Indoor Sports complex. Social Development identified the

FAMILY as the basic unit of society that needs to be strengthened so that it can continue to play its rightful role in society, namely, the physiological, economic, spiritual, physical and social care and protection of its members.

Childsafe was one of the organisations that were invited to take part in the Expo. There was a huge interest shown at our exhibition stand with more than two thousand visitors during the three days with parents flocking for resources / educational materials.

It was an Expo worth attending as Childsafe gained a lot of exposure to the public and managed to network with a number of government, public and private organisations. Awareness on childhood injury prevention was made quite significantly.



Marimba dance group – part of entertainment



Members of the public at Childsafe stand



Childsafe exhibition stand



Chidsafe Candle Project

Now in its sixth year, the Safer Candle project continues to be a major Chidsafe programme. In South Africa, fires due to fallen candles remain high risk, especially in informal settlements. We have received reports of children and adults who have died; and of hundreds of shack fires when residents have lost homes and property. We believe that many of these fires could have been prevented if Safer Candles were used.

Demonstrations of Safer Candle use continued to be given in the Red Cross War Memorial Children's Hospital Out Patient Department waiting areas to mothers and caregivers, further afield demonstrations were given at the Catholic Welfare Development community workshops by Chidsafe Acting Director, Pumla Mtambeka. Chidsafe continued to participate in partnership workshops held together with the Paraffin Safety Association and Phoenix Burn Project. Lecture-demonstrations were given at Red Cross War Memorial Children's Hospital to nursing students at post graduate and undergraduate levels.

Chidsafe is grateful for the assistance of student volunteers from the Friends of the Children's Hospital Association and USA interns, many of whom showed keen interest in the Safer Candle Project. These volunteers were also able to create stocks of jar units with dry sand, half candles and as well as giving the demonstrations at the Children's Hospital.

Since last year, about 500 jar units have been distributed following demonstrations. Apart from local Cape Town areas, we have reached West Coast, George and Port Elizabeth. Since the inception of the Safer Candle Project, in Child Safety Month 2006, a total of five and a half thousand Safer Candle Jar units have been distributed!



During the past year, the Safer Candle Project has been promoted at Baba Indaba Exhibitions, at the South African Burn Society Burns Conference, and at the Pan African Paediatric Surgical Association Biennial Conference.

Chidsafe is very pleased to report the World Wildlife Fund SA (WWF) approved the Chidsafe Safer Candle for their Earth Hour website for the second year. On 31 March 2012, Chidsafe at Red Cross War Memorial Children's Hospital, joined people, businesses and governments around the world to support the annual environmental event –WWF Earth Hour.





Childsafe Campaign

Child Safety Month and AGM, August 2011

The well-attended Childsafe/CAPFSA AGM was held at Red Cross Children's Hospital during Child Safety Month when the new Travelling Safely Poster was launched, and four research presentations were given.

Board member, Diana Ross, opened the meeting and welcomed all present. Prof Sebastian van As, President of Childsafe and Head of Red Cross Hospital Trauma Unit, introduced by emphasizing the fact that a child was twenty five times more likely to have an accident in South Africa than in the UK. Guest speaker, Dr Elmin Steyn, President of the SA Trauma Society, commented in her presentation that the Childsafe Database of Trauma Unit Child Injuries is unique, and that a similar valuable research system is not available in the private health system.

Chiedza Mavengere, a UCT Masters graduate, gave a summary of her thesis, "Human Agency and Everyday Risk: comparing and contrasting Child Injuries in Two Informal Settlements – South Africa/Zimbabwe". Gert-Jan Haaring, a visiting undergraduate, gave an overview of his research project, "Child Safety Patterns in Cape Town".

In recognition and appreciation for participation in the development of the Travelling Safely Poster, certificates were handed by Prof van As to the following Childsafe partners: Teri Kruger, team coordinator for both the Living and Travelling Safely Posters; Mandy Lomborg designer; and Kate Boyes artist; Metro District Health Services/Health Promotion staff, especially Maureen McCrea, Ferdinand Bomvana, and Nonkosi Dyakala who motivated for the generous contribution of R22 000 towards design, layout and illustrations; University of Stellenbosch, especially Dr Marion Sinclair, for motivation of a generous amount of R10 000 towards printing costs; Department of Community Safety, especially Nina September and Ben Nohiya, who motivated for R10 000 towards printing costs; Medical Research Council especially Najwa Arendse; and members of the Childsafe staff.

Margie Tromp presented the Financial Statements, and the meeting was closed by Board member Patricia de Villiers, Deputy Director of Health Promotion.





Clicks Child Safety Campaign over the Festive Season 2011/2012



Clicks Group Limited, which is a health and beauty focused retail and supply chain, approached Childsafe to partner on a child safety campaign over the festive season. As you are aware, child injuries continue to be one of the greatest threats to children growing up in South Africa, and the aim of the campaign was to create awareness on child injury prevention by specifically targeting Clicks' customers with simple positive child safety messages.

The campaign ran during the festive season December 2011 to January 2012 covering all Clicks stores. Clicks has 590 stores across Southern Africa. Through Childsafe's engagement, Clicks agreed to design and produce: in-store hanging mobiles; posters; live messages on Clicks in-store

radio; as well as the possibility of including messages on their broadsheets.

It was heartwarming to see some child safety messages in hanging mobiles (pictures) in various Clicks Stores in South Africa. We have no doubt that this kind of campaign especially, if ongoing, will have a great impact on reducing the number of children injured and dying in our country. We have already received positive reaction to this campaign.

Childsafe is grateful to Amanda Brinkmann, who is a special advisor to the Provincial Minister of Health and a leader of government business in the Western Cape, and members of Clicks team who made this campaign a



Conferences

20th Safe Community Conference in Falun 6-9 September 2011

Safe Community held its 20th conference between 6-9 September and Pumla attended. The theme for the conference was: *"What is good and what has to be changed on International Safe Community Development?"*. It was intended for all interested parties in promoting safety and injury as well as violence prevention at both community and national level.

There were a number of keynote presentations which included Professor Leif Svanstrom (Sweden), Dr Margie Peden (WHO, Switzerland), Professor Dinesh Mihan (India), Dr Dinesh Sethi (WHO, Regional Europe Italy), Dr Maria Isabel Gutierrez (Colombia) and many more. The conference was well structured with a number of plenary sessions. As expected, this made it difficult to decide which session to attend as all were significant.

The conference was well attended by more than 800 participants from all over the world. Participants shared experiences and information on how safety promotion programs can be developed and sustained in your own communities.



The Safe Community Flag was left in Sweden until Prof Leif (in the picture) approves the country to host the next conference

SAFEKIDS WORLDWIDE Network Meeting



On the 4th -6th September 2011, prior to the 20th Safe Communities Conference, Safekids Worldwide hosted meetings with 22 country members across the globe. Safe Kids Worldwide network country members presented best practices and expert knowledge of unintentional childhood injury prevention. A new global initiative, Safe Children's Communities was amongst other topics under discussion.



Safekids group members

Pan African Paediatric Surgeons Association (PAPSA) conference report Cape Town, 19-21 March 2012

Childsafe representatives attended the PAPSA conference over three days at Cape Town's Waterfront. Childsafe welcomed the unique opportunity to attend the biennial PAPSA conference which was attended by paediatric surgeons from all around the world, but particularly from Africa.



The Childsafe desk was easily identified by the delegates with our colourful child-friendly banner, educational posters, and brochures. Poster sets – Growing Safely, Living Safely and Travelling Safely were requested and given freely to visiting surgeons from many parts of Africa; Kenya, Malawi, Tanzania, Zambia, Zimbabwe; and Nigeria, Ghana, and Benin. These surgeons welcomed the opportunity to take home the Childsafe research-based, child accident prevention education material which would have immediate visual application in the Trauma Units of their hospitals. Even doctors from Europe (Germany and Switzerland) said that they had nothing to compare to the Childsafe posters in their Trauma Units.

Childsafe staff attended the final plenary lecture given by Prof David Drake, UK, who spoke about his experiences as a visiting voluntary paediatric surgeon in Tanzania. Dr Dan Poenaru reported the distressing situation for families in Dadaab Refugee Camp on the Kenya-Somalia border, and the burden of congenital disease in Kenya, where children may wait for up to five years to have surgery for club foot, cleft palate, and other abnormalities corrected.

South African Burn Society Biennial Conference

On the 10th – 12th of November, Childsafe attended and exhibited at the South African Burn Society biennial conference at the Vineyard Hotel in Newlands. The conference offered a unique opportunity for surgeons, medical professionals, social scientists, nurses, occupational therapists and physiotherapists, researchers, NGOs, and various companies to collaborate and to share their practices, experiences, and challenges in the care of a burn victim.

Throughout the three days, the conference fostered the exchange of knowledge and insight between these professionals. The familiar faces of our peers from the Red Cross Children's hospital, Prof. Heinz Rode, Prof Alistair Millar, Prof Andrew Argent, May Bleeker- Phelan from the Phoenix Burn Project, affiliates from the Paraffin Safety Association, and many others addressed and informed the audience of the multiple aspects of total burn care, such as

the need for burn prevention measures, various challenges and advancements in physiological care, and the identification and treatment of psychological scars. Furthermore, visiting surgeons and psychologists from the U.K, Ethiopia, Switzerland, and beyond presented their findings, questions, and results in the specialty of burn treatment and rehabilitation. Such a range of topics suggests that the task of total burn care begins in prevention and lasts throughout rehabilitation.

The Childsafe display was situated by the entrance of the auditorium and focused on our Child Safety posters, with an emphasis on "Living Safely" and protecting children from burns. The "Living Safely" poster highlights best practice behaviors to prevent childhood burns. In addition to the poster series, Childsafe offered conference participants our Safer Candle pamphlets, burn avoidance stickers, and child safety recommendation handouts. Childsafe had multiple inquiries regarding our educational materials and service with other South African hospitals, doctors, and organizations. Childsafe also distributed over twenty "Living Safely" posters. Dr. Daan den Hollander from Kwa-Zulu-Natal, spoke on behalf of Childsafe's mission and to influence others to prioritize prevention. On the third and final day of the South African Burn Society conference, like other participants, Childsafe left more knowledgeable on burns and committed to the prevention and reduction of childhood burns.



Advocacy and Legislation

LAUNCH OF GLOBAL DECADE OF ACTION FOR ROAD SAFETY



The World Health Organisation's Decade of Action for Road Safety was launched globally on 11 May 2011. On 19 May 2011, as part of Childsafe's contribution, the Buckle-up Banner was hung on the fencing of the Red Cross War Memorial Children's Hospital's vehicle entrance. Professor Sebastian van As, the Head of the Trauma Unit, wrote in his editorial in the World Journal of Paediatrics (November 2010), that traffic accidents account for 32% of child deaths, making it one of the top three factors affecting child mortality. Annually, the hospital treats close to 300 children who were involved in motor vehicle accidents as passengers. Nearly 90% of those children were not properly restrained in the vehicle.

This message was targeted to patients and staff coming in and out of the hospital. It drew public attention as well as media as we had lots of enquiries thereafter. We are in a process of securing funding/sponsorship for a permanent

SABC EDUCATION BABA INDABA CAPE TOWN AND SANDTON, 2011



Childsafe was invited to participate in the Cape Town (August 5th, 6th, and 7th) and Sandton (October 28th, 29th & 30th) SABC EDUCATION Baba Indaba Exhibition.

The public showed keen interest in our child accident prevention posters and leaflets. Some mothers said they would use the posters at home to train their nannies, while others highlighted taking them to their children's schools, crèches and play centres.

The Baba Indaba gave us an opportunity to network with other stand holders, especially Safe Laaities, who are creating awareness for the importance of car seats, and The Baby Club, who would like to include child safety information for parents in their publications.

Childsafe is grateful for the support of Phoenix Burns Project, Department of Health and especially to Teri Kruger, Chiedza Mavengere, Maureen McCrea, May Bleeker-Phelan, and the Dieticians who assisted on the Childsafe exhibition stand over the three days.





Website Report

In 2010, Childsafe launched its official website. From this site, parents and caregivers are able to access a wide range of useful information. This information includes suggestions, requirements and advice, all revolving around keeping our children safe. Also, through this website, parents and caregivers are able to find information around protecting and preventing unintentional injuries, which have been reported to be the leading cause of deaths amongst children.

Much of the information found on this website offers answers to frequently asked questions. For instance, with road safety as a major concern, one is able to get all the answers regarding to car safety. These include the age and weight requirements for car seats, as implemented by the law, along with photo examples. Again, this site offers information on other issues such as choking hazards, household chemicals which could potentially lead to

poisoning and the actions to take if the child is choking or has been poisoned. This is just, but, an example of the numerous other valuable materials and advice available. One is also able to find the latest statistics and scientific papers written on childhood injuries.

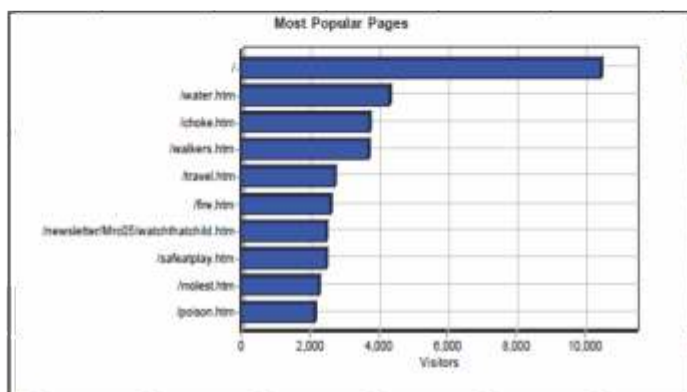
During the last financial year, Childsafe's website received over 230,000 visits; an average of 271 visits per day. Website viewers are mainly people from South Africa; however a significant number are from the United States, China, Saudi Arabia, Australia and Singapore. It is very encouraging to know that our website is providing such valuable resources to people from all corners of the world. Such initiatives will help reduce accidents in not only South Africa, but worldwide.

To support this critical initiative, please visit: www.childsafe.org.za and donate online

Access Statistics

Pages:

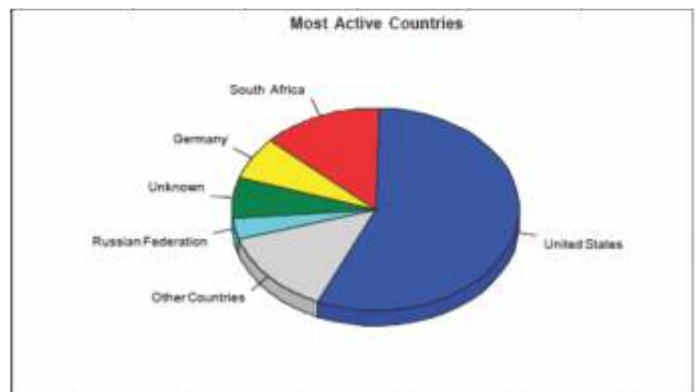
Most popular pages



Visitors

Countries:

Most popular counties





Media

Extensive media coverage on child injury prevention over the past year and has greatly assisted in getting safety messages and prevention information out to important role players and the general public.

Regular requests were received from publications for articles on child safety. We are grateful to all the media in partnering with Childsafe this past period and thank them for their valuable assistance in advocating for child safety and injury prevention.

Newsletter

Childsafe printed and distributed 5 issues (500 copies) of the Childsafe News. This newsletter is our medium for conveying safety information and current local and international initiatives on child safety and injury prevention to the public. Electronic copies of the Newsletter have also been made available to a wider target of health professionals, educators, clinics, hospitals and members of the public.

RADIO MEDIA	PRINT PUBLICATIONS	ONLINE MEDIA	TELEVISION MEDIA
Mzansi Breakfast show	Sunday Times	Die Burger.com	E-tv News
VOC fm	Son	lol.co.za	Kyknet
Kfm	Cape Argus	lol.co.za/Cape Argus	
Radio Helderberg	Daily Sun	Pretoria News.co.za	
Heart 104.9	Pretoria News	Sundaytimestribune.co.za	
King Fisher fm	Travel Magazine	Thepost.co.za	
Motsweding fm	The New Age	Vocfm.co.za	
Umhlobo Wenene fm	Die Burger	News24.co.za	
Goodhope fm	Media 24	Sabc.co.za	
Radio Tygerberg	Die Beeld	Inl.co.za	
Radio 702	Child Magazine		
Gagasi 99.5 fm	Cape Times		
RSG	Mail and Guardian		
Lotus fm	The Star		
Lesedi fm	Daily News		
CCFM	Eyewitness news		
5fm	Daily Voice		
Radio Pretoria	Vrouekeur Magazine		
Metro fm	Readers Digest		
Cape Talk			



Resources

Development of the Childsafe brochure

Childsafe is proud to announce the rebranding, designing and development of its new brochure. The brochure gives the vision, mission and all the activities which the organization is involved in. Our brochure becomes such a useful tool to distribute everywhere we go!

Also, Childsafe has continued to produce and distribute a wide range of child safety information in the form of leaflets and posters. The range of topics covered by these useful resources includes road and traffic safety; prevention of burns, poison, choking, suffocation; water safety and many more others.



Furthermore, during the Global Road Safety week, Childsafe developed an A3 flyer which saw the distribution of about 1000





Childsafe Funders and Members

- Provincial Government Western Cape
- Department of Community Safety - Road Safety Management
- Paraffin Safety Association
- University of Cape Town
- Safekids Worldwide
- Woolworths
- Nolands Inc - Registered Auditors
- Catholic Welfare Development – Zanolhanyo
- Alton SA
- SABC Education Baba Indaba
- World Health Organisation
- Johns Hopkins School of Public Health Injury Research Unit
- Programme for Enhancement of Research Capacity (PERC)
- World Development Bank
- Clicks

CHILDSAFE MEMBERS

The following companies, organisations and individuals are Childsafe members. Their membership not only expresses their support but it's also proof of their commitment towards safety.

1 APRIL 2011 - 31 MARCH 2012

Gold Members:
Woolworths

Silver Members:

Sanlam
Nets for Africa
Aquachlor

Bronze Members:

Aquatots Swim Program
Aqua-Net
Rosemary Hickman

Regular Members:

Baby Talk
Gm Luffrum
CRC Shevil
Marilyn Friedland
Power plastics
Prof E Horack
Children's National Medical Centre
Blue Balloon Pre School
Child Guard
Miriam Patel
Melville Montessori
Lizamarie Choice
Lynn Bluff Emergi
Risidale Primary
Sarah Philbrick
Jacqui Oostenhuizen

Annual Financial Report

Child Accident Prevention Foundation of Southern Africa Annual Financial Statements for the year ended 31 March 2012

Statement of Income and Expenditure

Figures in Rand	Note(s)	2012	2011
Income			
Donations and other income	5	74,254	104,176
Interest earned		26,440	34,296
		<u>100,694</u>	<u>138,472</u>
Expenditure			
Administration and management fees		18,180	21,863
Bank charges		3,047	1,334
Candle project		136	616
Catering		2,102	3,876
Conference fees		12,661	5,331
Consulting fees		38,750	94,050
Internet payment facility		1,047	-
Depreciation, amortisation and impairments		3,577	5,489
General expenses		40,475	14,011
Legal expenses		2,187	1,947
Postage, telephone and fax		6,220	6,726
Printing and stationery		25,049	22,647
Training courses		6,341	9,493
Travelling and accommodation		12,236	16,989
Volunteer stipend		9,600	1,500
		<u>181,608</u>	<u>205,872</u>
Deficit before taxation		<u>(80,914)</u>	<u>(67,400)</u>
Taxation	6	-	-
Deficit for the year		<u>(80,914)</u>	<u>(67,400)</u>

Child Accident Prevention Foundation of Southern Africa Annual Financial Statements for the year ended 31 March 2012

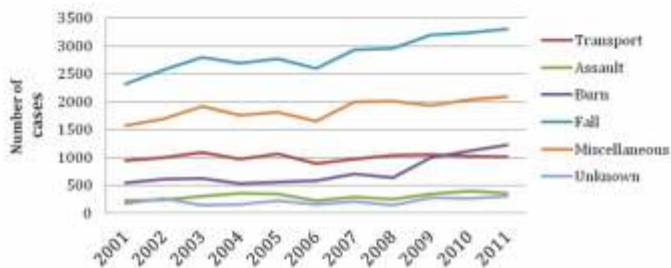
Balance Sheet

Figures in Rand	Note(s)	2012	2011
ASSETS			
Non-Current Assets			
Fixed assets	2	<u>3,764</u>	<u>7,341</u>
Current Assets			
Cash and cash equivalents	3	<u>555,407</u>	<u>638,995</u>
TOTAL ASSETS		<u>559,171</u>	<u>646,336</u>
FUNDS AND LIABILITIES			
FUNDS AND RESERVES			
Accumulated funds	4	<u>553,701</u>	<u>634,615</u>
LIABILITIES			
Current Liabilities			
Trade and other payables		<u>5,470</u>	<u>11,721</u>
TOTAL FUNDS AND LIABILITIES		<u>559,171</u>	<u>646,336</u>

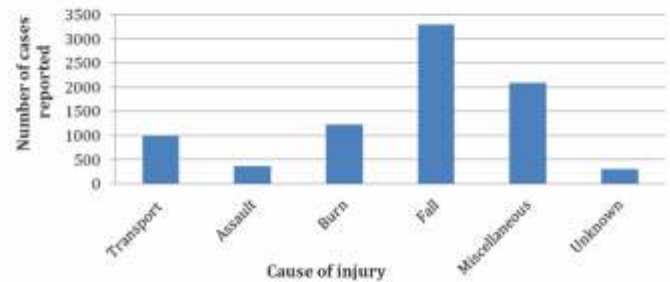
Child Injury Statistics

Since 1991, Childsafe has gathered available statistics on childhood injuries and deaths presenting at the Red Cross Children's Hospital Trauma Unit in Cape Town. This database serves the purpose of surveillance on childhood injuries and is considered to be one of the biggest paediatric injury databases. The database has been systematically analysed for a large number of clinical and epidemiological studies as they relate to childhood injuries.

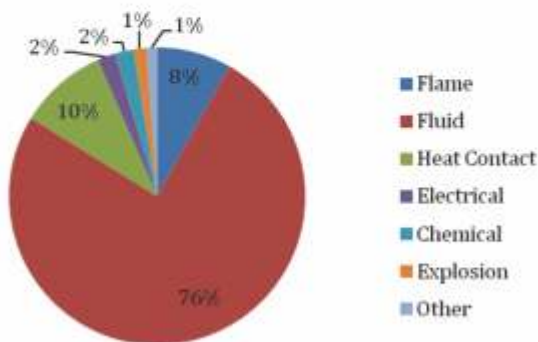
An analysis of all injuries: 2001-2011



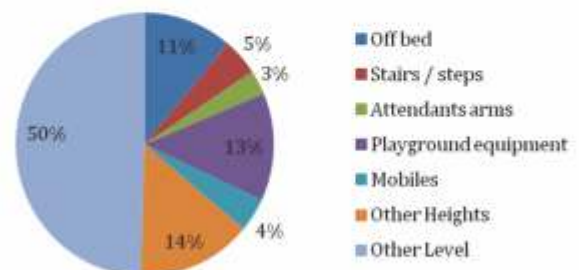
Main causes of injuries: 2011



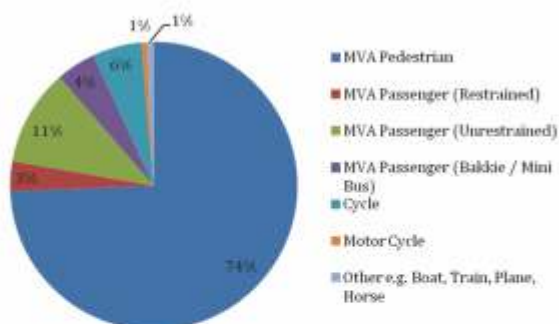
Burn Injuries: 2011



Fall Injuries: 2011



Transportation Injuries: 2011



Miscellaneous Injuries: 2011

