



Safekids Campaign Coalition Update April 2009

Kia Ora Koutou,

Next month Safekids New Zealand will hold the first of a series of workshops to launch the 2009/2010 Safekids Campaign, focusing on **Motor vehicle Child Passenger Safety & the Prevention of Cutting & Piercing Injuries.**

The workshops are rare opportunities to access new information, strategise and work together towards keeping our children free from preventable injuries. Don't forget to spread the word within your network and *contact us if you need help.* **The list below includes all those whom you should invite to attend the workshops:**

- ✓ Community leaders and decision makers
- ✓ Māori; Pasifika and new migrant community leaders
- ✓ Injury prevention, health promotion and child health workers
- ✓ Local Government
- ✓ Road safety & Road Safety Co-ordinators
- ✓ Educators and child care services
- ✓ Plunket and other Well Child Providers
- ✓ Police & the Fire Service
- ✓ ACC Consultants
- ✓ Anyone with an interest in keeping kids safe.

Coalition Update also brings you the latest news, events and updates for the Child Injury Prevention Community. Share your activities with us. It is the best way for us to keep in touch and explore how we can work together to make New Zealand safer for our children.

In this edition of Coalition Update:

- **2009/2010 Campaign Update: FREE Injury Prevention Workshops, what to expect & who should attend**
- **2008/2009 Burns & Drowning Prevention Campaign: We need your valuable feedback**
- **Media Release: Winter burns safety & new nightwear label information**
- **Order FREE Resources: Drowning prevention @ home, Driveway Run-Over Injuries, Babies Don't Need Baby walkers.**

Best Regards

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Director, Safekids New Zealand

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FREE Injury Prevention Workshops: What to expect & who should attend

Safekids New Zealand will be running half-day workshops throughout the country in May & June. These workshops will introduce the themes of the 2009/2010 Safekids Campaign. They are an opportunity for individuals and community groups to link together to develop strategies and community action to keep children safe.

Workshops are relevant to all those working with children - Community leaders and decision makers; Māori; Pasifika; new migrants; those working in injury prevention, health promotion and/or involved in child health; those working in Local Government; road safety; Road Safety Co-ordinators; Educators and child care services; Plunket and other Well Child Providers; Police; those in the Fire Service; ACC Consultants. In fact, anyone with an interest in keeping kids safe.



For workshop schedules, venues and to register, check with your local coalition coordinators. [Click here](#) for coordinators contact information.

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Burns & Drowning Prevention Campaign: We need your valuable feedback

June 30 2009 marks the end of the Safekids Water Safety and Burns Prevention Campaign and all Coalition Coordinators are asked to complete a feedback form on behalf of their Coalition or network. Feedback forms were mailed out to all coordinators on Tuesday 15 May, but in the event that you have not yet received a form, *please find one attached to this Update.*

Your feedback will provide us with extremely valuable information about the quality and usefulness of services delivered through the Safekids Campaign. Evaluation findings will enable Safekids and Key Agency partners to make informed decisions when planning future Campaigns.

Completed feedback forms are to be returned at Information and Planning Workshops, or email to SimoneR@adhb.govt.nz, or post to Campaign Evaluation, Safekids New Zealand, P O Box 26488, Epsom, Auckland, 1344.

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Media Release: Winter burns safety & new nightwear label information

Safekids New Zealand and Plunket urge parents to learn the new fire hazard labelling on children's garments before buying nightwear for their kids this winter.

- ✓ Orange Label. This new label means that the garment is made of a higher fire risk fabric and is designed to be worn snug-fitting to reduce the risk of the garment catching fire. Make sure garments with the orange label fit children snugly.

- ✓ White Label. This label means that the garment is a lower fire risk. It is either made of fabric that burns more slowly, or that the garment is close fitting. Buy children's night wear with the white label whenever possible.
- ✓ Red Label. This label means that the garment is a higher fire risk. If you must use one, its better to use in summer than winter, as it is less likely to catch fire from a heater or fireplace.

Click [here](#) for the full media release.

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FREE Resources: Burns & Drowning Prevention @ Home, Driveway Run Over Prevention, Babies Don't Need Baby Walkers

For those planning campaigns on Burns, Home Safety and Driveway Run Over Prevention, you still can order these FREE excellent resources. But order them soon as they are running out fast!

- ✓ Fancy a Cuppa Burns prevention A5 flyer
- ✓ Burned Once, Scarred for Life A3 Poster
- ✓ NZ Fire Service "Protect what You Have" & "C'mom Guys get Firewise" Books.
- ✓ Splash into safety A3 poster (English & in Maori)
- ✓ "There's No Going Back" Driveway Run Over Prevention Poster & DLE flyer
- ✓ Babies Don't Need Baby Walkers A5 Flyer.



Email AnthonyR@adhb.govt.nz or WCarter@adhb.govt.nz to order these resources.

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