

# Child Safety Week

Monday 1 to Sunday 7 June 2015



**CHILD SAFETY WEEK** is an annual campaign to raise awareness of the risks of child accidents and promote safety messages. The priorities for Kingston and Richmond Safeguarding Children Boards are Road Safety, Child Sexual Exploitation and Safe Sleeping for Babies.

This guidance is for schools to use with parents, children and staff. Find out more about Child Safety Week and download resources at [www.childsafetyweek.org.uk](http://www.childsafetyweek.org.uk)

Richmond Fire Brigade have offered to visit Richmond schools to promote fire safety this summer. For further information please contact Maha Gadher, Richmond LSCB Coordinator on 0208 831 6323 or [maha.gadher@achievingforchildren.org.uk](mailto:maha.gadher@achievingforchildren.org.uk)

## Staying safe on the road

### Staying safe on the road

There are many different risks when it comes to using the road. A third of children and young people injured on roads admitted to not stopping at the kerb or not looking before stepping out. Last year 44 children and young people in Kingston and 49 in Richmond received injuries as a result of road traffic accidents.



### Walking

All children under 9 need help from an adult when crossing the road; primary school children cannot accurately judge the speed of vehicles travelling faster than 20mph. Children in Kingston and Richmond are educated on Road Safety through the Junior Travel Ambassador schemes and Junior Safety Officer Scheme, which empower primary school students to deliver lessons in class and highlight road safety issues in and around their schools. However, parents and carers still have a key role to play in teaching road safety when they are out and about.

### In the car

The safest way for children to travel in cars is in a child car seat that is suitable for their weight and size, correctly fitted in to the car.

A properly fitted child car seat will help to absorb some impact and prevent children from being thrown about if there is a crash. A seat belt on its own will not properly fit a child until they are at least 135 cm (4'6") tall.

### By bike

Older children who love cycling will want to experiment and push boundaries. They might show off in front of their friends, or cycle further and faster. With the right supervision older children can learn how to ride on the roads safely. The Kingston Sustainable Transport team teach Bikeability Levels 1-3 to children from year 5 all the way up to adults. 1 to 1 training can also be booked through the Council web pages.

The Children's Traffic Club is a free resource for use with nursery aged children. Registration can be completed at [childrenstrafficclub.com](http://childrenstrafficclub.com)

Information on booking cycling courses is available for Kingston and Richmond:  
[www.kingston.gov.uk/info/200316/cycling/946/cycling\\_training](http://www.kingston.gov.uk/info/200316/cycling/946/cycling_training)

[www.richmond.gov.uk/home/services/roads\\_and\\_transport/road\\_safety/cycling\\_courses](http://www.richmond.gov.uk/home/services/roads_and_transport/road_safety/cycling_courses)



## Child Sexual Exploitation

Sexual exploitation of children and young people under 18 involves exploitative situations, where young people receive 'something' (e.g. food, accommodation, gifts, alcohol, affection or money) as a result of them performing sexual activities.



CHILD SEXUAL EXPLOITATION (CSE) can occur through use of technology without the young person realising what is happening; for example being persuaded to post sexual images on the internet.

People who exploit children and young people have power over them because of their age, gender, intellect, physical strength or economic or other resources. Violence, coercion and intimidation are common, with the young persons' choices limited by their vulnerability.

For further information about Child Sexual Exploitation and other safeguarding issues please see the Kingston and Richmond LSCB website at [www.kingstonandrichmondscb.org.uk](http://www.kingstonandrichmondscb.org.uk)

If you know of a young person who is being harmed or neglected contact the children's safeguarding Single Point of Access (SPA) Team:

Kingston Single Point of Access : 020 8547 5008

Richmond Single Point of Access 020 8891 7969



## Back to Sleep

**Sudden infant death syndrome (SIDS) is the sudden and unexplained death of a baby that remains unexplained after a detailed post mortem. Roughly 270 babies and toddlers die of SIDS each year. Evidence has shown you can reduce the risk of SIDS by following the advice below.**

- The safest place for babies to sleep is on their back, in a cot, in their parents' room for the first six months (but not in the same bed).
- Avoid letting babies get too hot. Babies can overheat, because of too much bedding or if the room is too warm.
- Soft toys, pillows and other objects such as cot bumpers shouldn't be placed in cots. Use a firm, waterproof, well fitting mattress in good condition.
- Keep baby's head uncovered and place your baby on their back in the 'feet to foot' position. Sleeping a baby on their front or side greatly increases the chance of SIDS.
- Adult beds, sofas and armchairs are not safe for sleeping babies. Never sleep on a sofa or armchair with your baby.
- It is unsafe for adults, children or pets to share a sleeping area with your baby. Adults can accidentally roll too close or onto a baby whilst asleep. There is a higher risk if you have taken medication, alcohol or are excessively tired.
- Don't smoke in pregnancy or in the same room as your baby. For help and advice to stop smoking, try the NHS Smoking Helpline on 0800 0224 332 or visit the website [smokefree.nhs.uk](http://smokefree.nhs.uk)
- Breast feed your baby if you can.

Further information on safe sleeping for babies is available from [www.lullabytrust.org.uk](http://www.lullabytrust.org.uk) and from NHS Choices at [www.nhs.uk](http://www.nhs.uk).

**For more information about how agencies work together to safeguard children in Kingston and Richmond please see our website**

[www.kingstonandrichmondscb.org.uk](http://www.kingstonandrichmondscb.org.uk)

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