

# Child Safety Week 2024 Safety. Sorted!

Katrina Phillips OBE, Chief Executive  
Child Accident Prevention Trust



# Our cause

“All paediatricians dread breaking bad news: telling parents that their child requires emergency surgery or intensive care, or that resuscitation has been unsuccessful. When illness or death is the result of a preventable accident, the emotional toll is compounded by the avoidable nature of the tragedy.”

# The problem

“Injury is a major public health issue for Scotland.”

“Injury can be a devastating life-changing event for the injured person and their family and friends.”

“As well as the healthcare costs of injury there may be huge social care costs that can exceed £tens of million in the remaining lifetime of just one severely injured person.”

Public Health Scotland

# Social justice

“The risk of injury is strongly associated with deprivation ... Children under 15 living in the most deprived areas were more likely than children in the least deprived areas to have an emergency admission to hospital for an unintentional injury.”

Public Health Scotland

# Barriers to safety

- 👉 Poverty
- 👉 Poor literacy
- 👉 Digital exclusion
- 👉 English as an additional language



# Our work

- ✎ Educating parents and carers
- ✎ Mobilising and resourcing our local networks
- ✎ Advising and influencing on child accident prevention

# Child Safety Week 2024

## Free resources to download:

- 👉 Parents pack
- 👉 Display pack
- 👉 Session plans
- 👉 Translated fact sheets
- 👉 Social media pack



# Simple changes



30 children go to hospital with a hot drink burn every day

Please keep hot drinks out of reach



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Blind cords can strangle small children




Fit a cleat hook or tensioner to keep them safely out of reach

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## Nappy sack warning

Please read and share



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## Safe around roads

*"The act of bad driving robbed the world of a beautiful, intelligent and caring young person. Our lives have been turned upside down by our daughter's death."*  
Rebecca, Mum whose daughter was killed in a car accident

It can be hard knowing how best to teach your child to stay safe. Here we help you to break it down and keep it simple.

- Pedestrians** - younger children
  - Get young children into the habit of holding your hand or use walking trolleys
  - Ask questions while you're out to help them understand simple ideas like 'foot' and 'stop'
  - You can start teaching the Brown Cross Code from age five, encouraging children to stop, look, listen and think
  - Start they won't always remember safety rules, especially if they're excited or given a reward across the road
  - Children will copy what you do, so try to avoid slipping into the habit without checking for traffic first. If you can do the right thing, it will help them get into good habits
- Pedestrians** - older children
  - Children find it difficult judging the speed and distance of traffic until they're at least eight. Accidents peak around 12, so children start making independent journeys
  - Children learn by doing and practising. If they're moving to a new school, help them practise the route over the holidays. Where are the safe places to cross? What should they do if they see their bus and they're on the other side of the road?
  - They can be mesmerised by their mobiles, so remind them not to look at their phones or listen to music while crossing the road
- In the car**
  - Make sure your car seat is the right one for your child's height and weight and for your car - not all seats fit all cars
- Cycling**
  - Get your child into the habit of wearing their helmet. If you cycle as a family, remember to wear yours too
  - Look out for cycle training. Many schools offer courses to help children gain practical skills
- Driving** - speed is everything when it comes to a child's chance of survival. They're 2.5 times more likely to die if hit by a car going between 20-40 mph
  - Keep your eye on your speed
  - Keep your phone in the glove compartment so it can't distract you



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# Your support

- 👉 Share, like, tag, comment
- 👉 Download, share, display
- 👉 Read, discuss, ask questions
- 👉 [Sign up](#)



# “If I can buy it, it must be safe”

“I feel awful for them because they’re buying something and assuming that it’s safe because it’s sold, but they could be unknowingly putting their baby in danger every single day.”

<https://www.itv.com/news/2023-12-13/tragedies-waiting-to-happen-baby-products-sold-online-putting-infants-at-risk>

# Baby products



**WARNING: Dangerous sleeping bags recalled**



**WARNING: Self-feeding pillows can kill small babies**



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# Super strong magnets

Why are these reusable water balloons so dangerous?



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“The damage they did is absolutely unreal. They burned holes in the intestines. Whenever they opened him up some of his intestines already leaked out.”

Mum of a three-year-old boy

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# Water beads

**“A baby had to undergo major surgery twice to remove all the balls.**

**Please keep water beads away from young children. They’re just not worth the risk.”**

Mr Hemanshoo Thakkar  
Consultant Paediatric Surgeon



## Keep water beads away from young children



Children love water beads. But it's really dangerous if a young child swallows them.



They expand in the belly and can block the bowel. Some grow as big as golf balls.

A child may need major surgery to remove them. So please keep them away from young children.



If you suspect a child has swallowed a water bead, get medical help straight away.

Scan to learn more



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# Button batteries

Amazon.co.uk: Product\_Safety\_ x screenshot windows - Google S x +

amazon.co.uk/b?node=96318086031

## Product safety and usage

### Smoke and Heat Alarms

Tips from the London Fire Brigade

Getting the right fire detection system.

### Button Battery Safety

Tips from Child Accident Prevention Trust

Five top tips to keep children safe from button batteries.

### Charging Devices Safely

Tips from Electrical Safety First

The 'Do's and Don'ts' for charging devices safely.

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## Button batteries: 5 tips to keep children safe

**Look**  
around your home for button batteries. Think toys, lights, remote controls and more

**Check**  
for products with loose backs and button batteries that have dropped out.

**Store**  
button batteries in a safe place, up high and out of your child's reach.

**Dispose**  
of used button batteries as soon as you can. They are still unsafe.

**Act**  
If you think your child may have swallowed a button battery, go straight to A&E or call an ambulance.

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