

Kidsafe Western Australia

Protecting children
from injury and death
at home, at play and
on the road



A message from the Chief Executive

Kidsafe WA is Western Australia's leading independent not-for-profit charitable organisation that exists to prevent unintentional childhood deaths and injuries at home, at play and on the road.

Since the establishment of Kidsafe WA in 1980, the number of child deaths and hospitalisations in Western Australia has almost halved. But we can do more to further reduce these avoidable tragedies.

Kidsafe WA is an organisation that seeks to have a direct impact on the lives of Western Australian children and save lives every day.

Almost 30 West Australian children still die each year from preventable injuries and accidents, while a further 7,000 are hospitalised.

Kidsafe WA is committed to dramatically reducing these figures, saving lives and preventing injuries to ensure West Australian children become healthy adults.

I would ask that you take the time to read this prospectus and see if there are any areas in which you or your organisation may be able to assist Kidsafe WA in reaching our goal of protecting children from preventable injury and death.



Scott Phillips
Chief Executive Officer
Kidsafe WA



Values and Vision

Our aim

To prevent the death of children from unintentional injury and accidents and to reduce the severity of injuries to children under 15 years, via education, research, advocacy and environmental and legislative change.

Our values

Kidsafe WA exists to inform the community how to protect children from preventable injury and death at home, at play and on the road.

Specific values focus on:

- The wellbeing of children
- Prevention is better than cure
- Evidence based best practice
- Recognising and valuing our people

Our 2020 vision

- Reduce the injury death rate from the current 6.6 per 100,000 children to 5 per 100,000 children by 2020.
- Reduce the injury hospitalisation rate from the current 1,630 per 100,000 children to 1,500 per 100,000 children by 2020.
- Positively impact the lives of all Western Australian children by reaching and educating more children and parents in Perth and regional WA.



What we do

Our focus

There are so many avoidable ways in which a child can be injured or tragically killed. Kidsafe WA focuses its attention on three key areas of injury prevention – safety of children at home, at play and on the road.

Under these three categories sit a host of safety risks for children that Kidsafe WA targets messaging, initiatives and research towards.



Our initiatives

Kidsafe WA is the expert in educating and informing parents and children on staying safe. Our initiatives and activities exist to save lives and prevent injuries of West Australian children. Kidsafe WA initiatives include:

Research

- Data and research reports
- Qualitative and attitudinal research
- Evidence based guidelines

Education

- Workshops and training
- Community events
- Regional visits
- Professional development
- School incursions
- Publications and digital resources
- Child car restraint fitting, checking and hire service

Advocacy

- Australian Standards committee representation
- Advocacy networks
- Playground safety audits and inspections
- Media campaigns



The leading cause of injury related death is **transport accidents**



Kidsafe WA's activities and initiatives are run **statewide**



Over 5,000 West Australians participate in Kidsafe WA educational workshops each year

More children die of preventable injuries and accidents than of cancer, asthma and all other infectious diseases combined



Kidsafe WA

- at a glance

Falls are the leading cause of childhood injury requiring hospitalisation



Each year over **7,000** families have their child car restraint fitted or checked by qualified Kidsafe WA team members

Kidsafe WA attends over **thirty** community events and expos promoting the importance of child safety

But we can do more ...

We can't do it alone

Our cause

As a not-for-profit charitable organisation Kidsafe WA relies on the generosity of the business community, State Government and individual donors to fund the important work we do in the community.

Partnerships and fundraising initiatives seek to enable and equip Kidsafe WA to continue to provide vital services and expand the organisation's reach and impact throughout Western Australia.

Kidsafe WA can't do it alone, get involved and help us reach even more families throughout Western Australia to save lives and to further prevent avoidable childhood injuries and death.

Can you help us?

To discuss how you or your organisation can help, please contact

Kidsafe WA Chief Executive Officer, Scott Phillips on 0400 828 011 or email scott@kidsafewa.com.au.

