



**100<sup>th</sup> Issue**

# ChildSafe turns 40

Dear Friends,

We are proud and excited to share our first e-newsletter with you and our first for 2019!

2018 was an exciting year for Child Safe as the organisation celebrated 40 years of continued efforts to draw the spotlight to the issue of preventable childhood injuries. The task of turning society's attention to injuries has required more than just Child Safe. It is a necessary task to forge partnerships with government, civil society and communities where the children live.

Child Safe's work over the last 40 years was a testament that organisations are living, evolving and growing constantly to meet the needs of our children, but also to adapting to the changing environment of community development.





# Child Safety Month

August is Child Safety Month. Child Safe collaborated with Open Streets, a Cape Town NGO, and the Western Cape Safely Home team in spreading the message of child pedestrian road safety and the importance of curbing speeding to protect them. The team focused on ensuring that this message was advocated through the media, with releases on various platforms.

On 2<sup>nd</sup> August 2018, learners from St Georges Grammar School put up 50 silhouettes on the Red Cross War Memorial Children's Hospital fence, representing the 50 child pedestrians killed on Cape Town roads in 2017.





A similar installation took place at Kukhanyile Primary School in Khayelitsha with forty learners.



# Safer Street Design roundtable discussion

Child Safe and Open Streets brought together people from various backgrounds, including community members, to discuss the problem around child road safety, and how it can be tackled.



One of the other highlights of the month included the filming of Nabu, aged 11, and Ovayo, aged 10, as they walked from their homes in Delft to their school. The video highlighted the problems children face during their journey from home to school, and provided a realistic aspect to the problems on the ground.



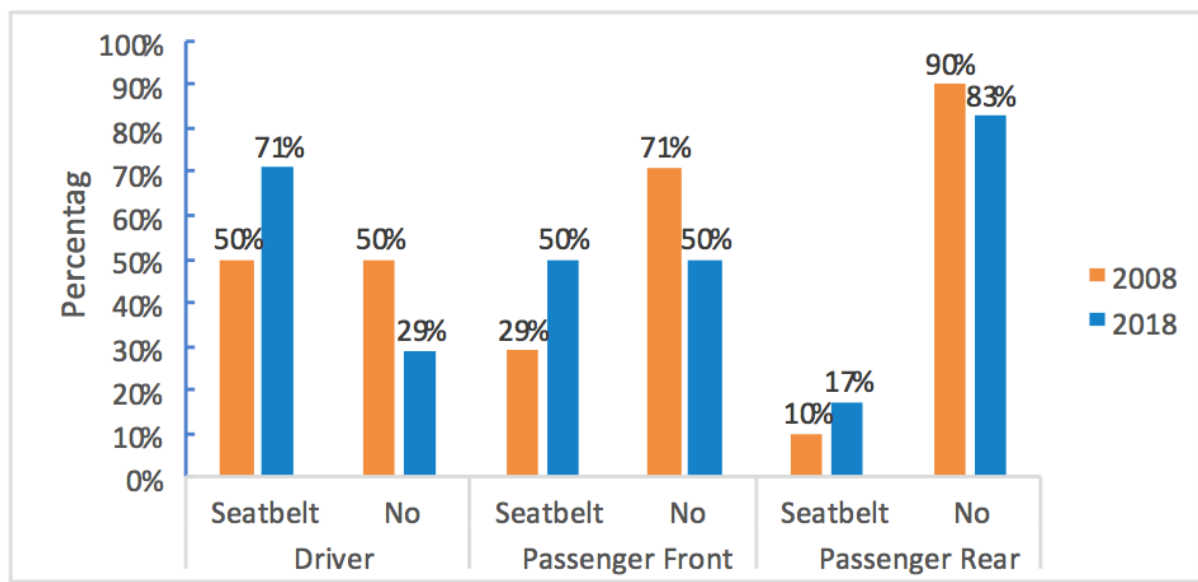




# Child Restraint Survey

Child Safe wanted to determine the usage of seatbelts by adults and children entering the gates of Red Cross War Memorial Children's Hospital, especially in comparison with the same observation taken in 2008 before the seatbelt law changed in 2014 in South Africa.

Results for adults indicated seat belt usage overall was 65%, up from 50% in 2008; both increasing 21% after ten years. 71% of drivers and 50% of adults in the front seat were wearing seatbelts (see Figure 1). Backseat adult passengers increased seatbelt usage by only 7%, remaining low at 17% uptake.





*Figure 1. Adult seatbelt uptake between 2008 and 2018, by placement in car*

For children, the situation remains discouraging: 82% of children were found to have no form of restraint which is only 7% less than in 2008 (Figure 2). Of the children counted without a restraint, 40% were sitting on an adult's lap (changes displayed in Table 1). There was a 4% increase in car seat usage over the ten-year period, leaving child car seat usage to 2%.

Child Safe will train the security guards at the entrance on the importance of using seatbelts. It is hoped that by so doing they will become the ambassadors in reminding drivers exiting the hospital to always buckle themselves as well as their passengers alike.

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## Walk This Way

On the 10<sup>th</sup> of October 2018, Walk this Way hosted International Walk to School Day at Kairos Primary School. This school is situated in an area with limited road safety features such as sidewalks, road signs for children to use to travel safely to and from school.

Learners and parents gathered for an information talk by the Traffic Department about safety on the road while walking. A group of 300 learners walked around their neighborhood bearing posters with safety messages. Children were joined by parents who led the local “Walking Bus” for the school.





# Springfield Primary School visit

On 18<sup>th</sup> & 19<sup>th</sup> October 2018 we held two child safety sessions with Grade 3 Springfield classes, with a particular focus on road safety.



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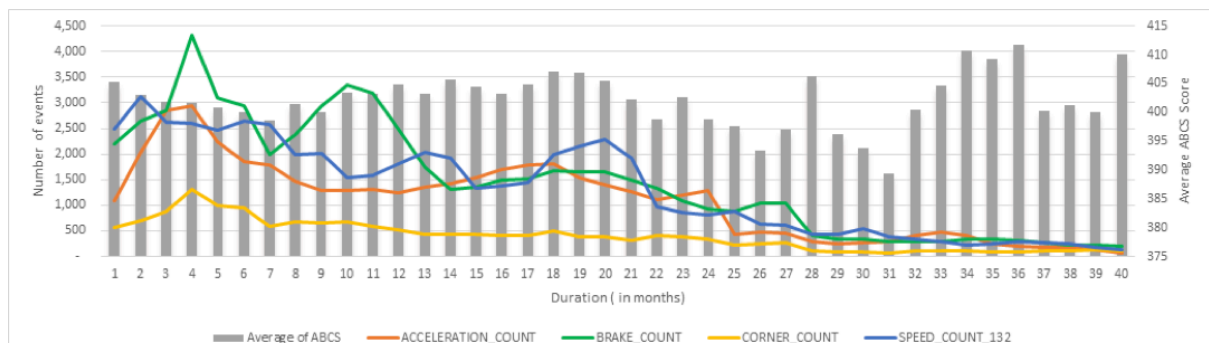
## Safe Travel to School

Once again, STTS held the annual safest driver award event on the 1<sup>st</sup> of December 2018 at the UWC student Centre in Bellville. Our two top drivers each received a seven-seater vehicle, while several runner ups and most improved drivers received much needed petrol vouchers and grand cash prizes. This event was attended by more than 500 scholar transport drivers.





STTS close monitoring shows a decrease in harsh events (Acceleration, Braking, Speeding & Cornering) the longer the driver has been in the program. These results highlight the impact the program has on driving behavior.



### *Impact of STTS programme on driver behaviour*

The STTS team bid farewell to Kay Jaffer as the project manager and welcomed Marcella Naidoo. At the end of 2018, we had approximately 800 drivers in the programme. In 2019, the programme aims to expand into the greater Western and venture into new territory of the Eastern Cape.

## Home Safety

The aim of the Home Safety Programme is to keep children safe in and around their homes by building the capacity of their caregivers and parents. Recently the Burns Prevention Project, of which



the Safer Candle is a part, published the first paper on a new concept for burns prevention in the home - the Kettle Strap. The kettle strap is the brainchild of a retired nurse and long term serving volunteer at Child Safe, Dorothy Schulman, of the Safer Candle.

The paper *Acceptability and functionality of the “Kettle Strap”: An attempt to decrease kettle related burns in children* was recently published in the International Burns Journal. The Kettle Strap came about because of a study amongst Red Cross Children’s Hospital patient population, where kettle scalds have been identified as a major cause of pediatric burn injury, with the main mechanism being “pulling the dangling kettle cord”.



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## Donated car seats

Child Safe works with caregivers of children who were injured because of motor vehicle accidents as unrestraint passengers by providing counselling and education. During our individual counselling session when we have assessed that caregiver is not able to afford care seats, we ensure that she/he have access to car seat to keep the child safe upon discharge from the hospital.

In the last quarter we had finished all the stock of seats donated and we recently reached out by requesting sponsorship of car seats to various companies. In September 2018 we a donation of 15



child car seats from Wheel Well.



Child Safe would like to thank Wheel Well for their continued support in creating a safer place for children in South Africa.

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## ECD Training workshop

Child Safe conducted child safety training for Ikamva Labantu in Khayelitsha for their Early Childhood Development center's 120 principals and practitioners. Ikamva Labantu's Early Childhood Development programme assists over 340 township pre-schools, providing practitioner and principal training support, educational equipment, learning materials, and assistance with registration and subsidisation requirements of the Department of Social Development.

Through this partnership with Ikamva, Child Safe will reach approximately 800 ECD principals and practitioners (mostly women) and 12 500 children per annum.





# Child Safe Educational Leaflet Campaign December 2018

At the beginning of December 2018, ahead of the holidays, Child Safe staff conducted a 2000 leaflet distribution campaign with the aim to educate parents and prevent injuries.

In a post-holiday survey, we are pleased to report injury numbers in December 2018 were lower compared to December 2017. This was our first leaflet campaign & we hope to conduct a second campaign ahead of the Easter holidays. Child Safe is very grateful to Woolworths Trust for their donation of Injury Prevention leaflets





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