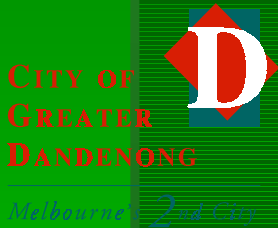




*SafeStart: Community partnerships for targeted reduction of child injuries.*

- A state government initiative funded by the Department of Human Services.
- Focusing on prevention of unintentional injury in children through working with local governments and communities.



Karen Mildren  
City of Greater Dandenong



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City of Ballarat



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Shire of Yarra Ranges



# Greater Dandenong SafeStart

## Peer Educator Model

# City of Greater Dandenong- Maternal & Child Health Service Model

- 'Early Steps' formed as a business unit in 1999.  
(incorporating the MCH Service) This unit supported a multidisciplinary approach.
- Culturally and Linguistically Diverse Parent Friendship and Education groups evolved in conjunction with first time parent groups.
- Multicultural peer group leaders facilitate the CALD parent groups with the support of the Early Steps Community Development Officer and in partnership with community agencies.

# SafeStart : City of Greater Dandenong

## Why Arabic, Chinese, Cambodian and Vietnamese Peer Educators ?

Fits in with the Early Steps service model - sustainable.

More recent arrivals than any other municipality in Australia with 54% of residents born overseas.

(1 in every 7 residents has limited fluency in English)

Of the 9,970 children aged 0-5 years living in the City of Greater Dandenong the top 4 CALD families are:

- 3314 English
- 1194 Vietnamese
- 394 Cantonese
- 344 Khmer
- 227 Arabic

(ABS: 2001 Census)

# 1. Recruiting and Training the Peer Educators



- Selection: Playgroups, GDCHS, CGD, M&CH Nurses
- Volunteer Registration
  - 5 days of training: SafeStart Peer Educators Community Development Workers
- Certificate Presentation

Training Partners:  
CGD  
RCH Safety Centre  
CFA  
INPAA  
Consumer Affairs  
Vic Roads



# 2. Awareness Raising Strategies:

## A) Community Displays

### LOCAL:

- Playgroups
- Hospital
- Bunning's Warehouse
- AMES English Schools
- Cambodian New Year Festival
- Seniors Health and Safety Expo
- Pharmacies





# 2. Awareness Raising Strategies:

## B) Child Safety Sessions



- CALD Parent Friendship and Education Groups (child safety scheduled in each session)
  - One off Child Safety Sessions (mail outs)
    - Playgroups and Parenting classes
  - Cambodian and Vietnamese Antenatal classes

*Giveaway of a child safety products*



# 2. Awareness Raising Strategies

## C) Communicating child safety messages through photographs.



### **3. Evaluation : some of the participants comments after the multicultural child safety sessions.....**

*“I will put a fire extinguisher in the kitchen and I will hang a fire blanket on the wall to be close by in case of fire.”*

Arabic Women’s Group participant.

*“I listen and feel impressed I understand. I am very happy.”*

Cambodian Post-natal Group participant.

*“We didn’t know any of this information until we came.”*

Vietnamese Seniors’ Group participant.

*“I will get the smoke alarm working and keep the fire blanket in the kitchen.”*

Chinese Friendship and Education Group participant.



# Ballarat SafeStart Office of Housing Project

# Focus of the project - Delacombe Housing Estate



- 138 properties
- 73 properties with children under 8 years

125 children aged 0-8yrs

# Aims of the Delacombe Project

- Enhanced safety of public housing homes (Delacombe)
- Increased awareness of home safety by public housing tenants
- Reduction to childhood injuries in the home
- Reduce the impact of unintentional injuries on the Health System
- Education/Training for public housing staff regarding home and property safety



# Strategies involve structural & behavioural approaches

- Auditing of all properties in the estate
- Installation of safety products to enhance the safety of selected properties
- Access to child safety education & first aid training for residents
- Special promotions to enhance the safety of the physical environment eg BBQ & backyard blitz to remove unwanted rubbish etc



# Activities to date



- Initial planning meetings with SafeStart PW & Office of Housing staff
- Development of 2 safety checklists (structural & behavioural)
- Discussions/presentation to local service club regarding their involvement in the project
- Recruitment of appropriate person to conduct property audits by office of Housing



# Yarra Ranges SafeStart

# Community Working Groups

# Shire of Yarra Ranges: Six Strategies

- Steering group
- Maternal & Child health safety package update
- Sponsorship of safety devices
- Developing Community Working Groups
- Trades & dissemination of safety information
- Marketing strategies



# SafeStart: Yarra Ranges



# Key Objective:

To develop and train community working groups to implement strategies.



# Developing Working Groups

- Engage the community
- Community information sessions
- Playgroups information sessions
- First Aid courses
- Immunisation sessions
- Childcare
- Development of child safety kits



# Training Working Groups (Action Plan)

- **Achievable**
- **Undemanding**
- **Limited fund requirement**
- **Resources**



# SafeStart Chirnside Park

- Developing a three year Action Plan
- Partnership with Chirnside Park Community Centre
- Negotiated contact details ie phone, email, and mailing address
- Assistance Royal children's Hospital poisons research
- Consultation Early Years wallet card

# SafeStart Chirnside Park

- Delivery First Aid Certificate 1 to parents and carers of children under four years
- Partnership with local high school delivering Babysitting/ First aid course
- Delivery of child safety to first time mum's groups – Maternal & Child Health
- Development of a 'Safe Kitchen' demonstration and information site