



## COMMUNITY ACTIVITIES - HOW TO GET STARTED!

The main points to consider when organising community activities are:

- To understand the nature of the home safety injury problem
- To select program activities that have the capacity to change behaviour

Look for energy and commitment from volunteers. For local activities to be successful, the involvement of many people is essential. Draw on the co-operation of a multidisciplinary group of community leaders, individuals and agencies.

Injury prevention activities can be conducted with very little money when key businesses in the community provide in-kind support. Emphasise face-to-face, personal contact with your target group as much as possible.

Target "captive" audiences as much as possible. You will have greater impact with groups such as Mother's groups, Parents and Friends Associations, antenatal classes, scouts, school children, child care centres and playgroups or groups that are already meeting or holding events.

### WHAT YOU CAN DO (Suggestions for Community Activities)

- Distribute home safety injury prevention materials through schools, health facilities, local businesses, religious organisations etc. For example:
  - Encourage retailers to enclose material at check-outs
  - Ask doctors to distribute Poisons Information Centre telephone stickers
  - Invite health clinics to distribute material at every opportunity such as during health check-ups or immunisation clinics.
- Raise the home safety injury prevention issue with your clients. Run through the prevention tips, checklist and brochure. Ask your colleagues to do the same.
- Conduct home safety prevention seminars for groups of parents and students. You may also invite Kidsafe Tasmania staff, paediatricians or emergency department personnel to discuss home related injuries.
- Conduct programs that involve children. For example:
  - Hold a poster or bumper sticker competition
  - Run a quiz
  - Have a puppet show
  - Host a home safety prevention balloon launch
  - Display artwork in shopping centres, banks and libraries.
- Contact local retailers to offer coupons for free or discounted child safety products.



- Set up displays at public/private events, in shopping centres or at fairs.
- Hold a "Design a Safety Slogan/Poster for poisons prevention" competition at schools. The best design could be used to promote local messages about home injury prevention and receive a prize.
- Ask hospitals and general practices to display home safety prevention messages.
- Ask local retailers to stock and promote home safety products.

Information in this section has been adapted from, Kidsafe WA. 2005. Poisoning Prevention Action Kit. Kidsafe WA