

Newsletter

Spring 2009



Children's
Safety
Education
Foundation

Aware, Alert, Alive!

World Report on Child Safety

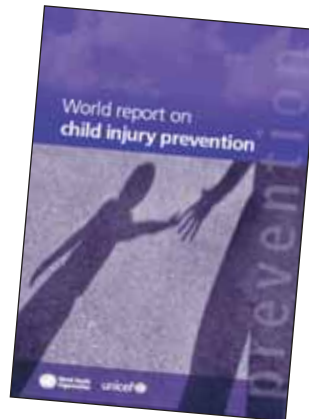
The lives of children and young people across the world are ending prematurely and unnecessarily due to unintentional injuries. The 'World Report on Child Injury Prevention' states that child injuries are a major public health issue. The report, published in December 2008 and produced by the World Health Organisation (WHO) and United Nations Children's Fund (UNICEF) has revealed some alarming statistics in relation to unintentional injury including:

- Unintentional injuries are the leading cause of death in children aged from 5 to 19 years old.
- Tens of millions of children require hospital care every year for non-fatal injuries.
- When a child reaches the age of 9 years, drowning, road traffic injuries, burns and poisoning together cause the biggest threat to his or her survival.
- Child injuries remain a problem in high income countries and account for 40% of deaths.

CSEF has welcomed and supported the goals and actions outlined in the report. The charity continues to work in partnership with the Emergency Services and Local Education Authorities to ensure that resources, knowledge and expertise are used in a way that it maximises the impact of accident prevention work and deliver positive outcomes.

A copy of the World Report on Child Injury Prevention can be found at

www.who.int/violence_injury_prevention/child/injury/world_report/en/



New Partnership for CSEF



The Children's Safety Education Foundation (CSEF) has announced a partnership with a leading provider of child safety products, Fingershield (UK) Limited.

Fingershield and its sister Company, Simple Safety Solutions, is a leading provider of child safety products to schools and nurseries in the UK. The partnership will run for one year initially and during this time, CSEF and Fingershield will undertake a drive to raise awareness of safety in the home.

The announcement follows a period of discussion between the two organisations as to how their products and resources could be made available to a wider population. The collaboration will help to increase awareness of Fingershield's products while raising funds for CSEF.

On announcing the partnership, John McNamee, Chief Executive, CSEF comments: "We are very excited about the possibilities that will arise from this partnership, which will unquestionably be beneficial to both organisations. We have shared goals and the combined forces of both organisations will create an ideal platform to educate young people, schools and families about preventative safety education through new and existing channels. This collaboration demonstrates how CSEF continues to be the leading facilitator in the delivery of child safety education in the UK."

Paul O'Carroll, Managing Director, Fingershield UK says: "Fingershield is delighted to be supporting CSEF, a charity which works hard to improve child safety. It is an exciting venture for us and one which will not only raise money for a worthy cause but will also enable us to make our products accessible to more people."



'Respect' to North Glasgow Housing Association

North Glasgow Housing Association is a leading housing provider and is committed to promoting respect among young people.

As well as building and improving homes the Association is dedicated to creating new opportunities for local people through other initiatives.

In recent years the Association has worked with local young people to deliver a range of activities including an internet café in Possilpark and business enterprise projects in partnership with local schools.

The North Glasgow Housing Association recognises that the majority of young people make a positive difference to their communities and is focused on celebrating their achievements through the 'Respect' programme.

To find out more about the Association visit its website at www.northglasgowha.com.



Operon Helps Children in Rochdale to Travel Safely



Children at four Rochdale Primary Schools are being encouraged to 'Stay Safe' when they are out and about thanks to sponsorship from Operon, one of the country's leading facilities management companies.

Operon has donated £3,725 to a scheme run by CSEF, which will see over 500 pupils, including some with special needs, benefit from books designed to give them the knowledge, skills and understanding they need to travel safely on a daily basis.

Key stage 2 pupils aged 7-11 at Marland Hill, Hollin, Hamer and Springside Schools received '**Out and About**', a unique educational resource developed with the Government's Road Strategy 'Tomorrow's Roads - Safer for Everyone' in mind.

Young people are advised how to travel safely on foot, road, rail, canal and plane and what to do in an

emergency. The activities are designed so that they not only stimulate discussion but also link closely to the children's own experiences.

Stuart Craig, Operon FM Operations Director, said: "This subject is particularly close to our hearts as parents because we all want our children to be safe. We were keen to get involved in local schools to help promote these messages to children and make them think about the dangers when travelling, whether that's on longer journeys or to school and back each day."

Operon manages contracts for the Department for Transport and other Government organisations, and continues to expand its operational presence in the Education sector with charity partnerships at Aston University and Buckingham New University; and clients including Rochdale Schools, Aberdeen Schools, North Yorkshire Schools, Gateshead College, Stockport College and The Manchester College.



Children's
**Safety
Education
Foundation**

Aware, Alert, Alive!



uk steel enterprise

UKSE Tackles Fiery Issue with School Children

UK Steel Enterprise (UKSE), the Corus subsidiary tasked with economic regeneration, has teamed up with the CSEF to educate children from across Glasgow and Lanarkshire on fire safety.

Anne Clyde, area manager of UKSE has provided over 250 booklets targeted at children between the ages of five and 11 for St Cuthbert's Primary school in Possilpark, Glasgow and St Bernard's Primary school in Coatbridge, Lanarkshire.

'Deedee and Dennis the Dragon' and 'Fire Safety - Red Alert' teach children about fire and the dangers it can pose.

Anne Clyde of UKSE said: "The fire safety booklets tackle a very important issue which children have to be taught about at a young age so I am pleased we are able to provide books for these schools. Hopefully the children will learn how to treat fire with respect, and become more aware of the serious consequences of playing with fire."

Brian Bell, head teacher at St Bernard's, added: "Teaching children about fire and the accidents that can occur if we are not careful, is extremely important to the school. Thanks to UKSE we can use these booklets to broach the subject at an early stage of the children's education and in a way they will respond to."

Dates to watch...

The Alliance of Childhood is holding an event 'Childs Play - How we risk giving our children everything except freedom to play' on 23 April 2009 at the Scottish Parliament. For full details visit www.allianceforchildhood.org.uk

Introducing CSEF'S Self Discipline Challenge



World Martial Arts Champ Delivers Self Discipline to Stockport School

Pupils from Adswood Primary School, Stockport took part in a special assembly in March delivered by a multiple British, European and World Martial Arts Champion.

Over 180 pupils aged between 4 and 11 years old, and approx 30 parents attended the assembly, which provided children with vital education in areas such as self discipline, self control and self esteem, in a fun and interactive way.

CSEF's Carl Thomas, 24, who holds numerous accolades including the Double World Martial Arts Champion and MBC Sports Coach of the Year, taught the pupils about physical and motivational techniques that he learnt through his Martial Arts experience which can then be transferred to their everyday activities.

Carl introduced a 'Self-Discipline Challenge' during the assembly, which pupils will be asked to complete the week after the Easter break. With the support of their families, the pupils will carry out a series of tasks and challenges at home. The purpose of the tasks is to increase their awareness of how positive behaviour can impact on other family members.

Family and friends will be encouraged to sponsor pupils during the challenge with all proceeds donated to CSEF.

Over 1000 pupils from 12 schools across the North West have so far participated in CSEF's Self-Discipline Challenge, raising over £4,000 for the charity. A further series of assemblies will be held at local schools in the Stockport area during spring and summer.

School Rewarded for its Fundraising Efforts

Pupils at Newtown Primary School in New Mills raised over £800 for CSEF by taking part in the Self-Discipline Challenge.

A total of 69 pupils completed the Challenge raising a total of £806.75. Over £400 of this was raised by Reception and Year 1, while 4 year old Chloe Weatherill raised £182. This is the highest amount raised by one pupil so far with the Challenge so congratulations to Chloe and a big thank you from all at CSEF!

To reward the school's effort, Carl Thomas attended the school in March to deliver a one-off sports lesson.

