Working together for safer children

Katrina Phillips, Chief Executive
Child Accident Prevention Trust
“Statistics…

… are people with the tears wiped away”

16

2 in 5

7,259

1 in 9
Children under five

- 70-85% of injuries are in the home
- Five major causes:
  - Falls
  - Burns
  - Poisoning
  - Drowning
  - Threats to breathing
- Child development
Older children and young people

- On the roads:
  - Pedestrians
  - Cyclists
- During play:
  - Falls
  - Drowning
- Pushing boundaries and taking risks
Children living in Scotland’s most deprived areas are more likely to be admitted to hospital due to an accident than those from the least deprived areas. Compared to the Scottish average:

- 22% higher in the most deprived areas
- 13% lower in the least deprived areas
Emotional costs

“My physical injuries are plain for all to see but I have others that cannot be seen. I was robbed of my childhood because I had to grow up and face things that none of my friends had to face.”
Financial costs

- £40m a year NHS
- £5m lifetime support costs for one three year-old with a serious traumatic brain injury
Child Safety Week 2019

Family life today: where’s the risk?

Convenience for adults

Risks for children
Convenience for adults

- Phones
- Products e.g. washing capsules, hair straighteners, nappy sacks.
- Power sources e.g. button batteries
- Places to buy
Digital distractions

- 4 in 5 parents distracted by their phones
- 1 in 8 parents admit an accident or near-miss while distracted by phones
Laundry and cleaning products: Staying Safe with Sam
Staying Safe with Sam

- Story book and resource pack for teachers & parents
- Protect young children from laundry & cleaning products
- Piloted in England with independent evaluation
- Looking to develop and pilot a version for P1
Button batteries

- Big powerful lithium coin cell batteries
- Deaths and serious injuries in England
- No deaths yet in Scotland?
Button batteries

- Updated online advice
  www.capt.org.uk/button-batteries
- New session plan
- Illustrated house poster
- Child death investigation
- Product safety
“If I can buy it, it must be safe”

- Where we can buy – online marketplaces eg Amazon, eBay, Fruugo
- Non-compliant and counterfeit goods
- The speed at which new products come onto the market
- Office for Product Safety and Standards and Trading Standards teams
Opportunities

Building Safer Communities  Cross Party Group
Community Safety  Public Health  Early Years
Water Safety Scotland  Road Safety Scotland  RoSPA
SCSN  SRFS  RCPCH  Children in Scotland
Trading Standards  Voluntary & Community Sector

Compared to south of the border…

More stability, funding, commitment
Opportunities

“The main areas of focus should be on parenting, a safe home environment and safe play”

“There are real opportunities to inform and change individual life experience at an early stage through education and awareness raising”
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- Email: katrina.phillips@capt.org.uk