

Annual Report 2024/25:

1 April 2024 to 31 March 2025

NPO:003-467 | PBO: 130004312

www.childsafe.org.za

Enquiries: info@childsafe.org.za

Tel: +27 21 685 5208

Address: Woolworths ChildSafe Research
and Educational Centre, Red Cross War
Memorial Children's Hospital, Klipfontein
Road, Rondebosch, 7700



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The pursuit of a lasting legacy of safety for South Africa's most precious asset: its children.

As we reflect on the past year, our hearts are filled with gratitude and pride for the incredible journey we've shared. The period from April 1, 2024, to March 31, 2025, stands as a powerful testament to the unwavering strength of **people, passion, and partnerships**—the very core pillars of ChildSafe SA. For over four decades, we have been driven by the profound belief that every child deserves a safe environment to grow, learn, and dream without the threat of preventable injuries.

This year, our collective efforts have not only sustained our vital mission but have significantly amplified our impact. We've expanded our reach further than ever before, forging new collaborations and deepening existing ones, all to reinforce our commitment to creating a safer world for **every child in South Africa**.

In this report, we invite you to journey with us through our triumphs. Discover the inspiring stories of impact that your support has made possible. We've built on the strong foundation of previous years, expanding key projects and igniting new initiatives, all in pursuit of a lasting legacy of safety for South Africa's most precious asset: its children.



Executive Summary

A Year of Transformative Impact

Executive Summary: A Year of Transformative Impact

The fiscal year 2024/2025 has been a period of profound achievement, showcasing ChildSafe SA's unwavering dedication to building a safer South Africa for its children. Driven by our mission to prevent childhood injuries through robust research, impactful education, and strategic advocacy, we have delivered life-changing progress across every front. This year, the power of collaboration and the passion of our supporters have truly turned vision into reality.



Key Achievements at a Glance – Your Impact in Action:

1



Empowering Caregivers & Protecting Children:

Our Early Childhood Development (ECD) training programmes soared, indirectly safeguarding **21,940 children** across the Western and Eastern Cape. We directly equipped **383 ECD** practitioners with crucial injury prevention and First Aid skills, creating safer environments for our youngest learners.

2



Safety in Every Home:

Through our Home and Child Safety Counselling, **484 families** received life-saving advice, transforming their homes into safer spaces where children can thrive without fear. These are referrals as received from the Red Cross War Memorial Children's Hospital.

3



Pioneering Inclusive Safety:

In collaboration with the Western Cape Government's Department of Mobility, we proudly launched South Africa's first **Junior Traffic Training Centre adapted for children with special needs** at Oasis Special School, situated in Belhar. This groundbreaking initiative ensures that all children, regardless of ability, have the chance to learn vital road safety skills in a supportive, tailored environment. This was part of the UNICEF funded Walking Safely To School (WATCH) project.



4

Making Roads Safer for Our Youth:

The WATCH Project in Mamelodi engaged an incredible **8,574 learners, 1,450 parents, and 250 teachers** and initiated vital traffic calming measures in 10 schools, making the journey to and from school significantly safer for thousands of children.



5

Influencing Policy for Lasting Change:

ChildSafe SA contributed to the **National Strategy for Accelerated Action for Children (NSAAC)**, embedding injury prevention, harm to children, safer environments and reducing speeds in school zones with enforcement at the highest policy levels. We also amplified our powerful 30Love campaign, focusing on it gaining national traction and support for safer speed limits around schools.

Our work is not just about local impact; it resonates globally. It aligns directly with the UN Sustainable Development Goals (SDGs), the UN Decade of Action for Road Safety 2021–2030, South Africa’s National Development Plan (NDP), and the National Road Safety Strategy (NRSS) of Department of Transport.

This global and national relevance underscores the critical importance of **every donation, every partnership, and every volunteer hour**. As you read on, you’ll discover how your support has woven a stronger fabric of safety for our children, demonstrating that together, we are not merely preventing injuries—we are **building a brighter, healthier, and safer future for generations to come**.



A Message From Our Leadership

Our commitment to child safety is mirrored by the dedication of our leadership. Here, our Chairperson and Executive Director share their reflections on a year of progress and their vision for the path ahead.



Chairperson's Message

Dear Valued Supporters, Partners, and Friends,

It is with immense humility and great enthusiasm that I address you as the Chairperson of the ChildSafe SA Board for this 2024/25 Annual Report. This past year has been one of remarkable growth, deepened impact, and a renewed testament to the power of our collective spirit.

*Stepping into the role of Chairperson, I have been profoundly inspired by the unwavering passion of our dedicated staff, volunteers, fellow board members, and the communities we serve. Their tireless commitment to safeguarding children against preventable injuries is truly the driving force behind every success detailed in this report. We've seen this passion ignite progress, from the impactful expansion of our **Walking Safely to School project in Mamelodi**, fostering safer environments for learners, to the groundbreaking launch of the first **Junior Traffic Training Centre at the Oasis Special Needs School**, a beacon of inclusivity for children of all abilities.*

Our achievements this year are also a powerful reflection of our strengthened partnerships. Collaborations, whether with UNICEF on the "Reduce Speed, Save Lives" policy brief or with the World Health Organisation (WHO) and Victoria University on the Adolescent Wellbeing Investment Case, have amplified our advocacy voice on national and global stages. This collaborative spirit ensures that child injury prevention is woven into the fabric of critical policy decisions, including the National Strategy for Accelerated Action for Children (NSAAC).

*The commitment of our people – from our Board members to our on-the-ground practitioners – to upholding the highest standards of governance and operational excellence ensures that every resource entrusted to us is maximised for impact. As we celebrate these milestones, we also acknowledge the vital support of **each donor, funder, and ally who believes in our mission**.*

As we look ahead, ChildSafe SA is poised for even greater strides. We are excited about further expanding our national footprint, innovating through new digital tools, and

continuously advocating for policies that place children's safety at the forefront. **Your continued engagement is not just appreciated; it is essential to realizing our vision of a South Africa where every child is safe to thrive.**

Thank you for being an integral part of the ChildSafe SA family. Together, we are building a safer tomorrow.

Warm regards,

Ms. Natasha Wagiet Chairperson of the Board, ChildSafe SA





Executive Director's Message

Dear Friends,

This past year has been a period of remarkable achievement and strategic advancement in our relentless pursuit of a safer South Africa for all children. As Executive Director, I have witnessed firsthand the profound impact of our collective efforts. Our dedicated team, guided by our steadfast mission to prevent childhood injuries through research, education, and advocacy, has delivered exceptional results. We have not only sustained our vital programmes but have also expanded our reach, deepened our impact, and fortified crucial partnerships that are essential for long-term change.

Our work this year has resonated powerfully within national and global frameworks. Our contributions to the UN Sustainable Development Goals (SDGs) – particularly those focusing on Good Health and Well-being, Quality Education, Sustainable Cities and Communities, Peace, Justice, and Strong Institutions, and Partnerships for the Goals – underscore the universal relevance of child injury prevention. We are actively championing the UN Decade of Action for Road Safety 2021–2030, working tirelessly to halve road deaths and injuries among our most vulnerable road users. Locally, our initiatives are deeply embedded within the aspirations of the National Development Plan (NDP), the National Road Safety Strategy of the Department of Transport, and the overarching National Strategy for Accelerated Action for Children (NSAAC), an initiative through the Presidency. These frameworks provide the essential context that amplifies the significance of every intervention, every training session, and every advocacy effort.

*From the successful expansion of our ECD training into the Eastern Cape, to the groundbreaking launch of the Junior Traffic Training Centre adapted for children with special needs, and the impactful progress of our WATCH project in Mamelodi, **each achievement is a testament to the power of collaborative action.** We have diligently leveraged research to inform policy, capacitated communities through education, and tirelessly advocated for legislative changes that prioritize child safety.*

None of this would be possible without the unwavering support of our partners, funders, donors, volunteers, and indeed, every member of the ChildSafe SA family.

Your belief in our mission fuels our passion and enables us to make a tangible difference in the lives of countless children.

As we look to the future, we are energized by the opportunities to further expand our national footprint, innovate through new digital tools, and continue advocating for policies that place children's safety at the forefront. We invite you to delve into the details of this report, to witness the impact you have helped create, and to join us as we continue to build a future where every child is safe to dream, learn, and grow.

Thank you for being a champion for child safety.

Ms. Zaitoon Rabaney Executive Director, ChildSafe SA





Treasurer's Report Message

Dear Valued Stakeholders,

*It is with great pleasure that I present the Treasurer's Report for ChildSafe SA for the fiscal year 1 April 2024 to 31 March 2025. This year has been marked by diligent financial stewardship, ensuring that **every contribution is maximized to further our mission** of preventing childhood injuries across South Africa.*

We are pleased to report on the sound financial health of the organization, which reflects the generous support of our donors and the prudent management of our resources. Details of our income and expenditure, including a breakdown of funding sources and programme allocations, are provided in the Financial Highlights section of this report. We have continued to diversify our funding streams and invest strategically in our core programmes, enabling us to expand our reach and amplify our impact in communities most in need.

*We extend our sincere gratitude to all our funders, partners, and individual donors. **Your trust and commitment are invaluable, directly empowering our research, education, and advocacy initiatives.** We remain committed to transparent and accountable financial practices, ensuring that your investment in ChildSafe SA yields the greatest possible benefit for the children of South Africa.*

Thank you for your continued partnership in building a safer future.

Sincerely,

Mrs. Joanne Duncan Treasurer of the Board, ChildSafe SA



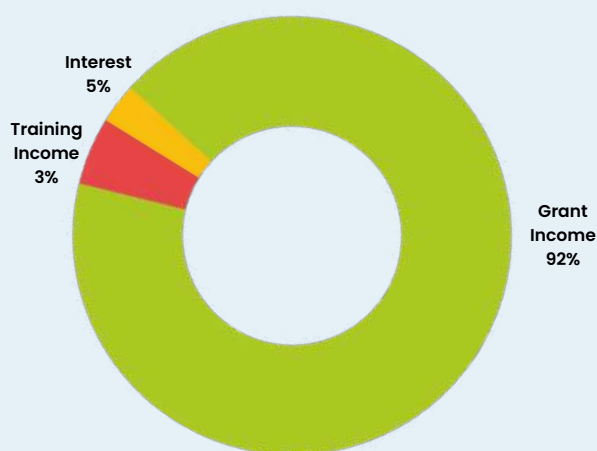
Financial Highlights

Investing in a Safer Tomorrow

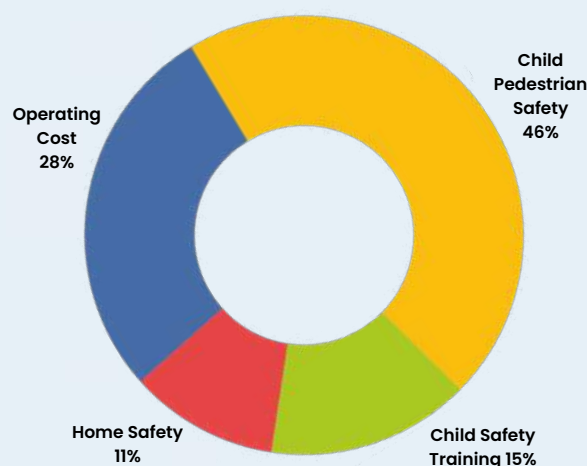
This section provides a detailed overview of ChildSafe SA's financial performance for the period 1 April 2024 to 31 March 2025.

It will include key figures such as total income, breakdown of funding sources (e.g., grants, individual donations, corporate partnerships), and a comprehensive expenditure analysis across our various programmes and operational costs. We will highlight the responsible stewardship of funds, demonstrating how every contribution directly supports our mission to prevent childhood injuries.

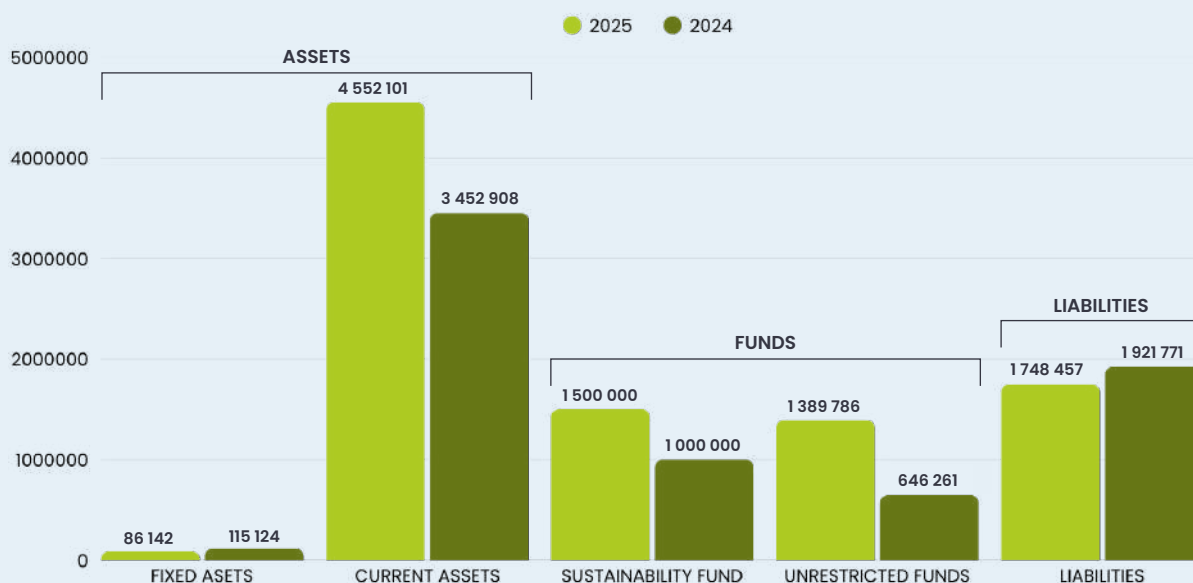
Income Sources



Expenditure Allocation



Year-on-year comparison of total income and expenditure



Financial Report for the year ended 31 March 2025

Consolidated Audited Annual Financial Statements: 01 April 2024 – 31 March 2025

Statement of Financial position:	2025	2024
Assets		
Fixed Assets	86 142	115 124
Current Assets	4 552 101	3 452 908
> Receivables	27 007	601 899
> Cash and Cash equivalents	45 25 094	28 51 009
Total Assets	4 638 243	3 568 032
Funds & Liabilities		
Funds & Reserves	2 889 786	1 646 261
> Sustainability Fund	1 500 000	1 000 000
> Unrestricted Funds	1 389 786	646 261
Liabilities	1 748 457	1 921 771
> Payables	216 215	133 770
> Restricted Funds	1 532 242	1 788 001
Total Funds & Liabilities	4 638 243	3 568 032



About Childsafe SA

Our Foundation of Hope

About ChildSafe SA: Our Foundation of Hope

ChildSafe SA is more than just a non-profit organisation; we focus on health promotion and are a dedicated injury-prevention unit based at the Red Cross War Memorial Children's Hospital. For over four decades, we have stood as a beacon of hope, passionately dedicated to preventing childhood injuries through comprehensive, evidence-based strategies and collaborations.

Our Vision

To create a safer world for children, where every child can grow and flourish without the shadow of preventable injuries.

Our Mission

To reduce and prevent injuries of children through cutting-edge research, empowering education, and impactful recommendations to legislation.

Governance and Operational Excellence

During the 2024/25 year, we executed, recorded, and monitored operational changes, adhering to the highest standards of organizational governance. Our unwavering commitment to robust governance ensures our sustainability and effectiveness, allowing us to maximize every resource entrusted to us.

We extend our sincere thanks to Ms. Eleni White and Adv. Andrew Brown, who stepped down from the Board this period, for their invaluable and dedicated service. We are equally thrilled to welcome Ms. Natasha Wagiet as our new Chairperson, along with Ms. Nashira Abrahams and Prof. Sithombo Maqungo, whose profound expertise will undoubtedly enrich our operations and strategic direction. On 13 September 2024, the ChildSafe AGM was successfully held at our offices, providing a vital opportunity to acknowledge and celebrate those who have contributed immensely to ChildSafe's operations and success.



Childsafe SA Board Members & Staff

Board Members	Designation on Board	Profile/Role
Ms Natasha Wagiet	Chairperson	Legal / Governance
Prof Denver Hendricks	Vice Chairperson	Governance
Ms Joanne Duncan	Treasurer	Finance / Fundraising
Nashira Abrahams	Member	Human Resource / Legal
Prof Sebastian Van As	Member	Fundraising
Dr Daan den Hollander	Member	Human Resource
Prof Heloise Buys	Member	Stakeholder relations, Red Cross Hospital
Prof Alp Numanoglu	Member	Human Resource
Ms Nina September	Member	Human Resource / Stakeholder relations
Prof Sithombo Maqungo	Member	Research
Dr Nisha Jacob	Member	Research


Childsafe Staff	Role
Zaitoon Rabaney	Executive Director
Patrick Muchaka	Programme Manager (Gauteng)
Colette Chung	Finance Manager
Giovanna Adams	Finance Administrator
Sindisiwe Zungu	Social Auxiliary Worker
Ditse Mdluli	Project Officer (Gauteng)
Shane Everts	Communication Strategist
Erin Codevilla	Social Worker
Nthomby Beko	Social Auxiliary Worker (E.C.)

Strategic Performance

Forging a Path to Zero Preventable Injuries

Strategic Performance: Forging a Path to Zero Preventable Injuries

ChildSafe's core goal remains clear: to reduce preventable injuries through the widespread dissemination of prevention information and education. We strategically employ multiple avenues to achieve the widest possible reach, guided by our three core strategic goals, all while contributing to vital local, national and global frameworks.



Strategic Goal 1: Research and Data-Driven Interventions – Informing Policy and Practice.

Objective: To conduct research that informs legislation and policies aimed at preventing childhood injuries, aligning with UN Sustainable Development Goal 3 (Good Health and Well-being), SDG 16 (Peace, Justice, and Strong Institutions), and the National Development Plan (NDP).

In 2024/2025, ChildSafe SA continued its vital role in contributing evidence-based insights to national and global child injury prevention efforts. Our rigorous research and programmes underpin every advocacy effort, ensuring that our recommendations are robust, impactful, and directly contribute to the aspirations of a healthier and safer South Africa.

National Strategy for Accelerated Action for Children (NSAAC) Advocacy:

We actively participated in the Children and Adolescent Sector Consultation, organized by The Presidency and the National Department of Social Development. As a leading voice, ChildSafe passionately advocated for the inclusion of road safety, safe infrastructure around schools, and injury prevention in the NSAAC document. We proudly led the Western Cape discussion, hosting 35 NGO representatives at our offices

to embed childhood injury prevention and road safety as a national mandate. This engagement directly supports the NSAAC's aim to accelerate action for children's well-being and aligns with the NDP's vision for a healthy and safe population.



Road Safety Leadership & Policy Tools:

We delivered the Child Responsive Transport Design Manual (developed using evidence from the WATCH project in Delft and Belhar) and the **Safe School Zones Toolkit** to the RTMC, providing practical, actionable tools for safer infrastructure. These resources are critical for informing the National Road Safety Strategy and contributing to its targets, as well as the objectives of the UN Decade of Action for Road Safety 2021-2030, which aims to halve global road deaths and injuries. Thank you to the FIA Foundation and UNICEF for their support and collaborations.



Global Recognition and Investment Case:

Our Executive Director, Zaitoon Rabaney, was appointed by The Office of the Presidency to the **Expert Group on Adolescent Wellbeing Investment Case**. ChildSafe strongly argued for the inclusion of road crashes as a critical area for investment, asserting that children cannot be considered safe whilst facing such common injury risks. Furthermore, ChildSafe SA proudly contributed to the WHO and Presidency team working with the School of Economics, Victoria University, Australia, to craft an investment case for children, with our Executive Director actively participating in the road safety domain. These global engagements underscore our commitment to SDG 17 (Partnerships for the Goals) and amplify our voice in international efforts to promote child well-being, specifically targeting preventable injuries under SDG 3.6. We also participated in a study by the South African Medical Research Council on Alcohol and Diagnostic Validation for Injury-Related Trauma (AVIRT).



Research to Policy Pipeline:



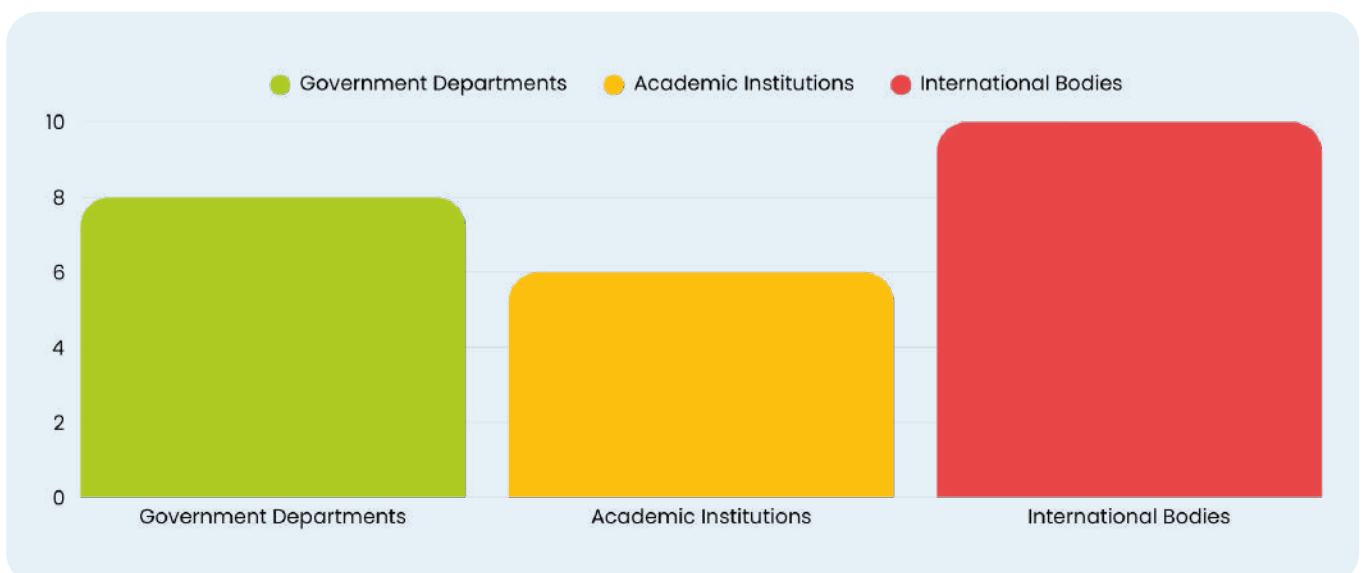
6

Policy Briefs/Reports
Published in 2024
and 2025.

12

National/International
policy consultations
participated in.

Advocacy Reach:





Strategic Goal 2: Education and Community Outreach – Building Capacity and Awareness

Objective: To educate children, caregivers, and communities about injury prevention, contributing to UN Sustainable Development Goal 4 (Quality Education) and SDG 3 (Good Health and Well-being), and supporting the National Development Plan's focus on improving human capabilities.

Empowering individuals with life-saving knowledge is a cornerstone of our work. In 2024/2025, our education and outreach programmes reached thousands of individuals, equipping them with essential skills and awareness to prevent injuries, directly contributing to healthier and more resilient communities, as envisioned by the NDP.

Home and Child Safety Counselling:

Our compassionate programme provided essential support and injury prevention education to parents and caregivers. During the 2024 reporting period (April 2024–March 2025), **484 referrals received counseling** from the Red Cross War Memorial Children's Hospital, directly helping to create safer homes where most incidents tragically occur. This vital service continued through the holiday season, helping to reduce preventable injuries and promote well-being at the household level.



Training and Education Initiatives:

1

Early Childhood Development (ECD) Practitioners:

We trained **321 ECD practitioners** in injury prevention and First Aid, reaching an astounding 1,352 teachers and 947 support staff. This directly benefited **19,315 children** in ECD centres, enabling them to thrive in safe, nurturing environments. The two-day ECD training, funded by the Western Cape Education Department ECD Directorate, focuses on critical child, home, poison, and road safety. This initiative directly contributes to SDG 4.7 by integrating safety education into early learning environments and supports the NSAAC's goal of enhancing child protection at all levels.

“*The ChildSafe ECD training completely transformed how we approach safety at our crèche. I now feel empowered to protect our children from hidden dangers, and I've already seen a difference in their awareness.*

~ ECD Practitioner, Western Cape.



2

Eastern Cape Expansion:

Thanks to vital funding from Woolworths Inclusive Justice Initiative, our ECD training programme successfully expanded its life-saving reach to the Eastern Cape. As of the end of March 2025, we reached **62 attendees**, impacting 184 teachers, 149 support staff, and indirectly benefiting **2,625 children** in their ECD centres. This expansion is a testament to our commitment to a broader national reach, addressing geographical disparities in safety education, a key aspect of the NDP.



3

Medical Students:

Our impactful sessions with 4th-year University of Cape Town Public Health MBChB students (4 times per year) reached approximately **240 future healthcare professionals** in 2024/25. Annually, our injury prevention education reaches approximately **200 2nd-year students** at the University of Stellenbosch. These efforts integrate crucial injury prevention knowledge directly into medical curricula, enhancing future healthcare capacity across the nation.



4

Other Students:

ChildSafe engaged with twenty-seven Iowa University students, six MBA students from SU (recommending a Road Safety Game application), three CPUT Public Relations students (who developed our impactful **WaterGuard campaign**), and three Grade 10 learners from Fairbank College. These diverse engagements broaden awareness and foster innovative, youth-led solutions for a safer future.



Community Engagements:

We presented on child safety awareness at the Retreat Community Health Centre during Child Protection Month (May 2024), taking our message directly to families. On World Drowning Day (25 July 2024), ChildSafe participated in a crucial webinar with the National Sea Rescue Institute, amplifying vital water safety messages. Our Mandela Day collaboration with B-Logic saw the distribution of essential items to children, bringing smiles and practical support. We also addressed new mothers at a public health facility in Paarl, equipping them with knowledge from day one. We acknowledge the Woolworths Marketing team sharing and bringing joy to the patients at the RCWMCH over the festive time with their decorations. These efforts strengthen community resilience and passionately promote a culture of safety, supporting the NDP's goal of active citizenry.



Healthcare Capacity Building:

We proudly collaborated with the Western Cape Government Department of Health and Wellness on their **Strengthening Burns Care programme**, educating interns on critical burn injury prevention and treatment. We also delivered vital talks to new nurses at the hospital and to community health workers across Cape Town on burns prevention, building a network of frontline safety champions.



Reach of Education Programmes:

484

Individuals Reached Through Counselling.



21935

Individuals Reached Through ECD Training.



473

Individuals Reached Through Student Sessions.



21940

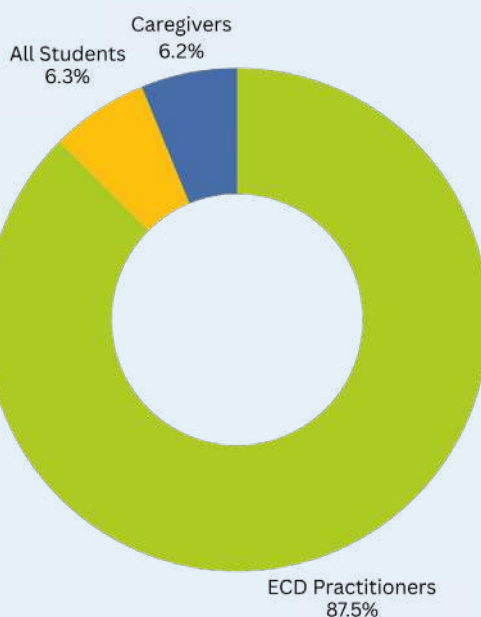
Total number of children directly/indirectly impacted by ECD training across provinces.



Geographical Expansion of ECD Training:



Types of Training Participants:





Strategic Goal 3: Advocacy and Legislation – Driving Systemic Change for Child Safety

Objective: To influence government policies and legislation to create safer environments for children, directly contributing to UN Sustainable Development Goal 11 (Sustainable Cities and Communities), SDG 3 (Good Health and Well-being), the UN Decade of Action for Road Safety 2021–2030, the National Road Safety Strategy, and the National Strategy for Accelerated Action for Children.

Our advocacy efforts are meticulously designed to create systemic change, translating research and empowering education into tangible policy reforms and dramatically safer environments for all children. This work is absolutely pivotal in achieving the ambitious targets set by national and global road safety and child protection agendas.

Pedestrian Safety Hub – Protecting Every Step:

Our unwavering commitment to road safety yielded significant, life-changing results, directly supporting the National Road Safety Strategy and the UN Decade of Action for Road Safety's urgent call for safe infrastructure and speed management:

1

UNICEF Delft and Belhar Project Closure:

June 2024 saw the successful conclusion of this transformative project, which delivered essential environmental modifications like road traffic calming measures, clear signage, and universally accessible raised pedestrian crossings. This exemplifies tangible improvements for SDG 11.2 by making transport systems safer and more inclusive for our children.

2

WATCH Project Expansion to Mamelodi:

In August 2024, we proudly launched the WATCH project in Mamelodi, Tshwane, expanding the profound success of the Khayelitsha WATCH project. This critical initiative aims to dramatically improve road infrastructure and passionately promote road safety around 10 schools in Mamelodi, implementing both physical and passive traffic calming measures. Project activities included crucial surveys, comprehensive road safety education, vital resource distribution, empowering workshops, and collaborative traffic calming measures with the City of Tshwane, Transportation Planning Roads and Transport Department. This is a direct and powerful contribution to creating truly safer school zones, a key focus of both national and international road safety efforts.

“ Before ChildSafe SA’s WATCH project, we worried constantly about our children crossing the road. Now, with the new crossings and speed humps, we feel a huge sense of relief. It’s truly safer.

~ Parent, Mamelodi



3

International Walking to School Day:



We powerfully celebrated this day in Mamelodi with 60 learners, teachers, and community members from three schools walking together to highlight dangers and raise crucial awareness for our **30Love campaign**, advocating for life-saving 30 km/h speed limits around school zones. This campaign directly supports SDG 3.6 by aiming to reduce road traffic injuries and save young lives.

4

Junior Traffic Training Centre at Oasis Special School:

ChildSafe was incredibly proud to collaborate with the Western Cape Government, Department of Mobility, to launch the first **Junior Traffic Training Centre adapted for children with special needs at the Oasis Special School in Belhar**. This pioneering centre provides a safe, adapted learning environment for children with special needs to practice navigating traffic situations and understanding road signs. This promotes truly inclusive safety education, aligning with the spirit of leaving no one behind in the SDGs and the NDP.

“ *Seeing the joy on the children’s faces at the Junior Traffic Training Centre is priceless. It’s a testament to inclusive safety education, giving every child the chance to learn vital skills in a way that truly understands their needs.*

~ Teacher, Oasis Special School



Walking Safely to School: A Story of Inclusion and Empowerment at Oasis Special Needs School

Belhar, South Africa – The Oasis Special Needs School in Belhar has become a beacon of hope and inclusion, thanks to the UNICEF-funded Walking Safely to School project. This initiative, implemented by ChildSafe South Africa, has brought together various stakeholders, including the Western Cape Government Department of Mobility, Road Safety Directorate, and Western Cape Autism, to create a Junior Traffic Training Centre (JTTC) tailored to the unique needs of learners on the autism spectrum and those with intellectual disabilities.

A Collaborative Effort

The creation of the JTTC at Oasis Special Needs School is a testament to the power of collaboration. The Western Cape Government Department of Mobility and Road Safety Directorate played a crucial role in designing and implementing the centre, ensuring it met the specific requirements of the learners. Western Cape Autism provided invaluable insights into the needs of children with autism spectrum disorder (ASD), ensuring the centre was equipped to handle sensory sensitivities and other challenges faced by these learners.

Understanding ASD and Intellectual Disabilities

Autism Spectrum Disorder (ASD) is a developmental disorder characterized by difficulties with social interaction, communication, and repetitive behaviors. The spectrum nature of the disorder means that it affects individuals differently, with some requiring significant support and others needing less.

Intellectual Disabilities (ID), on the other hand, are characterized by limitations in intellectual functioning and adaptive behaviors, which cover many everyday social and practical skills. These disabilities are diagnosed based on the severity of the cognitive impairment and the level of support required.

The Impact of the JTTC

From the perspective of the school body, the JTTC has been a transformative addition. Principal Norma Montana expressed her gratitude, stating, ***"This project has brought a new level of inclusivity and safety to our school. Our learners, who often feel excluded from mainstream activities, now have a dedicated space to learn vital road safety skills in a way that accommodates their needs."***

Gail Davids, Director of the Western Cape Forum for Persons with Intellectual Disabilities, highlighted the importance of the project: ***"The JTTC is not just about teaching road safety; it's about giving our learners the confidence and skills to navigate the world safely. The adaptations made for our learners, such as tactile road signs and wider pathways for wheelchair users, ensuring that everyone can participate fully."***

A Focus on Road Safety Education

The primary focus of the JTTC is to teach learners about road safety in a controlled, supportive environment. The centre features various road scenarios, including pedestrian crossings and traffic lights, allowing learners to practice and understand the rules of the road. The tactile and visual aids, such as textured stop signs and color-coded pathways, help learners with ASD and intellectual disabilities grasp these concepts more effectively.

Deputy Principal Mr. Sanger emphasized the importance of repetition in the learning process: ***"Our learners benefit greatly from repeated practice. The JTTC allows them to experience real-world scenarios multiple times, reinforcing their understanding and helping them build confidence."***

A Legacy of Inclusion

The impact of the JTTC extends beyond the school grounds. The centre is open to the community, providing a valuable resource for other children with special needs in the Belhar and Delft areas. This inclusivity ensures that the benefits of the project reach as many children as possible, fostering a safer, more inclusive community.

In conclusion, the Walking Safely to School project has not only enhanced the safety and independence of learners at Oasis Special Needs School but has also set a precedent for inclusive education and community collaboration. As Principal Montana aptly put it, ***“This project is a shining example of what can be achieved when we work together for the benefit of all children, regardless of their abilities.”***

Special Focus areas include:

1 Adapting the Training Centre:

- **Design Adjustments:** The Junior Traffic Training Centre (JTTC) had to be adapted to accommodate learners with various physical and cognitive needs. This included making pathways wider for wheelchair users and incorporating tactile and visual aids for learners with autism spectrum disorder (ASD) and intellectual disabilities.
- **Sensory Considerations:** Learners with ASD often experience sensory sensitivities. The project had to ensure that the environment was not overwhelming, which involved careful selection of materials and design elements to create a sensory-friendly space.

2 Educational Adaptations:

- **Repetition and Reinforcement:** Learners with intellectual disabilities benefit from repeated practice. The project had to design a curriculum that allowed for multiple repetitions of road safety scenarios to reinforce learning.
- **Customized Learning Materials:** Standard road safety signs and instructions had to be modified to be more accessible. This included using textured signs that learners could touch and feel, helping them to better understand and remember the information.
- The Western Cape Government Department of Mobility, and Road Safety Education will continue the education to the Teachers to capacitate them to have the road safety messages adapted to the needs of the children.

3 Collaboration and Coordination:

- **Multi-Stakeholder Involvement:** The project required co-ordination between various stakeholders, including the Western Cape Government Department of Mobility, Road Safety Directorate, Western Cape Autism, and ChildSafe South Africa. Ensuring effective communication and collaboration among these groups was essential.
- **Community Engagement:** Extending the benefits of the JTTC to the broader community involved outreach and engagement efforts to ensure that other children with special needs in the Belhar and Delft areas could also access the training centre.
- **Staff Training:** Training staff to effectively use the JTTC and teach road safety to learners with special needs required additional time and resources. This included professional development for teachers and support staff to understand the unique needs of the learners.

The project has been a good undertaking in providing a safe and inclusive environment for learners at Oasis Special Needs School to learn vital road safety skills. The collaborative efforts and innovative solutions have set a precedent for inclusive education and community engagement.

This story highlights the collaborative efforts and the positive impact of the JTTC on the learners and the broader community, emphasizing the importance of inclusion and tailored education for children with special needs.

RTMC Adjudication:

We were honoured to be invited by the Road Traffic Management Corporation (RTMC) to adjudicate the National Road Safety Debate and PET Competitions in Bloemfontein, fostering critical road safety conversations and leadership among youth.



30Love Campaign Momentum:

Discussions during the NSAAC Consultation brought significant interest in our **30Love campaign** from the South African Council for Human Rights and the Nelson Mandela Children's Fund, intensifying its momentum throughout the reporting period. This growing momentum highlights the increasing national recognition of the vital importance of speed reduction for child safety, directly supporting the National Road Safety Strategy and saving lives.

Road Safety Leadership:

We solemnly observed the annual World Day of Remembrance for Road Traffic Victims in Mamelodi with the RTMC, honouring those lost and renewing our commitment to prevention. At the National Road Safety Summit, we actively participated in the review of the National Road Safety Strategy and powerfully presented the **30Love campaign** to the Department of Transport and the National Road Traffic Engineering Technical Committee. Our active participation demonstrates our undeniable leadership in shaping the future of road safety in South Africa.



Road Safety Seminar:

To conclude the reporting period, ChildSafe, in collaboration with UNICEF, hosted a Road Safety Seminar with Minister of Mobility, Isaac Sileku, as the keynote speaker. This multi-stakeholder engagement is crucial for fostering a collaborative, unified approach to road safety, in line with SDG 17. All preparations were made during this reporting period in anticipation of the event on 1 April 2025.

WATCH Project Impact:



124

Number of schools/communities directly benefiting from road infrastructure improvements.



30Love Campaign Milestones

13

Endorsements

34

Policy Discussions Initiated

Policy Influence:



Navigating Challenges and Building for the Future: Our Commitment to Agility and Sustainability

The journey towards a safer South Africa for children is not without its complexities. This past year, while marked by significant achievements, also presented valuable lessons that strengthen our resolve and continually refine our approach. We embrace these challenges as opportunities for growth, ensuring our continued agility and long-term sustainability.

1

Navigating Funding Landscapes:

Securing consistent and diversified funding remains a perpetual challenge for NGOs dedicated to such vital work.

We are proactively working to broaden our donor base and explore innovative funding models to ensure the sustainability and scalability of our high-impact programmes.

This has led to the strategic development of a **funder database**, enabling more targeted, efficient, and ultimately successful funding applications.

2

Adapting to Evolving Needs:

The dynamic nature of childhood injury patterns requires continuous adaptation of our interventions.

Our experiences in expanding the ECD programme to the Eastern Cape, for example, powerfully highlighted the importance of localized assessments and flexible implementation strategies to meet specific community needs effectively, ensuring our solutions are always relevant and impactful.

3

Leveraging Technology for Greater Reach:

While we enthusiastically explore digital tools like the proposed Youth Engagement App and IRAP, the challenge lies in ensuring equitable access and engagement across diverse socio-economic contexts.

We are committed to learning how to balance technological innovation with practical, on-the-ground interventions, ensuring our reach is inclusive and effective for all.

These challenges are not deterrents; rather, they are catalysts for growth. Each obstacle provides an invaluable opportunity to refine our strategies, strengthen our partnerships, and deepen our unwavering commitment to the children of South Africa. We remain agile and resilient, learning from every experience to maximize our impact and build a truly lasting legacy.

Agility & **Sustainability**

Forging a Lasting Legacy

ChildSafe is resolutely determined to continue its critical mission of protecting children from injury and harm through building a sustainable and agile organization. We are deeply committed to carving out a national footprint for ChildSafe, passionately spreading the message of injury prevention across every corner of the country. This commitment is vital for achieving the long-term goals of the National Development Plan and contributing to a healthier, safer future for all South African children.

1

National Expansion:

The successful shift of the Child Injury Prevention Intervention programme to the Eastern Cape is a powerful testament to our agility and adaptability. We are currently planning ambitious expansion into Gauteng, Bloemfontein, and KwaZulu-Natal later this year, already adapting to new challenges and witnessing overwhelmingly positive responses from practitioners eagerly requesting our training. This expansion aligns perfectly with the NDP's emphasis on equitable development and ensuring access to life-saving services across all provinces.

2

Strengthening Partnerships:

We continuously work to strengthen existing and passionately seek out new partnerships. Through dynamic collaborations with the Department of Transport, local and provincial governments, and committed corporate partners, we aim to include everyone in the vital campaign to prevent childhood injuries. This reflects the powerful spirit of SDG 17 (Partnerships for the Goals), recognizing that collective action is absolutely essential for achieving broad societal change.

3

Sustainable Funding Strategies:

ChildSafe is dedicated to securing new and sustainable funding opportunities to ensure our vital work can continue without interruption. To this end, we have developed a comprehensive database of potential funders, meticulously categorized by their focus areas and alignment with ChildSafe's mission, enabling quicker, more efficient, and ultimately more successful funding applications. This financial sustainability ensures our continued, impactful contribution to national and global child safety objectives.

National Footprint Expansion:



Current



New



Strategic **Communications**

Amplifying Our Message, Inspiring Action

Effective communication is not just vital; it is the heartbeat of raising awareness and fostering a deeply ingrained culture of safety. Our communication efforts play a critical role in educating the public, dispelling myths, and garnering essential support for initiatives that contribute to SDG 3 (Good Health and Well-being) and the National Development Plan's objective of active citizenry.

1

Media Presence:

We were incredibly proud to have our media release incorporated into the President's Easter message to South Africans, reaching millions with our vital safety message. Our Executive Director, Zaitoon Rabaney, was interviewed on Hilaal TV during Child Protection Week and on Views and News, bringing expert insights to national audiences. BizCommunity highlighted our passionate participation in the burns prevention campaign.

The launch of the WATCH Project in Tshwane received positive media buzz in IOL and TimesLIVE, spreading awareness of our transformative work. Good Hope FM interviewed ChildSafe on the Junior Traffic Training Centre, which was also powerfully highlighted by Zaitoon Rabaney on SABC Disability 360. Other citations included the South Coast Herald, Daily Dispatch, Global Initiative for Children's Surgery, Citizen Rekord, and East Coast Radio. This widespread media presence dramatically enhances public awareness of child injury prevention, a key aspect of the NSAAC, ensuring our message resonates far and wide.

2

Digital Engagement:

Our quarterly newsletter keeps our mailing list updated with compelling stories and vital information. A new social media content strategy focuses on broader relevance, equality, and inclusivity, making our messages accessible to everyone. The ChildSafe On the Couch podcast returned for its second impactful season, focusing on critical drowning risks and prevention, and passionately advocating for children's rights. Our dynamic digital platforms enable us to reach a wider audience than ever before, promoting safety messages in an accessible, engaging, and impactful format.



3

Impactful Campaigns:

We ran several powerful social media campaigns; meticulously highlighting accident causes and prevention strategies:



Child
Protection
Week 2024

Legacy
Programme

WaterGuard
campaign

Strengthening
Burns Care

Back2School
campaign
(Early 2025).

National Easter
Campaign
(FikaUsaphila)

Project
Edward

Festive Period
Road Safety

Hold My Hand
SA

These campaigns are integral to raising public consciousness, inspiring behavioural changes that directly contribute to injury reduction, and aligning seamlessly with the objectives of the National Road Safety Strategy and the UN Decade of Action for Road Safety.

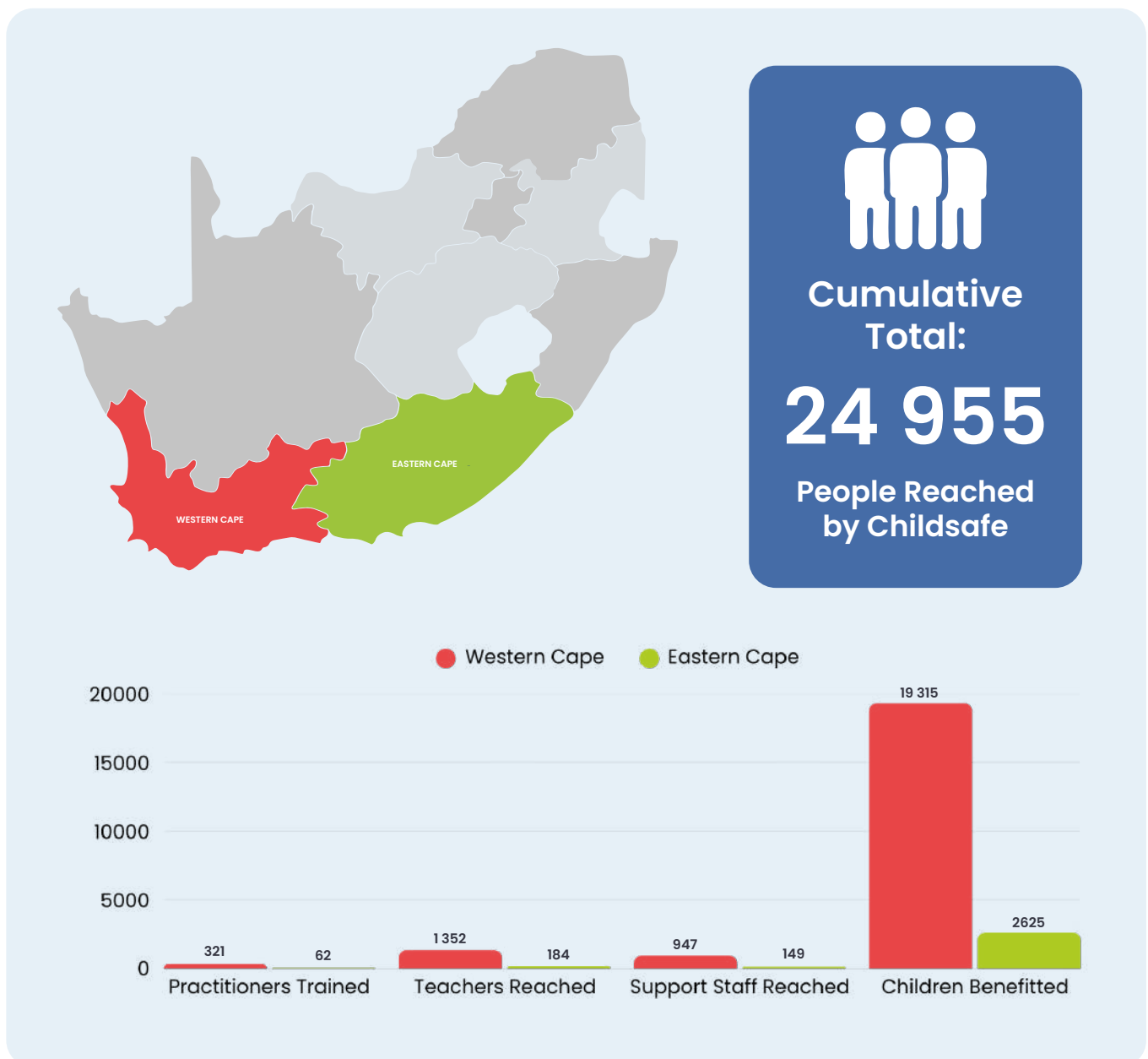


Our Impact In Action

A Visual Journey of Hope

This section features visual elements that illustrate our profound reach and tangible impact throughout the year. It includes dynamic infographics showcasing key metrics, such as the number of children and practitioners trained, the geographical expansion of our programmes, and the encouraging reduction in injuries observed in project areas. High-quality photographs will bring our stories vividly to life, featuring joyful children learning road safety at the Junior Traffic Training Centre at Oasis, vibrant community engagements in Mamelodi, and our dedicated team passionately in action. These powerful visuals will undeniably convey the tangible difference your support makes in creating safer environments and brighter futures for countless children.

ECD Training Reach:



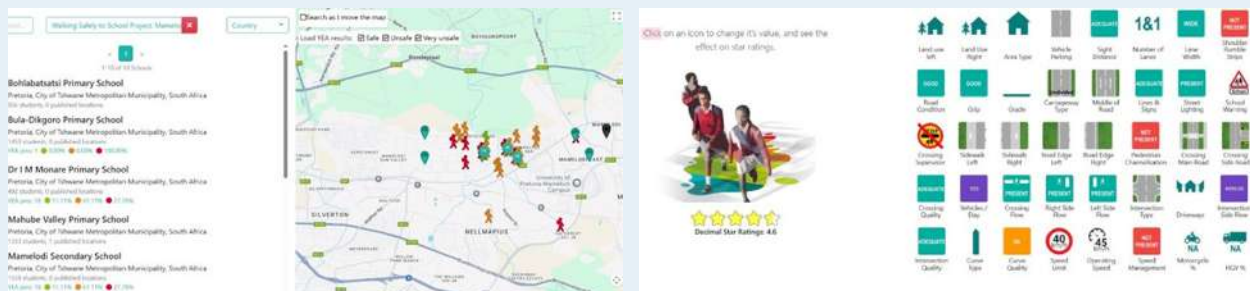
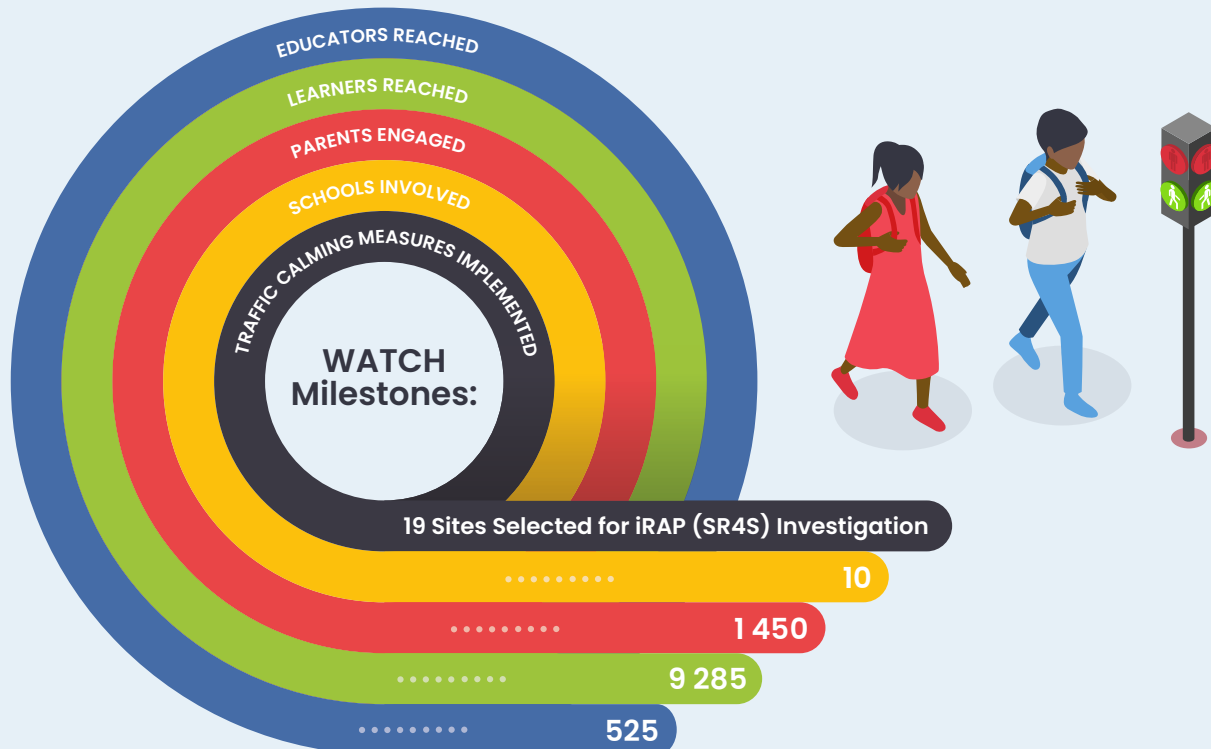
ECD Training Sessions:



484

Home Safety Counselling Referrals
in the last year.

WATCH Project Milestones:



Media & Digital Footprint:

@ChildSafeSA



Voices of Impact: Stories from the Frontline

The true measure of our success lies in the lives we touch, the fears we diminish, and the futures we protect. This section features powerful, heartfelt testimonials from the individuals and communities who have directly benefited from ChildSafe SA's unwavering work. These personal stories, from parents empowered with vital safety knowledge, teachers equipped to courageously protect their students, and community leaders witnessing profound positive change, underscore the deep, lasting, and transformative impact of our programmes. Their voices paint a vivid picture of hope, resilience, and transformation, inviting readers to connect deeply with the human side of our mission.



ECD Practitioner,
Western Cape

From an ECD Practitioner:

"The ChildSafe ECD training completely transformed how we approach safety at our creche. I now feel empowered to protect our children from hidden dangers, and I've already seen a difference in their awareness."



Parent,
Western Cape

From a Parent (Home Safety Counselling):

"After the counselling from ChildSafe SA, we identified and fixed several hazards at home that I never even noticed. It's given me so much peace of mind knowing my child is safer now."



Community
Leader, Mamelodi

From a Community Leader (Mamelodi WATCH Project):

"ChildSafe SA's WATCH project has brought about real, visible change in Mamelodi. The new crossings and awareness campaigns mean our children can walk to school with far less risk. It's a true partnership that has empowered our community."



Learner, Oasis
Special School

From a Child:

"Learning about road safety at the Junior Traffic Training Centre was so much fun! I learned how to cross the road safely and what the signs mean. Now I feel brave when I walk with my friends."





Our Valued Supporters: A Heartfelt Thank You

ChildSafe SA's profound impact would simply not be possible without the incredible generosity, unwavering belief, and tireless support of our donors, funders, partners, and volunteers. We extend our deepest, most sincere appreciation to the key organizations and individuals (with their permission) who have provided indispensable financial support, invaluable in-kind contributions, and transformative partnerships.

We extend our deepest appreciation to the Management and Staff of the Red Cross War Memorial Children's Hospital for their continued collaboration and support as our home and vital partner in child injury prevention. Our sincere thanks also go to the Children's Hospital Trust for their vital contributions to our programmes and initiatives, enabling us to reach more children. We are immensely grateful to the Western Cape Education Department: Early Childhood Development Directorate for their essential partnership in our ECD training programmes, allowing us to empower educators across the province. Furthermore, our heartfelt thanks are extended to Masana WaAfrika and Woolworths through the Inclusive Justice Initiative for their significant funding and unwavering commitment to our life-saving work.

We acknowledge the funding and support from UNICEF and the FIA Foundation in support of our Walking Safely to School (WATCH) project. We acknowledge and appreciate the City of Tshwane's Roads and Transport Department and allowing us to jointly collaborate and crafting successful public-private partnerships.

Finally, we wish to extend a special note of thanks to all the dedicated staff who form the vibrant backbone of all ChildSafe operations and interventions. Your tireless efforts, unwavering commitment, and profound passion are absolutely fundamental to every achievement outlined in this report and directly contribute to creating a safer South Africa for our children, one child at a time.

To all our other invaluable supporters, funders, corporate entities, academic institutions, and dedicated individual donors, your belief in our mission is our greatest asset.

Your commitment fuels our work and allows us to reach more children and communities across South Africa, sowing seeds of safety and hope wherever we go.



Western Cape
Government
FOR YOU

Education



Western Cape
Government
FOR YOU

Mobility



Looking Forward

Our Vision for an Even Safer Future

As we look ahead to the next financial year, ChildSafe SA is energized by the immense opportunities to further expand our reach and deepen our life-changing impact. Building on the remarkable successes of 2024/25, our strategic priorities include:

1

Expanding Our National Footprint:

We are actively planning the ambitious expansion of our ECD training programme into Gauteng, Bloemfontein and KwaZulu-Natal, aiming to establish a strong national presence and reach even more vulnerable communities across South Africa, aligning with the National Development Plan's goals for equitable development.

2

Strengthening Advocacy:

We will continue to vigorously drive the **30Love campaign**, working closely with government and civil society to advocate for the widespread implementation of 30 km/h speed limits with enforcements in school zones and urgently needed child-friendly road infrastructure. This directly supports the National Road Safety Strategy and the UN Decade of Action for Road Safety 2021-2030, saving precious young lives.

3

Innovating through Partnerships:

We will actively explore new collaborative ventures, including the exciting development of cutting-edge digital tools like the suggested IRAP Youth Engagement application, to dramatically enhance our educational reach and deepen our engagement with children, meeting them where they are. This reflects our profound commitment to SDG 17 by fostering innovative and impactful collaborations.

4

Sustaining Growth:

We will fiercely focus on diversifying our funding streams and strengthening our donor relations to ensure the long-term sustainability and agility of ChildSafe SA, allowing us to respond effectively to evolving child safety needs and continuously adapt to new challenges. This ensures our continued, powerful contribution to the National Strategy for Accelerated Action for Children and the broader SDGs.

Our vision remains unwavering: to create a safer world for children, where every child can grow, learn, and flourish without the threat of preventable injuries. With your continued, vital support, we will make this vision a profound reality.

Join Our Journey

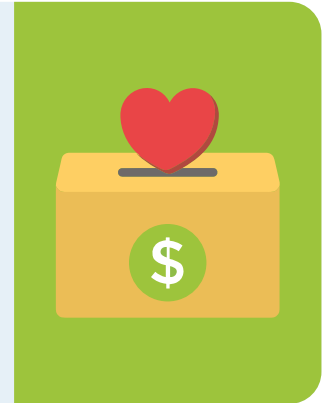
A Powerful Call to Action

The journey towards a safer South Africa for children is a shared one. Your involvement, in any capacity, makes a profound and lasting difference. We invite you to be an even greater part of the ChildSafe SA story and its transformative impacts within the communities it passionately serves.

1

Donate:

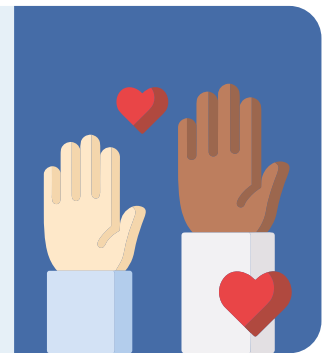
Your financial contribution directly enables us to expand our programmes, train more individuals, and advocate for critical policy changes. **Every rand makes a tangible difference in protecting children.** We urge you to consider increasing your support or becoming a new funder to help us extend our reach even further, saving more lives.



2

Volunteer:

Lend your invaluable time and skills to our various initiatives. Whether in administration, heartfelt outreach, or supporting our crucial training programmes, your dedication is priceless. We are always seeking passionate individuals to join our mission and become true champions for child safety.



3

Partner:

If you represent an organization, government body, or corporate entity, explore partnership opportunities with ChildSafe SA. Together, we can leverage our strengths, share resources, and amplify our collective impact to achieve greater child safety nationwide. Reach out to discuss how we can collaborate strategically and build a better future together.



4

Advocate:

Become a powerful voice for child safety. Share our **30Love campaign**, passionately spread awareness about injury prevention, and wholeheartedly support our calls for safer environments for children in your community and beyond. **Your voice can drive policy change and inspire countless others to act.**



5

Planned Giving through Legacies:

Consider leaving a lasting legacy by making a bequest to ChildSafe South Africa through your will. Your generosity can protect generations to come.

Contact zaitoon@childsafesouthafrica.org.za for information.



Together, with **people, passion, and partnerships**, we can continue to build a future where every child is safe to dream, learn, and grow. Thank you for being a champion for child safety. Let's write the next chapter of this incredible story of impact and hope, hand in hand.



Testimonials from participants in the ECD training sessions.

“

Today I am feeling very good because I will know how to help children when they are not feeling well.

“

I feel excited that I am doing this training. I love learning and am 100% sure that this will be beneficial for anyone at our educare.

“

How I feel today - I am very excited and am looking forward to this training. I've travelled and was up early just to be here for this first aid course. I'm feeling good about it.

“

Good morning. I feel excited to be part of this training team; also blessed to have been given the opportunity to be here. I would like to thank Sindi for having our team and I know that it will be a fruitful first aid session. Thanks so much.

“

I am feeling so confident to be on the right path. I am feeling honoured to be amongst the society builders; to be an eye-opener of the communities; to be the game-changer of many lives.

“

I feel very overwhelmed and excited in the meantime because I always want to do first aid for myself and my ECD, teachers and family. Because of the place that we live in - we really need this.



Sesethu's Testimonial

I attended an Early Childhood Development Child Safety Training Workshop hosted by ChildSafe, and it was nothing short of amazing!

From the moment we entered the reception area on the first day, to the moment we left on the final day, we were met with nothing but professionalism, competence and efficiency. ChildSafe has a friendly, dedicated and hardworking staff.. It is so evident that everyone working in the organisation, has a genuine care, love and passion for what they do.

I am grateful for the workshops and the training that is provided by ChildSafe. We gained so much knowledge and information that we may not have been aware of prior. I had so many "lightbulb" and "a-ha" moments!

The information was interesting, informative, stimulating, and I really liked the classroom set-up and structure. We were able to listen, engage, communicate with one another, bounce off ideas from one another, learn from one another, and share stories and experiences with one another that were helpful and beneficial to all. We learnt new things, we solidified and expanded on the things we did know, we were able to ask questions, and some things were really thought-provoking.

I left feeling inspired, with many ideas swirling around in my head, an excitement at the fact that I get to bring this information back to my organisation and can try to implement some of these things, and a motivation and burning desire to achieve and to succeed. I left wanting to do more, learn more and I left feeling excited about the future.

The setting, the environment and the staff are so warm, friendly, thorough, well-prepared, passionate, and dedicated. They were so patient with everyone, they took time to explain everything to us, to elaborate and to expand on those things, and as much as we worked hard and delved into the seriousness of some things, we were also able to laugh. The mood was always perfectly balanced; striking a perfect balance between lightness and seriousness. I always left in a good mood, but I was also more



aware about the responsibilities and the seriousness of my role as a practitioner. I really loved how the staff made us feel appreciated and valued in our roles. We don't always get a "thanks" for the things that we do, so to feel that appreciation meant a lot.

This has given us an opportunity to meet new people, network, learn about other ECD's, learn from other ECD's, and I am truly inspired by some of the work these incredible men and women have been able to achieve. We shared tips and tricks about things that help, that work, that don't work, thing to be cautious about, as well as sharing things that make it easier working in the spaces that we all occupy. Fellow ECO teachers were even sharing resources and materials with one another. The level of camaraderie was heart-warming. It is amazing seeing the impact that these workshops are able to make. I hope you are able to secure all the funding that you need, so that you can help even more people, have a wider reach, and have a wider impact than the one you are already making! If this is what you are doing with what you have now, how much more can you do if you have more resources and more tools in your box?

I thank you for all the time, energy and effort you put into making all of this possible. Thank you for the training, the space, the environment, the planning, the food, the skills, and for all of the things you provided to us, that I can't physically quantify. I know how much goes into making things like this possible, and your hard work deserves shine and to be commended. So much of what you have provided e.g. boosted self-esteem, confidence, knowledge, more passion, more drive, more motivation etc, are all things that one can't measure and put a number on, but is SO much more valuable than you can even imagine.

Thank you Zaitoon, Sindi, Erin and Yusdien for this programme, and for the experience. You were all absolutely incredible! I am more than happy to attend ChildSafe workshops in the future, and I encourage those who haven't tried it, to do it. You will not regret it!

*Warm regards,
Sesethu*

