



Safekids Campaign Coalition Update June/ July 2008

Dear Coalition Members,

Welcome to *Coalition Update*, Safekids' monthly e-communication service to coalition members of the latest news, events and updates for the Child Injury Prevention Community.

In this edition (click to view):

- [2008/09 IP Days Completed.](#)
- [New Campaign Resources & Project Plans Now Available.](#)
- [Coalition Event Watch: Well Child Health & Safety Expo, Pahiatua.](#)
- [News: NZ Child Safety Community Criticizes Toyota 'Free Kids Quad Bike' Promotion.](#)
- [Molly Pardoe Awarded Queen's Birthday Honour.](#)
- [Safety Awards Submissions due Soon.](#)

Also join me in welcoming Safekids' new Marketing & Communications Coordinator, Anthony Rola. Anthony holds a degree in Journalism and has 8 years experience in communications and PR. He's very new in the child injury prevention scene, but is bursting with energy and excitement in his new role (and being a father of 3 lovely daughters--*all under 3*—helps!).

Lastly, I would like to sincerely thank all those who supported us during the IP Workshops. We couldn't have done it without all of you.

Best Regards

Vishal Rishi
National Co-ordinator Safekids Campaign
Email: VishalR@adhb.govt.nz or phone (09) 631 0726

2008/09 Information & Planning Workshops Completed

We finally completed the Information and Planning Workshops (or I&P Days) for the upcoming 2008/09 Safekids Campaign. Overall we received excellent feedback, and it was very nice to see strong representation from the Injury Prevention workforce, from diverse community groups and cross-sector agencies. Focusing on ***Drowning and Burns Prevention/Fire Safety***, the workshops were conducted throughout New Zealand, starting from Invercargill and finishing at Whangarei.

The majority of the communities are well aware of local child injury issues, and have expressed great interest in working towards child injury prevention as a team. Many thanks to all the Coalition Leaders for their tremendous energy and enthusiasm: ***Nicola Miller, Andy Redfern, Robyn Steel, Malcolm White, Nita-May Bern Hippolite, Uenuku Kane, Nigel Fitzpatrick, Emma Hope, Linda Anderson, Kiri Simpson, Yvonne Boyes, Christine Hutchison, Taniwha Williams, Lauren van Coller, Amanda Sutherland, Coral Timmins, Wayne Williams, Hinemaru Ropati, Denise Windlebourne and Brian Harris.***

We'd also like to make special mention of West Coast Coalition leader ***Malcolm*** who managed to bring all the relevant agencies—including Police, Fire Service, Public Health Nurses, ACC, Sport agencies, District Health Boards and Barnardos—Well done!



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2008/09 Campaign: Resources Now Available

We have now hit the new financial year and along with it comes the 2008/09 Campaign focusing on:

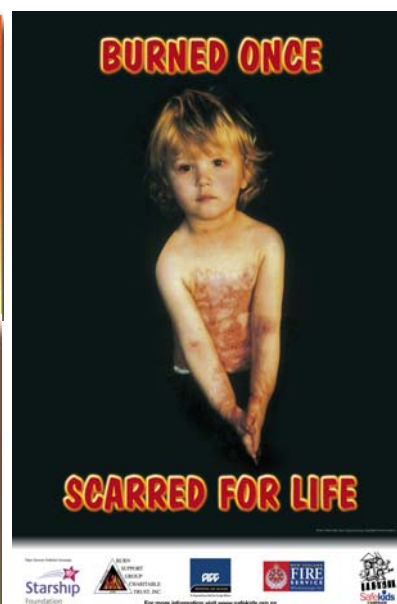
1. Drowning Prevention
2. Burns Prevention/Fire Safety

Please note that this Campaign year starts from 1 July 2008-- We brought this forward to give Coalition Members more time to plan and budget their activities.

2008/09 Resources: Order Now!

The 2008/09 Campaign Resources are now available for ordering. The order form and a description list are attached here. [On another note, we still have **'Got a Bike?'** Cycle Safety Resources — Order them now before we run out!]

Email your Order forms to AnthonyR@adhb.govt.nz.



Project Plans Available

Safekids has developed a Burns Prevention project plan to assist coalitions and community groups in raising awareness on hot liquid burns (also attached). All these ideas are simple to demonstrate, so start organizing education workshops in your local communities now!

Keep us updated!

For those planning to mark the start of the 2008/09 Safekids Campaign with events/activities in your respective local areas, **PLEASE let us know** so we can include you in the Community Activity section on our website.

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Well Child Health & Safety Expo

Last month's bad weather couldn't dampen the spirits of our Palmerston North Coalition members, as they successfully rolled out the Well Child Health & Safety Expo at the Pahiatua Town Hall. Held June 17, over 35 displays that included Public Health, Injury Prevention



Promotion, Roadsafe Central, Plunket, Playgroup/ Toy library and Reap/ Linmark/ PAFT were on show. Safekids child injury prevention resources were distributed to over 200 families that attended the event.

This is the second Health and Safety Expo organised by Ann McKay, Glenda Young and Julie Beales—**Congratulations Team! WELL DONE PAHIATUA !**

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Toyota's Bad Idea: Free Quad Bikes for Kids

This is one of those things you call a 'really bad idea'. Together with Rural Women New Zealand, Plunket and the New Zealand Paediatric Society, Safekids has asked the global car giant to ditch its latest promotion that is set to give away a 49.5cc All Terrain Vehicle (ATV) with every purchase of its new Toyota Hilux.



Safekids and its partners are concerned that Toyota's flooding of the market with 800 ATVs as 'giveaways', trivializes the dangers posed by the machines. The ATVs, which weighs 105kg, are petrol-driven and can go up to 50 kph.

"These ATVs are not toys, but specialist children's machines which parents should consciously decide to buy only after carefully consideration of all the risks involved. They should not be given out as a freebie," said Ann Weaver, Director of Safekids NZ.

Help us ***drive this message home*** and bring sense to the global car giant.

Download the press release [here](#).

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Molly Pardoe Awarded Queens Birthday Honour, MNZM

Safekids congratulates Molly Pardoe for being awarded the Member of the New Zealand Order of Merit (MNZM) for her services to Māori health. Given at the 2008 Queens Birthday Honours, this recognition is a testament to the unflinching work Molly has contributed to Māori Hauora, which includes Injury Prevention for Māori children.



Safekids is proud to have had Molly as a Safekids partner over the last decade. ***"We would like to acknowledge Molly's outstanding commitment and contribution to child injury prevention in New Zealand. CONGRATULATIONS Molly from all of us at Safekids!"*** Ann Weaver, Safekids Director said.

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Safety Awards: Submissions due Soon

The deadline for submissions for the ***ACC/ Safe Communities Foundation Safety Awards is on July 15***, and the ***Auckland City Community Safety Awards deadline is on August 1***. Both awards recognise, reward and promote best-practice community-based injury prevention and safety promotion.

For more information, go to the:

- [Auckland City Community Safety Awards website.](#)
- [ACC & safe Communities Foundation Safety Awards website.](#)

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