



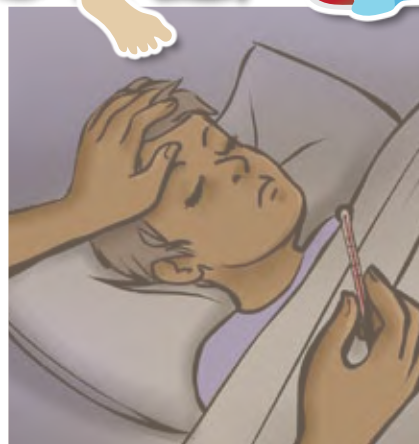
Companion to the *World Report on Child Injury Prevention 2008*

Have Fun, Be Safe!



World Health
Organization

unicef 



Acknowledgements

Text and educational concepts by: Joanne Vincenten, Morag MacKay and Kate Brown, European Child Safety Alliance

General oversight: Kayode Oyegbite, UNICEF
Editor and project manager: Brigitte Stark-Merklein, UNICEF

Editorial team at WHO: Margie Peden and Kidist Bartolomeos

Special thanks to the children and young people who shared their stories and insights

Children's review panel: Aiden Million, Alex Mackenzie, Anna Michalsen, Anne Manon Falcon, Anton Macfadyen, Bethlehem Million, Danielle Swannell, David Khayesi, Eddie Mackenzie, Elbethel Gebrewold, Nicholas Swannell, Noah A. Pajunen, Zipporah Shanyisa Khayesi

Production and distribution team at UNICEF: Jaclyn Tierney, Edward Ying Jr., Elias Salem, Germain Ake, Farid Rashid, Eki Kairupan, Fanuel Endalew

Editorial and translation team at UNICEF:
Copy edit: Charlotte Maitre, Catherine Rutgers, Kristin Moehlmann, Emily Goodman
Fact checking: Hirut Gebre-Egziabher, Yasmine Hage, Gabrielle Mitchell-Marell
French edition: Marc Chalamet
Spanish edition: Carlos Perellon

This booklet was developed under the leadership of Peter Salama and Patricia Moccia, UNICEF

Thanks to María Cristina Gallegos, Voices of Youth Coordinator, UNICEF, and to Rural Voices of Youth representatives who collected real life stories from young people without Internet access. Thanks also to Jeannette Gonzalez and Yvonne Lester, UNICEF, for their support.


Design: Big Yellow Taxi, Inc.
www.BigYellowTaxi.com
Illustrations: Kristen Terrana and Amelia Fabian



Contents

| | |
|-----------------------------|---------|
| All about injuries..... | page 2 |
| Road safety..... | page 7 |
| Walking safety..... | page 8 |
| Bicycle safety..... | page 10 |
| Passenger safety..... | page 12 |
| Preventing drowning..... | page 14 |
| Preventing burns..... | page 16 |
| Preventing falls..... | page 18 |
| Preventing poisoning..... | page 20 |
| What you can do..... | page 22 |
| What have you learned?..... | page 24 |



All about injuries

Our bodies are **AMAZING**, and we can do so much with them... but sometimes they get **HURT**.

Ouch! Ow! Oo-ah! Ah! Can you think of the last time something painful happened to your body? Maybe your fingers got shut in a door, or you picked up a plate that was too hot. The pain you felt was your body telling you that something was wrong. It sent a message to your brain saying, "Quick, move your hand!" or "Put down that hot plate!"

Sometimes things happen too quickly for our bodies to react, and we get hurt. Our skin might be scraped or cut, a muscle torn or a bone broken. When our bodies are hurt like this, we call it an injury.

An injury can be big or small and can be caused in lots of different ways. For example, you can be

injured if you trip and fall, if you spill hot water on yourself, get into trouble while swimming, or are in a car crash.

Road traffic crashes, drowning, burns from fire and hot liquids, falls and poisoning are the MOST COMMON causes of injury to children.

Can you spot the injuries that have just happened or are about to happen in the picture below?



Why do injuries happen?

Injuries are not accidents that just happen. There are reasons why they happen, and every injury has a chain of events that ends in the person getting hurt. What people are doing, how they're doing it, the things they're doing it with and where they're doing it all have a part to play.

The cartoon below is the story of Gloria's injury. There are lots of reasons why Gloria's fingers got burned. We've given some of them in the green bubbles — can you think of any other reasons?

Panel 1: The kitchen was dark. Gloria saw some matches on the table and decided to light a candle.

Panel 2: The match was burning down fast, so she ran.

Panel 3: There was a toy left out on the floor, and Gloria tripped.

Panel 4: Ouch! Before she got to the candle, the match burned her fingers.

Green Bubbles:
 - Gloria didn't know that matches could be dangerous.
 - The match was short.

The matches were left out where Gloria could use them.

Gloria was not being careful – she ran with a burning match.



Can you think of a time when you were injured?

How was your body hurt? What were the reasons that it happened? Think about yourself, what you were doing and where you were doing it. **You can draw or write about your injury here.**

All about injuries

So how BIG is the injury problem?

Lots of injuries are small, and our bodies heal the hurt easily. For example, if you fall and scrape your knee, a scab will form and after a while your knee will stop hurting and heal.

However, injuries happen more often than they should, and some are very, very serious. If the injury is too great, it may never heal or could even result in death. Every year around the world more than 900,000 children and teenagers die from injuries. That is almost two deaths every minute of every day. And this is only the tip of the 'injury iceberg'. For every child or teenager who dies, many others are injured.



Injuries can be prevented!

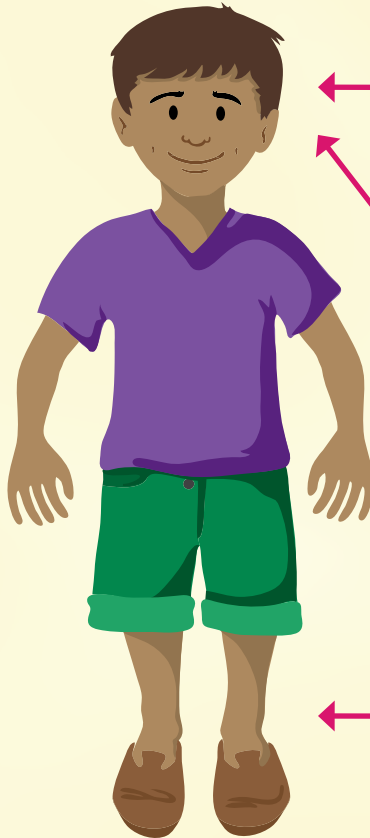
You've seen how every injury has a chain of events that ends with the injury. What the person is doing, how they're doing it, the things they're doing it with and where they're doing it all play a part. If we can change one or more of these things, then we can break the chain and either stop the injury from happening or at least make it smaller. We call this 'injury prevention'.

Take a look at the neighbourhood below. You've seen it before, but it's a much safer place now. Changes have been made that have stopped the children who live there from getting injured.

We've labelled some – can you spot any others?



Children are MORE LIKELY to be injured than adults. Why?



Young children have thinner skin than adults, and their skin can be easily hurt.

Children have softer and, for their size, bigger heads than adults.

Children don't always know how to keep themselves safe – they haven't learned yet.

Children have small arms, legs, hands, feet and fingers that can get caught in small gaps and holes.

Children are shorter than adults, so they are less likely to be seen (for example, by drivers on the road) and less able to see what's going on.



Help from an adult to learn how to do things safely

A law to say that poisons must be safely packaged

Around the world, more children over **9 YEARS** of age die from injuries than from **ANY OTHER** cause.

About this booklet

You have a right to be safe, and there are lots of changes that can be made to keep you safe and prevent you from getting hurt. Some are actions your parents need to take. They can keep an eye on you, make sure your home is a safe place and teach you about the dangers you may meet. Your teachers can help with that too.



unsafe speeds. And they can make sure that there are hospitals, doctors and nurses to help us if we do get hurt.

But however safe your country and your family keep you, there are some actions that are YOUR job. You need to learn to be safe, so that you can avoid being injured. This booklet is here to help you do that. It was written to go along with the *World Report on Child Injury Prevention 2008*, which brings together information and ideas from all over the world to improve child safety.

We hope you enjoy learning more about injuries and how to stop them from happening. Have fun, be safe!

The companies that make toys and build cars can make sure that they make them as safe as they can be. The people in charge of the country, the government or ruler, can pass laws to keep us safe, for example laws that say we must wear cycle helmets and laws that say cars cannot be driven at

On each page you'll find a box like this giving you tips on how to keep yourself safe.

You'll find lots of cartoons in this booklet where children from around the world share their stories with you.

Real Life Stories

What can You do?

Top tips for keeping safe:

- ▶ Wear the gear – use properly fitted protective equipment (like helmets and reflective jackets) when you can.
- ▶ Play in safe spaces.
- ▶ Get trained – learn about injuries and how to stop them from happening.
- ▶ Play it safe – make good choices about what is safe and what is not.
- ▶ Help younger children stay safe.
- ▶ Remember: Better safe than sorry.



More and more **ROADS** are being built,
that take us far and wide.

But every two minutes a child or teenager dies in a **CRASH** on
these roads, and another thirty-eight are **INJURED**.

One of the following facts is false.
Can you guess which one? **CIRCLE IT!***

*Answer is at the bottom of the page.

THE FIRST
ROADS, USED
OVER 12,000 YEARS
AGO, WERE ROUGH
FOOTPATHS OR
TRACKS.

A ROAD TRAFFIC CRASH
IS A CRASH ON THE ROAD
INVOLVING AT LEAST ONE
MOVING VEHICLE, FOR
EXAMPLE A CAR, TRUCK,
BUS OR MOTORCYCLE.

EVERY YEAR,
260,000 CHILDREN
AND TEENAGERS
ARE KILLED IN ROAD
TRAFFIC CRASHES,
AND 10 MILLION MORE
ARE SERIOUSLY
INJURED.

THE
NUMBER
OF ROAD
TRAFFIC
CRASHES AROUND
THE WORLD IS
GOING DOWN.

The next few pages look at the dangers and risks for children travelling on foot,
on bicycles and in or on motor vehicles. First, though:

You and risk!

The world around you can be risky. That means that the places you live and play, such as houses, roads and cities, can be dangerous. For example, every time you cross a road you are at risk of being hit by a car. Some roads are riskier to cross than others, like those that are very busy or that do not have pedestrian crossings.

Governments and companies are working to set this right and make the world around you safer. In the meantime, you need to learn to make safe choices.

For example, on your walk to school or the store, think about what might be dangerous and choose a route that is not too risky. If you walk down the middle of the road, or cross the street between parked cars, the risk of being hit is high. Less risky options might be walking on the sidewalk or crossing when you can see clearly in both directions. If there is a pedestrian crossing, it is safest to cross there.

Be safe: Make safe choices.

ANSWER: FALSE - THE NUMBER OF ROAD TRAFFIC CRASHES AROUND THE WORLD IS GOING DOWN. In some countries, there are fewer crashes than there used to be, but overall, the numbers keep going up.

Walking safety

WALKING upright
is one of the things that
make humans different
from all other animals.
But it's not always
as **SAFE** as it seems.

A person walking on the road is called a pedestrian. Out of every 10 children and teenagers around the world who die from injuries, 4 are killed by cars or other vehicles when they are walking. Children can be hit when crossing the road or playing on the street or driveway. In some parts of the world children also live on the street or work trying to sell things to people in cars, buses and lorries, which means they are often at risk. Children also spend a longer time on the road if they have to walk a long way to school or to collect water. In some parts of the world they walk for hours.

How often do you walk near traffic? How much time do you think this adds up to each day?

Choose a safe route

Read the tips on choosing a safe route in the 'What can You do?' box on the next page. What do you think is the safest way to walk from your house to your friend's house on the map below? **Draw in your safe route.**



The **FASTER** a car is going, the **LONGER** it takes to stop. For example, a car going 32 Kilometres per hour (20 miles per hour) takes only 3 car lengths to stop, but a car going 80 kph (50 mph) takes 13 car lengths to stop.

Real Life Stories

Amelia, at 10 years old,
United States

Amelia had to cross a busy street outside her school to get to the public library. Her view was partially blocked by cars parked on the side of the street. She was also in a hurry and didn't look carefully before rushing to cross. Amelia didn't see the small car until it hit her. It was quite a scare! Luckily it was a slow-speed zone, so she was only bruised.



Can you think of a time when you almost got hit by a vehicle? What happened?

Can you think of a place on your LOCAL ROADS where building a pedestrian crossing or 'crosswalk' would make it SAFER?

What can You do?

Use a safe route

When you walk somewhere, plan your route using the following rules:

- ▶ Only cross roads when you have to.
- ▶ If you can, cross using a pedestrian crossing.
- ▶ Never cross the road near a bend in the road or between two parked cars.
- ▶ Avoid busy or high-speed roads if possible.
- ▶ If there is a pavement or sidewalk, use it. If not, walk close to the edge of the road, facing the oncoming traffic (that means the cars closest to you are driving towards you, not in the same direction as you).

Stop, look and listen

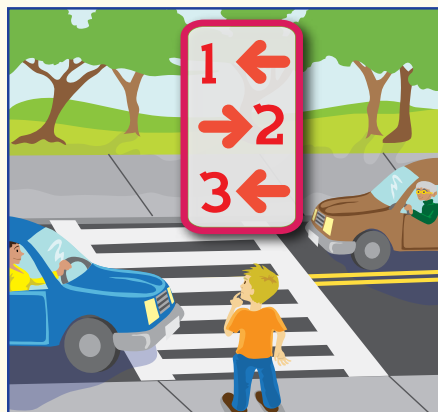
Before you cross the road you should:

- ▶ Take one big step back from the kerb or edge of the road.
- ▶ Look both ways for traffic. Look at the box to the right to decide which direction you should look first. You should listen for cars and other traffic coming towards you too.
- ▶ Decide when it is safe to cross.
- ▶ Keep looking and listening while you cross the road.

Which way should I look first?

In some countries cars drive on the left-hand side of the road. In other countries they drive on the right. The side they drive on makes a difference as to which way you should look first when you cross a road. Always look first to see if there are cars coming towards you on the

side of the road closest to you. Then you should look in the other direction, at the cars coming towards you on the other side of the road, and finally back at the lane closest to you. The picture below should help you decide what is right where you live.

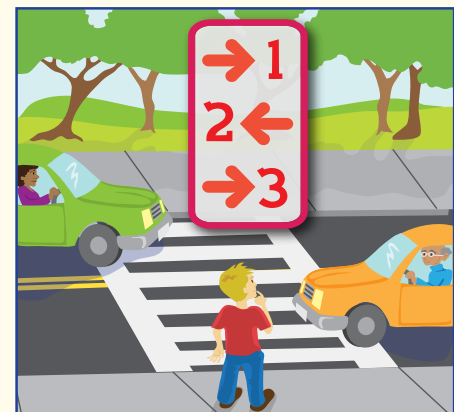


The cars closest to me are moving from left to right. So:

- 1) I look left.
- 2) I look right.
- 3) I do a final check left.

LEFT-RIGHT-LEFT

If the road is clear in both directions, I can cross.



The cars closest to me are moving from right to left. So:

- 1) I look right.
- 2) I look left.
- 3) I do a final check right.

RIGHT-LEFT-RIGHT

If the road is clear in both directions, I can cross.

Bicycle safety

The first BICYCLES were made entirely of wood and were called 'bone shakers' because the ride was so bumpy. Today's bicycles often give a smoother ride. But you still need to take care to be SAFE!

Be a good Role Model!

A role model is a person who provides an example to others of how to behave. You are a role model for your friends and for younger children who look up to you – you can even be a role model for your parents! Whether you are a good role model or a bad one depends on you. Choose to be a good role model by always following the injury prevention tips in this booklet, like wearing a helmet when you ride your bicycle and crossing the road at a safe place. You will reduce your own risk of injury, and you may help save someone else from getting hurt as well!

Bicycles are a great way of getting around – on average it takes 5 minutes to cycle a distance that takes 20 minutes to walk, and bikes are better for the environment than cars are. But a bicycle is a vehicle, not a toy, and needs to be used with care. Cycling with other traffic can be particularly risky – you're on the smallest and least-protected vehicle on the road.

How safe a cyclist are you?

How often do you...

| | ALWAYS | SOMETIMES | NEVER |
|---|--------------------------|--------------------------|--------------------------|
| 1. Think about the route before you travel | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Make sure everything on your bike works | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Wear a cycle helmet | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Wear bright clothes that can be easily seen when cycling | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Look for traffic and signal before you start moving | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Know what the road signs and road markings mean | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Obey the road signs, including red lights and stop signs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Use your bike lights when it is dark | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

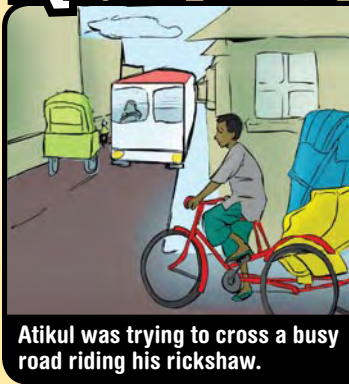
Now score yourself:

| | | |
|----------------------------|--------------|--|
| ALWAYS: 5 points | 30+ | Excellent – great, safe cycling! |
| SOMETIMES: 3 points | 15–30 | A good start, but you could be safer. |
| NEVER: 0 points | Less than 15 | Should you be riding your bike? You need to think about what you can do to be safer. |

There are over a BILLION bicycles around the world. CHINA alone has over 540 million.

Real Life Stories

Atikul, at 10 years old, Bangladesh



Atikul was trying to cross a busy road riding his rickshaw.



His front wheel was hit by a speeding bus coming his way.



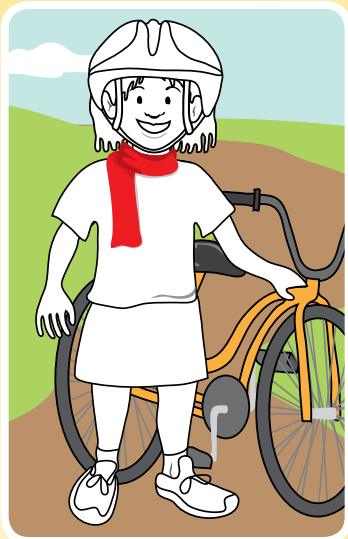
He fell and hurt his hand. It was very painful.



A friend came and took him to a local doctor for help.

Be bright, be seen

Can you help these two cyclists be more visible, or easier to see? The girl on the left is planning to cycle to the store during the day. She'll need to wear white or bright colours to be more visible. The boy on the right is cycling home from school after dark. He'll need a reflective jacket or vest or some reflective tape on his normal clothing. **Draw and colour to make them safer.**



Can you think of a time when you got into trouble on your bicycle? What happened?

What can You do?

ALWAYS:

- ▶ Wear a helmet.
- ▶ Ride in the same direction as the other traffic.
- ▶ Ride in a separate bike lane where you can. Where this is not possible, ride as close to the side of the road as you can.
- ▶ Use hand signals to show when you are planning to turn.
- ▶ Look back over your shoulder and check for traffic coming from behind before making a turn.
- ▶ Respect traffic signals. Stop at all stop signs and red lights.
- ▶ Stop and check for traffic before you turn out into a street.
- ▶ Try to avoid riding when it's dark. If you have to, use bike lights and reflectors, and wear reflective clothing.

Remember: Being visible is important when you are walking too.

Wear a helmet

Wearing a helmet can reduce your risk of serious injury up to 88%. But you have to wear it correctly for it to help. Make sure you have a helmet meant for cycling and remember to do up the chin strap. Your helmet must not sit too far back or too far forward on your head. It should sit level, covering your forehead, but resting about two fingers' width above your eyebrows.

Circle the picture in which the helmet is being worn in the correct way.

The answer is at the bottom of the page.



Passenger safety

In some places children get **DRIVEN** to school every day... In others, motorcycles are more common than cars, and a **WHOLE FAMILY** sometimes rides on one together.

Try our multiple choice quiz to see how much you know about motor vehicles. The answers are at the bottom of the page.

Circle the right answers.

1. About how many years ago was the first motor car driven?

2,000 years **200 years** **2 years**

2. What powered the first motor cars?

Sugar **Steam** **Solar energy**

3. Roughly how many cars are there in the world today?

600 **600 thousand** **600 million**

Whenever you are a passenger in a motor car or on a motorcycle, you are at risk. Crashes involving motor vehicles kill and injure thousands of children each year. Young drivers are also at risk. In fact, 15- to 19-year-old drivers are more likely to be killed in a motor vehicle crash than older drivers.

Engineers around the world have worked to make cars and motorcycles safer, but there are still some steps you need to take to help keep yourself safe.

Our Changing World!

Our world is getting busier and more crowded all the time. There are billions more people than there were a hundred years ago. And faster cars, trucks, trains and planes are bringing us closer together. We are linked every day to people in many different places. For example, someone in your family might work in a factory making toys. The toys could be packed into trucks and driven far, even across different countries, before they get to a store. This makes roads busier and more dangerous. Many families move from the countryside into a city to work in factories. Cities can become extremely crowded. Families might have to live in unsafe buildings where children can get hurt more often. In our connected world, it is important to think about the things we want to have and the things we do. Wherever we live, our actions affect the people we know and the people who live far away.



Something is missing!
Can you help make these people safer?
Draw seat belts on the family in the car, and helmets on the people on the motorcycle.

These pictures might help you:



What can You do?

ALWAYS:

- ▶ Wear a seat belt when you travel in a car.
- ▶ Wear a booster seat if you need to. Children should use a booster seat until they fit the adult seat belt – usually between 8 and 12 years old.
- ▶ Sit in the back of the car – you're safer there than in the front seat.
- ▶ Wear a helmet when you ride on a motorcycle.

In many countries it is the law to do these things – find out what the laws in your country say.

Wearing a seat belt properly means you are 40% LESS LIKELY to be injured in a crash.

Can you think of a time when you were in a motor vehicle that crashed or almost did? What happened?

How helpful a passenger are you?

When you're being driven in a car or motorcycle how often do you...

| | ALWAYS | SOMETIMES | NEVER |
|--|--------------------------|--------------------------|--------------------------|
| Wear your seat belt or your helmet | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Get in and out of the car (or on and off the motorcycle) on the side closest to the kerb, and away from traffic | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Leave the driver to concentrate on driving (that means not talking too much, playing rough or listening to loud music) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Help watch for road signs if the driver asks you to | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Take small items with you on a drive to keep you happy on the journey | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Now score yourself:

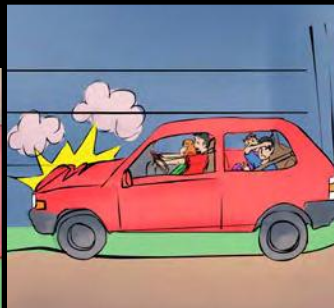
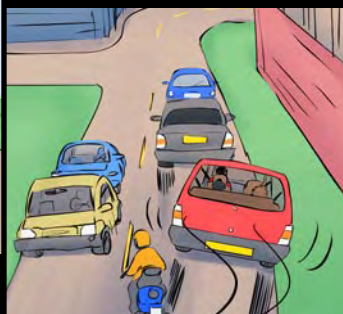
| | | | |
|-------------------|----------|--------------|--|
| ALWAYS: | 5 points | 20+ | Excellent – great passenger! |
| SOMETIMES: | 3 points | 10–20 | A good start, but you could be a more helpful passenger. |
| NEVER: | 0 points | Less than 10 | Watch out! You could be making your journey unsafe. |

Real Life Stories



Lucia's uncle was quickly driving everyone to a party.

Suddenly, the traffic stopped! Their car went out of control.



They didn't hit a car, but instead crashed sideways into a wall!

Lucia, at 8 years old, Italy

Everyone was fine because they had been wearing seatbelts.



Preventing drowning

Human beings need water to live...

Did you know that 60% of the human body is made up of water? You need to drink between 2 and 4 litres a day to keep your body working properly.

Can you draw or list other ways you use water?

Washing yourself

Washing bowls, cups, and dishes



About
70%
of the
EARTH is
covered
with
WATER.

...but water can be dangerous too.

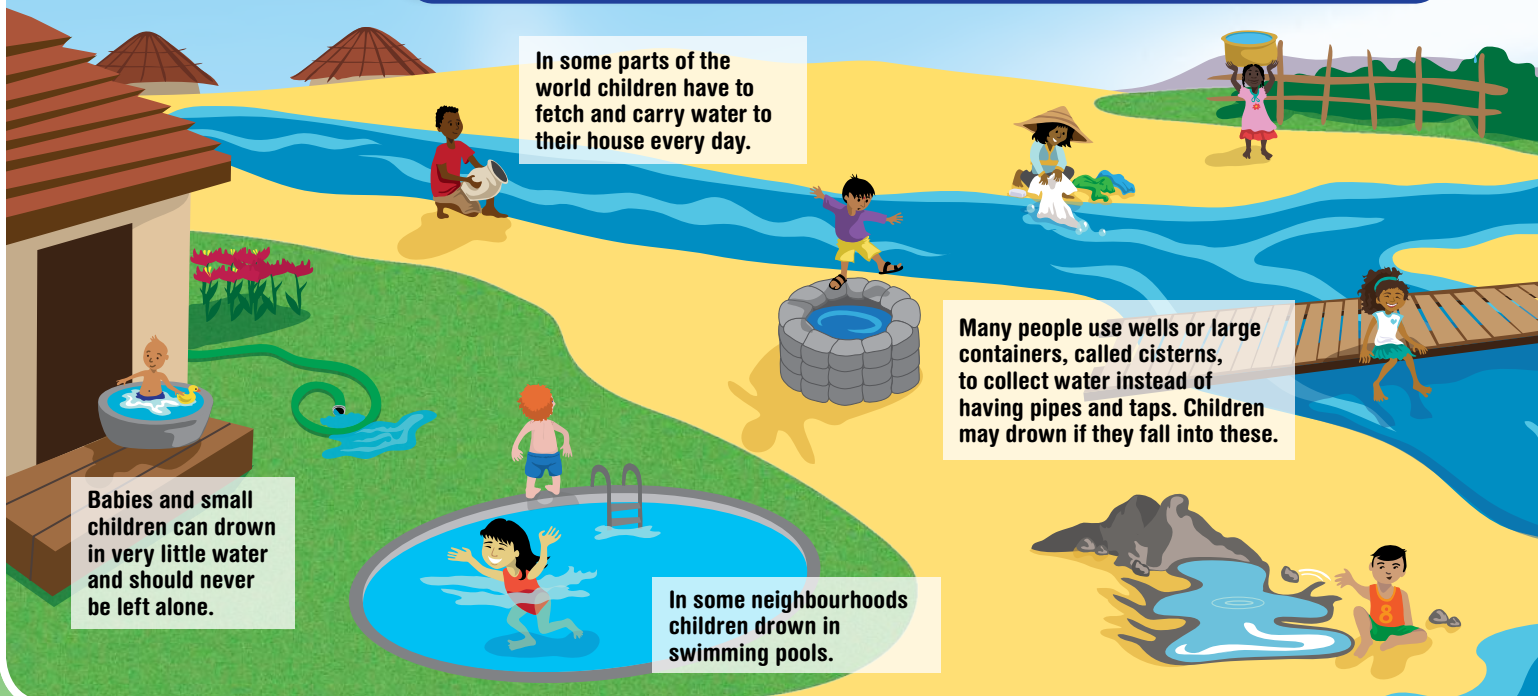
Human beings can't breathe underwater, and they drown if they breathe water into their lungs.

About every three minutes a child somewhere in the world dies from drowning. That is more than 175,000 children and teenagers each year. Another 2 million to 3 million get into trouble in the water and come close to drowning.

Why do so many young people drown?

Most children drown around or in their homes as they go about everyday activities: playing, washing and working. The picture below describes some possibly dangerous situations. **Circle any other situations that might be dangerous. What makes them risky?**

How much do you think all of that water adds up to each day?



In some parts of the world children have to fetch and carry water to their house every day.

Many people use wells or large containers, called cisterns, to collect water instead of having pipes and taps. Children may drown if they fall into these.

Babies and small children can drown in very little water and should never be left alone.

In some neighbourhoods children drown in swimming pools.

Real Life Stories

Belinda, at 5 years old, Kenya



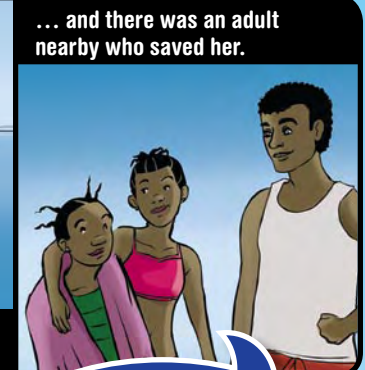
Belinda went swimming with her older sister.



She didn't realize she was in deep water.



Luckily, her sister screamed for help ...



... and there was an adult nearby who saved her.

Can you think of a time when you got into trouble in the water? What happened?

What can be done to stop children from drowning?

Make the community safer

Look at the picture showing drowning dangers. You can make the scene safer by drawing in the safety features below. Where do you think the best places would be to put them?



An adult to watch children when they are near water



A cover for cisterns, wells or other containers holding water and a pump to get water out



Earth or rocks to fill in large puddles and unused ponds



A fence around yards to keep children in, or around ponds and pools to keep children out



Safety equipment such as ropes, poles and life jackets near areas of open water

To do: Draw a picture of danger spots for drowning in your neighbourhood, such as pools or rivers. Add symbols to show what is already being done to make them safer. Do you think anything else needs changing? Add your own ideas in a different colour.



Some teenagers help their family by fishing for food. This can be dangerous if the boat is old, unsafe or overcrowded.

What can You do?

If you are older than five you should learn to swim, including how to tread water (which means keeping your body upright in one place and your head above water by moving your arms and legs).

ALWAYS:

- ▶ Make sure there is an adult watching you when you are swimming or playing in the water, and stay where you can be seen.
- ▶ Go in feet first if you don't know what the water is like or how deep it is.
- ▶ Wear a life jacket when you are out on a boat.

NEVER:

- ▶ Never swim alone.
- ▶ Never swim in unfamiliar water without an adult checking it out first.
- ▶ Never push or jump on others when swimming or playing in the water.

IN CASE OF TROUBLE:

- ▶ Shout out for help if you get into trouble in the water.
- ▶ If you see someone else in trouble in the water don't try to save them yourself. Shout out for help and then go and get the nearest adult.

Preventing burns

Did you know that your SKIN helps keep you cool, by sweating, and protects you from germs? BURNS can damage this important part of your body.

A burn is an injury to the skin or lungs caused by heat. Many of us have burned our fingers or our mouth on hot food. But burns can be much more serious. Around the world, about 11 children and teenagers die from burns each hour. That's over 95,000 deaths a year.

You can be burned by hot objects, hot liquids, fire, chemicals, electricity and the sun. **Read on to find out more about three common causes of burns.**

Fire

▶ Some people use small fires or open flames for cooking or for heat and light in their homes. You need to take extra care not to get burned when you are around a cooking or heating fire.

Fires can be started accidentally, for example by a match or cigarette that is not put out properly or a candle left burning in a room with no one to watch it. A small fire can quickly get out of control and become a big and dangerous problem.



Hot water

▲ We call a burn from hot water or other liquids a 'scald'. You can get scalded if hot liquid from a kettle, cup or pan spills on you. Water from pipes, a sink or a bath can also be hot enough to burn your skin.

Fireworks

▼ Fireworks are used around the world for celebrations. Fireworks are beautiful, but they can be very dangerous and even deadly. They can explode suddenly when they're not meant to, and sparks can cause your clothes to catch on fire.



More about burns

To learn more, draw a line from each number on the left, where the sentence starts, to the matching end of the sentence on the right. The answers are at the bottom of the page.

Nearly 75% of burns in young children are from

1

A into a major fire. A smoke detector will warn you if this happens in your house while you are asleep.

In less than one second after it has spilled on you boiling water can

2

B thick black smoke. Smoke like this can blind and confuse you. Get down close to the floor where it is cooler and there is oxygen, and crawl out.

30 seconds is how long it can take for a small flame to turn

3

C burn all the way through your skin. Take extra care around cooking pots and people with hot drinks.

A few minutes after a fire has started the whole house can be filled with

4

D hot liquid, hot tap water or steam. If YOU are scalded put the area of skin into cool water straight away.

Can you think of a time when you almost got burned? What happened?

What can You do?

ALWAYS:

- ▶ Check the water temperature in a bath or shower before you get in.
- ▶ Have a plan to escape from a fire in your home. Talk to your parents about how you would escape from each room in your house. Make sure everyone in your family knows this plan and practices it often.
- ▶ Use smoke detectors. Ask your parents if you have them in your house. Smoke detectors can give you an early warning about a fire and save your life.
- ▶ If someone is burned, cool the skin with water and keep it clean. Do not use any creams or oils on the burn.

NEVER:

- ▶ Never play with matches, cigarette lighters, candles, fireworks or open fires.
- ▶ Never leave a candle or fire burning when there's nobody in the room.
- ▶ Never play rough around people with hot drinks, in the kitchen when meals are being prepared or near open fires.

IF THERE IS A FIRE:

- ▶ Get out fast. Never hide inside a burning building.
- ▶ Don't go back into a burning building for any reason after you get out.
- ▶ Never stand up in a fire. Always crawl low under the smoke and try to keep your mouth covered.

Real Life Stories

Kwesi, at 10 years old, Ghana



Kwesi was sitting by a fire with a pot of boiling water on it.

The pot was not sitting flat and suddenly tilted.



The hot water spilled out and dropped on Kwesi's feet.

It hurt! Kwesi's mother cooled the burn with cold water.



Preventing falls

FALLING is a **NORMAL** part of learning to walk, run and jump. But sometimes falls can cause **SERIOUS** injuries.

Most of the time, falling doesn't even hurt, or just gives you a small cut or bruise. But falls can be more dangerous. Every year at least 47,000 children and teenagers around the world die because of a fall. Many more break a bone or hurt their head. In some countries half of the injuries to children taken to emergency clinics are from falling.

Do you think the following sentences about falls are true or false?

Circle true or false.

The answers are at the bottom of the page.

1. A fall is when you suddenly drop to the ground or floor.

True

False

2. The farther you fall, the smaller the injury.

True

False

3. Around the world five children or teenagers die from a fall every hour.

True

False

Falls can happen anywhere. Take a look at the picture below. **See if you can circle situations that might lead to a fall if you were playing there.**

Babies and small children can be hurt falling even short distances – from a chair, bed or changing table, for example. Take another look at the picture below. **Circle any extra places that might be dangerous for a baby left on his or her own.**



Peer Pressure!

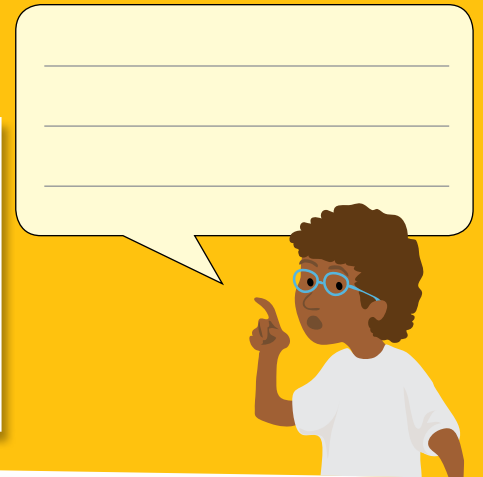
Atul's two friends are trying to get him to climb onto the roof with them. Another word for friends or classmates is 'peers', so what they're doing is sometimes called 'peer pressure'.

We have all gone along at times with what our friends were doing – because

we wanted to be liked, to fit in, or because we worried we'd be made fun of otherwise. That's OK some of the time. But we have to watch out if our peers try to talk us into doing something that is not safe or that goes against what we feel inside is the right thing to do.

Hanging out with friends we feel safe with is a good start. But Atul felt comfortable with his friends and in his

back garden – and he still found himself in a difficult situation. In the last picture in the cartoon he is thinking for himself about the possible dangers of climbing onto the roof. He doesn't want to risk injury just to fit in, so he's got to find a way to say no. **What would you say?**



Real Life Stories

Niam, at 7 years old, Bangladesh

Niam was playing with two friends. One of them persuaded Niam to climb up a plum tree. After he picked some plums, Niam tried to come down. His friends placed a small table under the tree so he could jump on it. But when he stepped on the table, it turned over and he fell on the steel! His right leg was seriously broken, and now Niam is getting medical treatment to repair the injury.



Can you think of a time when you had a bad fall? What happened?

What can You do?

ALWAYS:

- ▶ Play safely – pushing and shoving can cause a fall.
- ▶ Take turns on playground equipment.
- ▶ Keep stairs and floors clear of toys and anything else that you could trip over.
- ▶ Hold on to the handrail when going up or down stairs.
- ▶ Tie your shoelaces so that you don't trip over them.

NEVER:

- ▶ Never play with windows or hang over balconies, fire escapes or roof edges.
- ▶ Never play in dangerous places like building sites or abandoned houses.



Preventing poisoning

Watch out for **POISONS!** Many things we see and use every day can be poisonous, even if they don't look **DANGEROUS.**

What are poisons?

A poison is something that can cause sickness or even death if swallowed, breathed in, spilled on the skin or splashed in the eyes.

Which one of these do you think is **NOT** poisonous?



A snake bite



A container of medicine



A chemical used to kill rats



A plant

You guessed right!

ALL these can be poisonous in some cases. Poisons are tricky because they can be found anywhere: the kitchen; the shed; the park. And they come in many shapes and sizes. They can smell or taste good, and they can even be invisible.

Around the world, 125 children and teenagers die from poisoning every day. Small children are especially at risk because they put things in their mouths without knowing what they are. Older teenagers are also at risk when they experiment with alcohol and drugs.

Making a Difference!

What you learn about safety can save lives. You'll be able to reduce your own risks and keep yourself safer. But it doesn't stop there. You can use what you know to help other children in your family and neighbourhood. You could:

- ▶ Spread the word – talk to your brothers, sisters and friends about how to stay safe.
- ▶ Report anything dangerous you see to an adult (like a poison not stored safely).
- ▶ Talk to your parents about how they can make your home safer.
- ▶ Write a letter about the things that need changing in your neighbourhood – in the park and on your street. Ask an adult to help you find out whom you need to send it to.

More than 10% of people who die from poisoning are children and teenagers.

Spotting poisons

Poisons can be:

Solid – Solids can be chunky, chewy or powdery. They include pills, cleaning powders, plants, berries and mushrooms.

Liquid – Liquid poisons can be creamy or like water. They can be any colour. Some liquid poisons are floor cleaners, cough syrup (if you take too much), lamp oil and the venom from snakes and insects.

Spray – These poisons are in a spray can or bottle and include things like hair spray, furniture polish and bug killer.

Invisible – You can't see it, smell it or touch it. Invisible poisons enter the air when something is burned. You might find them mixed with smoke, or coming out of the back of a car when the engine is running.

Real Life Stories

Mauro, at 3 years old, Mexico



Mauro found a dirty toy that a chemical had spilled on.



He put the toy in his mouth and was licking this poison.



He got very sick and had to go to the hospital for help.



Fortunately, he could be treated by a doctor and is now well.

Now that you know more about poisons, look at the picture below. Can you spot and circle the poisons? There are at least 10 to find.



Now take a look at picture below. Can you spot the changes that have been made to make this kitchen safer? There are at least 9 to find.



Can you think of a time when you got sick from something poisonous? What happened?

What can You do?

Some countries have poison centres that provide information and help for poisonings. Find out if there is one near you, learn the phone number and keep it by your own home telephone.

ALWAYS:

- ▶ Ask an adult if you're not sure what something is.
- ▶ Tell an adult if you've found something that you think might be poisonous.

NEVER:

- ▶ Never play with, touch, smell or taste things you know are poisonous.
- ▶ Never put something in your mouth if you don't know what it is.
- ▶ Never take medicine unless an adult gives it to you.
- ▶ Never leave young children alone with things you know are poisonous.

What you can do

I can help!

This booklet has shared lots of actions you can take to prevent injuries. But injuries still happen, and it is good to know what to do if someone is hurt. This page helps you prepare, so you are ready to help if you need to.

Help in an emergency!



Mei Ling and Jing Jing were on their way to school.



There was a huge noise, and suddenly a boy was lying on the road in front of them. His bike had crashed.



Jing Jing called out to the boy to see if he was OK. He was crying and shivering and holding his leg.



Jing Jing ran to get help from an adult, and Mei Ling stayed with the boy.



When the ambulance came, the lady said that the girls had probably saved the boy's leg by getting help so quickly.

An emergency is a situation where you need to act quickly. If the emergency is that someone is badly injured, you can help, just like Mei Ling and Jing Jing helped the boy on the bike. You can:

1. Shout out for help. If no one comes, go and find an adult close by.
2. Stay with the injured person unless you have to leave to get help.
3. Don't move the person – this could make the injury worse.
4. Cover them with your jacket, a blanket or something else warm if they are cold.
5. When adult help arrives, follow their instructions.

Know whom to call

If you or someone else is hurt, the first thing you should do is shout out for help. If that doesn't work you may need to use the phone to get help. Be prepared. Cut out the form to the right or make one like it, and fill it in with useful telephone numbers. Ask an adult to help you if you need to. Keep the form near your telephone or somewhere else safe.

Emergency telephone numbers

Police _____

Fire _____

Ambulance _____

Hospital _____

Other useful numbers, like your parents' work numbers, a neighbour's number or a grandparent's number

If there is no telephone in the area where you live, talk to your parents, teacher or another adult to find out where you should go for help if anything happens.

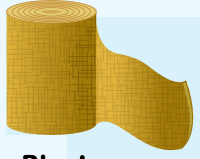
What can You do?

ALWAYS:

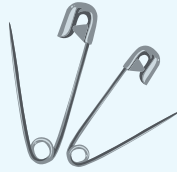
- ▶ Keep a list of emergency phone numbers by your telephone at home.
- ▶ Have a first aid kit ready.
- ▶ Shout out for help in an emergency.
- ▶ If that doesn't work, go and find an adult close by or use the telephone to call for help.
- ▶ Learn more about what you can do to help in an emergency – get trained.
- ▶ Make sure that you do not get hurt helping someone else. For example, never go back into a burning building, crawl under a collapsed building or jump into the water to save someone else, and never run into the street after someone.

Have a first aid kit

For small injuries, like cuts and bruises, it is helpful to have a first aid kit nearby that you and your family can use. **Circle the things it would be good to have in your family's first aid kit.**



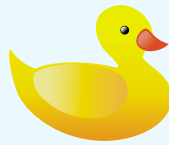
Plasters



Safety pins



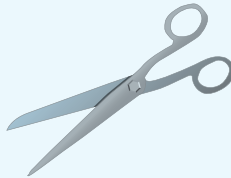
Antiseptic



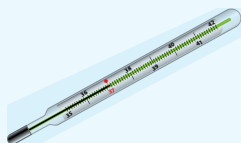
A rubber duck



A can of soda



Scissors



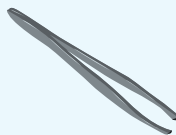
A thermometer



Latex gloves



A sling



Tweezers

Have you ever helped in an emergency or seen an emergency? What happened?

Stay calm - a cool head makes **SAFER CHOICES**, so it is important to try to stay calm and **NOT PANIC** in an emergency.

Get trained

First aid training helps you know more about what you can do in an emergency. In some countries there is first aid training for children, but if you cannot find a course for children, encourage an adult in your family to get trained. First aid training takes place in different places. In your neighbourhood it might be run by:

- A hospital
- The emergency medical services
- A school
- Your local Red Cross or Red Crescent Society

What have you learned?

Being safe, being sure

Injuries can happen, but knowing more about what injuries are and how to prevent them can save your life and the lives of others. This booklet has described lots of actions you can take to avoid accidents and make serious injuries less likely to happen.

Now test your knowledge here by circling the correct answer or by writing in your own. The answers are at the bottom of the page.

1. Injury is one of the main causes of child deaths around the world.

True False

2. A small fire can quickly become a big and dangerous one. In which picture is an accidental fire least likely to start?



a.



b.



c.



d.

3. A burn from hot water is called a scald. From which of these places is water least likely to scald you?

- a) A kettle.
- b) A tap.
- c) A river.
- d) A cup of tea or coffee.

4. You have scalded your foot in bath water that was too hot. You should:

- a) Do nothing.
- b) Put your foot in cool water.
- c) Put some cream on the scald.

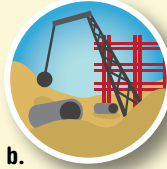
5. Friends are putting pressure on you to do something you feel is unsafe. You've got to say no to them. Which two of these might you say?

- a) "Well, OK, if you want me to."
- b) "If you are really my friend, then don't force me."
- c) "I'm not that interested, thanks."

6. You have to choose a safe place for you and your friends to play. Which of these places looks like the safest?



a.



b.



c.



d.

7. Which of these statements about poisons is FALSE?

- a) Locked cupboards and high shelves are good places to store poisons.
- b) Poisons can smell or taste good.
- c) If you don't know what something is, a good way to find out is to put it in your mouth.
- d) Poisons come in all sorts of shapes and sizes and can even be invisible.

8. You're helping your younger brother put on his cycling helmet. Which of these would you NOT say?

- a) Make sure your helmet doesn't cover your eyes – it should rest about two fingers' width above your eyebrows.

- b) Don't bother to fasten the chin strap.
- c) Your helmet should sit level on your head – not tilted forward or back.
- d) Make sure you always wear your helmet when cycling – you'll be much less likely to badly injure your head if you fall off your bike.

9. Fill in the missing word to complete the safety rule:

Before crossing a road, you should **STOP**, _____ and **LISTEN**.

10. Circle the three pictures that show ways to keep safe in a car or on a motorcycle:



a.



b.



c.



d.

11. Circle true or false for each of these statements about drowning:

Most children drown around or in their homes.

True False

It is safe to swim alone.

True False

A life jacket is not needed when in a boat.

True False

You should never push or jump on others in the water.

True False

12. Circle the three actions that are helpful if someone is badly injured:

- a) Shout out for help.
- b) Move the person to a safer place.
- c) Cover the person with your jacket if he or she is cold.
- d) Follow the instructions of the adults when they arrive.

ANSWERS: 1 T; 2 B; 3 C; 4 B; 5 B and (d); 6 D; 7 C; 8 B; 9 LOOK; 10 A, B and (d); 11 T, F, F, T; 12 A, C, D Moving an injured person can make the injury worse.

Remember: Better safe than sorry.

- ▶ Wear the gear – use properly fitted protective equipment (like helmets and reflective jackets) when you can.
- ▶ Play in safe spaces.
- ▶ Get trained – learn about injuries and how to stop them from happening.
- ▶ Play it safe – make good choices about what is safe and what is not.



© United Nations Children's Fund (UNICEF)
December 2008

Permission to reproduce any part of this publication is required.

Please contact:

Division of Communication, UNICEF

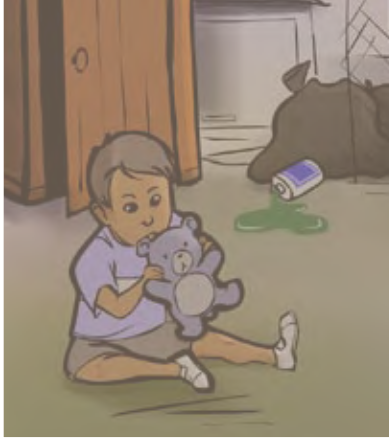
3 UN Plaza, New York, NY 10017, USA

Tel.: (+1-212) 326-7434

Fax : (+1-212) 326-7518

Email: nyhqdoc.permit@unicef.org

Permission will be freely granted to educational or non-profit organizations. Others will be requested to pay a small fee.



People around the globe are working to make the world a safer place for you. Your family and other adults are doing all they can, and you need to contribute by learning how to keep yourself safe. By making safe choices, you can help to avoid getting hurt.

This booklet is here to help you learn. It was written to go along with the *World Report on Child Injury Prevention 2008*, which brings together information and ideas from all over the world to make you safer.

United Nations Children's Fund

3 United Nations Plaza
New York, NY 10017, USA
Email: pubdoc@unicef.org
Website: www.unicef.org

World Health Organization

20 Avenue Appia
CH-1211 Geneva 27
Switzerland
Email: childinjury@who.int
Website:
www.who.int/violence_injury_prevention/child

ISBN 978-92-806-4366-4

© United Nations Children's Fund (UNICEF)
December 2008

