



August 18, 2008

**SAFEKIDS CAMPAIGN 2008/09**

Safekids New Zealand recently launched a year long campaign focusing on Burns Prevention/ Fire Safety and Childhood Drowning Prevention. The campaign is a child safety initiative coordinated by Safekids New Zealand, the injury prevention service of Starship Children's Health, in partnership with the agencies whose logos and names appear on this letter.

Major sponsor:



Burn injuries caused the death of thirty-one New Zealand children over a five year period. This is approximately six children each year. Fatalities from burn injuries, including burns from fire and hot substances, rank as our fifth most frequent cause of unintentional child death (2000-2004). Every day in New Zealand, a child is burned severely enough to be admitted to hospital.

In partnership with:



Drowning is one of the major causes of injury-related death to New Zealand children, accounting for 16.5% of all fatal unintentional injuries to children aged 0-14 years. Each year on average, 15 children aged 0 - 14 years of age drown. Toddlers and young children aged less than 5 years are most at risk.

The majority of childhood fatal and non-fatal burns and drownings are preventable, and Safekids NZ has enclosed information and resources that you will find very useful.



We encourage you to integrate these safety messages into projects/programmes you run during the year. As an example you could:

- Display the posters and fliers on information boards & reception areas.
- Photocopy the resources and distribute them through your networks.
- Include the safety messages and factsheet information in your newsletters.
- Talk to colleagues, family & friends about the key messages.
- Organize Burns & Drowning Prevention activities.



For sample project plans, email VishalR@adhb.govt.nz. If you would like to order additional resources, please email Anthony Rola at AnthonyR@adhb.govt.nz.



The challenge for child injury prevention is to give our children a chance to live a happy and normal life, free from preventable injuries. It's up to you on how you can take on this role and make a difference.

Yours Sincerely




Vishal Rishi  
**National Co-ordinator Safekids Campaign**

Supported by:

- Plunket Society
- New Zealand Transport Agency
- Ministry of Transport
- Age Concern New Zealand
- Rural Women New Zealand
- Office of the Children's Commissioner
- New Zealand Police
- Injury Prevention Network of Aotearoa New Zealand
- NZ Injury Prevention Strategy Secretariat
- Maori Women's Welfare League
- Brain Injury Association
- Community Coalitions