

MEDIA RELEASE

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SGIO pledge to keep kids safe



Every year, 3,500 Australian children under five are admitted to hospital as a result of accidental poisoning. Many of these accidents are easily prevented by simple means.

SGIO announced today its three year sponsorship of Kidsafe WA to support the important work Kidsafe WA does in educating the community about child safety and the prevention of childhood accidents.

SGIO State Manager, Garry Moore, said every year over 60,000 children nationally are killed or hospitalised because of unintentional accidents.

“We want to reinforce the importance of child safety and do our part to prevent these accidents.”

“SGIO is deeply concerned with risk and how we can reduce it,” Mr Moore said.

“SGIO will support Kidsafe WA for the next three years. We’re specifically involved in the Home Safety and Car Safety programs,” Mr Moore said.

“These programs are aimed at educating people about the relatively simple things they can do to protect their children. Things like making sure medicines and poisons are stored out of reach in child-resistant containers, or making sure people get the correct advice about car child restraints.”

“By supporting community projects and initiatives such as Kidsafe WA, we hope to contribute to a safer social environment - in fact, we believe it’s our responsibility to do as much as we can to help our children and communities.

“Kidsafe WA is extremely pleased to have the support of SGIO to help continue its services to the West Australian community”, said Kidsafe WA Executive Officer, Sue Wicks.

“That major [corporations](#) such as SGIO see the need to support injury prevention is a major step forward in the action to reduce injury in WA and in Australia.” said Ms Wicks.

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Injuries are the leading cause of death in Australian children aged one to fourteen, accounting for nearly half of all deaths in this age group. More children die of injury than cancer, asthma and infectious diseases combined.

Since 1979, when Kidsafe was established nationally, the number of child deaths and hospitalisations due to unintentional injuries in Australia has halved. Kidsafe has been a major contributor to the measures and action that have led to this reduction. However, Kidsafe WA estimates a further 80 deaths and 20,000 hospitalisations could be prevented annually by implementing known safety countermeasures.

“SGIO has worked with Kidsafe WA previously on various projects and it is great to have the opportunity once again to be associated with an organisation that has made such a difference to the safety of our community.

SGIO’s sponsorship strategy aims to keep our communities safer through injury prevention, crime prevention and by supporting emergency services in their contribution to the community.

SGIO also provides two grant programs for organisations that work to reduce risk in the community – the Community Help program and SGIO CrimeSafe.

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