

# Newsletter

Spring 2010



Children's  
Safety  
Education  
Foundation

Aware, Alert, Alive!



## CSEF goes digital

CSEF has launched a pilot for its new digital resource with Wigan Council. Over 100 schools throughout Wigan will be using the innovative Junior Citizen resource in a digital format over the next few weeks.

The purpose of the trial is to ensure that the resource can be integrated seamlessly into the teaching schedule and to get an accurate assessment on how the resource is received in the classroom by teachers and pupils. Leading educational research and intelligence company, Schoolzone, has already evaluated the product positively.

Digital creativity is set to transform learning in the future. Pupils will have the ability to access

information at a touch of a button in the classroom or remotely from home. Information can be accessed via the internet or downloaded onto a desktop. Ultimately, the product will help CSEF's goal of reaching every child in the UK with preventative safety education. And it will also go a long way in helping to reduce our carbon footprint!

Fiona Will, Development Manager at the PSHE & C Team in Wigan Local Authority said: "It's great to be taking part in the trial for this new resource with CSEF. Initial feedback from teaching staff has been extremely positive. Digital technology is a core of the 21st Century Curriculum and this resource will help support the 'Staying Safe' agenda too. Anything that is potentially effective in keeping the children and young people of Wigan safe has to be a good thing."

John McNamee, Chief Executive, CSEF said: "The trial with Wigan is crucial as we need to ensure that every aspect of the product - from its look and feel to its content and functionality - works best with the actual people who will be using it on a daily basis. Once we are fully satisfied, we will begin the process of migrating all of our resources to a digital format so that schools and parents will have greater accessibility to the very latest safety advice."

CSEF aims to roll out its resources digitally across the UK from summer 2010. If you would like further information about CSEF's digital offering, please contact [csef.info@csef.net](mailto:csef.info@csef.net)



The second 'National Family Week' will take place from 31st May to 6th June 2010.

National Family Week is the largest celebration of family life in the UK. The initiative involves thousands of fun family events to encourage families to spend more quality time together and lead healthy, active lifestyles. There will also be a range of competitions and special offers available to help make spending time together more fun and affordable.

CSEF cannot underestimate the importance of families in imparting and reinforcing crucial safety advice to children and is delighted to be actively involved in such an important event.

For a list of activities happening near you or to find out how you can get involved, visit:

[www.nationalfamilyweek.co.uk](http://www.nationalfamilyweek.co.uk)



Prime Minister Gordon Brown has joined the families of murder victims to launch an online campaign aimed at tackling knife crime.

'Count Me In; Together We Can Stop Knife Crime' Week is a joint initiative between DCSF, Families Utd and the Home Office and aims to increase young people's understanding of knife crime and the fact that it is safer not to carry knives and similar weapons.

The campaign urges thousands of young people across the UK to join a group on Facebook or on the Families United website. The websites will also contain advice, details of further support and testimonies from the families and communities affected by knife crime.

Mr Brown said: "I'm very proud to support Families Utd. Their unity comes from shared tragedy and their loss is the most powerful warning there is against carrying a knife. I believe young people want to see an end to knife crime, just as we all do, and I believe the power to make that happen is as much in their hands as it is ours. So this week we're asking them to sign the pledge and say 'Count Me In' to a world without knife crime."

To sign the pledge and to be counted in visit:

[www.familiesutd.com/countmein](http://www.familiesutd.com/countmein)  
[www.facebook.com/countmein](http://www.facebook.com/countmein)

## Your gift could save a life

It is not just financial donations that can make a difference. A gift could change the destiny of a child's life. Goods and services can be great for fundraising at raffles and auctions - CSEF is always open to new bidders!

CSEF has recently auctioned a hotel room at The Park Lane Hotel on eBay donated by a leading hotel chain.

Offering gifts in kind is an effective way to support CSEF and help reach more children across the UK with vital safety education.

For further details or if you wish to donate a product or service, please email us at [csef.info@csef.net](mailto:csef.info@csef.net)

# Speak out about bullying

A survey has revealed that nearly half of 14 years olds experience bullying.

The study was carried out by the National Centre for Social Research and examined the characteristics of bullying victims in secondary schools in England between the ages of 14 and 16.

## Other key findings included:

- Bullying decreased with age - 41% of 15-year-olds and 29% of 16-year-olds reported being bullied.
- Name calling and cyberbullying (by mobile, email or website) were most common.
- Vulnerable pupils and girls were more likely to be bullied.
- Parental awareness of bullying helped to reduce it.
- Victims of bullying had worse educational outcomes.



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## Charity of the Year

If you are looking for new ways to support the Children's Safety Foundation then why not choose CSEF as your Charity of the Year for 2010?

During 2009, employees at Vale Inco Europe at Acton Refinery raised £3,500 for CSEF through a number of initiatives including coffee mornings, barbecues, raffles and a sponsored walk - the Little Venice Circular Walk via Camden and Primrose Hill.

Marie Ryan, H.R. Advisor, Vale Inco, said: "We were keen to do a variety of fundraising activities so that we could get as many of our staff involved as possible. The events were fun and were great for staff morale and motivation, while helping with such a worthwhile cause."

John McNamee, CSEF said: "I would like to thank all the staff at Vale Inco Europe for all their efforts and their significant contribution to the charity. Not only is it a wonderful way to raise funds through the year, the activities bring staff together with a common goal of helping to make communities safer."

## Will Power at Witney



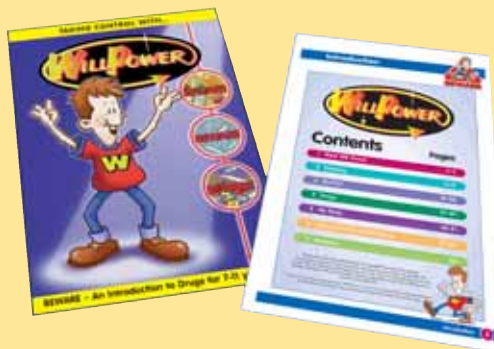
Pupils at Witney Community Primary School in Oxfordshire have signed up to an anti-bullying agreement after learning about the consequences of dangers such as bullying, anti-social behaviour and criminal damage.

The children learnt about these dangers from CSEF's Will Power's resource as part of their citizenship classes during Anti-Bullying Week in November 2009. Will Power's helps give children the confidence to

make their own decision in life when faced with difficult choices related to peer pressure and risks such as smoking, drinking and taking drugs.

As well as signing an anti-bullying agreement, the pupils have been exploring the effects of cyberbullying, an increasing problem as young people's access to the internet and social networking sites grows.

Cottsway Housing Association kindly provided the funding for the workbooks.



## Wolverhampton Schools benefit with support from



Seven schools in Wolverhampton have received the 'Play Safe, Stay Safe, Keep Safe' resource which has been supplied by Carillion plc.

Carillion is a leading support services company that provides facilities management and maintenance services for large property estates, transport infrastructure and utility services networks.

Carillion is also a leader in delivering Public Private Partnership projects for schools, hospitals, prisons, roads and other public infrastructure.

In particular, Carillion is proud to be one of the leading companies involved in replacing or re-furbishing every secondary school in England under the Government's Building Schools for the Future programme.

John Denning, Director of Group Corporate Affairs said: "Carillion is honoured to support the excellent work of the Children's Safety Education Foundation by helping to fund this vital resource."

"We lead the way in making sure that Carillion is kind to the environment by making our services and buildings sustainable as we know this helps us to achieve our mission of 'making tomorrow a better place' for generations to come. We hope the schools find the resources useful."

Carillion has a dedicated education section on its website called School Zone where teachers and pupils can learn about things such as history and milestones in the construction industry, sustainability and safety.

[www.carillionplc.com/learning/learning\\_school.asp](http://www.carillionplc.com/learning/learning_school.asp)

## Bring on PSHE

The Children, Schools and Families Bill has gone to the House of Lords for its second reading, taking us even closer to making PSHE a statutory foundation subject from 2011. PSHE supports young people to develop the understanding and skills they need to lead safe, happy and rewarding lives, which is why CSEF is committed to supporting these developments.



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