

## Childsafe Signs MOU with the Hospital

On the 15<sup>th</sup> April 2015 the Red Cross War Memorial Children's Hospital represented by Dr MA Mukosi (CEO) and Childsafe represented by Prof AB (Sebastian) van As signed a Memorandum of Understanding (MOU). The purpose of this MOU is to support the implementation of the programmes and services provided by Childsafe to the hospital patients, their families and the community at large. All these efforts are to help create a safer environment for children and to prevent childhood injuries.



Pumla Mtambeka acting as Director of Childsafe and Chantal Groenewald (Personal Assistant to the CEO of the hospital) witnessed the signing ceremony held in the offices of the CEO at Red Cross War Memorial Children's Hospital. This MOU sealed the healthy working relationship that has been in existence between the two parties since 1978.

Childsafe viewed this signing as an important milestone and is grateful to the hospital administration and the management team for this vote of confidence in the organization, in particular in the light of the extreme budgetary constraints within Provincial Government.



## 3rd United Nations Global Road Safety Week and Walk this Way Project Launch

The UN Global Road Safety Week (GRSW) serves as important platform for concerted advocacy to address the problem of road trauma which claims over 1.3 million lives across the world annually. Global, regional and national events involve governments, civil society, foundations, academia and the private sector to save lives by improving safety on the roads. This year, the GRSW was held from 4<sup>th</sup> – 10<sup>th</sup> May 2015 under the theme 'Children and road safety'. The Week drew attention to the urgent need to better protect children and generate action on the measures needed to do so. Partners worldwide were encouraged to establish a national or local organizing committee and develop a plan of activities, including thorough engagement with children. These global and national activities were organized within the framework of the global campaign **#SaveKidsLives** that was launched in November 2014 by the UN Road Safety Collaboration.



Furthermore, the inception of GRSW marked the inauguration of the South Africa Walk This Way Project Launch. It was held at Masonwabe Primary School, Delft-South (Cape Town). This project is being funded by FedEx. The Walk This Way project aims to reduce child pedestrian injuries and deaths in South Africa. This initiative also focuses on assessing child pedestrian safety in selected South African school zone areas, conducting interventions, evaluating the results and sharing what is learnt with the rest of the world. At the event, attendees signed the United Nations' Child Declaration urging policymakers to take strong action, including the reduction of motor vehicle speeds.



Childsafe South Africa in partnership with various stakeholders (Road Accident Fund, Global Road Safety Partnership South Africa, Road Traffic Management Cooperation and Department of Transport (Western Cape Government) organised various activities as part our contribution during the week. Activities included signing **#SaveKidsLives** declaration, events at selected primary schools and crèches as well as interacting with motorists visiting the Red Cross War Memorial Children's Hospital. The interaction with motorists was aimed at increasing awareness on the need to 'buckle up children' in cars.



### childsafe NEWS

KEEP KIDS FREE FROM HARM

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#### ELECTRONIC NEWSLETTER

The Childsafe News is also available in PDF Format, if you would like to receive an electronic version of the quarterly newsletter please email your details to:  
[capfsa@pgwc.gov.za](mailto:capfsa@pgwc.gov.za)

#### PRINTING AND LAYOUT

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## Our visitors

The Childsafe centre has been graced by the presence of high profile people in the last period. The purpose of all the visits was mainly to see and acknowledge the tremendous work that Childsafe has been doing.



*National Deputy Minister of Transport, Ms Lydia Sindisiwe Chikunga*



*Premier of the Western Cape Premier, Helen Zille*



*Road Safety Activist, Zoleka Mandela*

## Project Updates

### Safe Travel to School Programme

The pilot phase of the STTS Programme is nearing its end. The Programme has recruited 78 school transport drivers driving kids in three areas: central Cape Town, Athlone and the Northern Suburbs. The drivers underwent a sustained programme of interventions: devices were installed in their vehicles to monitor their driving. A further incentive was a chance for the five safest drivers to be awarded quarterly cash prizes. Other interventions included defensive driving and first aid training and vehicle roadworthy support.

This phase of the Programme comes to an end later this month. On 30 July the two safest drivers will receive prizes at an awards event in Cape Town; one being a brand new vehicle - with another prize awarded to the most improved driver. The national Minister of Transport, Dipuo Peters, is expected to attend. The function also marks the start of the next phase: expanding the Programme further in Cape Town, and implementing in the City of Johannesburg. Rollout in Kwazulu Natal is planned for a later stage.

The Violence, Injury and Peace unit of the MRC has been monitoring the Programme thus far, and will present the results of their research at the awards event.



## Safe Schools Project

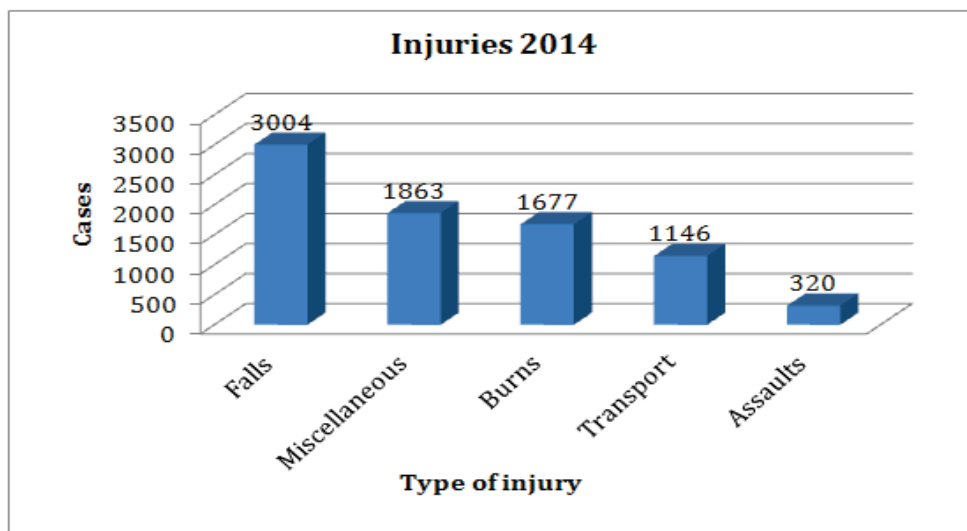
Childsafe launched new traffic lights in Japhta Masemola Road (old Lansdowne Road) in Khayelitsha as part of traffic calming improvement to protect children on route to and from the Sivile Primary School. The event formed part of the Safe Schools Project to reduce child pedestrian injuries and deaths on roads near schools due to the large concentration of children exposed to oncoming vehicles.



Learners from Imbasa Primary school also received new reflective school tracksuit tops to increase visibility on their daily travelling. This pilot project developed an innovative model combining education for the school learners, training for teachers and advocacy action to catalyse the introduction of safe road infrastructure.



## Childhood Injuries treated at Red Cross Trauma Unit in 2014



Unfortunately, the number of patients with burns has been growing gradually over the last years with this last year a total of 1677 patients presenting with any type of burns. Burns are known to be a significant burden of paediatric injuries, particularly in low and middle-income countries, where more than 90% of burn-related paediatric deaths occur.

Between 1995 and 2009, 9438 children with burn-related injuries presented to Red Cross War Memorial Children's Hospital, of which nearly three-quarters resulted from scalds (73%; n = 7024). The mean age of the injured children was 3.1 ± 2.9 years and 58% were male. Eleven deaths occurred in the hospital's casualty department. 39% of injuries were minor, 56% were moderate, and 5% were severe. During that period, moderate burn injuries increased by 3%; minor injuries decreased by 10%. Half of all children were admitted to the hospital. Hospital admissions increased by 3% during the study period.

Paediatric burn injuries are a significant contributor to the burden of child diseases in developing country hospitals. Our paediatric surveillance system is an important instrument to study epidemiologic changes in burn injuries. Our findings suggest the need for more targeted interventions to address the prevention of specific burn-related injuries.



Invitation to become a member!

Three good reasons why you as an individual or parent, school or organisation/company should become a member of CHILDSAFE a campaign of The Child Accident Prevention Foundation of Southern Africa (CAPFSA)

- Injuries are the biggest killer of children between the ages of 5 and 14 years.
- Your membership will actively contribute towards preventing unnecessary, costly accidents in our country.
- As a member you will be kept up to date on current issues and resources related to child safety

**Levels of Membership**

Regular	Annual	<b>R100</b>
Bronze	Annual	<b>R500</b>
Silver	2 Years	<b>R5 000</b>

Childsafe has also devised a package for Honourable Membership, for those who wish to become Gold, Diamond or Disa Members of The Foundation. For further information contact us.

I would like to become a "Friend of the Foundation" Minimum R25   
 I would like to become a member of the Foundation (includes newsletter)

Regular  Bronze  Silver  Gold

- I would like a years subscription to the "Childsafe NEWS" R30 annually
- I would like to receive more information on the activities of the Foundation
- I would like to become a project sponsor, please contact me
- I would like to do voluntary work for the Foundation

Title: Prof/Dr/Mr/Mrs/Ms/Miss  
 Name: .....  
 Organisation/Institution/Company: .....  
 Postal address: .....  
 Telephone: Home: .....Work:.....Cell:.....  
 Fax:..... E-mail:.....  
 Total payment enclosed: R..... Date:.....

**Membership gives you access to:**

- CAPFSA's statistical information on child injuries
- Automatic subscription to the Quarterly Newsletter—Childsafe NEWS
- Certificate to confirm Membership
- Safety educational materials such as videos, leaflets and other materials at substantial discount
- Other benefits—safety leaflets and posters on request (When available)

**Return this information to Childsafe, a campaign of The Child Accident Prevention Foundation of Southern Africa, P.O. Box 791, Rondebosch, 7701 or capfsa@pgwc.gov.za**

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