

Newsletter

EDITION 1 Summer 2004



Children's
Safety
Education
Foundation

Save Lives!

new charity created



The Access Partnership has created a new charity to further its work helping keep young people safe. The Children's Safety Education Foundation has been founded with the objective of providing every child with the best safety educational resources possible to prevent them from making wrong decisions through lack of knowledge and understanding.

As part of its broader objectives, the Foundation also aims to provide teachers and parents with detailed lesson plans to assist in the delivery of these safety educational resources. The resources are provided mainly in written format using topical interactive workbooks that include modern characters that appeal to children of all ages. We provide posters, board games and in some specific topics include videos and CD ROMs.

Our products have been used by The Access Partnership and have been endorsed by police forces, fire services, ambulance services, education authorities, local government, drug action teams, youth offending teams, community safety partnerships, victim support schemes, domestic violence forums, teachers and multi agency organisations.

The range of educational resources have been reviewed and applauded by the Department for Education and Skills, Office of the Deputy Prime Minister, Department for Trade and Industry, Institute for Citizenship and Health and Safety Executive and the NSPCC together with a host of high profile celebrities.

Last year over 500,000 school children were provided with a personal bespoke safety educational resource and over 2,000 teachers with a resource pack including lesson plans and curriculum codings. While an impressive number, the total of children, attending schools in the United Kingdom today is around 20 million. We have a long way to go.

The Children's Safety Education Foundation believes that prevention is always better than cure. There are far too many children being killed or injured through lack of knowledge, information and understanding. We believe that children are a valued part of our society and it is our intention to make them feel safe, involved and reassured.



Above from left to right: Terry Spurr MBE, Liam McGurrin and Lord Wade of Chorlton

The Foundation has three Trustees:-

Lord Wade, chairman, who has significant experience in fundraising including the successful appeal for Christies hospital that raised £25m in two years.

Terry Spurr MBE, former Commander in and ex public face of London Ambulance Service.

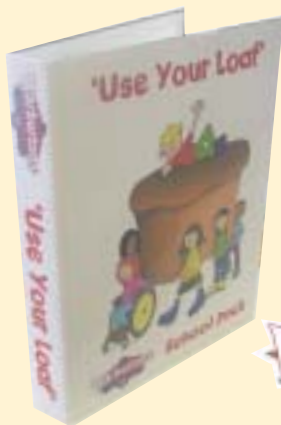
Liam McGurrin, a primary school head master from Sheffield, who is a leader in promoting Personal, Social and Health Education (PSHE) and Citizenship in the UK.

John McNamee, the Chief Executive runs day-to-day operations.



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Chairman: Lord Wade of Chorlton, Trustees: Liam McGurrin and Terry Spurr MBE



Warburtons 'uses its loaf' to educate children on safety



Family baker Warburtons has announced the launch of its biggest ever safety education initiative for key stage one children.

The leading grocery brand unveiled its Use Your Loaf safety campaign and outlined its three year vision.

"We eventually want to give every primary school in the country access to a free set of fun, easy-to-use resource materials covering all aspects of safety for 5-7 year olds," said Chairman Jonathan Warburton.

The scheme is initially being launched among 450 primary schools across three UK regions – North West, North East and Yorkshire - but will ultimately be available to all primary schools as materials become available on the company's award-winning website.

The Use Your Loaf pack has been produced in keeping with National Curriculum guidelines and will be particularly useful in helping schools achieve and maintain the National Healthy School Standard.

Road safety, safety at home and in the garden and staying safe on holiday are among topics covered through the Use Your Loaf packs.

Kicking off the initiative is the first section – **Use Your Loaf on Road Safety**. It contains worksheets and activities for children which are easy to photocopy for the teacher and include interactive story-telling, role-play and discussion exercises to make learning about safety issues fun.

To coincide with each new academic term additional resources will be sent into schools up to a maximum of nine sections. Once complete, the Use Your Loaf folder will form an invaluable aid to child safety teaching.

To accompany each set of resources, schools will also receive a collection of 'I've Used My Loaf' stickers and a photocopiable certificate which can be awarded to children on successful completion of the sections.

The materials have been developed by Warburtons in partnership with The Children's Safety Education Foundation, a national charity committed to reducing the number of accidents involving children throughout the UK.

Patrick O'Malley, from The Children's Safety Education Foundation, said the link with Warburtons has been very welcome. "Together we have designed, developed and distributed a new set of safety resources which have been very well received in schools. Warburtons wider vision is a very exciting one for child safety education in the UK and we are delighted to be playing a part in it."



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'I am writing on behalf of year 6 to thank you for sending us the First Aid Handbooks. We have all completed the activities and the information to help us revise for our SATS tests. Thank you again for sending these books and I hope you will send them to more schools in the future'

Y6 pupil, St Joseph's School

'Thank you for the Will Power's books. We like looking in them and doing the activities.'

Children from Upton Noble CofE School

'Thank you for the books about first aid and about drugs education and the stickers. These books will come handy, we should learn a lot.'

Pupil, Rudheath C.P. School

'The booklets which you kindly provided are both informative, colourful and interesting. They are a resource which the children have enjoyed using. We are delighted to be able to let them keep their work and take it with them to their next school.'

Shortbrook Primary School

'It is always gratifying to find organisations trying to improve safety for children.'

Staff and pupils, Blackhall Colliery Primary

'Thank you for providing us with such a useful resource. It makes the delivery of PSHE so much easier and comprehensive when everything is contained in one book.'

Stone CofE School

'We are always pleased to receive booklets of this excellent quality to use with our class'

St David's High School

The reason for providing the safety resources is the ever increasing need to provide young people of today with sufficient information and knowledge to combat the dangers they face today. We are providing tools to reduce incidents in the following critical areas:-

- The cost to the National Health Service for treating child related accidents has been estimated at over £200 million a year (HOGG, C. Preventing Children's Accidents 1996)
- Accidents are the commonest form of death in children over 1 year of age, (Home Accident Death Database 1994 (HADD))
- **In 2000:**
 - 36% of pupils have been offered drugs
 - 31% of males had used drugs compared with 24% of females
 - 15% of 11 year olds had been offered drugs compared with 61% of 15 year olds
 - 10% of 11 to 15 year olds were considered regular smokers
 - the prevalence of drinking among 11 to 15 year olds increased sharply with age,
 - 5% of 11 year olds
 - 32% of 14 year olds and
 - 49% of 15 year olds had drunk in the last week.

(ONS, Smoking, Drinking and Drug Misuse among young people in England in 2002).

Central Government have set targets in many of these key areas surrounding the personal safety and education of children and young people. They were set following extensive surveys such as:-

Tackling Drugs to Build a Better Britain - The Government's ten year Strategy for Tackling Drug Misuse (April 1998), one of the key aims being to 'help young people to resist drug misuse in order to fulfil their full potential in society.

Smoking Kills: A White paper on Tobacco (1998) set out the Government's aim to reduce the number of child and young people who regularly smoke to 8% by 2010.

The United Kingdom Anti-Drugs Co-ordinators Annual Report aims to reduce the proportion of children and young people using drugs by 50% by 2008.

'Tomorrow's Roads - Safer for Everyone' (March 2000) includes targets to reduce the number of children under the age of 16 killed or seriously injured by 50% by 2010.