

Safety Campaign

Treating unintentional injuries among children and young people costs UK Accident and Emergency departments around £146 million every year (over half of these injuries happen at home)*, in addition to the emotional cost to victims and families. The government and other organisations sometimes run safety campaigns for the public, to make people more aware of potential dangers and reduce the number of injuries.

In groups, choose a specific area of home safety (e.g. poisons, sharp objects). Plan a campaign aimed at young children (aged 4 to 7), designed to help them keep safer in the home.

Think about:

- what important messages you need to get across
- how you are going to make them memorable for young children. You might like to consider:
 - different types of media (e.g. posters, TV)
 - the design and look (e.g. bright colours, child-friendly fonts)
 - stories
 - music or songs
 - fun characters
 - catchy slogans.

If possible, research safety campaigns and other advertising campaigns aimed at children. Discuss which elements have been successful and which could be improved. Do any of the ideas inspire your own campaign?

* Audit Commission and Healthcare Commission 2007

Challenge

'Test out' your campaign materials on the target age group – either younger brothers or sisters, children of friends or neighbours, or you could even organise a visit to a local primary school.