

# News release

21 June 2010

## **Children's Centres Spread National Safety Message**

Sunderland Children's Centres are helping to make the city's children safer with a series of events being held to mark National Child Safety Week.

From 21-27 June 2010, Children's Centres will be hosting events across Sunderland to make parents aware of how easy it is to prevent accidents which may cause children serious harm. The events are being held at five different popular locations in the city including the Galleries Shopping Centre, Washington.

Staff from the centres will be on-hand to speak to parents about the everyday hazards which might pose a danger to a child. They will be handing out free items to promote the message of child safety, including hats to protect children from the summer sun. Northumbria Police and Washington Fire and Rescue Service will also be supporting selected events.

Raj Singh, Extended Services Manager for Children's Services within Sunderland City Council, said: "Easily preventable accidents are one of the leading causes of death, serious injury and acquired disability for children and young people in the UK.

"The Children's Centre Child Safety Events will encourage people caring for children to take the time to remember the little things that can make a big difference, and so form habits which promote safety everyday. For example, taking an extra moment to move a cup of tea or put a packet of paracetamol out of reach can prevent a serious accident at home.

"Sunderland Children's Centres are committed to child safety and accident prevention. We hope that by raising awareness during National Child Safety Week we can help families to learn new habits so they can avoid preventable accidents."

This initiative is supported by Sunderland Children's Centres, Northumbria Police (Washington), Sunderland Fire and Rescue Services, City Hospitals Sunderland and Sunderland Teaching Primary Care Trust. The events are being co-ordinated by the City Child Safety and Accident Prevention Group.

Sunderland's 17 Children's Centres bring together health services, free play activities and early education, childcare, parenting support and help for parents looking to find work or training. The centres are developing strong links with local organisations and community groups to help provide every child in Sunderland with the best possible start in life.