

Newsletter

Winter 2007

Aware, Alert, Alive!

Registered Charity No: 1103344



Stoke on Trent Drama Project - Tremendous Success!

Earlier this year CSEF embarked on a challenge to develop a cutting edge drama dealing with issues such as alcohol abuse, anti-social behaviour and criminal damage.

Working with local agencies and secondary schools the presentation was developed to reflect the local language, locations and references familiar with young people throughout Stoke on Trent.

Mayor Meredith said that anti-social behaviour is a major issue for the area, making the project's attempts to tackle the root causes of the problem a welcome solution. He said, "Issues of respect and anti-social behaviour are dominating headlines across the country, to have nearly all of the young people saying the presentation made them think about the effects of such behaviour, is a great achievement."

As a theatrical production the project was a resounding success, with 99% of the students

enjoying the show and 99% of teaching staff believing that the play was a benefit to their students. One impressed teacher said, "It can take a lot to capture our students' attention and this presentation did. It was excellent."

Patrick O'Malley, thanked the agencies working with CSEF, "The report has proven the potential power of multi-agency cooperation at tackling the root causes of anti-social behaviour. As a charity we are passionate about teaching young people respect, and how their decisions can better their lives and that of their communities. If we can generate more partnerships with community groups in Stoke on Trent we have the potential to reach hundreds more young people."

Thanks to the success of the project CSEF will now seek to extend it to primary schools throughout 2008.

Copies of the Evaluation Report are available at: www.csef.net

CSEF are delighted to welcome Ann Alexander to the Board of Trustees

Ann Alexander was one of the first lawyers to specialise in clinical negligence and, as such, has a true understanding of risks that children face in their everyday lives.

Ann has been involved in many high profile cases representing the victims of nurse Beverly Allitt and over 200 families whose relatives were murdered by Harold Shipman, the serial killer employed as a local GP. Currently Ann represents the most seriously injured victims of the 'Elephant Man' clinical trials at Northwick Park Hospital.

Ann has become a regular contributor and informed commentator on a wide range of radio and TV programmes. These include BBC Radio 4's Today programme, You and Yours, PM, World at One, Law in Action, Woman's Hour, Newsnight and many others.

Chief Executive John McNamee said that Ann will bring a wealth of knowledge and experience to our existing board and we all look forward to working with her.



John Drummond,
Chief Executive

Corporate Culture

Change for Good

A fresh, new approach to campaigning...

We have formed a new partnership with the leading social marketing company Corporate Culture to create and promote a new flagship campaign.

The new campaign, the first of a portfolio of relevant campaigns from CSEF, will focus on home safety.

Every year in the UK almost 4,000 people die in accidents in the home and 2.7 million turn up at

accident and emergency departments seeking treatment. (HASS)

Corporate Culture work with a variety of clients including BT, Bank of America, Coutts Bank, the NHS, WRAP and many others. They seek to work with people they like on causes they believe in.

Campaign details will be published on our website.



Singing our Kind of Tune...

On Saturday 3rd November 2007, singing legend David Gray performed at a private function in London. Organised by IHT Records, the concert celebrated the birthday of an anonymous donor, all proceeds from the event were donated to the work of CSEF.

We truly appreciate the support and would like to thank the staff at IHT Records and David Gray for considering the work of our charity.



Children's Safety Education Foundation

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CSEF & the PSHE Subject Association join forces

Over the coming months CSEF will be working alongside the Association to promote the impact and quality of PSHE to the wider community.

The PSHE Subject Association is committed to helping teachers and other PSHE professionals to better plan, manage, deliver, evaluate and monitor PSHE provision, raising its status and quality and increasing its impact on, and relevance to, learners in the 21st century. The Association works closely with members, developing effective practice, representing views to government, other bodies and the media and influencing policy and perceptions of Personal, Social and Health Education.

CSEF would like to encourage all teaching professionals to lend their support to the Association by becoming a member.

For further details visit:

www.pshe-association.org.uk/



Pam White, Partnership Development Officer was joined on stand by Graham Robb, Acting Chair, Youth Justice Board

Youth Justice Appeal

For the third year in succession CSEF attended the annual Youth Justice Conference. Held in Bournemouth, the conference provides the Foundation with a unique opportunity to showcase its work and network with youth Offending Team Managers about a range of issues affecting young people who have offended or are at high risk. Given the emphasis now placed on YOT prevention schemes, the Foundation have developed a range of resources dealing with key elements of restorative justice and finding work with a conviction.

We were delighted to welcome onto the stand Youth Justice Board Members, Managers and Government officials.

3 new ways to help our Charity...



ippimail.com is a new email service, with a difference. It provides those who join with a FREE email service and also allows them to raise funds for good causes.

The Foundation is one of those good causes and we would encourage as many of our supporters to join as possible.

www.ippimail.com



There is now a new and easy way for you to raise funds, simply by shopping online. Easyfundraising is a shopping directory that features many of your favourite online sites including Amazon, Next, John Lewis, Toys 'r' Us, HMV, Asda, Tesco, PC World, Currys and Dixons.

All you have to do is use the links on the Easyfundraising site whenever you shop online and, at no extra cost to you, we will receive a free donation of up to 15% from every purchase you make. It really is that simple!

All you need to do is register at: www.easyfundraising.org.uk/csef

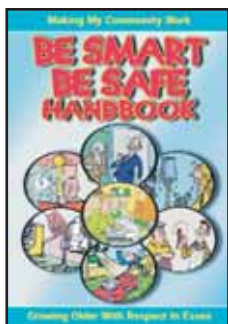


Justgiving is an online sponsorship service that makes it easier for you to raise money for CSEF, and claim Gift Aid on any of your donations. It is an ideal fundraising tool for fundraising events.

On the site you will be able to create personal fundraising pages promoting your event to find out more visit:

www.justgiving.com/csef/raisemoney

For on-line donations visit: www.justgiving.com/csef/donate



41,500 Essex homes to receive a copy of 'Be Smart, Be Safe'

We are delighted to confirm that Essex County Council have decided to use 'Be Smart, Be Safe' to underpin their community wellbeing project.

The Making My Community Work project aims to work with local older people to support wellbeing within their community. The project sets out to give older people the voice and opportunity to identify what they need to improve their quality of life in Essex. The project wants to support the building blocks of community wellbeing, feeling safe, feeling included, feeling valued and being independent.

Copies of the resource will be distributed throughout December.

3,000 Schools download our Anti-Bullying Poster

To promote 'Anti-bullying Week', the Foundation designed a poster for schools to display which provided a list of useful contacts for children and young people who are the perpetrators or victims of bullying.

To our delight almost 3,000 schools downloaded the poster. We would encourage every school, youth club or work place to display this poster.

To download your copy, please visit our website at: www.csef.net

