



Media Release 7th October 2006

National Kidsafe Day 2007: Help us keep kids safe

Kidsafe is a national organisation devoted to the prevention of injury in children. Since their establishment in 1979, the number of children killed as a result of unintentional injury has more than halved. However, there is still much more that needs to be done.

Each year, approximately 10,000 children present to the Emergency Department of Princess Margaret Hospital with injuries. The majority of these injuries are unintentional injuries that could have been avoided through simple preventative measures. In most instances "child injury is no accident".

The events of Kidsafe Week aim to raise public awareness on the extent and preventability of child injury. It is a time for the public to think about and make the simple changes that will improve the safety of children.

Kidsafe Week 2007 runs in WA from Monday 8th to Friday 12th of October. Kidsafe WA has many activity suggestions for parents, child care providers and children to take part in during the week. Information on these activities can be found at www.kidsafewa.com.au

National Kidsafe Day falls in the middle of Kidsafe Week on Wednesday the 10th October. A Western Australian media launch celebrating the day will be held at the Lotterywest Family Area of Kings Park (entry off Kings Park road), commencing at 11.00am. A balloon display will be set up on the oval depicting the number of child injuries that occur each year in Western Australia. Kidsafe representatives and guest speakers will talk on the importance of child safety, and will unveil new Kidsafe resources that will be used throughout Australia to promote child safety.

All members of the public are invited to attend the launch. The Lotterywest Family Area of Kings Park is an ideal location to bring young children, with the Ivy Watson Early Childhood Playground, Stickybeaks Café, BBQ facilities and full amenities.

Come along to the National Kidsafe Day launch to raise awareness of child safety, and have an enjoyable day out with your family.

For further information on National Kidsafe Day or the activities of Kidsafe Week 2007, visit the Kidsafe WA website, or contact Kidsafe WA by phone on (08) 9340 8509 or email kidsafe@kidsafewa.com.au

Media Enquiries:

Sue Wicks 0412 242 142