

Newsletter

Spring 2011



Children's
Safety
Education
Foundation

Aware, Alert, Alive!

Strategic partnership with **MORE TH>N**[®]

The Children's Safety Education is pleased to announce its completion of its first strategic partnership with nationwide employer **MORE TH>N**.

The insurer, which has employees throughout the UK, teamed up with CSEF to participate in a national campaign to provide important lessons in safety to **6,000 children in 40 different schools**.

As well as sponsoring the project, **MORE TH>N**'s employees were given the chance to nominate their local schools for inclusion in the scheme. The company is also allowing workers to take time away from their desks to help teachers in the classroom as part of **MORE TH>N**'s ongoing community engagement programme.

Keith Maxwell, **MORE TH>N**'s Head of Motor Insurance spoke to the children on the day, said: "Every year there are over 50,000 home fires in the UK, accounting for 46% of all child-related accidental deaths. A further 40,000 children are taken to hospital as a result of an accident relating to road safety."



"As such, **MORE TH>N** wanted to use our power as an expert on these issues to capture children's imaginations at an early age and bring home these important lessons about safety, hopefully preventing a few accidents in the process."

John McNamee, CSEF's Chief Executive added: "We are delighted that **MORE TH>N** is taking a proactive approach in educating young people on road safety and the hazards of fire. By engaging and interacting with children on these safety issues, we are not only making them aware of the dangers and consequences, but it also allows them to make their own choices about safety."

Countdown to Child Safety Week - 5 weeks and counting!

Child Safety Week 2011 will run from **20th-26th June**. The aim of the Week is to raise awareness of the number of accidents that seriously injure or kill children every year and the steps we can take to help prevent them.

We want to use this dedicated week to showcase the range of online safety resources that CSEF has developed to give young people a fun and interactive approach to learning about accident prevention and personal safety.

- Junior Citizen Handbook.
- Respect 'Your Life, Your Choice'.
- Anti-Bullying - The Young Person's Guide.
- Drugs Education - Will Power's Beware.

Young people can encounter real life scenarios at the push of a button on a platform that they interact with on a daily basis. The programmes are easily accessible, engaging and helps promote effective learning in the classroom and at home.

For a free trial of any of our online resource visit www.csef.net or call **0845 741 3591**. Teaching children to stay safe has never been easier with CSEF Online.

NEW! Our 'Out and About - Accident Prevention and Young People' resource is now available in a digital format. Out and About has been designed to support **Road Safety Week, Walk to School Week and Child Safety Week** by advising on all aspects of travel safety - foot, road, rail, canal and plane. The activities are designed so that they not only stimulate discussion but also link closely to the child's own experiences. You can access this at <http://csef.digitalpc.co.uk/TrialRegistration.aspx?PublicationId=24>



DECADE OF ACTION for Road Safety

CSEF is supporting the United Nations (UN) '**Decade of Action for Road Safety**'.

The aim of the UN Decade of Action for Road Safety is to help reduce the number of road casualties both locally, nationally and globally. The support of local councils, charities, public and private sector organisations will make this aim achievable and highlights the importance of road safety to road users.

Governments, international agencies, civil society organisations and private companies from more than 100 countries are involved in the **Decade of Action for Road Safety 2011-2020**.

Read more: www.decadeofaction.org

Safety first is lesson for Mossend pupils

Pupils at Mossend Primary have been learning about everyday dangers and accident prevention following a link up between UK Steel Enterprise (UKSE) and CSEF.

UKSE area manager, Anne Clyde, visited the school to distribute 60 '**Play Safe, Stay Safe, Keep Safe**' booklets.

The booklet has been created to help children avoid risks they may face in their everyday lives. It addresses a number of topics including safety at home, building sites, first aid, bullying and drugs, designed to engage with youngsters through classroom activities, hands on projects and coursework.

Mrs Clyde said: "The safety booklets deal with serious issues, which children should be exposed to from a young age".

Mossend headteacher, Sharon McPherson, added: "We are keen for all of our children to understand the dangers they face in their everyday lives, but to do this we often need the help of educational resources which can be expensive to buy. The booklets are a fantastic way to drive important messages home and the children really respond to them well".

Broomhill pupils encouraged to stay safe thanks to FirstGroup

Children at Broomhill Primary School will be well versed on keeping safe in every aspect of life with a little help from **FirstGroup**. The Aberdeen based transport giant has provided enough funding to secure 480 copies of 'Play, Stay, Keep Safe', 250 of which will be delivered to Broomhill, aimed at primary school pupils about staying safe from day to day including travel and at home.



Avril Gill, FirstGroup's Marketing Manager, said: "Safety is our number one priority within FirstGroup. The culture throughout the entire company is one of Injury Prevention. 'If you cannot do it safely, don't do it' is the message to each and every one of our staff."

"Given the importance of safety within First, helping a local primary school understand the importance of safety, particularly from a transport perspective, is a natural fit. The more aware of potential risks and dangers young people are, the better."



Aware, Alert, Alive!

TalkTalk offers network level child protection

Phone operator **TalkTalk** has launched a new broadband security service, designed to help parents protect their children from explicit content online and prevent them from getting distracted by social networks during homework time.

The service, known as HomeSafe, offers virus alerts, parental controls and time-of-day blocking at a network level rather than on an individual computer, which means it works on all devices connected to a home broadband connection. TalkTalk claims this makes it more effective at ensuring families' safety online than existing security systems.

Read more: www.eweekurope.co.uk/news/talktalk-to-offer-network-level-child-protection-28659

One in five under 13's are using Facebook



A new report has claimed that nearly half of British children aged 9 to 12 are using social networking sites, despite minimum age requirements.

One in five has a Facebook page, even though the age limit should be 13, according to EUKidsOnline.

The research was carried out by the London School of Economics for the European Commission, and was based on a survey of 25,000 young people - aged between 9 and 16 - from across Europe.

Read more: www2.lse.ac.uk/media@lse/research/EUKidsOnline

Children turning backs on sport and physical activity

A recent poll for British Triathlon and Tata Steel suggests that **10% cannot ride a bike** and **15% cannot swim**. A third of the children questioned said they did not own a bike, while three quarters (77%) had a games console and 68% had a mobile phone of their own.

In the week before the poll was conducted in March, just 46% had ridden their bikes and 34% had swam the length of a pool, but 73% had played a video game, and 15% of the children said they had never played sport with their parents.

The survey was carried out to launch this year's Tata Kids of Steel triathlon series. Read more: www.bbc.co.uk/news/education-13278317

Are we all going conkers?

A recent survey has revealed the conkers have been banned from nearly one sixth of playgrounds due to fear that they could cause injury or trigger a nut allergy...even though they are not nuts. And British bulldog has been banned from more than a quarter of playgrounds, while leapfrog and marbles are also frowned upon in some areas.

Read more: www.dailymail.co.uk/news/article-1378251/One-schools-ban-conkers-elf-n-safety-fears--leapfrog-marbles-threat.html#ixzz1LreqDAsf

Coming up...

National Walk to School Week:
16th May – 20th May

National Family Week:
30th May – 5th June

National Volunteer Week:
1st June – 7th June

Bike Week:
18th June – 26th June

Child Safety Week:
20th June – 26th June

PSHE Association Annual Conference:
23rd June

Decade of Action for Road Safety:
2011-2020

If you would like us to highlight or promote any safety events that you are involved in, please email: info@csef.net

Bank staff raise £14,000 to help reduce accidents in children

CSEF is delighted to be the charity chosen by **The Royal Bank of Scotland (RBS)** to benefit from 2010's Back to Business programme. This initiative involves RBS Relationship Managers working for their customers for a day in return for a donation to charity.

During the year, 95 relationship managers from Greater Manchester took part in Back to Business programme, including Regional Director Dave Whiteman, who spent the day working for David Luke Ltd, the Ardwick-based wholesaler and supplier of school uniforms. **The programme raised £14,099 in total for CSEF.**

Dave Whiteman, Regional Director for RBS in Greater Manchester said: "The Children's Safety Education Foundation is a very deserving charity. Their

programmes can help to save a child's life by providing them with the education to make the right choice. We are delighted to support the work they do."

