

childsafe

KEEP KIDS FREE FROM HARM



Annual Report

1 April 2012 - 31 March 2013



CAPFSA



WOOLWORTHS

SAFE
K:DS
WORLDWIDE

Who's Who at Childsafe

Childsafe Structure

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(President)



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(Volunteer)



Margie Tromp
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(Director)




Laurienne Nelson
(Volunteer)





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President's Message

A warm welcome to all of you for this Annual Report of 2012 brought to you this time without a year's delay!

Injuries are the leading cause of death and disability in the world. According to the World Health Organisation (WHO), every year more than 5.8 million people die from injuries, with a rate of 97/100 000 population. Injuries among males are double that of injuries amongst females. Among all age groups, injury is the 5th leading cause of death in the world and accounts for 10% - 30% of all hospital admissions. Over half of all injury death occurs in South East Asia and Africa.

Childsafe South Africa is the only (and one of the oldest in the world!) organization of its kind working in Southern Africa to reduce this number of child injuries. It has been effectively doing this task using its three main pillar programs of (1) Research, (2) Education and (3) Advocacy.

The major causes of injuries were drowning, traffic related, burns, falls and poisoning as well as intentional injuries. In lower and middle income countries, children grow up exposed to much higher levels of environmental hazard and in a society that does not have an awareness of safety and risk avoidance and where social situations make close adult supervision often problematic.

Childsafe South Africa has been promoting optimal health and development of all children in Southern Africa. Its aim is to reduce and prevent intentional and unintentional injuries of all severities through research, education, environmental change and recommendations for legislation, in close cooperation with government, industry, non-governmental and community-based organizations, community groups and individuals.

It has also utilized and analysed its extensive database systematically for a large number of clinical and epidemiological studies of childhood injuries. Childsafe South Africa has translated research from its extensive database in a variety of fields, such as child abuse, child sexual abuse, gunshot injuries, ingestion of foreign bodies, traffic related injuries, facial injuries, head injuries, dog-bites and specific orthopaedic injuries. The database serves as a major information resource for childhood injuries in South Africa for many national and international organizations, non-governmental and governmental institutions.

Childsafe South Africa has had an exceptionally good year in 2012, with, for the first time in our history receiving magnificent support from several large Corporates, enabling us with their great enthusiasm to extend our activities in new fields and territories.



Our campaigns over the last year have been focusing on the top three "accidental" killers of children in South Africa: (1) Road traffic crashes, (2) Drowning and (3) Burns.

The Woolworth's Trust has provided us with tremendous financial support in many different areas; their "You're bigger, be the adult" campaign has been a huge success. Furthermore, the Discovery Trust has enabled us to embark on a Safe Travel to School Pilot Project and we will hear more about it in the future. We owe a tremendous amount of thanks to our dedicated team of staff members and volunteers who all worked continuous and with much dedication to create a safer South Africa.

The team has been working continuously on Child Safety issues with great energy and dedication.

More good news is coming up, with the support of Woolworths and the Red Cross War Memorial Children's Hospital Trust plans to build a completely new accommodation in the Woolworths' Childsafe Research and Educational Centre have become a reality; the Provincial Government of the Western Cape have approved the plans: the Ground Breaking ceremony will take place later today.

Childsafe South Africa has truly made a magnificent step to advance its vision:
"Creating a Safer South Africa for Children".

On behalf of the National Childsafe Board, I congratulate all who supported us fulfilling this vision.

Child safety is a crucial matter concerning us all; only a combined effort will make impact.

A handwritten signature in black ink, appearing to read 'Sebastian van As'.

Sebastian van As
President: Childsafe South Africa



Director's Message



Childsafe is celebrating 35 years of existence and it has grown remarkably both in structure and function through research, health promotion and community programmes which shaped injury prevention policies and practices. The annual report provides an opportunity to showcase the activities of the Foundation which we are truly proud of.

The past year has seen plenty of hard work and success in achieving our objectives. The main focus of these objectives continues to be the prevention of intentional and unintentional injuries amongst the most precious of South Africa's commodities, namely our children.

Let me highlight a few of our achievements during 2012 and 2013. The details can be found in the Annual report:

- Our new home: With the assistance from the Red Cross Children's Hospital Trust, Childsafe will have a dedicated research and educational centre. The centre will be built at the Red Cross War Memorial Children's Hospital, where their experienced staff can focus on improving child safety and injury prevention.
- National media campaign: Childsafe joined forces with Woolworths and took advantage of Child Safety month (August) and launched a national communications campaign to raise awareness around child safety. This campaign was a huge success.
- Media coverage: In December 2012, Childsafe conducted another successful Buckle-Up campaign, with a joint press release from Childsafe, the Minister of Health and the Minister of Transport. Through the National Communications Campaign with Woolworths we received extensive print, broadcasting and electronic media.
- Research database: Childsafe's 2012 trauma unit database was completed at the end of January 2013 with the help and dedication of volunteers and staff. The previously backlogged database of injury data is currently up-to-date. A total of 7,818 patient cases were captured; a 6 % decrease from 2011.
- Placement of interns: Through a partnership with the hospital and the government, Childsafe has been privileged to get an intern for the next 12 months!
- Participation in conferences: Childsafe was invited to participate in several international and local conferences including:

Despite staff shortages, the current staff in all the provinces managed a number of large scale programmes. I congratulate and commend my colleagues on their dedication, sense of purpose and contribution to making a difference in making the world a safer place for our children.

We are indebted to our funders namely Woolworths Trust, Safe Kids Worldwide, John Hopkins and others who have recognised our work, enabling Childsafe to fulfil its vision. To the Board, thank you for your good guidance and constant support.

Pumla Mtambeka
Deputy 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.

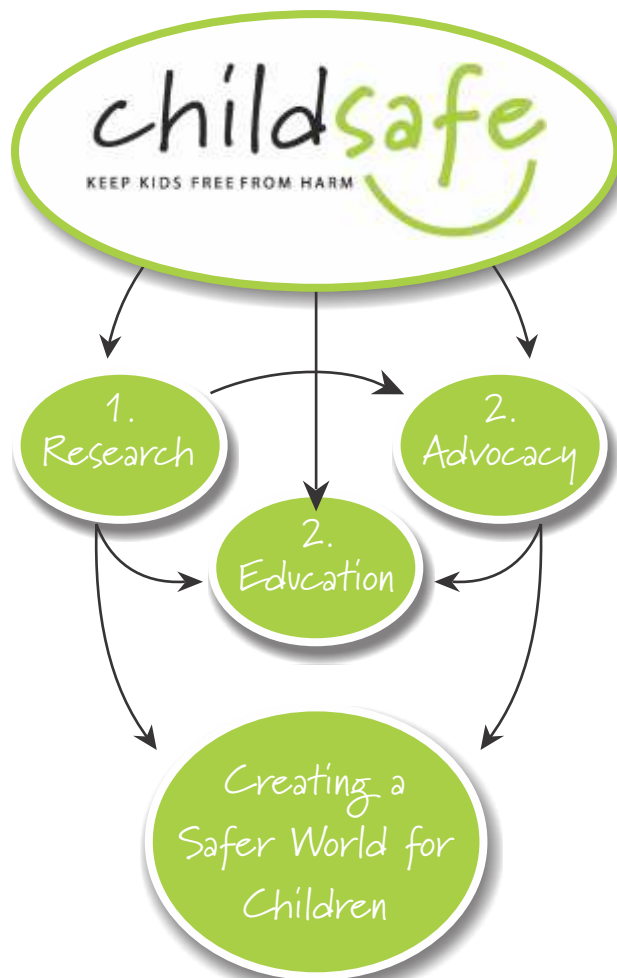
To achieve this, we work in co-operation with government, industry, non-governmental and community based organizations, community groups and individuals.

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:

- "Foreign bodies in a pediatric emergency department in South Africa". Timmers M, Snoek KG, Gregori D, Felix JF, van Dijk M, van As SA. *Pediatr Emerg Care*. 2012 Dec;28(12):1348-52.
- "Patterns of pediatric injury in South Africa: an analysis of hospital data between 1997 and 2006". Herbert HK, van As AB, Bachani AM, Mtambeka P, Stevens KA, Millar AJ, Hyder AA. *J Trauma Acute Care Surg*. 2012 Jul;73(1):168-74
- "A comparison of the epidemiology of paediatric burns in Scotland and South Africa". Teo AI, Van As AB, Cooper J. *Burns*. 2012 Sep;38(6):802-6.
- "From the pursuit of excellence to the quest for significance: promotion of a Childsafe South Africa". Van As AB, Millar AJ. *SAfr Med J*. 2012 Mar 2; 102(6):427-8. Review.
- "Bifocal Spinal Cord Injury without Radiographic Abnormalities in a 5-Year Old Boy: A Case Report". Snoek KG, Jacobsohn M, van As AB. *Case Rep Pediatr*. 2012.
- "Pediatric trauma care in Africa: the evolution and challenges". Abdur-Rahman LO, van As AB, Rode H. *Semin Pediatr Surg*. 2012 May; 21(2):111-5.
- "Violence, violence prevention, and safety: a research agenda for South Africa". Ward CL, Artz L, Berg J, Boonzaier F, Crawford-Browne S, Dawes A, Foster D, Matzopoulos R, Nicol A, Seekings J, Van As AB, Van der Spuy E. *SAfr Med J*. 2012 Mar 7;102(4):215-8.
- "Food foreign body injuries". Sebastian van As AB, Yusof AM, Millar AJ; Susy Safe Working Group. *Int J Pediatr Otorhinolaryngol*. 2012 May 14; 76 Suppl 1:S20-5.
- "Non-food foreign body injuries". Slapak I, Passali FM, Gulati A; Susy Safe Working Group. *Int J Pediatr Otorhinolaryngol*. 2012 May 14; 76 Suppl 1:S26-32. doi: 10.1016/j.ijporl.2012.02.006. Epub 2012 Feb 24.
- "Toys in the upper aerodigestive tract: new evidence on their risk as emerging from the Susy Safe Study". Foltran F, Passali FM, Berchiolla P, Gregori D, Pitkäranta A, Slapak I, Jakubíková J, Franchin L, Ballali S, Passali GC, Bellussi L, Passali D; Susy Safe Study Group. *Int J Pediatr Otorhinolaryngol*. 2012 May 14; 76 Suppl 1:S61-6.
- "The Susy Safe project overview after the first four years of activity". Susy Safe Working Group. *Int J Pediatr Otorhinolaryngol*. 2012 May 14; 76 Suppl 1:S3-11.
- "Stationery injuries in the upper aerodigestive system: results from the Susy Safe Project". Foltran F, Berchiolla P, Gregori D, Pitkäranta A, Slapak I, Jakubíková J, Bellussi L, Passali D; Susy Safe Working Group. *Int J Pediatr Otorhinolaryngol*. 2012 May 14; 76 Suppl 1:S67-72.



Presentations:

Paediatric Trauma. New Concepts and Controversies: “How do I do it?” Washington, USA, 2012.

- Paper: “Abdominal Injury in Children”

Pan African Paediatric Surgical Association, Cape Town, South Africa. 2012.

- Paper: “Gunshots treated at the Red Cross Children's Hospital in Cape Town 1991 – 2010”

European Society of Paediatric Neurosurgery (ESPN) 2012. Amsterdam, Netherlands, 2012.

- Paper: “The polytraumatized child with brain injury”

The 2nd Global Congress for Consensus in Pediatrics & Child Health. Moscow, Russia, 2012.

- Paper: “Are CT scans indicated for Suspected Renal Injuries?”

The 2nd Global Congress for Consensus in Pediatrics & Child Health. Moscow, Russia, 2012.

- Paper: “The Role of Paediatric Specialists in Preventing GSW Injuries”

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	John Hopkins University	Burden of child injury
Chiedza Mavengere	UCT	Exploring and examining child back carrying in Africa
Leonie de Lystee	Holland	Resuscitation
Marrie Wege	UCT	Child Abuse
Shadi Sammour	UCT	Childhood injuries
Hester Renee Langeveld	Sophia University	Retrospective study on child injuries
Brett Michael	Stellenbosch University	Traffic injury pyramid for child injuries
Vaishali Padayachi	UCT	Epidemiology of head injury
Ties Janssen	Holland	Treatment for caustic oesophageal injury



Education and Training

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

01 April 2011 – 31 March 2012

Education resources distributed	48367
Lectures, workshops & talks	63
Training courses	0
Radio programmes	25
Television coverage	3
Newspaper & magazine articles	53
Childsafe News (Newsletter: Electronic)	1000
Childsafe News (Newsletter: Hard copies)	250
Exhibitions & open days	6

Childsafe also received numerous requests for workshops.

Institution	Target Group	Community	Total Reached
Zanokhanyo Home Management Training Centre	Unemployed women- home managers	Khayelitsha	250
Red Cross Children's Hospital	Red Cross Hospital student nurses	Red Cross Children's Hospital	120
Western Cape College of Nursing	Nursing students	Western Cape	300
Valkenberg Hospital	School nurses	Western Cape	55
Christel House	Parents	Western Cape	500
Red Cross Children's Hospital Outpatients	Out patients	Red Cross Children's Hospital	250
Hyder College	Students (school holiday program)	Mitchell's Plain	415
Thembaletu Special school	Students and teachers	Cape Peninsula	230
Chris Nissan Park	Community	Strand	680
Safety Awareness Campaigns	Community	Atlantis and Kraaifontein	780
Woolworths	Employees	Woolworths staff	50
Medical Islamic Institute	Caregivers	Kenwyn	120



Winter-wise: 'your safety first' Awareness campaign

On 1st of June 2012, which is International Children's Day, Childsafe teamed up with the leading safety awareness and promotion organisations in Cape Town including: Catholic Welfare Development, Eskom, Phoenix Burns Project, Paraffin Safety Association, City of Cape Town Fire and Rescue Services, 107, Department of Community Safety: Directorate of Road Safety Management, among others. Together they presented a Safety Awareness Campaign at the Witsand Resource Centre, Atlantis.

The purpose of the awareness campaign was to educate and equip people in the communities of Atlantis, where disasters such as fires and flooding - especially of shacks - are common, to be Winter-Wise and keep their families safe!

The programme comprised a series of interesting and informative talks by the different stakeholders. These talks gave people the knowledge they needed to minimise the serious risks and dangers to themselves by taking wise measures that will prevent – amongst others – the burning and flooding of shacks, particularly during the harsh Cape winter.

A mayoral committee member of Safety & Security Jean Pierre Smith was the key note speaker of the day. In his speech he mentioned that the City of Cape Town's efforts to reduce shack fires were bearing fruit as evidenced in the reduction of mortality rate. He said while deaths caused by

shack fires in informal settlements have decreased, it was still worrisome that the city's efforts were not as effective for backyard dwellings as they were not accessible to fire-fighters.

Barbara Rass the ward councillor in Atlantis was amongst the distinguished guests and speakers of the day. Through this partnership, Childsafe was able to deepen its relationship with the community. The campaign was well attended by more than one hundred and fifty residents. Childsafe is thankful to Catholic Welfare Development for initiating this campaign.





Festive Awareness Campaign: 'Your Festivity! Your Safety! Our Concern'

Childsafe teamed up with the leading safety awareness and promotion organisations in Cape Town to form the Community Crisis Prevention Forum and present a Safety Awareness Campaign at the Wallacedene Community School on Friday 7 December 2012.

It is a known fact that every holiday, and especially the Festive holiday season brings a harvest of accidents to our children. We continue to urge parents and caregivers to take care when consuming alcohol. Numerous injuries to children occur when caregivers are under the influence of alcohol. Alcohol consumption impairs self-control and adequate supervision of children cannot take place.

- We called in other organisations to partner with us and bring safety messages to the community of Wallacedene. The programme for the day was greatly enhanced by partnerships with the following organisations:
- The Phoenix Burns Project, which was established in 2006, advocates for the rights of the burn survivor, promotes awareness and prevention of burn injuries, and facilitates rehabilitation and social re-integration of burn survivors.
- The Paraffin Safety Association (PASASA), works in poor and informal settlements across South Africa where the majority of poor people use paraffin as one of the main energy sources. They advocate for the safe use of energy sources in the low-income households.

- Eskom: Electricity surrounds us - shaping the universe in which we live and driving modern society, which we are a part of. Playing around with electricity can be dangerous. Eskom's education team helped to ensure that families know how to work with electricity safely.
- 107 is a single emergency telephone number for use by all people living in and visiting Cape Town. By using this number one can ask for help when life or property is endangered and one will be efficiently transferred to the nearest relevant emergency service provider, such as the ambulance, fire, police or traffic services.
- Cape Town Fire and Rescue Service offers an educational service demonstrating lifesaving activities to give a real life effect to their message and give free basic fire safety advice to all sectors of the community to prevent and mitigate against fire and injury.
- Communicare. A welfare child and family organisation that renders services in Wallacedene

We had a series of interesting and informative talks on various safety aspects. After presentations by different stakeholders, there was a quiz where presenters asked questions and gave prizes to community people.





SABC Education Baba Indaba Pretoria, Cape Town & Sandton, 2012

Childsafe was invited to participate in the SABC Education Baba Indaba Exhibitions in Pretoria (July 6,7&8), Cape Town (August 3,4&5) and Sandton (October 26,27&28) during Child Safety Month.

Members of the public showed keen interest in our research based Childsafe accident prevention posters and leaflets. Parents and teachers of pre-school children from a wide area were pleased to take sets of Growing Safely, Living Safely and Travelling Safely posters to their children's schools. Travelling Safely posters were taken for City of Cape Town Traffic Offices by parents working at Gallows Hill and Hillstar.

As in previous years, Baba Indaba gave Childsafe staff an opportunity to network with other stand holders. Childsafe is very grateful to SABC Education Baba Indaba for their generous sponsorship of the exhibition stand and to staff and volunteers who assisted at the three-day exhibitions in all the three areas.





Childsafe Candle Project

The Safer Candle Project was launched in 2006 following successful community trials in Site C Khayelitsha. In South Africa, fires due to fallen candles remain high risk especially in informal settlements. Again, we received reports of shacks being destroyed and hundreds of people left homeless especially in the Mandela Informal Settlement, Hout Bay in July 2012. We believe that many of these fires could have been prevented if Safer Candles were used.

Now in its seventh year, the Safer Candle Project continues to be well received at demonstrations given by Childsafe staff and volunteers to mothers and caregivers in the waiting areas of the Red Cross War Memorial Children's Hospital (RXH). Distribution of jar units (large recycled glass jars, dry sand and educational leaflets) reached a wide area from Greater Cape Town to Plettenberg Bay, Bloemfontein, Beaufort West and Saldanha. Demonstrations of Safer Candle use were also given by Childsafe Director, Pumla Mtambeka, at Catholic Welfare Development community workshops, and community awareness campaign in Atlantis and Kraaifontein. Lecture-demonstrations were given at RXH to nursing students at post-graduate and undergraduate levels. Over 6000 Safer candle jar units have been distributed since inception of the project.

During the past year, Childsafe Safer Candle project has also been promoted at Baba Indaba Exhibitions and by Johannesburg Emergency Medical Services during winter 2012. In January 2013 to March, Childsafe conducted an informal survey at RXH to establish the effectiveness of the Safer Candle. We found that 8% of respondents used candles exclusively for lighting while others used candles to save electricity or during power cuts. Respondents reported feeling safer when using the Safer Candle. Also,

results indicated that all participants had shared the Safer Candle idea with neighbours, family and friends.

Childsafe was invited to attend the Fire and Life Safety Strategies and Prevention Seminar at Goodwood Fire Station together with regional fire chiefs, medical emergency doctors, members of Western Cape Government, and City of Cape Town Disaster Risk Management.

Childsafe is grateful to Woolworths Trust for their generous donation in September 2012 of 900 candles for the Safer Candle Project and for inviting us to their Head Office Woolworth Trust Birthday Event in March 2013. At this event, we were also able to talk about the Safer Candle Project to Woolworths staff.

Moreover, Childsafe is grateful for the assistance of student volunteers from the Friends of the Children's Hospital Association who made jar unit stock and gave demonstrations at the Children's Hospital. Also, to RXH staff who continuously bring glass jars for the project.

World Wildlife Fund SA (WWF) approved the Childsafe Safer Candle for their Earth Hour 2013 website and an Earth Hour Event was held in the Front Foyer of the





Childsafe Campaign

Childsafe-Woolworths Partnership

Every year in South Africa, over 570 children are killed in pedestrian accidents because someone didn't see them. Another 250 die because someone didn't buckle them in. Over 325 children drown because an adult turned their back. Nearly 230 die of burns because an adult wasn't watching over them. Overall, a staggering number of children – some 6500 – die in South Africa due to injury. Most of these deaths, and the thousands of accidents that leave children scarred or disabled, are preventable

In order to try and break this pattern, Childsafe South Africa partnered with Woolworths, joining forces and taking advantage of Child Safety month by launching a national communications campaign to raise awareness around child safety. This campaign was part of Woolworths social development pillar of Good Business Journey. Woolworths prides itself in playing an active role in South African communities and supports projects that make a meaningful difference.



The campaign embarked on various education campaigns to educate parents, children, caregivers, educators and the broader community. This campaign also played an advocacy role within South Africa through working closely with government on legislation regarding the care of children. The theme for the campaign was simple “You're bigger. Be the adult”

The campaign objectives were:

- To create awareness nationally, but with particular focus on identified communities with extremely high prevalence of child injuries
- To educate these communities on ways to reduce these child injuries
- To position Woolworths, in partnership with Childsafe, as a caring brand playing an active role in these communities to help keep their children safe
- Three high child accident prone areas/communities in different provinces were targeted to serve as a pilot for the purposes of this campaign.

These 3 areas were the following:

- Gauteng - Soweto
- Western Cape - Khayelitsha
- KwaZulu Natal – Chatsworth

As part of this campaign, the Childsafe team visited Maponya Mall in Soweto (24th and 25th August) and interacted with shoppers around all issues relating to child safety. Shoppers were able to visit the stand in front of the Woolworths store and pledge their commitment to making their community a safer place for children by adding their thumb print to a dedicated pledge wall. Complimentary spot prizes from Woolworths were given throughout the day. The Childsafe team was at Maponya Mall from 9am to 5pm on both days. In addition to this, Childsafe was also able to appear on the popular SABC Noleen 3-Talk Show to raise awareness to the public about Child Safety Month and the partnership with Woolworths.

Due to the successful partnership with Woolworths, an extensive print, broadcasting and electronic media was received during Child Safety Month. Some of the radio and television adverts are still running.





Child Safety Month and AGM, August 2012

Child Safety Month saw the launch of the new Woolworths-Childsafe partnership, AGM and Seminar. The Meeting was well attended by ninety delegates from the Childsafe Board; past Presidents of Childsafe; Woolworths' executives; Red Cross Children's Hospital Management; Provincial Government partners; Childsafe stakeholders; Children's Hospital Trust; and many others.

Diana Ross, Childsafe Board Member, opened the meeting and welcomed all present, especially Keynote Speaker, Provincial Minister of Transport, Mr Robin Carlisle, and Guest Speaker, Woolworths Marketing Executive, Ms Shaheda Sayed.

In his opening remarks, President of Childsafe, Professor Sebastian van As, stated that child deaths from road crashes, drowning and burns claimed hundreds of lives each year in South Africa. He informed delegates that a child was twenty five times more likely to have a traumatic injury in South Africa than in the UK! This high number is reflected by the huge database of child injuries compiled by Childsafe and collected over the past twenty years from Trauma Unit patients at Red Cross Children's Hospital.

Minister Robin Carlisle stated that close to eighteen thousand people die on South African roads annually, and that inappropriate behaviour on our roads needs consequences for drivers. The highest culprits of road crashes are men (94%) while they constitute 61% of all drivers. Minister Carlisle reminded us of the recent tragic road crashes at Buttskop level crossing, and the Knysna school bus in which many children lost their lives.

The Minister emphasised that child pedestrian deaths and injuries are startlingly high and that adults are responsible for the safety of all children. He stated that 50% of road deaths are pedestrians. Minister Carlisle reminded us that the use of car safety belts and child restraints is the responsibility of the driver, and he will promote partnerships between government and organisations like Childsafe to achieve responsible behaviour on South African roads.

Guest Speaker, Shaheda Sayed, announced in her presentation that, just as Woolworths is addressing food security with children growing food gardens, so the renewed partnership with Childsafe, Woolworths will create greater child safety awareness. The campaign themed "You're Bigger, Be the Adult" was launched throughout South Africa to alert adults to the essential role they play in protecting children and preventing injuries.

Margie Tromp presented the Annual Financial Statements, and Professor A Millar thanked guests and delegates for attending the meeting.





Conferences

Safety 2012 World Conference

The 11th World Conference on Injury Prevention and Safety Promotion 2012 was held from the 1 – 4th October in Wellington, New Zealand. The conference was organised by the World Health Organization (WHO), Accident Compensation Corporation (ACC), Safe Communities Foundation New Zealand (SCFNZ) and Otago University's Injury Prevention Research Unit (PRU). This conference brought together some of the world's leading injury prevention and safety researchers, practitioners, advocates, and Indigenous activists to build and share knowledge, and strengthen the fields of injury prevention and safety promotion in New Zealand and worldwide.

The key theme of the conference was “Connecting pathways for a vibrant and safer future”. This theme was chosen to reflect the

need for policy makers, practitioners and researchers to take a fresh, collaborative and holistic approach to dealing with and preventing injuries in the 21st century. Over 800 papers representing over 1100 world's leading violence and injury prevention researchers, practitioners, and advocates representing 83 different countries attended. This world conference on Injury Prevention consisted of a broad spectrum of themes that were presented in plenary session, state-of-the-art session, parallel sessions, poster exhibitions and presentations.

As unintentional injuries and violence continue to destroy lives and represent major challenges to the health and justice system sectors, this safety world conference managed to inspire and motivate us as injury prevention practitioners not to lose hope but to continue working tirelessly.



Pumla Mtambeka and some of Safekids Worldwide network members during the conference.



6th Asian Regional Safe Communities Conference in Toshima

The 6th Asian Regional Conference on Safe Communities took place from November 28 – 2 December 2012 in Toshima, Tokyo (Japan). The theme for the 6th Asian Regional Conference on Safe Communities in Toshima was “Let's build Community's Capacity for Safety in everyday and for disaster”.

The conference comprised many different themes. These were presented in seminars, parallel sessions (oral presentations) and poster exhibitions. Guest speakers included Professor Leif Svanstrom, Professor Nam Soo Park and Professor Maria Isabel Gutierrez, amongst others.

This conference made it possible for the injury prevention field to increase its international networking as well as improve expertise exchange amongst experts. It also offered an exceptional platform to share knowledge, innovations, interventions and promote the importance of injury prevention.



Chiedza Mavengere with Asian Safe Communities group members



Advocacy and Legislation

Buckle Up or You'll be Back Campaign

Childsafe and Red Cross War Memorial Children's Hospital Management (RXH) launched the Buckle Up campaign in November 2012 at the Hospital main gate, with Transport Minister Robin Carlisle, Childsafe Board Members, and invited guests.

Dr Tommy Blake, RXH Management, welcomed Minister Carlisle, Childsafe Board Members, and Guests to the Children's Hospital. Professor Sebastian van As, emphasized in his introduction the unacceptably high incidence of road crashes in South Africa and how children were frequent victims of driver and parental neglect. He also said:

- Road crashes claim the highest mortality in the age group 1-18 years world wide
- In South Africa, 250 children are killed on the road each year because someone didn't buckle them up, more than twice as many die as pedestrians
- At RXH 1011 children were treated for road traffic injuries last year
- 89% of children were not bucked up in a 2007 RXH survey
- 79% of children were not bucked up in a 2012 RXH survey

Drivers and parents leaving RXH at the main gate continue to be reminded to Buckle-Up all passengers by the security staff; a fixed Buckle-Up sign was displayed on the Gate House; and when children are not suitably restrained in car safety seats, 'Red Tickets' are also issued giving car safety advice.

Minister Carlisle, guest speaker, stated that children are amongst the most vulnerable on our roads, both as passengers and pedestrians. The Province will be gearing up enforcement and educational efforts in future to reduce the transport carnage on roads. Appropriate

restraints are a crucial element in child road safety. Minister Carlisle also said the Province is looking into:

- Child restraint regulations that would ban shared seating and mandate the use of seatbelts, rear and forward facing child seats, and booster seats appropriate for age. Harsh penalties for non-compliance would be applied.
- Introducing an additional offence for reckless behavior of drivers with child passengers, such as speeding, drunk driving and cell phone use.
- School buses and scholar transport vehicles would be included

Minister Carlisle said legislation can play a strong role in protecting children on the roads. He added, the only way in which we can prioritize children and create a culture of buckling up, is through partnerships between government and organizations like Childsafe. Chiedza Mavengere, Childsafe, thanked Minister Carlisle for his presentation, and for launching the RXH Buckle Up campaign.

Watched by Childsafe Board Members and guests, Minister Carlisle unveiled the new Buckle-Up sign at RXH main gate, where he witnessed, at first hand, vehicles leaving RXH with unrestrained children in cars who were sitting on mothers' laps in the front seat. He immediately took the opportunity to give a 'Red Ticket' to drivers and parents, and gave advice to - Buckle Up!





Website Report

Childsafe's website was revamped through rebranding and redesigning in 2012. Through 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.

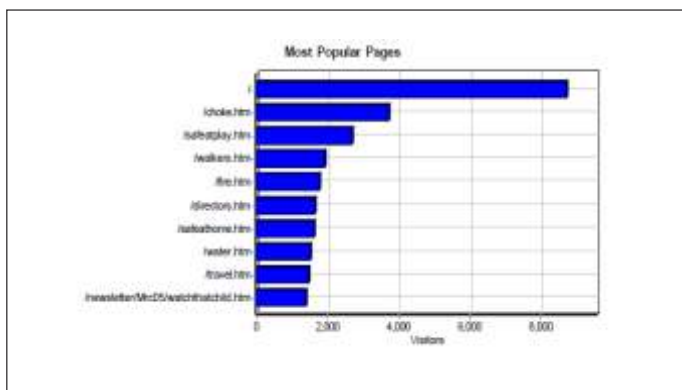
During the last financial year, Childsafe's website received over 70, 000 visits; an average of 142 visits per day. Website viewers are mainly people from South Africa; however a significant number are from the United States, China, Saudi Arabia, Australia and Singapore. It is very encouraging to know 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:

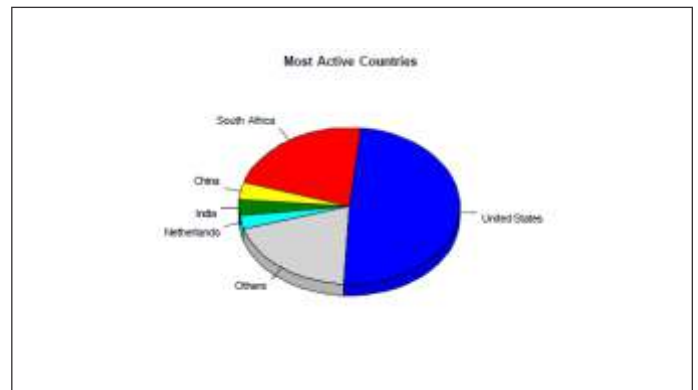
Most popular pages



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, especially Woolworths.

Newsletter

Childsafe printed and distributed 4 issues (200 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
VOC FM	Sunday Times	Die Burger.com	E-tv News
SA FM	Son	lol.co.za	SABC 3- Noleen Show
KFM	Cape Argus	lol.co.za/Cape Argus	
Radio Helderberg	Daily Sun	Pretoria News.co.za	
Heart 104.9	Media 24	Sundaytimestribune.co.za	
Motsweding FM	Travel Magazine	Thepost.co.za	
Radio 786	The New Age	Vocfm.co.za	
Umlhobo wenene FM	Die Burger	News24.co.za	
Goodhope FM	Mail and Guardian	Sabc.co.za	
Radio Tygerberg	Die Beeld	Inl.co.za	
Radio 702	Child Magazine	Womenonline.co.za	
Gagasi 99.5 FM	Cape Times		
RSG	The Star		
Radio Pretoria	Eyewitness news		
Lesedi FM	Daily Voice		
CCFM	Vrouekeur Magazine		
5 FM	Readers Digest		
Cape Talk	News		
Radio Tygerberg	Now		
Radio Zibonele			



Resources

Resources

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.

Through the partnership with Woolworths, Childsafe produced and distributed a lot of bumper stickers and fridge magnets during the last year.



Also, below is a sample of the “Red Ticket” which is being issued at the Hospital Main gate to remind people to buckle-up!





Childsafe Funders and Members

- Provincial Government Western Cape
- Department of Community Safety - Road Safety Management
- University of Cape Town
- Safekids Worldwide
- Woolworths
- Nolands Inc - Registered Auditors
- Catholic Welfare Development
- Alton SA
- Stonehouselitho
- Christel House
- SABC Education Baba Indaba/ Three City Events
- John Hopkins School of Public Health Injury Research Unit
- Programme for Enhancement of Research Capacity (PERC)
- Community Chest
- Safety 2012 World Conference organizers

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 2012 - 31 MARCH 2013

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
Rumbi Jairos

Annual Financial Report

Child Accident Prevention Foundation of Southern Africa Annual Financial Statements for the year ended 31 March 2013

Statement of Income and Expenditure

Figures In Rand	Note(s)	2013	2012
Income			
Donations and other income	5	1,087,365	74,754
Interest earned		10,727	26,410
		<u>1,098,092</u>	<u>101,164</u>
Expenditure			
Administration and management fees		27,570	18,180
Advertising		406,460	-
Bank charges		4,773	4,047
Carole project		993	136
Catering		1,102	2,102
Conference fees		96,455	17,461
Consulting fees		170,500	38,750
Internet payment facility		-	1,047
Depreciation, amortisation and impairments		3,232	3,577
General expenses		39,992	40,475
Legal expenses		-	2,187
Postage, telephone and fax		10,365	5,720
Printing and stationery		25,620	25,049
Research costs		72,575	-
Training courses		-	6,341
Travelling and accommodation		38,743	12,236
Volunteer stipend		15,944	9,600
		<u>826,404</u>	<u>181,808</u>
Operating surplus/(deficit)		<u>271,688</u>	<u>(80,644)</u>
Finance costs		(193)	-
Surplus/(deficit) before taxation		<u>271,495</u>	<u>(80,644)</u>
Taxation	6	-	-
Surplus/(deficit) for the year		<u>271,495</u>	<u>(80,644)</u>

Child Accident Prevention Foundation of Southern Africa Annual Financial Statements for the year ended 31 March 2013

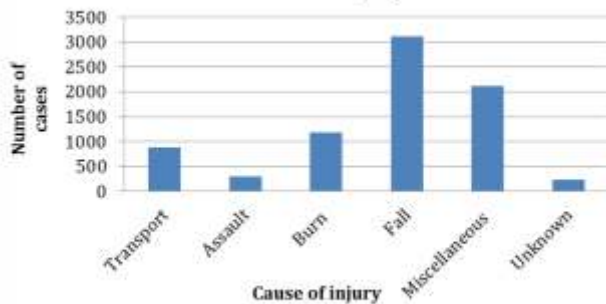
Balance Sheet

Figures In Rand	Note(s)	2013	2012
ASSETS			
Non-Current Assets			
Fixed assets	2	531	3,764
Current Assets			
Trade and other receivables		43,406	-
Cash and cash equivalents	3	781,447	555,407
		<u>824,853</u>	<u>555,407</u>
TOTAL ASSETS		<u>825,384</u>	<u>559,171</u>
FUNDS AND LIABILITIES			
FUNDS AND RESERVES			
Accumulated funds	4	825,196	553,701
LIABILITIES			
Current Liabilities			
Trade and other payables		188	5,470
TOTAL FUNDS AND LIABILITIES		<u>825,384</u>	<u>559,171</u>

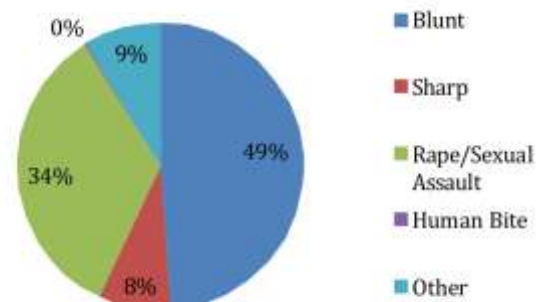
Child Injury Statistics

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.

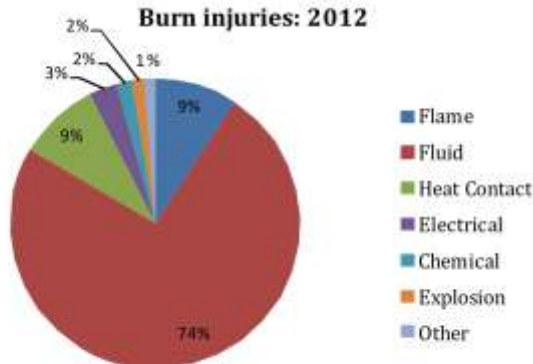
Main causes of injury: 2012



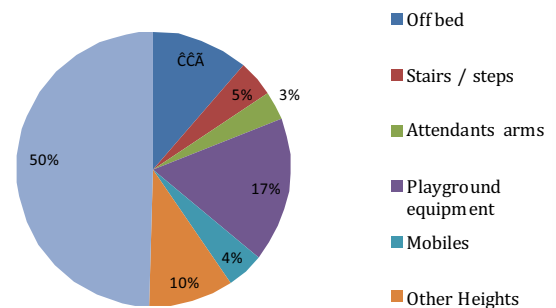
Assault injuries: 2012



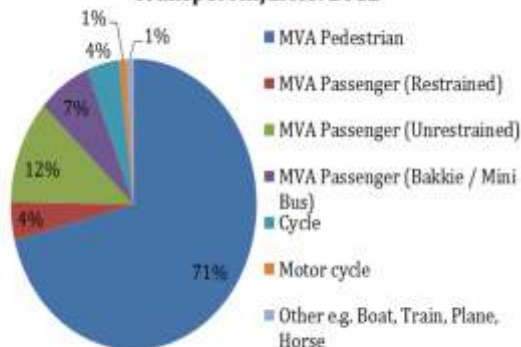
Burn injuries: 2012



Off bed injuries: 2012



Transport injuries: 2012



Struck by or against injuries: 2012

