

Child Death Prevention Newsletter

“Take Action Today, Put them away”

This newsletter is designed to raise awareness of the work of the Child Death Overview Panel for Stoke-on-Trent and Staffordshire

November 2019



TAKE ACTION TODAY, PUT THEM AWAY! A programme to prevent poisoning from household products

- Most accidental poisoning happens to children younger than 5 years old, with children aged 1 to 3 years being most at risk
- On average, 15 under 5's are admitted to hospital each day due to suspected poisoning
- Children from the poorest families are 3 times more likely to be admitted to hospital due to an accident, including accidental poisoning
- Figures for the West Midlands show that most areas are significantly above the national average for accidental poisonings



The aim of the campaign is to reach as many families with under-fives as possible. Families will be provided with a magnetic fridge pad with key messages of how to prevent accidental poisoning. It serves as a great reminder on a day-to-day basis and also provides a handy way of engaging families in conversation about preventing poisoning.



For Further Information on the campaign visit:
<https://www.rospa.com/en/Home-Safety/Advice/Household-Cleaning-Products/Take-Action-Today-UK>



Get involved in a major programme to promote awareness and prevent accidents

You are invited to attend the Staffordshire launch of "TAKE ACTION TODAY, PUT THEM AWAY" at the following events:

27 November 2019

At: 10:00-12:00

Rugeley Community Centre Burnthill Lane Rugeley WS15 2HX

27 November 2019

At: 14:00-16:00

Wiggin Centre, Sir Robert Peel Community Hospital Mile Oak, Tamworth B78 3NG

4 December 2019

At: 10:00-12:00

Leek Moorlands hospital (Rm 4), Ashbourne Road, Leek ST13 5BQ



No need to book just turn up...

These events are aimed both at families and at local professionals who work with families and young children. They will be opened by RoSPA along with local leads for child injury prevention and will provide an opportunity to come together to discuss any key issues affecting the health of children.



Accidents

are the biggest killer of children and young people...



But they don't have to happen

