

SAFEKIDS CAMPAIGN 2006/07 LAUNCHED!

On Friday 13th of October more than 100 children took part in simultaneous events held in Auckland and Dunedin to launch this year’s Safekids Campaign. The launch marked the start of the Campaign and its focus on the prevention of poisonings and fall injuries – two leading injury issues for children aged under 15 years.

Annually fall injuries account for around 4,800 hospital admissions and poisoning for 366.

With the help of the Telepaediatric Service and their video conferencing facilities, Safekids was able to link the events held at opposite ends of the country.

The event in Auckland was held in the atrium of Starship Children’s Hospital. Safekids Ambassador Pio Terei took on the role of master of ceremonies for the launch. Speakers included Kay Hyman (General Manager, Starship Children’s Health and National Women’s Hospital), Safekids Director Ann Weaver, Wendy Alexander (General Manager Barfoot & Thompson) and special guest Lara Ward, mother of Joshua. Three year old Joshua was severely poisoned by automatic dishwashing detergent in 2004. The launch was also attended by 80 children from Newton Central School.

The event in Dunedin was held at the Sacred Heart School, with speakers including the Honourable Pete Hodgson



Joshua Ward, pictured with his mother Lara and Pio Terei, pushes the button to kick start Australasia’s first poisoning prevention website.

(Minister of Health), Dr Wayne Temple (National Poisons Centre Director), Joy Gunn (former Safekids Campaign National Coordinator), Rob Forlong (CEO of ERMA New Zealand) and Suzy Cato (TV personality and Safekids Ambassador).

The children from the Scared Heart School in Dunedin and the Newton Central School in Auckland delighted all by singing a poisoning prevention song that they had been practicing for weeks prior to the launch.

During the event three year old Joshua joined with Pete Hodgson (via videolink) to launch the first poisoning prevention website in Australasia. The website was developed by the Dunedin-based National Poisons Centre, one of 15 government and non-government agencies supporting the Safekids Campaign. The interactive poisoning prevention and education website can be viewed at www.poisons.co.nz.

National Poisons Centre Director Wayne Temple said the new website, which took two years to develop, aims to make learning about poisons, and how to avoid them, fun and interesting for children as well as adults.

“We want our site to be appealing to children, teachers and caregivers. We’ve sourced the best examples of information and web-based resources from the Northern Hemisphere to create this prevention tool.”

Around 40% of the 30,300 enquiries received by the National Poisons Centre last year related to childhood poisoning – an injury issue both the Centre and Safekids believe is entirely preventable.

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SAFEKIDS INDIA VISIT

In September, Safekids New Zealand had the pleasure of hosting delegates from Mumbai (formerly Bombay), India who are making the initial steps towards setting up a similar child safety organisation in their country.

The concept of starting up Safekids India originally came from the head of the Ratna Nidhi Charitable Trust, Mr Mahendra Mehta. The Trust was established over 20 years ago and has been at the forefront of child-related issues in India.

Mr Mehta had seen the functioning of Safekids Worldwide (SKWW) and thought it a good opportunity to work for children's safety with the backing of SKWW's expertise and knowledge.

Earlier in the year, Dr Alka Karande and Rupa Kothari attended the 8th World Conference on Injury Prevention and Safety Promotion in Durban, South Africa. They were advised by SKWW that they would benefit in their implementation of Safekids India by visiting member countries such as New Zealand.

Dr Karande and Rupa spent a week with the Safekids New Zealand team, learning about the individual roles and responsibilities of all staff.

The visit to New Zealand gave the Indian delegates good insight into the organisation and the Spectrum of Prevention action model by which Safekids New Zealand works. The Spectrum of Prevention is a practical, working model for creating the sort of strategic social change required for successful injury prevention.

The guests spent time in the Information and Resource Centre at the Safekids offices which reinforced the need for a similar facility for Safekids India. This centre acts as a collection point for research and other material which adds to our knowledge of child injury and its prevention.

Safekids Injury Prevention Advisor Juanita de Senna took the delegates on a number of visits to show them community collaboration in action. They attended a Citywide Coalition meeting in Auckland and also made visits to Starship Children's Health, the Papatoetoe Fire Service, the National Burns Unit at Middlemore Hospital, Water Safe Auckland and the Auckland Burns Support Trust.



Dr Alka Karande (centre) and Rupa Kothari (right) with Safekids Senior Policy Analyst Julie Chambers during their week long visit to New Zealand.

Dr Karande said that they were reassured that they are thinking along the same lines. "I am impressed by the achievements of Safekids New Zealand and the community based information resources they have developed. The staff are very dedicated and have expertise in the many different fields that are necessary for effective injury prevention work".

"I am very happy that they could give us so much time and took such efforts to improve our understanding about the planning process and coalition exercises" Dr Karande continued.

There is a long road ahead to set up a Safekids organisation in India. There is a large population and a vast number of public and private hospitals. Another factor is there is little data available and gathering statistics for evidence based action will be a challenge.

India's total population tops the 1 billion mark. Mumbai has a population of 12 million within a land area of 438 sq km, that's a smaller area than Lake Taupo (606 sq km). In addition to this there are 22 official languages in India, and another 1600 minor languages and dialects.

Although it is difficult to compare New Zealand with India, the commitment to children's safety shared by the two organisations ensured a lasting friendship was formed.

Safekids New Zealand wishes everyone a safe and happy Christmas.

Thanks to all who have contributed to child injury prevention over the past year and for your dedication and passion.

We look forward to working with you in 2007.

Best wishes and Merry Christmas.
From the Safekids Team.

BOOSTER SEAT STUDY SHOWS SAFETY GAPS

Starship Children's Health researchers have shown children are being taken out of child car seats far too soon, exposing them to three times increased risk of injury while they are travelling in vehicles. In the recently published paper the authors urge increased education and legislation to improve safety for older children.

Starship researchers describe how they checked the seating of over a thousand children in 633 private vehicles within the Auckland area. In addition, study participants were asked a range of questions to identify reasons booster seats had not been used.

Overall, as many as 60% of children who should have been in booster seats were found to be inappropriately restrained, mostly in adult seat belts. The most common reason given for a child not being in a booster seat when they needed it was the mistaken belief that the child was too big to use it.

Significant improvements in child restraint use for younger children have been achieved in recent years, with legislation requiring child restraint use supported by extensive community based programmes providing both seats and education for families. This study provides a strong argument for a review of our child restraint rules and shows that more can be done to improve safety for older children riding in cars.

Research Reference

Safe Restraint of the Child Passenger – Cameron, Leanne et al Journal of Paediatrics and Child Health 42: (2006) 752–757

Boosters Are For Big Kids

Older kids need to ride in a booster seat from about age 4 until at least age 8–10.

If your child isn't using a booster, try the simple test below the next time you ride together in the car. You may find that your child is not yet ready to use a safety belt without a booster.



The 5-Step Test

1. Does the child sit all the way back against the auto seat?
2. Do the child's knees bend comfortably at the edge of the auto seat?
3. Does the belt cross the shoulder between the neck and arm?
4. Is the lap belt as low as possible, touching the thighs?
5. Can the child stay seated like this for the whole trip?

If you answered "no" to any of these questions, your child needs a booster seat to make both the shoulder belt and the lap belt fit right for the best crash protection. Your child will be more comfortable, too!

The back seat is the safest part of the car for all passengers. Recent research shows that children should ride in the back seat until they reach age 15.

Reference: *SafetyBeltSafe U.S.A.*

Safekids News is the official quarterly publication of Safekids New Zealand – the injury prevention service of Starship Children's Health.

Editorial contributions or enquiries email wcarter@adhb.govt.nz or telephone (09) 631 0724.

Publication of contributed material is at the discretion of Safekids.

If you no longer wish to receive Safekids News please email Helen Stretton (hstretton@adhb.govt.nz) or phone (09) 630 9788.

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KEEP SAFE THIS SUMMER

Swim For Life



Swim For Life is an initiative developed by Water Safety New Zealand encouraging all New Zealand children to learn to swim and survive. It is the first major learn to swim initiative in New Zealand since the 1950's.

It was developed due to the high drowning rate in this country (twice the rate of Australia per capita) and the lack of swimming and survival skills of children leaving primary school.

Learning to swim and survive will ensure children are more ably equipped to cope with an adverse situation in the water and enhance their decision making ability. It is a core life skill that may come in handy at any time and at any age.

New Zealanders grow up with water, with ease of access to our rivers, lakes, swimming holes, beaches, pools and coastline. It's fun, familiar . . . and a COLD KILLER! Around 125 New Zealanders die in the water every year.

Over half of all drownings in New Zealand are non-recreation based. This means the victim had no intention of being in the water for recreational purposes. Anything from a slip or fall into water while crossing a bridge or an attempted rescue gone awry are examples of this.

Key Messages

- *Learn to Swim and Survive*
- *Never swim alone*
- *If in doubt stay out*
- *Have an adult supervise children, always!*
- *Get out if you're feeling tired or cold*
- *Know your limits and stay within them*
- *Check the depth before jumping or diving in*
- *Ensure your own safety before assisting someone else*
- *Tell someone where you're going and when you'll be back*
- *Swim between the flags at the beach and listen to the advice of lifeguards*

For more information on Swim For Life, please go to www.swimforlife.org.nz

Your Pool Your Responsibility

The 'Your Pool Your Responsibility' campaign will run again this summer promoting the message that pool owners are responsible for keeping young children safe around home swimming pools.

The under five age group is most at risk of drowning in home pools, comprising around 40% of all 'under five' drownings. For example, between 1980 and 2005, 386 preschoolers



Your Pool Your Responsibility brochures and posters are available via their website www.watersafe.org.nz or by email teresa.stanley@watersafe.org.nz

drowned – 136 of those in home pools and 17 in spa pools (Water Safety New Zealand, Drownbase).

Research clearly shows isolated fencing is the best 'barrier' method but secondary protection layers should also be introduced to improve safety or where isolated fencing is not practical. These may include alarmed gates and doors, warning signage and lockable covers.

Since the introduction of the Fencing of Swimming Pools Act (1987) drowning of young children in home pools has reduced significantly from 17 per year to an average of 4.

The new pool safety standard, 'Safety Barriers and Fencing for Swimming Pools, Spas and Hot Tubs', should help prevent home pool drownings. It is intended to update the now 18-year old Fencing of Swimming Pools Act and remove confusion caused by the interpretation of both the Act and the Building Code.

At the time of going to print, the new pool safety standard NZS 8500:2006 — Safety barriers and fences around swimming pools, spas and hot tubs was due to be published on November 24, 2006. This is available to purchase at www.standards.co.nz or may be viewable at your local public library.

Fires are fast, home sprinklers are faster!

The New Zealand Fire Service campaign 'Fires are fast, home sprinklers are faster' is well underway with both televised and printed advertisements. The aim of the campaign is to encourage homeowners to install home sprinklers when building or renovating.

In overseas studies sprinklers have proven to be the most cost-effective fire protection available, putting out most fires before they can cause serious damage. Only the sprinkler head closest to the flames is triggered thereby minimising damage.

More importantly, they save lives. In 90 percent of cases

where a home sprinkler is activated, one sprinkler head contains the fire completely. The fire doesn't spread from the room it started in, reducing the chance of a fatal fire.

Smoke alarms are still an important component in residential homes; they will sound before the sprinkler head is activated. With the combination of working smoke alarms and a sprinkler system in our homes we will be providing the best protection from fire.

More information is available on www.homesprinklers.fire.org.nz



In 90 percent of fires one sprinkler head puts the fire out completely.



Without a sprinkler fire will spread rapidly.

ACTION UPDATE

Safekids NZ acknowledged on worldwide stage

The Safe Kids Worldwide Leadership Conference in Washington DC held a special surprise for Director Ann Weaver when Safekids New Zealand was presented with an award for advocacy.

The conference was attended by fifteen Safe Kids Worldwide (SKWW) member countries from around the world. Attendance from member countries as diverse as Vietnam, China, Israel and Canada demonstrates how child injury prevention programmes continue to expand around the globe.

During the conference an 'Evening with the Stars' function was held to celebrate the most successful SKWW member countries and coalitions for their unique efforts towards child safety. The advocacy award was presented to Safekids New Zealand for a project that contributed to the introduction of a group standard that restricts the sale of caustic dishwashing powder.

The theme of the conference was Perspectives on Child Safety and focussed on the roles, achievements and next challenges in the prevention of unintentional child injury at a global, cultural, social, and individual level.

Ann Weaver presented New Zealand's recently developed resources; the Driveway Runover Prevention resource and the early childhood Pasifika Pedestrian Safety Education Kit. The US was particularly interested in the driveway resource as they have just launched a similar resource called "Spot the Tot".

Safekids acknowledges that achieving the award was possible through the combined efforts of Environmental Risk Management Authority (ERMA), the National Poisons Centre, the Ministry of Health, Reckitt Benckiser and the support from coalitions.



Safekids Director Ann Weaver (second from left) pictured with other SKWW member countries who were recognised for their efforts towards childhood safety.

To view Safe Kids Worldwide Spot the Tot resource or the conference papers please go to www.safekids.org

IPNANZ AGM and Symposium

This year's annual IPNANZ AGM and Symposium was an opportunity to introduce the "Te Manaia – Leadership Awards". The awards acknowledge outstanding contributions made towards injury prevention.

The symposium consisted of an informative and interactive evaluation workshop called 'Making Evaluation Meaningful', which covered evaluative activity, organisational improvement, analysis, framework and social change.

The second part of the symposium was a presentation on Family Violence featuring a panel led by Mereana Pitman. Insightful and thought provoking dialogue was shared and participants were given white ribbons to wear on White Ribbon Day. This is a national day that raises awareness about the use of violence against women (24th November).



This year's recipients of the 'Te Manaia Leadership Awards' were (from left) Molly Pardoe, Jean Simpson, Helen McCracken, Margaret Devlin and Sandra James.

Two new members of the IPNANZ committee were introduced. Helen Fa'amoe, School Travel Co-ordinator Counties Manukau, Auckland for ARTA – member for the Pacific Island Caucus – and Juanita de Senna, Injury Prevention Advisor for Safekids NZ – member for the Maori Caucus.

Both individuals expressed a desire to continue to build on the work of their predecessors and their commitment to reducing unintentional injury for Maori and Pasifika peoples in their new committee roles.

Prevention, Protection and Promotion

Presenters at the 2nd International Asian Health and Wellbeing Conference highlighted that falls, motor vehicle crashes and drowning are unintentional injury issues for Asian communities.

The theme of the 3 day conference was "Prevention, Protection and Promotion" featuring presentations on: 'Epidemiological profiles of Asian Injuries in New Zealand' and 'Water Safety knowledge, attitudes and behaviours of Asian Youth in New Zealand'.

Over 200 community workers, health practitioners, nurses and doctors from all over New Zealand, Australia and the United States attended the conference.

A highlight of the conference was Professor Paul B. Pederson from the University of Hawaii's "Working Cross-Culturally" workshop which provided training on engaging within different settings, including ethnicities, faith-based values and cultures.

All presentations at the conference gave insight into meaningful health promotion engagement with the various ethnicities that exist within our Asian communities.

The conference ended with an address from Judge Anand Satyanand, the current Governor General of New Zealand. He shared

The Governor General of New Zealand shared his experience as a new migrant to New Zealand.



his experience as a migrant to New Zealand, the challenges to improve the health and wellbeing of Asian New Zealanders and the ongoing commitment required to do so.

SAFEKIDS CAMPAIGN 2006/07

Joshua's story

Continued from page 1

In 2004 Joshua was severely injured and nearly died when he swallowed a highly caustic automatic dishwashing detergent. The damage to his oesophagus and pharynx is so severe he is unable to eat normally. He is tube fed, has a tracheotomy, and requires 24-hour care and regular treatment.

In 2005 Joshua became the catalyst for Safekids to call for a ban on the sale of highly caustic automatic dishwashing detergents in New Zealand. A ban on the sale and marketing of products to the general public, with a pH of 12.5 or higher, was introduced by ERMA New Zealand (another agency supporting the Campaign) and comes into effect on July 1, 2007.

At the launch, Joshua's mother Lara described Joshua's life changing injuries and urged families, communities and government agencies to work together to prevent poisoning.

'I am proud to be part of the poisoning prevention work Safekids is undertaking and I urge all of you to be part of this as well. Everybody can play a role in this work. As family members you can make sure poisons are out of children's reach, as communities you can raise awareness of this issue, and as government agencies you can put safety first' says Lara.



Joshua and his mother Lara view the new Poisons Centre prevention and education website.



Children from Newton Central School singing the poisoning prevention song.



Thanks to the Telepaediatric Service, Lara's moving speech was witnessed by those in Dunedin including the Honourable Pete Hodgson.

With thanks to:

Safekids thanks Lara and Joshua Ward for their courage and inspiration. Thanks to Pio Terei and Suzy Cato for giving their time to support our work.

Big thanks to the teachers and children of the Sacred Heart School in Dunedin and Newton Central School in Auckland.

Thanks to all the agencies for their support for the Safekids Campaign 2006/07: *Barfoot & Thompson* (a Five Star sponsor of the Starship Foundation); the *National Poisons Centre*; *ERMA New Zealand*; *Ministry of Health*; *ACC*; *Pharmacy Self Care*; the *Pharmacy Guild*; *Plunket*; *Age Concern New Zealand*; the *Office of the Children's Commissioner*; *Injury Prevention Network of Aotearoa New Zealand*; *Rural Women*; the *New Zealand Injury Prevention Secretariat*; the *New Zealand Police* and *Land Transport New Zealand*.

Thanks also to the Starship Foundation and the New Zealand Telepaediatric Service for their help with the launch.

The National Poisons Centre poisoning prevention can be viewed at www.poisons.co.nz

For more information about the Safekids Campaign please go to www.safekids.org.nz/campaign

Kid Safe Day at Mangere Town Centre

On October 31, the Mangere Injury Free Coalition hosted a Kid Safe day in the Mangere town centre to coincide with the launch of the Safekids Campaign.

More than 120 children attended the launch from local Te Kohanga Reo, Cook Island, Niue and Tongan language nests.



With Alf Filipaina as master of ceremonies, the children were well entertained.

After an opening and welcome by Alf, the children were able to perform their safety songs and dances on child restraints and road safety.

Pepe Sapolu-Reweti from Safekids engaged the children in an interactive session on poisons and how many of the soft drinks and household cleaners on the market look the same. The children were asked to identify what was a 'drink' and what was a 'poison'.

Helen Fa'amoe from the ARTA-Walking School Bus had the children singing and doing the actions to 'the wheels on the bus'. Tamaki ki Raro's Dianne, delighted children with the head, shoulders, knees and toes exercise.

A questionnaire competition on falls and poisons (the two themes of the Safekids Campaign 2006/07) was available for all to enter. Those who entered were put into a draw to win prizes of a car seat (kindly donated by the Health Pacifica Doctors) and grocery hampers. The Te Kohanga Reo won the car seat and will take up "Safe to Go" training.

YOU'VE GOT TO BE IN TO WIN

New Zealand Health Innovation Awards

Throughout the health sector people are working to develop better products, services, and processes, to improve the treatment, care and recovery of New Zealanders.

The New Zealand Health Innovation Awards recognise and celebrate excellence in prevention, treatment and rehabilitation and are a joint initiative by the Ministry of Health and ACC.

The new categories for 2007 are:

- Excellence in Primary Health Care
- Excellence in Quality Improvement
- Excellence in Prevention
- Excellence in Rehabilitation
- Excellence in Treatment
- Innovation
- Process Improvement
- People's Choice

Expressions of Interest close at 5.00pm Friday 26 January 2007.

For more information or to register your interest please go to www.healthinnovationawards.co.nz

2006 Road Safety Innovation and Achievement Awards

This is your chance to be recognised for your road safety initiative – entries for the 2006 Road Safety Innovation and Achievement Awards are now open.

The awards aim is to recognise innovation in road safety, and encourage individuals and organisations in the road transport industry, business sector and community, to pursue innovative practices to improve road safety.

The awards are funded by the Road Safety Trust, and administered by Land Transport New Zealand.

There are six categories, plus the premier award:

- Road Safety Community Award
- Road Safety Education Award
- Road Safety in Organisations Award
- Road Safety Vehicle-based Award
- Road Safety Road engineering Award
- Road Safety General Award

The awards are open until 23 March 2007.

For more information please go to www.roadsafetyinnovationawards.org.nz or call 0800 699 000.

INFO CENTRE UPDATE

The Safekids Information & Resource Centre collects research and other material which adds to our knowledge about child injury and its prevention. Here is some of the material added to our collection recently with an emphasis on the upcoming Christmas and summer holiday period.

***Aaagghh . . . what to buy for Christmas?! 2006* — Bowie, Rachael**

Consumer 464, (Nov) 2006: 31–33

This article gives suggestions for Christmas presents including: music, DVDs and videos, electronic games, toys, board games and sports gear. It includes a small section on 'toy safety' which refers to the 'Five S' guide: 'Size – the smaller the child, the bigger the toy, Surface – check that paints and fillings are non-toxic and fire-resistant, Strings – check that strings or tails on toys aren't long enough to cut off a child's circulation, Supervision – a supervised child is a safer child, Smooth – a smooth toy surface means a child is less likely to scratch or cut themselves'. Also refers to toy safety information at:

www.consumeraffairs.govt.nz/productsafety/consumerinfo/toys.html

Reference number 8579

***Sitting safely? 2006* — Frederikson, Bev**

Consumer 461, (Aug) 2006: 24–27

This article describes the wide variety of child restraints, their age and size-appropriate use, correct installation, the relevant law and standards, tips and warnings etc. It argues against buying restraints second-hand or using older restraints on safety grounds and recommends hiring them. Refers in particular to the value of using the widely available network of Safe2Go installation technicians (www.safe2go.co.nz).

Reference number 8580

3WD? [Three-wheeled strollers: Test] 2006

Consumer 463, (Oct) 2006: 18–20

This article describes the testing of seven 'all-terrain', three-wheeled strollers or 'baby buggies'. The testing included lab tests of construction and performance and family 'road tests'. A 'checklist' of features to consider, including comments on their pros and cons, is also included. Relevant standards are cited and two models are recommended.

Reference number 8581

***Buyer beware: take care when buying second-hand baby gear – you could be putting your child's safety at risk 2006* — Lewis, Penny**

Little Treasures (Oct/Nov) 2006: 93–97

This article warns of the dangers of buying secondhand items such as: car restraints, strollers, cots etc. It refers to the dangers caregivers need to watch for under the headings: Cot risks, Buying a cot, Bassinet collapse, Child restraints, and includes references to relevant standards. Also includes a small case study of problems with buying over the internet.

Reference number 8584

***Parental perceptions of toddler water safety, swimming ability and swimming lessons 2006* — Moran, Kevin; Stanley, Teresa**

International journal of injury control and safety promotion 13(3) (Sep) 2006: 139–143

This study is based on surveying the views of the parents of 2–4 year old toddlers attending water safety lessons and comparing them with similar parents whose children were not attending lessons. It concludes that while many 'overly-optimistic' parents assume that lessons would lessen the need for supervision: "swim schools in particular need to counter parental misconceptions of the protective role of swimming and reiterate the importance of close adult supervision of toddlers around water."

Reference number 8589

Guidelines for safe recreational water environments: Volume 2 – Swimming pools and similar environments 2006

Geneva, WHO Press: 2006

This World Health Organization (WHO) publication provides an authoritative referenced review and assessment of the health hazards associated with recreational waters of this type, good design and construction, and good operation and management. It includes both specific guideline values and good practices. It addresses a wide range of types of hazard, including hazards leading to drowning and injury (Chapter 2). It includes clear 'preventive and management actions' which can be taken to mitigate the occurrence of these injuries.

Reference number 8590

***Not all risk is bad, playgrounds as a learning environment for children 2006* — Mitchell, Rebecca; Cavanagh, Margaret; Eager, David**

International journal of injury control and safety promotion 13(2) (Jun) 2006: 122–124

This article explores the issue of balancing 'enjoyment' and 'risk of injury' in playground design and management. It considers the need for opportunities for children to explore and evaluate risks and also to acquire skills, and also looks at the effectiveness of various injury prevention measures. It concludes that playgrounds must provide a 'challenging yet semi-controlled environment' where children can extend themselves.

Reference number 8591

Contact us

If you are interested in any of these items or topics mentioned please contact the Information & Resource Centre on (09) 631 0724 or infocentre@safekids.org.nz.

We are always pleased to help with all your child injury prevention enquiries.