



## **PRESS RELEASE**

**23 April 2008**

### **Western Trust promotes home safety message for children under five**

The Western Health and Social Care Trust's Accident and Emergency Department of Altnagelvin Hospital and Sure Start Shantallow have officially launched the 'Baby Falls Baby Hurts' accident prevention campaign.

The launch took place in St Joseph's Community Centre, Galliagh, recently when local residents, community representatives, and around 40 children with parents/guardians attended from the local play school and parent and toddler groups.

Shantallow Sure Start manager Paula Barr introduced the project and an overview of Home Accident statistics was provided by Joanne Doherty, Western Trust's Altnagelvin A&E Injury Prevention officer.

Joanne said: "The focus of our 'Baby Falls Baby Hurts' campaign is to heighten awareness of how common accidents in the home can be. Our aim is the prevention of accidents and injury among children under five.

"Statistical information in relation to admissions to Altnagelvin A&E indicated that there was a high occurrence of this incident in the outer north region of Derry, which is where the accident prevention project is being focused. "Recently we had the unveiling of 'Baby Falls Baby Hurts' mural in Bloomfield Park as part of the campaign and we are delighted to be able now to take the project to the next stage and get further information out to the people of the Outer North Area."

Paula Barr, Shantallow Sure Start Manager, said: "The Surestart team will be using their contact sessions as a means to heighten awareness of injuries to children in the home. They will be using education as a means of developing a

better understanding of the causes of accidents in the home with the aim of helping to prevent them.”

This project will be ongoing throughout April, May and June of this year. After the project, attendances by children in the target group will be analysed to gauge the project’s impact in the area and the community as a whole.

The ‘Baby Falls Baby Hurts’ campaign is being supported by various groups including: health visitors in the area; Foyle Home Accident Prevention; Greater Shantallow Community Arts group; Greater Shantallow Community Partnership and Northern Ireland Housing Executive among others.

Further information on the ‘Baby Falls Baby Hurts’ project can be obtained by contacting Shantallow Sure Start on 71352522 or Joanne Doherty at the Western Trust’s Altnagelvin Hospital A&E Department on 71611436.

**Ends...**

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