



... Every child deserves one!



**A community approach
to childhood injury prevention**



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OBJECTIVES

- Improve local knowledge of risks, barriers and facilitators, and enhance local capacity to respond to injury issues
- Build sustainable injury prevention responses at a community, service and local government level
- Test specific interventions at local community level with focus on vulnerable communities
- Develop systems and process to change local capacity to respond to injury issues
- To increase the awareness of the importance of a whole of Local Government approach to injury prevention
- To build injury prevention into relevant programs and plans for sustained focus on injury prevention beyond the four year term of the initiative

The logo for SAFE START, with 'SAFE' in green and 'START' in blue, both in a bold, sans-serif font.

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SAFESTART GEELONG

THE STORY SO FAR

- Pharmacy Program

- 18 participants
- Promotion of Poisons Information Line and Return Unwanted Medicines Project
- Positive feedback, Level of awareness increased

- Geelong World's Greatest Pram Stroll

- Saturday 7th October - Attracted 200 families (765 people)
- Surveyed 45 Participants about Injury prevention/ Safety awareness
- 1st Aid training most requested type of information

- Parent Perception Survey

- 4000 Surveys sent through MCH Data base
- Capture base line data



- **Library presentations and displays**
 - Visited 6 regional libraries during Story Time activities
 - Provided parents and children with injury prevention information

- **Community Partnership Forum**
 - Friday 13th October
 - Range of service providers from throughout Geelong
 - Development of a SafeStart Steering Committee

- **Partnerships**
 - Bethany Family Support Services – Volunteer training, Parent training course
 - Glastonbury Family Support Services – Consultancy, Parent information sessions
 - Rural Ambulance – Discounted First Aid training
 - Bunnings Corio – Displays, participation in events, sponsorship
 - CFA – Guest speaker for parent training course
 - Consumer Affairs Victoria – Trial of 'Safe Products for your baby' book
 - Tee-Zed – Provision of Product Display Boards, cost price products
 - KIDS Foundation – Roll out of Pre-School Program, Support for School Programs
 - Deakin University – Data Analysis, Project support

- **Action Plan**
 - Completed 4 year plan for the project
- **Resource Library**
 - Collected extensive range of resources covering all injury/safety topics
 - Maintained and available to all services
- **Community Safety Month**
 - Registered all activities online
 - Pram Stroll
 - Bunnings Ladies Night
 - Forum
 - Library Visits
 - Safety Tip Competition
 - Pharmacy program



FUTURE DIRECTIONS

- **Education Programs**

- Parent Training Course - using Ballarat SafeStart Project Keep Me Safe Cards and Safety-Its Child's Play Course as a model
- KIDS Foundation Partnership to provide ECH and Primary School Education

- **First Aid Training**

- Access to \$80- Sessional First Aid Training for disadvantaged families - Includes CPR and Basic 1st Aid Awareness
- Offered as a part of 5 week Parent training course

- **Child Safe Home Display homes**

- Home Builder to create Child Safe Display Home
- Permanent product and information displays
- Aim to have permanent information and product displays in all MCH Centres

- **Policy and Practice change**

- Encourage the inclusion of childhood injury prevention in all policy documents
- Enhance cohesion of services and information provision

CASEY'S DEMOGRAPHICS

- The City of Casey is Victoria's largest and fastest-growing municipality.
- Currently, approximately 55 families move in each week
- Melbourne areas with the highest proportion of children aged 0-8 years are predominantly in outer metropolitan regions: the City of Casey (16%), City of Hume (16%), City of Wyndham (15%), Shire of Melton (15%) and City of Cardinia (15%)
- The City of Casey has Australia's largest Family Day Care Scheme, Victoria's largest Maternal and Child Health Service and Preschool service.

Australian Bureau of Statistics figures are an approximation, based on building occupancy certificates and an average household size



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INJURIES IN CASEY

According to a study by Monash University Accident Research Centre (MUARC) and Victorian Injury Surveillance Unit (VISU) called **Unintentional injury in the City of Casey 2003/4: Children 0-8 years,**

Top major causes of injury in Casey are:

- Falls
- Hit/struck/crush
- Cutting/piercing
- Poisoning
- Transport



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PERCEPTIONS OF LOCAL SAFETY SURVEY

300 randomly selected City of Casey residents were surveyed by phone in August 2006 by a company called The Social Research Centre

The survey aimed to understand the general level of knowledge and awareness of the community regarding child safety, safety devices, injury prevention and local child safety initiatives.



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CITY OF CASEY'S TOP PRIORITY AREAS

1. Building community awareness about all SafeStart priority areas
2. Building partnerships
3. Community engagement and local project ownership
4. Follow up/support service for families
5. Social marketing campaign

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CITY OF CASEY'S TOP PRIORITY AREAS

6. Linking and consulting with vulnerable communities to determine effective means of delivering child safety and injury prevention messages
7. Reducing the incidence of child injuries by increasing knowledge and use of injury prevention products for children aged 0 – 8 years (in the home, during play, during transit and in child care)
8. Children's play safety – in home, backyard, child care facilities, schools and public playgrounds
9. Existing and future programs and plans



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The EVALUATION COMPONENT

- Determine the effectiveness and sustainability of the SafeStart model in injury prevention over the four years of the program
- Examine and compare the approaches and outcomes of the SafeStart sites
- Comment on the flexibility of the model in accommodating geographical/demographic variances and enabling partnerships between local governments and local communities.
- Inform future initiatives and strategies.



OUR TASKS

- Establish an agreed evaluation framework with DHS and Council SafeStart programs.
- Determine baseline and ongoing data collection and reporting requirements with SafeStart programs and with MUARC
- Undertake regular collection and analysis of data and reports from all sources
- Provide regular reports to DHS and the SafeStart Councils over the remaining three-year period of the initiative.



PROCESS AND IMPACT MEASURES

A range of measures which reflect the project objectives have been developed with each site and built into their Action Plans. These measures will provide ongoing collection of data related to:

- ◆ The input to activities (level of effort) by SafeStart staff
- ◆ The number and range of activities undertaken
- ◆ The response of the community and providers to these activities
- ◆ The changes in knowledge and behaviour in the community
- ◆ The engagement of groups and organisations in sustaining SafeStart initiatives.



PROCESS AND IMPACT MEASURES

- End point data provided by MUARC, including frequency of Emergency Department presentations for Casey and Geelong and a Comparison Council
- Analysis of changes to unintentional injury profile in the 0-8 year old group:
Emergency Department and Admissions
Severity and profile of injuries presented..



OUR CHALLENGES

- Simple and effective data collection tools needed to prevent fade out and assist efficient analysis
- Collecting and comparing qualitative and quantitative data for both Councils over an extended period
- Limited end point data and small number of ED presentations in this age group impacts on capacity to monitor and analyse change
- External “noise” – other injury/safety related activities and developments will impact on ED presentations, and on the change in knowledge and behaviour in the community .

