



NATIONAL KIDSAFE DAY 2017

National Kidsafe Day

The aim of National Kidsafe Day is to increase awareness of unintentional childhood injuries and their prevention. The annual day also highlights the valuable work of Kidsafe Australia in public education, advocacy and research into the causes and prevention of unintentional childhood injuries.

'It Only Takes a Split Second'

As part of National Kidsafe Day 2017, Kidsafe is highlighting that 'child safety is no accident' - the majority of serious injuries that can change lives in a split second, are preventable.



Unintentional Childhood Injury

Injury is the leading cause of death and one of the leading causes of hospitalisation for Australian children. Each year approximately 150 children die and over 60,000 are admitted to hospital due to a serious unintentional injury.

While the number of children who die from unintentional injury has reduced significantly from over 700 per year in 1979, there is still much work to be done.

A recently published snapshot of child injury in Australia revealed that in a 10 year period:

- On average, over 60,000 children under 16 years of age were hospitalised per year due to an injury.
- The total hospital cost of child injury hospitalisations during the 10 year period was \$2.1 billion - \$212 million annually and an average cost per child of \$3,119.
- Children had a higher risk of dying from their injury if they were ≤ 10 years old, lived in regional or remote Australia, were injured in a transport incident, following a drowning or submersion, or sustained a head injury.

Source: Mitchell R, Curtis K, Foster K. A 10-year review of the characteristics and health outcomes of injury related hospitalisations of children in Australia. Day of Difference Foundation. University of Sydney. 5th May 2017.



EVERY WEEK APPROXIMATELY 3 AUSTRALIAN CHILDREN DIE DUE TO AN UNINTENTIONAL INJURY.

Childhood Injury Facts and Prevention Tips

- ★ **FACT 1 - WATER SAFETY:** 20 seconds and a few centimetres of water is all it takes for a toddler to drown. Ensure children are actively supervised in and around water - this means having an adult within arm's reach of toddlers at all times.
- ★ **FACT 2 - CHILD CAR RESTRAINTS:** Evidence suggests that over 70% of child car restraints are incorrectly fitted or used in Australia. It's important that children travel in a child car restraint that is the right one for their size, correctly installed into the vehicle and properly adjusted to fit them on every trip. For more information, visit our **National Child Restraint Best Practice Guidelines**.
- ★ **FACT 3 - BUTTON BATTERIES:** Approximately 20 Australian children per week present to an emergency department with a button battery related injury. When swallowed, a button battery can burn through a child's oesophagus in less than 2 hours. For tips on how to reduce the risk in your home, visit the **Battery Controlled Campaign website**.
- ★ **FACT 4 - DRIVEWAY SAFETY:** On average 7 children die and 60 are seriously injured each year after a driveway run over incident. To help keep your driveway kidsafe, always Supervise, Separate and See.
- ★ **FACT 5 - CURTAIN & BLIND CORD SAFETY:** Between 1 and 2 children die in Australian homes every year after being strangled by loose curtain and blind cords. Ensure your curtain and blind cords are secured at least 1.6m above ground level so that children cannot reach them. For more information, visit the **ACCC website**.
- ★ **FACT 6 - BURNS & SCALDS:** At 60° hot water takes 1 second to cause a full thickness burn, yet at 50° it takes 5 minutes. Have the hot water delivery temperature in your bathroom controlled to a maximum of 50°.
- ★ **FACT 7 - CHILDREN LEFT UNATTENDED IN CARS:** The temperature inside a parked car can be 20° - 30° hotter than outside. Every year over 5,000 Australian children are rescued after being left unattended in a car. Visit our **'Unconventional Oven' campaign** for more information on the dangers.
- ★ **FACT 8 - SAFE SLEEPING:** Although the number of SIDS cases has reduced dramatically in Australia, a number of deaths are seen every year due to babies being placed in unsafe sleeping environments. Always sleep your baby in their own cot or bassinet, on their back, with their head and face uncovered. Click **here** to learn more about creating a safe sleeping environment.
- ★ **FACT 9 - POISONING:** Paracetamol is one of the leading causes of poisoning from drugs and medications in children. Always keep poisons, including medications, up high in a locked cupboard at least 1.5m above ground level, out of the sight and reach of children.
- ★ **FACT 10 - HOME SAFETY:** At least 1/4 of all hospitalised child injuries occur in the home, making the home the most common location where children are injured.

THE GOOD NEWS IS, CHILDHOOD INJURIES ARE PREVENTABLE

child safety is no accident



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