



# **A SAFER WORLD FOR KIDS**

NATIONAL STRATEGIC DIRECTIONS  
2004 - 2007

**Child Accident Prevention Foundation of Australia,  
Kidsafe Australia  
National Strategic Directions**

**Three Year Strategic Plan**

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## **KIDSAFE AUSTRALIA**

The Child Accident Prevention Foundation of Australia, trading as Kidsafe Australia, is the leading not-for-profit, non-government, charitable Foundation dedicated to the prevention of the incidence of unintentional injuries and the consequent deaths and disabilities from unintentional injury in children less than 15 years of age.

Injury accounts for the deaths of more Australian children less than 15 years of age every year, than cancer asthma and infectious diseases combined. After respiratory illnesses, injury is the second leading cause of hospital admission for children. For every child who dies as a result of injury, approximately 160 are admitted to hospital and 1600 require some form of treatment for injuries.

The Child Accident Prevention Foundation of Australia, was established in 1979 to raise awareness of childhood injury, to promote evidence based prevention measures and to encourage governments and communities to create safer environments for children.

## **VISION**

A safer world for kids

## **MISSION**

To lead the action to minimise the unacceptable risks and consequences of unintentional injury to children in our adult-focused world

## **VALUES**

1. Concern for the well-being of children (as the basis for growth of Australian Society)
2. Prevention is better than cure
3. Evidence Based Best Practice
4. Recognising and Valuing our people

## **OBJECTIVES**

1. To reduce deaths and the number, severity and resulting disability of unintentional injury to children
2. To change behaviour to support our vision (eg. By increasing awareness)
3. Be recognised as the leading organisation in child injury prevention in Australia (and the Asia-pacific region)
4. To remain financially viable across Australia and well managed/governed (reviewing the system)

## **STRATEGIES**

### Objective One: Reducing Unintentional Injuries in Children

- i) Promote, develop and support relevant research
- ii) Conduct education and awareness raising activities
- iii) Be an effective advocate for child safety
- iv) Lobby for changes in legislation around best practice principals
- v) Achieve environmental change
- vi) Provide child safety services to parent/carers either directly or through third parties

### Objective Two: Behaviour Change

- vii) To increase awareness of the problem
  - Agreed consistent messages & information
  - Publicity and Promotion of Issues (Regular reinforcement of injury issues)
- viii) Using role models (survivors) or champions (people with a public profile) to reinforce injury prevention messages eg. To stages of child's development
- ix) Lobby for Legislative Change
- x) Lobby for increase in Mandatory Australian Standards & their enforcement
- xi) Rewarding positive behaviour – is there a strategy (eg. Insurance discount for annual restraint check - ICA)

- xii) Lobby for allocation of a percentage of the Baby Bonus to child safety or an increase in Baby Bonus if a percentage is spent on ensuring child safety.

Objective Three: Lead Organisation

- xiii) Establish an advocacy program/plan
- xiv) Strengthen research capacity/links
- xv) Consistency in services, information, interventions and corporate image provided across Australia
- xvi) Proactively seek sustainable partnerships that actively support Kidsafe and its values and its business
- xvii) Preserve and enhance Kidsafe's good name and values
- xviii) To become an RTO or form a strategic alliance with an RTO

Objective Four: Financial Viability

- xix) Seek/Secure sustainable funding from Government, corporate and philanthropic sources which supports national and state needs
- xx) Develop and implement appropriate corporate governance processes and management systems (eg. Financial, IT, Publications/Promotions)
- xxi) Seek co-operation amongst state bodies on a National basis where appropriate.