

Newsletter

Autumn 2010



Children's
Safety
Education
Foundation

Aware, Alert, Alive!

CSEF rolls out new digital programmes in battle against childhood injury

CSEF Online is a suite of interactive digital safety education programmes that cover a full range of topics from fire, home and internet safety to bullying, knife crime and self esteem. It combines the full content of a safety event or workbook with the flexibility, convenience and value of digital media.

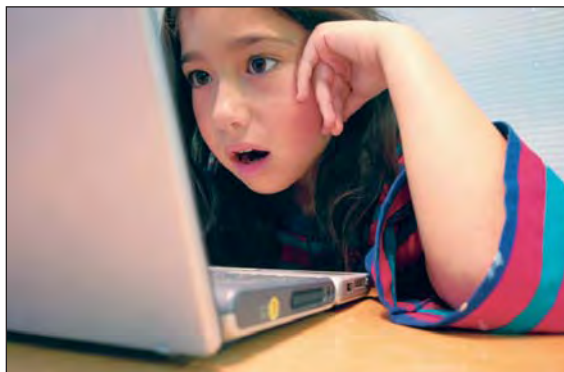
By using the latest in digital technology, we want to make our safety education and training programmes available to every child in the UK, removing any geographic barriers that exist when delivering events and initiatives like this to schools.

CSEF Online also addresses the widening inequalities faced by areas of deprivation. Figures recently released by research group, Road Safety Analysis, reveals how children in poor areas in the UK are more likely to be road accident victims than those living in rich neighbourhoods.

In addition, children of parents who have never worked or are long-term unemployed are 13 times more likely to die from accidental injury and 37 times more likely to die as a result of exposure to smoke, fire or flames than children of parents in professional occupations.

CSEF Online allows young people to encounter real-life scenarios at the push of a button on a platform that they interact with on a daily basis. It is easily accessible, engaging and helps promote effective learning within the classroom. The product also helps the charity and schools to take direct action against their carbon footprint.

John McNamee, Chief Executive, CSEF comments: "The educational landscape is changing rapidly and we all need to consider innovative and impactful methods for teaching that offer better inclusion and



easier dissemination of information. By offering online safety programmes such as Junior Citizen, developed with the Metropolitan Police Service, lots more schools and young people can have access to advice and expertise which was once unattainable. We are delighted to be pioneers in using digital technology to deliver child safety education in the UK."

CSEF Online uses a recognised educational format that can be easily used by teachers in the delivery of their PSHEE lesson. Information can be accessed via the internet or downloaded onto a desktop. Using digital images, sound, video, text and hyperlinks, students will be able to explore the key messages through the use of discussion-based exercises, simulation and improvisation.

Don't just take our word for it. You can try it for yourself by visiting www.csef.net and clicking on the trial link.

Accidental injury remains one of the biggest single causes of death in the UK for children, with more dying each year as a result of this than from illnesses such as leukaemia or meningitis. On top of this, around two million children and young people visit accident and emergency departments with an unintentional injury, costing the NHS an estimated £146 million.

Facebook's safety button

Facebook's new web feature to safeguard young people from online threats was launched on 12th July and has been hailed as a major success by child safety experts.

The Click CEOP safety button has finally been fitted onto Facebook pages following a long-running consultation between the police agency that focuses on child protection online, the Child Exploitation and Online Protection (CEOP) Centre and Facebook.

The information link gives young people a direct link to advice about internet safety from the country's child protection experts; and also the opportunity to report any problems direct to the Police if they are worried about strange or unwanted behaviour.



New website



Visit us at www.csef.net to see our new look website. We hope that you find it useful and welcome any comments.

Join the Race Online 2012

Over 10 million people in the UK have never used the internet and 4 million of this group are also socially excluded. CSEF has joined the Race Online 2012 - the landmark challenge led by the UK's Digital Champion Martha Lane Fox.

We want all our supporters to become an official Race Online 2012 partner and help tackle the issue.

From encouraging business partners to sign up, to teaching friends and family to get online, or by donating old IT equipment locally - there are opportunities for any organisation of any size or kind to get involved. It only takes five minutes. Access the link below to become an official Race Online 2012 partner and tell us what your organisation can do to help.

www.raceonline2012.org/get-involved

Coming up...

Anti-Bullying Week
15th - 19th November 2010

Road Safety Week
22nd - 29th November 2010

Halloween and Bonfire Night
- keep an eye on our website for tips and advice on bonfire safety.

Green for go as CSEF gears up for car fundraiser

CSEF is serving up a 'bangers and cash' initiative as part of a novel fund-raising drive to boost our funds.

We are one of the first charities in the UK to team up with 'Giveacar', a social enterprise which collects unwanted and unused cars for charity – turning scrap into cash.

The 'Giveacar' concept mirrors one that is already popular in the United States and other countries, but which is still very much in its infancy in the UK.

Regardless of their condition, cars are collected free-of-charge nationwide by 'Giveacar' and sold through an online auction, or disposed of at an authorised treatment facility. Proceeds from the sale are donated to CSEF and even if the banger is scrapped, it still nets us between £40 and £160.

For further details visit:

www.csef.net/news/newsarchive.asp?xnewsid=164

Elmbridge Junior Citizen 2010

Around 1,300 Year 6 children from primary schools across Elmbridge learned how to be safe and responsible citizens thanks to the Junior Citizen scheme, which took place at Walton Fire Station during the summer.

The event was run by a number of agencies including Surrey Police, Elmbridge Borough Council, Surrey Fire and Rescue, St John Ambulance, Elmbridge Housing Trust, EDF Energy and the Royal National Lifeboat Institution.

This year the Junior Citizen scheme received significant support from **Cargill plc**, a Cobham based company who sponsored a handbook for the young people to take away and let them work through some of the different situations they may encounter in the future. Designed for them to use either at home or at school to help develop their skills, abilities and attitudes both from a personal and practical view on a wide range of community safety issues.

www.csef.net/news/newsarchive.asp?xnewsid=156



Aware, Alert, Alive!

Self help plan to make the streets safer

An innovative project in London is experimenting with a form of community self-policing.

It involves shopkeepers offering their shops as 'safe havens' - so that any young persons who believes they are under threat can run inside and seek shelter.

There are stickers identifying these unofficial shelters. It is a simple and direct answer to the need for teenagers to have somewhere to turn for help.

The CitySafe project is being developed by the London Citizens community group, as a grassroots approach to tackling violence and increasing the safety of young people.

Its most prominent spokesman is Barry Mizen, father of Jimmy Mizen, a 16 year old murdered near his south London home in 2008.

The full article can be read on BBC Education News at:

www.bbc.co.uk/news/education-10869719

North West children benefit from CSEF education events



Over 5,000 children from nearly 150 schools have taken part in a number of Crucial Crew events in the North West this summer.

Crucial Crews teach children about important issues that are often overlooked by the curriculum, including basic first aid, road safety, fire safety and problems related to anti-social behaviour. Young people learn about personal safety by experiencing risk in controlled conditions. By participating in workshops, pupils are able to explore difficult topics in a fun and interactive environment with safety professionals.

Evaluation reports from the Manchester events can be found at www.csef.net/information/events.asp

GCH sponsors Respect booklet for Gloucester schools

Gloucester City Homes is working with 4 Gloucester Schools to support their work on the PSHE (Personal, Social, Health and Economic) curriculum. GCH has sponsored CSEF to produce the work booklet "RESPECT! Your Life, Your Choice".

Children at Beaufort Community School, Central Technology School, Barnwood Park Arts College and The Crypt School are now using the book in lessons as part of the PSHE curriculum.

www.csef.net/news/newsarchive.asp?xnewsid=159



Road accident risk doubles when children start secondary school

New research has shown that the number of serious accidents peaks among pupils in their early years of secondary education.

The findings, from an AA analysis of government figures, suggest that the casualty toll rises at the point when children who had previously been accompanied - or driven - to and from school begin to make their own way there and back.

The decline from age 13 onwards suggests that teenagers have gained in maturity and road experience.

In 2008, the most recent year for which figures are available, there were 25 10-year-olds killed or badly hurt while walking to or from school, compared with 68 11-year-olds and 96 12-year-olds.

The full article can be read on the Telegraph online at: www.telegraph.co.uk/motoring/news/8010807/Road-accident-risk-doubles-when-children-start-secondary-school.html

Drug education news

The Drugs Education Forum has released some new research in its latest newsletter including:

- A Home Office Report that reveal that 2% of under-18s say they have sold drugs.
- Research on how intervention delivered by school staff successfully lowers drinking rates in 'at risk' children.
- A paper that suggests that young people with wealthy parents are at greater risk of substance misuse.

For further information, visit the website at

www.drugeducationforum.com