

## WA Chairman's Report



It's almost Christmas time again, the end of Spring, and time for another Kidsafe WA newsletter.

Kidsafe WA has been involved in a lot of activities over the past few months which we will be sharing with you in detail throughout this newsletter.

We are also **on the move** - unfortunately not permanently! From the 9th December 2003, Kidsafe

WA will be located in the **Child Care Centre building** shown in yellow (See location map on last page of Newsletter). We will still be providing all the usual services and will continue to have a modified Safety Demonstration House.

All contact details will remain the same. Please bear with us during the week of the 9th to 12th December while we get settled.

We would also like to take this opportunity to wish all members and supporters a very Merry Christmas and a Happy, Safe New Year.

We look forward to your continued involvement and support in 2004 as we move towards a bigger and better year for Child Safety.

**Dr Philip King**  
Chairman, Kidsafe WA

## And the Winner Is...

The 2003 Insurance Commission of Western Australia Road Safety Forum and Awards was held on Monday 17th November at the Fremantle Maritime Museum.

Kidsafe WA chose to nominate it's Child Car Restraint Services in the "Occupant Protection" category.

At the awards Ceremony Kidsafe WA was identified as the Winner of the 2003 Insurance Commission of Western Australia Road Safety Award for "Occupant protection". The Minister Michelle Roberts presented the award to Kidsafe WA's Executive officer and congratulated us on our

work that links to the Road Safety Strategy for Western Australia 2003-2007 and currently receives no Government funding.

Kidsafe WA would like to extend our thanks and appreciation for the recognition of our valuable service, in particular to the Insurance Commission of Western Australia and the Road Safety Council.



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### Special points of interest:

- *Healthway Support Sponsorships Round-up*
- *New Safety Product Range*
- *This Months Special Feature: Poisoning Prevention*
- *Christmas Opening Hours and Celebrations*

Sponsored By:



## Kidsafe WA Staff - Out and About

Kidsafe WA has been out and about over the past three months. In October, Sue and Sheila set out on an all day country tour of the Midwest, visiting the towns of Mingenew, Three Springs and Coorow.

The day worked out to be a worthwhile opportunity to spread the Kidsafe message in Rural areas.

We have also ventured out with more external Child Car Restraint checking days. The first day was held at Ocean Keys shopping centre and

hosted by the City of Wanneroo. The day resulted in approximately 50 child car restraints being checked, with more than 65% of them having been fitted incorrectly.

### Checking Restraints in Busselton



On the 8th November, Kidsafe WA, in association with Britax headed to Busselton to provide a free Child Car

restraint checking service - once again, everyone involved had a lot of fun.

Finally, the Parents, Babies and Children's Expo was held on the 8th - 10th August at Claremont showgrounds with more than 2000 parents provided with safety information and advice. A big Thankyou to all the Volunteers.

### Parent, Babies and Children's Expo



## Healthway Support Sponsorship Roundup 2003

In 2003, Kidsafe WA continued to co-ordinate 3 key support sponsorships with Musica Viva in Schools, Spare Parts Puppet Theatre and Fremantle Children's Literature Centre. In addition to these 3 sponsorships, in June 2003, Kidsafe WA initiated work with "Australian Opera Studio's" in Midland on their Primary School Production: Dryblower and the Water girl, and then in July commenced work with "The Kaleidoscope Ensemble" on their primary school production which linked poetry and music and involved a lot of audience participation.

All of the Healthway support sponsorships continue to promote Kidsafe WA's "Safety Rules OK!" message through a variety of strategies. These strategies include the NEW Safety Rules OK! song that was recorded in 2002 by Barry Palmer, WA Co-ordinator of the Musica

Viva in Schools program which is sung at every school performance by Musica Viva, and in 2003 was given permission to also be used by Australian Opera Studio's.

Other strategies include signage and verbal acknowledgement of the message, performers wear T-shirts displaying the message and finally intermittent strategies used by Spare Parts Puppet Theatre, as used with their production of Hair Brain, where the Safety Rules OK! message is spelt out using sand on the stage and then vacuumed up before the show starts in front of the audience.

Once again the support sponsorships have provided an additional angle to disseminate the Kidsafe WA message to primary school students throughout Metropolitan and Regional WA.



## Baby Dan - Safety Product Range

Kidsafe WA recently launched the availability of a new safety product range at the Kidsafe WA centre. The "BabyDan" range of products offers a range of safety products but one of the key areas that is available is the extensive range of safety gates

and barriers to fit spaces from 70 centimetres to 4 metres. We also continue to stock a wide range of other safety product brands including and extensive range of Dreambaby safety products, Safety 1st, Hector Tap Protectors and Tapsafe products.

Many of these products are also on display in our Safety Demo House or throughout the centre so that you can see how they work. Why not check out the range by visiting the centre or the Kidsafe WA Online shop at

[www.kidsafewa.com.au](http://www.kidsafewa.com.au)

# Inaugural CIPN Forum and LINX Events

The Inaugural Child Injury Prevention Forum - Child Safety Upfront was held on Monday the 24th November 2003 at the MacDonald Lecture Theatre and Function Room (Princess Margaret Hospital).

The principal speaker was former Kidsafe National Director Mr Ian Scott who has extensive national and international experience in child safety. Other sessions included a discussion workshop on child development and injury risks, advocacy and major trauma data was presented from PMH. Melita Leeds from Kidsafe WA also highlighted the valuable communication & information

exchange strategies on the CIPN website. The evaluation from the day shows that the day was an overall success and that the 30 participants found the forum to be beneficial.



The LINX (linking injury network sectors) event held by the Department of Health - Injury Prevention Branch, was held over 2 days: On November 25th the

"Making a Difference conference" was held to discuss and launch the WHO world report on Violence & Health)

On November 26th the LINX event showcased injury prevention initiatives at a state-wide level.

The combination of these 3 events facilitated greater regional participation which is an important consideration as they are an invaluable component of the statewide injury prevention team.

## Hot Cars

The Hot Cars Awareness Campaign was launched in partnership with SGIO on Thursday the 18th of December 2003 at Lakeside Joondalup Shopping Centre.



The aim of the launch was to highlight the dangers of leaving children unattended in parked cars. In particular, Kidsafe and SGIO hope that parents and caregivers will become

aware of how hot a parked car can become in a short time, even if the windows are down.

One the day after the launch, a toddler was found left in a 4-wheel drive in Bassendean as his father visited a Brothel. The boy was found to be dehydrated when he was found by the Manager of the Brothel 20 minutes after his dad had left him there.

Under recently proposed child protection laws now before State Parliament, parents who leave their children alone in vehicles will face up to five years jail. Kidsafe WA supports this proposed legislation.

## Water Safety

With the warm weather here we are spending more time enjoying pools, beaches and lakes.

Drowning is the most common cause of accidental death in Australian children aged between 0-4 years. An international comparison of drowning rates indicates that Australia has the second worst record in the world for toddler drowning.

To keep your children safe in water this summer here are a few tips:

1. Always Supervise your children - Never leave children unattended in & around water. Remember that a child can drown **silently** in less than 2 mins.
2. Swim only in designated swimming areas
3. Swim between the flags at local beaches
4. Do not dive or somersault into shallow water
5. Establish basic water safety skills and rules with your children
6. Always remember to put on sunscreen and hats!
7. Learn First Aid - St John Ambulance has a "Caring for Kids" course.

## Kidsafe WA Calendar of Events

### December 2003

- **Hot Cars Awareness Launch**
- Members & Supporters Christmas Party (*Tuesday 16th December*)
- Kidsafe WA Office CLOSED (*December 24th to January 5th*)

### January 2004

- 5th January - Kidsafe WA reopens

### February 2004

- **SGIO & Kidsafe WA Driveway Run-overs Awareness Launch**
- 6th-8th February - Every Home Expo, Fremantle Passenger Terminal

### March 2004

- 10th March—Albany Playground Forum
- Kidsafe WA Fundraising Golf Day (*Date to be confirmed*)

### April 2004

### May 2004

- 17th-21st May— Safety in Schools Week
- **SGIO & Kidsafe WA Child Car Restraint Awareness**

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## Summer Safety Tips

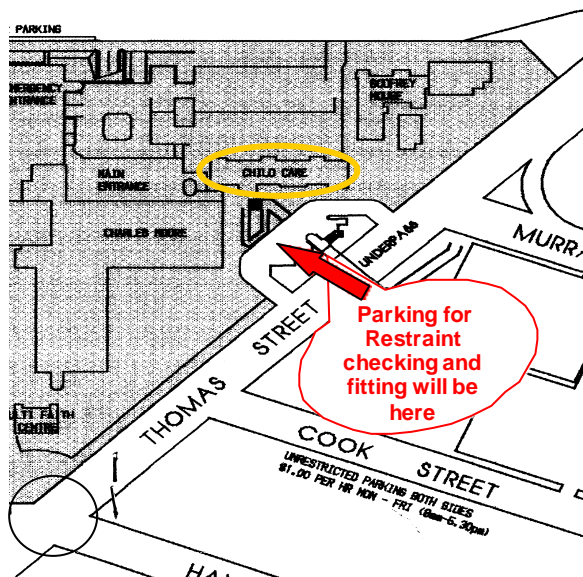
### HOT CARS

*Be Kidsafe and take your kids with you!*

On a typical Australian summer day the temperature inside a parked car can be up to 30° higher than the outside temperature. 75% of the temperature rise occurs within 5 minutes of closing the door. As the temperature rises, children begin to overheat and dehydrate. Hypothermia and dehydration and asphyxia can all lead to death.

To keep your child safe this summer remember the following:

1. If you have to leave the car, even to run a quick errand; take the children with you.
2. Do not use the car as a 'babysitter' substitute.
3. Provide plenty of cool fluids preferably water for all occupants and offer them to children regularly.
4. Dress children appropriately to promote airflow around their bodies.
5. Double check that the harness fits the child - in summer time with children wearing lightweight clothing, restraints and harnesses may need to be tightened.
6. For rear facing restraints, do not use a hood to protect the baby from the sun. This will decrease airflow around the baby's head. Instead use a visor or sunshade to filter the sun's rays.
7. Plan car journeys for cooler hours of the day.



Kidsafe WA's new location is circled in Yellow - which is normally the PMH Child Care Centre. Please bear with us as we settle in.

**child safety is no accident**