

# Newsletter

Winter 2011

Aware, Alert, Alive!

## MORE TH>N<sup>®</sup> promotes road safety at schools

**MORE TH>N**, the leading UK insurer, has rolled out an initiative to promote road safety awareness at St Joseph's Catholic Primary School and Pensford Primary School, in conjunction with CSEF.

During September, pupils at the schools took part in an interactive assembly which highlighted the dangers of the road and what they can do to protect themselves when they are out and about.

Throughout the day children attended specially designed workshops that helped improve their understanding of road safety further. RSA, **MORE TH>N**'s owner, is currently promoting the importance of road safety for children as part of its 'Fit to drive' campaign which highlights the dangers of driving with poor eyesight.

John McNamee, CSEF's Chief Executive said: "We are delighted that **MORE TH>N** is taking a proactive approach in educating young people on road safety."



By engaging and interacting with children on these safety issues, we are not only making them aware of the dangers and consequences, but it also allows them to make their own choices about safety."

James Wallace, from RSA, said: "We are pleased to be supporting our **MORE TH>N** colleagues whose children attend St Joseph's Catholic and Pensford Primary Schools and making a difference by improving road safety awareness among children."

## Twin Valley Homes supports Money Matters

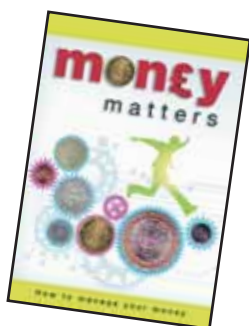
Twin Valley Homes is sponsoring a programme to help people manage money wisely and avoid debt.

Living with huge debt problems while on low income can cause serious issues within households, and can result in family break ups, health problems, and in some severe cases, eviction and homelessness.

CSEF's 'Money Matters' programme includes advice on managing money and how to budget properly; basic skills that are essential to personal wellbeing and community cohesion.

Kevin Ruth, Executive Director, Twin Valley Homes said: "At Twin Valley Homes, we often see the problems that people face in relation to money. 'Money Matters' allows us to give our tenants guidance in the basic principles of how money, benefits, credit and loans work, helping them to make wise choices and be more secure in the future."

For further information on Money Matters, contact Mike Fitzgerald on 0161 477 5122.



## Road Safety Week

A global event by everyone, everywhere, to stop carnage on the roads. Get involved!

**21st – 27th November**

Britain has some of the safest roads in the world but children are still more likely to die in a road collision than from any other accidental cause. Figures from the Department for Transport show that more than half of all accidental deaths of children aged between 6 and 11 are as the result of road accidents. And last year alone, 8,000 children were either killed or injured on roads across the UK. Road Safety Week is organised by Brake, the road safety charity, but is a community initiative open to all, with thousands of participants including schools, companies, emergency services, and community groups.

With less than a month to go to Road Safety Week 2011, CSEF has launched a digital version of our 'Out and About' resource, which advises on all aspects of travel safety including safety on the road. The programme is easily accessible, engaging and helps promote effective learning in the classroom and at home. Download it at

<http://csef.digitalpc.co.uk/TrialRegistration.aspx?PublicationId=24>



Anti-bullying Week 2011 runs from 14th to 18th November, with this year's focus tackling verbal bullying under the slogan 'Stop and think – words can hurt'.

Bullying can make life miserable for children and young people of all ages. It takes many forms, from traditional physical and verbal abuse to more recent social and cyber bullying.

Typically there is no single cause of bullying but there is no doubt that bullying can have serious consequences. Latest data from The Office of National Statistics show that 44% of suicides committed by young people in the UK are connected to bullying. CSEF's anti-bullying digital programme, 'Anti-Bullying: The Young Person's Guide' has been endorsed by the NSPCC and provides a unique insight into both the tactics by bullies and the effects on victims of bullying and harassment.

Visit <http://csef.digitalpc.co.uk/TrialRegistration.aspx?PublicationId=12> to see how it can help you address and reduce bullying in your school or community.

## Help us make PSHE compulsory

CSEF wants you to help make PSHE compulsory by recognising its valuable contribution to the National Curriculum and 'adding your voice' to the Government's curriculum review by completing an online survey about PSHE education <https://www.surveymonkey.com/s/X6G8WGC>

# Lincolnshire's Showcase Crucial Crew a huge success



CSEF joined forces with Lincolnshire County Council and lottery grant scheme, Awards for All, to provide vital safety education to children across Lincolnshire.

The 'Lincolnshire Showcase Crucial Crew' scheme saw more than 650 Year 6 pupils take part in a series of interactive workshops during September.

The 'hands-on' Crucial Crew safety events teach children about important issues that are often overlooked by the curriculum, such as anti-social behaviour, basic first aid, road and fire safety, water and building site safety, and substance abuse.

The workshops were delivered by the emergency services and local safety agencies, and gave pupils the unique opportunity to learn valuable skills from the professionals, through practical demonstrations and discussions in real-life situations; all within a safe environment.

Rosie MacLennan, CSEF's area manager for Lincolnshire said: "It's essential that young people learn about personal safety but getting this message across in the classroom can often be difficult. By allowing children to explore these difficult topics in a fun and interactive environment, with real safety professionals, the lessons become much more real and therefore, more likely to make a difference."

The event was held at the The Showroom on Tritton Road, Lincoln and included sessions from Lincolnshire Fire and Rescue, Lincolnshire Police, Lincolnshire Road Safety Partnership, Lincolnshire Healthy Schools, British Red Cross, St John's Ambulance and British Transport Police. Stage Coach Travel provided free transport for the event.



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## CSEF helps Considerate Constructors Scheme



CSEF has joined forces with the Considerate Constructors Scheme to launch a new initiative to increase awareness among children and young people of the potential hazards on building sites.

The 'Hunt the Hazard!' site sign highlights the many dangers that children could encounter on a construction site and highlights why they are not safe places to play.

CSEF and the Considerate Constructors Scheme are urging construction companies across the UK to display the sign on the outside of all registered sites with the Scheme to help reduce the number of accidents involving children. In the last 10 years, 10 children have died on construction sites and more than 600 others have been injured in the UK.

Read the full story at <http://www.csef.net/news/newsarchive.asp?xnewsid=182>.



## Google teams up with the Citizen Advice Bureau

Google is launching a campaign promoting online safety in association with the Citizens Advice Bureau (CAB).

The two organisations will encourage users to adopt secure passwords, log out of web browsers and computers when they've finished using them and even to adopt more complex ways of signing into their email accounts, known as 'two-factor authentication'. It will also cover child protection and the use of 'cookies' in web browsers.

The campaign will be the first that Google has ever run promoting something other than a product. Gillian Guy, the CAB's chief executive, said that "Information's a powerful tool for preventing problems from arising in the first and safety, personal data and identity theft are among the top concerns of people of using internet."

The campaign will be called "Good to Know", and will be accompanied by a website at [www.google.co.uk/goodtoknow](http://www.google.co.uk/goodtoknow)

## Drinkaware and Mumsnet target parents

Drinkaware has teamed up with parenting website mumsnet.com to target parents of pre-teens in a bid to put off the age when children have their first drink.

It has created a new area on its website:

[www.drinkaware.co.uk](http://www.drinkaware.co.uk)

[/parents](#) to encourage parents to talk to their nine to 12-year-old children about alcohol, furnish them with the facts about drinks and give them practical, age-appropriate advice.

Mumsnet will also play a role in promoting the campaign through its online forums.

Drinkaware flagged up research that said just 17% of parents have thought about what they would tell their children about alcohol, while 80% said they would "deal with it when it happens".

Chief executive Chris Sorek said: "While it might be tempting for parents to delay speaking to their

children about alcohol until they are older and more mature, we know opening a dialogue in their pre-teen years is crucial to delaying the age of first drink. We recommend parents start the conversation with their children when they are most receptive and before the teen years, when increased peer pressure kicks in.

"Parents may not think their children would want to talk to them about alcohol, but they do. Time and again research shows children see their parents as role models and trusted sources of advice. This is why Drinkaware has created a free resource for parents, to give them the facts and age-appropriate advice to speak confidently to their children about alcohol and help delay the age of their first drink."

<http://www.harpers.co.uk/news/news-headlines/11223-mumsnet-joins-drinkaware-to-help-parents-talk-to-pre-teens.html>

# Be safe and be seen this winter

Winter officially arrived last weekend, when the clocks went back by one hour, which means that the evenings will be getting darker much earlier.

During the winter, it is more important than ever to be careful on the roads when you're out and about. The risks from road traffic accidents in particular are much greater during the darker months.

People are often hurt on the road because they can't be seen clearly by other traffic. The problem gets even worse during the winter, when the days are shorter and there is more bad weather, like heavy rain or fog.

Remember as well, that the twilight hours - just before and after the sun sets - are the most dangerous times of all, because drivers' eyes are adjusting to the changing light.

## Some more simple and quick advice...

- Help yourself to stand out against the gloom by wearing bright clothing. Fluorescent colours stand out best during the day time but they don't work after dark, so wear something made from reflective material. There are lots of different things

to choose from, from full high-visibility vests that you wear over your own clothes, to reflective stripes and patches that you can sew onto your coat or schoolbag.

- Keep to routes that are well-lit by street lamps and always cross the road at safe places, like zebra or pelican crossings. If you need to walk somewhere that there is no pavement, make sure that you always walk facing into the traffic.
- If you cycle to school while it is dark, you will need to have lights fitted to the front and back of your bike, as it is against the law not to. You will need a white one at the front, and a red light and red reflective panel at the back. Check them regularly to make sure they are in good working order and that the batteries are well charged. And remember to turn them on as soon as it starts to get dark!
- To really stand out on the road, you can even get some flashing LED lights that attach to your pedals. Not only do they help you be seen by other road users, they look really good too.



**Children's  
Safety  
Education  
Foundation**

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## Plans for 'smoke-free' Wirral play areas move a step closer

Plans to introduce a voluntary smoke-free code in children's play areas across Wirral have moved a step closer.

When the Council met in October, it unanimously approved a motion, tabled by Wirral Liberal Democrat councillor Pat Williams, which called for council support for the concept of the code. Consultation would need to take place before anything is implemented.

Councillor Williams claims the majority of people already support the idea of children's play areas becoming smoke-free and that most probably "wouldn't even dream" of smoking near young children anyway.

[http://www.wirralglobe.co.uk/news/9311909.Plans\\_for\\_\\_smoke\\_free\\_\\_Wirral\\_play\\_areas\\_move\\_step\\_closer/](http://www.wirralglobe.co.uk/news/9311909.Plans_for__smoke_free__Wirral_play_areas_move_step_closer/)

## Stoke and Trafford Crucial Crews remain a big hit

Over 10,000 young people have passed through the Stoke Crucial Crew event since its launch in 2008, which CSEF coordinates, in partnership with Stoke on Trent's Safer City Partnership.

This year, the event, was held at Stoke's Hanley Community Fire Station between 12th and 27th September, and included sessions from Safer City Partnership, Staffordshire Fire & Rescue Service, Staffordshire Police Service and the Young Person's Drugs Project.

Following this, around 1000 pupils from 25 schools across Trafford took part in Crucial Crew events between 26th September and 7th October.

The workshops took place at the Territorial Army Barracks, Kings Road, Stretford and included sessions delivered by the Police, Fire Service,

Ambulance Service, A-one + Highways, the Health Service and Strategic Road Safety.

Patrick O'Malley, Head of Development at CSEF, said: "The feedback from the pupils and their teachers in Stoke and Trafford remain overwhelmingly positive. We're really pleased that the children engage with the issues in such a positive way and we hope that this will continue into their everyday lives."



## Safer Lancashire launches new anti-social behaviour campaign with the 'Old Skool Massive'

Lancashire Police has launched a new campaign to tackle anti-social behaviour, which features a YouTube video of pensioners getting up to no good.

The video, posted by Oldskoolmassive7 and entitled 'Epic! what we did last nite!', aims to get across that anti-social behaviour isn't funny. It will be used by the Safer Lancashire partnership. **Watch it at** <http://www.youtube.com/watch?v=gZ6qhRdd6Fc>.