

Child Safety Promotion Initiative in Thailand

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Child Injury Prevention:



Pergamon

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Trend and Current Status of Child Injury Fatalities in Thailand Compared with Sweden and Japan

Adisak Plitponkarnpim, Ragnar Andersson, Lars-Gunnar Hörte,
and Leif Svanström

- **1999:** We analysed the magnitude of child injury mortality in Thailand from the 1996 data and the trend from 1985 to 1996 and compare to those in high income countries.

	Thailand	
	Number	Rate
Males 1–4 yrs	(2,235,000) ¹	
Total injuries	718	32.1
Transport	155	6.9
Drowning	317	14.2
Females 1–4 yrs	(2,190,000) ¹	
Total injuries	459	21.0
Transport	121	5.5
Drowning	176	8.0
Males 5–14 yrs	(5,608,000) ¹	
Total injuries	1985	35.4
Transport	713	12.7
Drowning	577	10.3
Females 5–14 yrs	(5,449,000) ¹	
Total injuries	991	18.2
Transport	307	5.6
Drowning	334	6.1

¹ = Total person years of exposure.

> 4000 child injury deaths/ year

Drowning was the leading cause of deaths

> 1600/ yr of children <15 yo died from drowning

2002: Child Safety Promotion Initiative in Thailand

- In 2002 We started “Child Safety Promotion and Injury Prevention Research and Advocacy Program/ Centre (CSIP)”.
- In 2003 We have been supported by Thai Health Promotion Fund





CSIP Missions:

Research & Advocacy 5 Strategies



Injury Monitoring



Discovering Known & Unknown Knowledge



Communicating the effective interventions

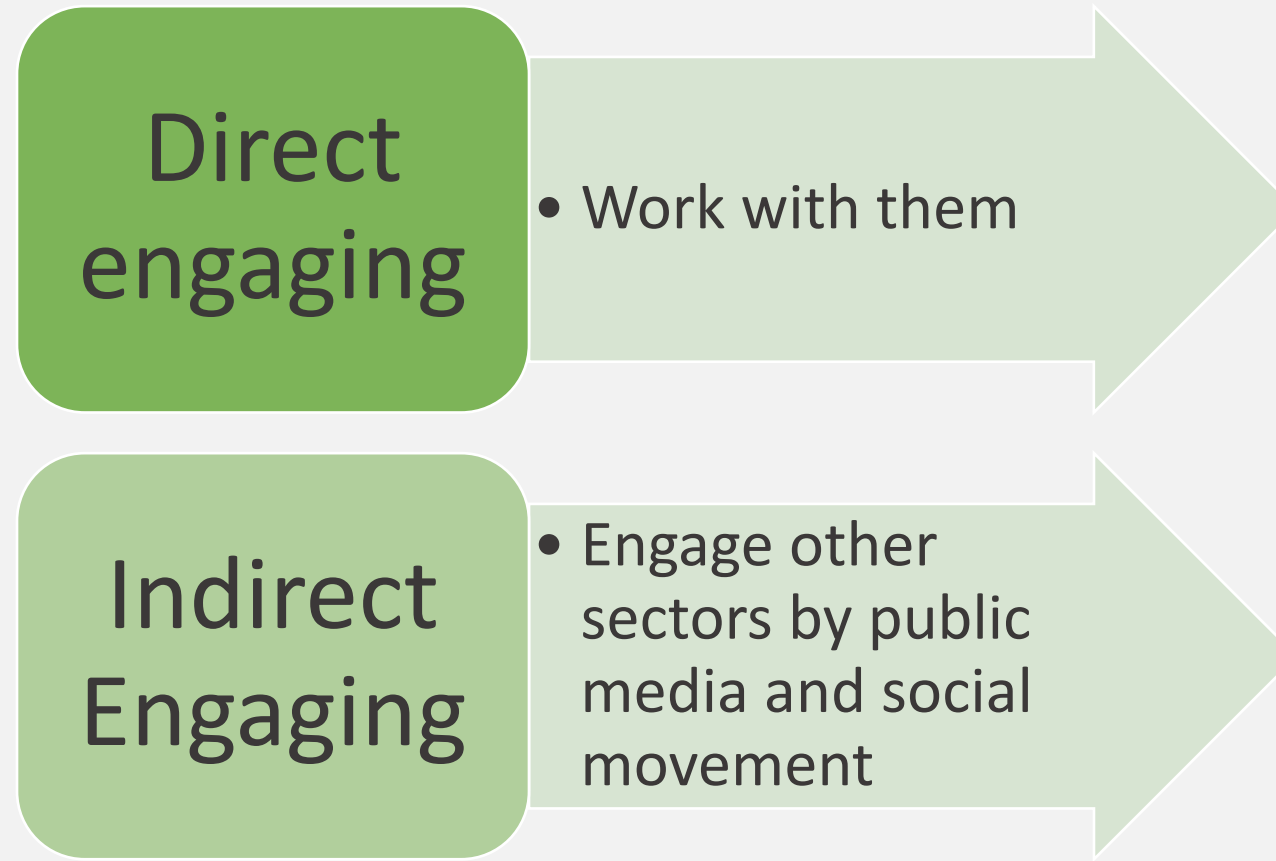


Empowerment (Educate, Training)

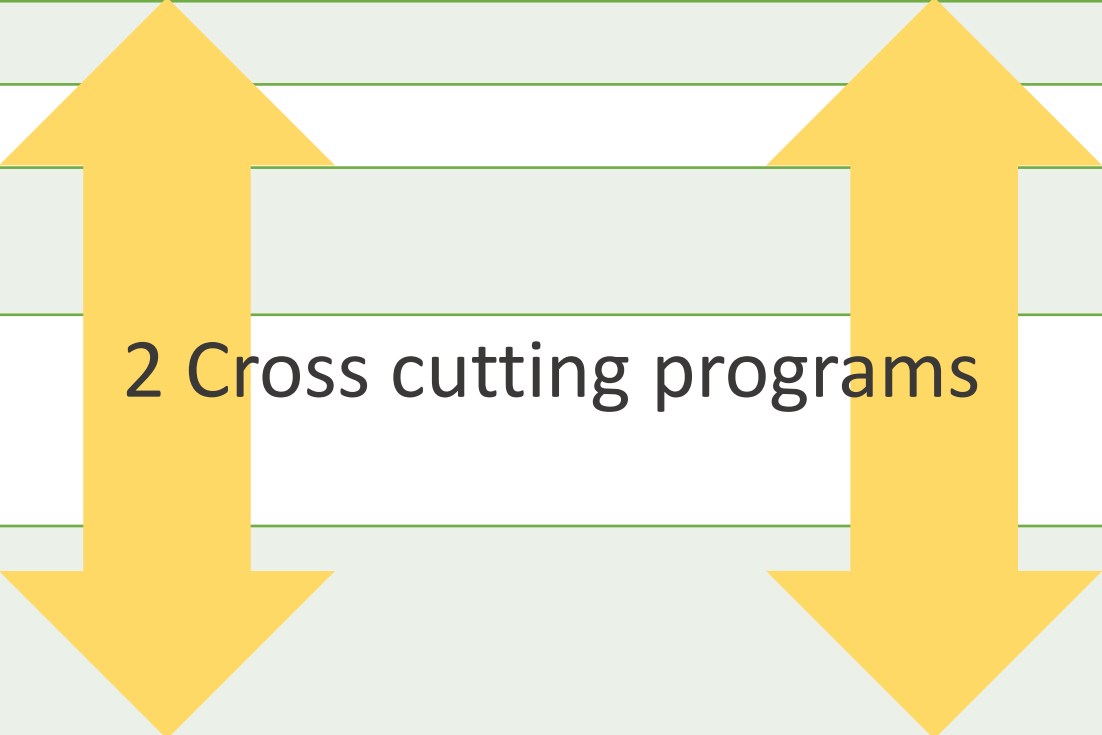


Engaging other sectors in partnerships
to develop action

Engaging other sectors in partnerships to develop actions



7 Main Programs

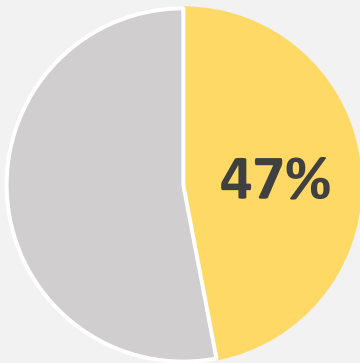
6.Model of Home-School-Daycare-Community safety		7.Poverty and injuries
1.Drowning prevention	 2 Cross cutting programs	
2.Traffic safety		
3.Product safety/ Media safety- Internet safety		
4.Intentional injuries - Child abuse - Child boxing		
5.Environmental safety Lead Goldmine => Arsenic		

Combating with Drowning

Drowning: The Leading Cause of Death



- From 1999 to 2001, Data confirmed that drowning was the leading cause of death in Thai children.



- 1530 Thai children died, accounts for 15% of all deaths and 47% of injury deaths.

Children 1 to 4 year-old group had highest drowning rates

	Overall Injury		Drowning		Transport-related	
	Male	Female	Male	Female	Male	Female
Whole Country						
Ages 1-4	38.6	23.8	22.0	11.2	6.7	4.6
Ages 5-9	28.0	15.5	15.9	7.5	5.4	3.8
Ages 10-14	27.6	15.5	5.4	5.5	9.9	4.2

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Article 11

The relationship of provincial economic level and
child injury mortality in Thailand: a cross-sectional
analysis in a middle income country

Adisak Plitponkarnpim Ragnar Andersson Kristen A. Conner Huiyun Xiang Gary Smith

1st Era: Mass media messaging

Working with Media, Parents and Legislative persons

1st Era: Drowning Prevention for Children under 5

Media advocacy => Mass message distribution

- Contents from “Child Death Review”
 - Understanding cause of deaths
 - Sensitive tool for social mobilization
- Using stories from the deaths and developing the prevention message and distributing to raise risk perception in families and child-care takers.
- Pushing the effort to develop the mass media advocacy.



3 y 6 m boy

1st Era: Drowning Prevention for Children under 5

Media advocacy => Mass message distribution

- Currently this program is called “Child Death Review” which we worked with the National Child Protection Committee (under Child Protection Law: 2003).
- In this program, we aimed to review all external causes of deaths and set up the multidisciplinary meeting to analyse the root causes and develop the plans for prevention.

“Dead case reviews” making us understand drowning risk factors for intervention development

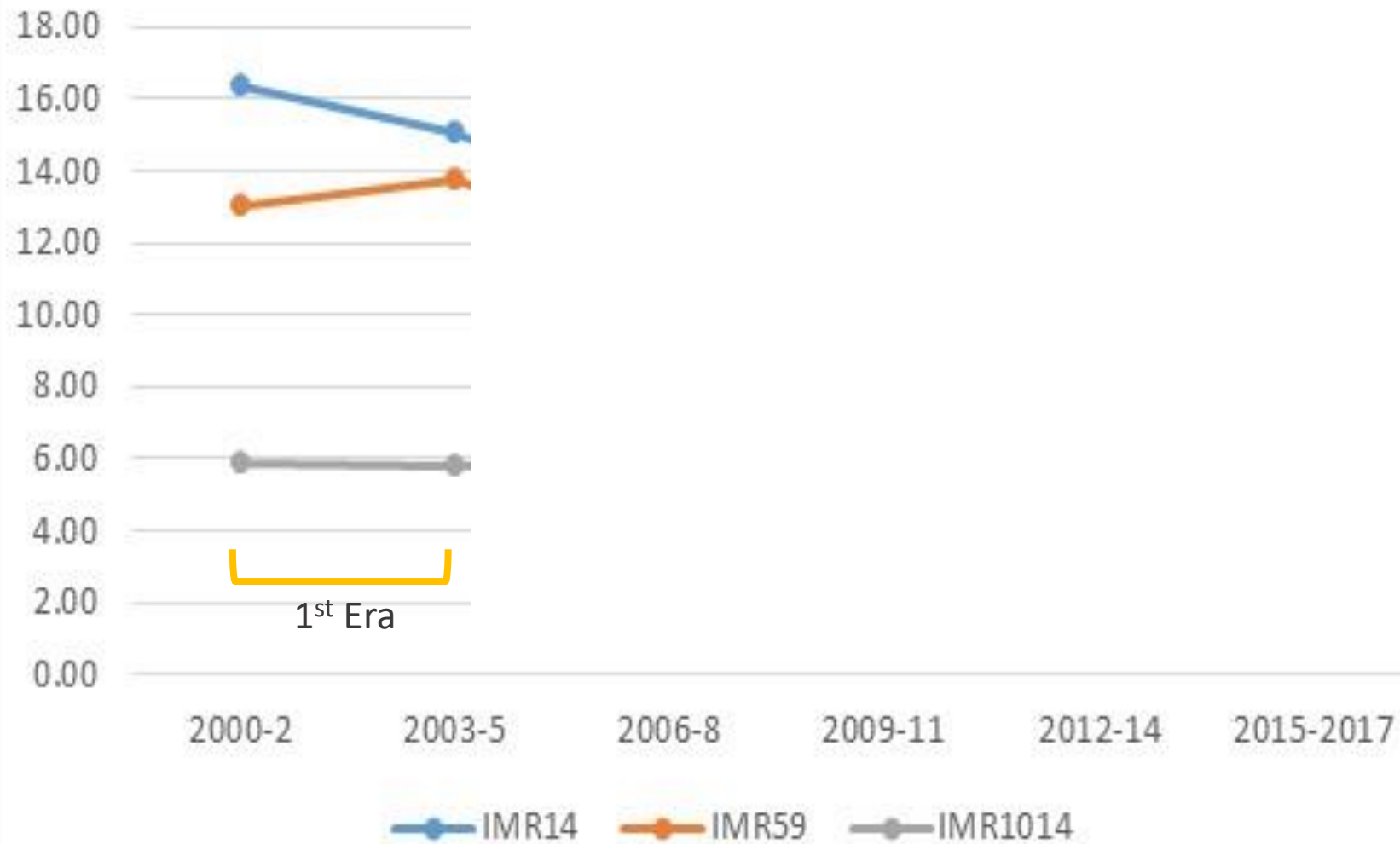
Among children younger than 5 years

- drowning usually occurs within the home, often during brief lapses in adult supervision.

Infants drown in bucket, bathtubs or other domestic water containers. Some are left unattended but some are as the result of abusive injury.



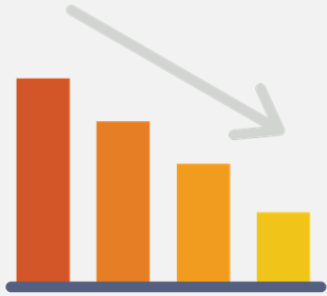
Trends of drowning mortality in 18 years



2nd Era: When the media was not enough

Partnering more with Health Care Professionals.

2nd Era: Poverty was the major social determinants of drowning among preschoolers



- Drowning among preschoolers declined rapidly.



- More than 80% of drowning deaths in children younger than 5 years in Bangkok are living in poor family.

Intervention: Renovating health care services

Identify the High Risk Families/ Working with the poor



- Drowning is related to poverty and some forms of neglect.



- “Home Visit” is a tool to identify the high risk families which may need help/intervention according to Child Protection Law.

Intervention: Renovating health care service model

Home Visit for Risk Identification and Environmental Modification

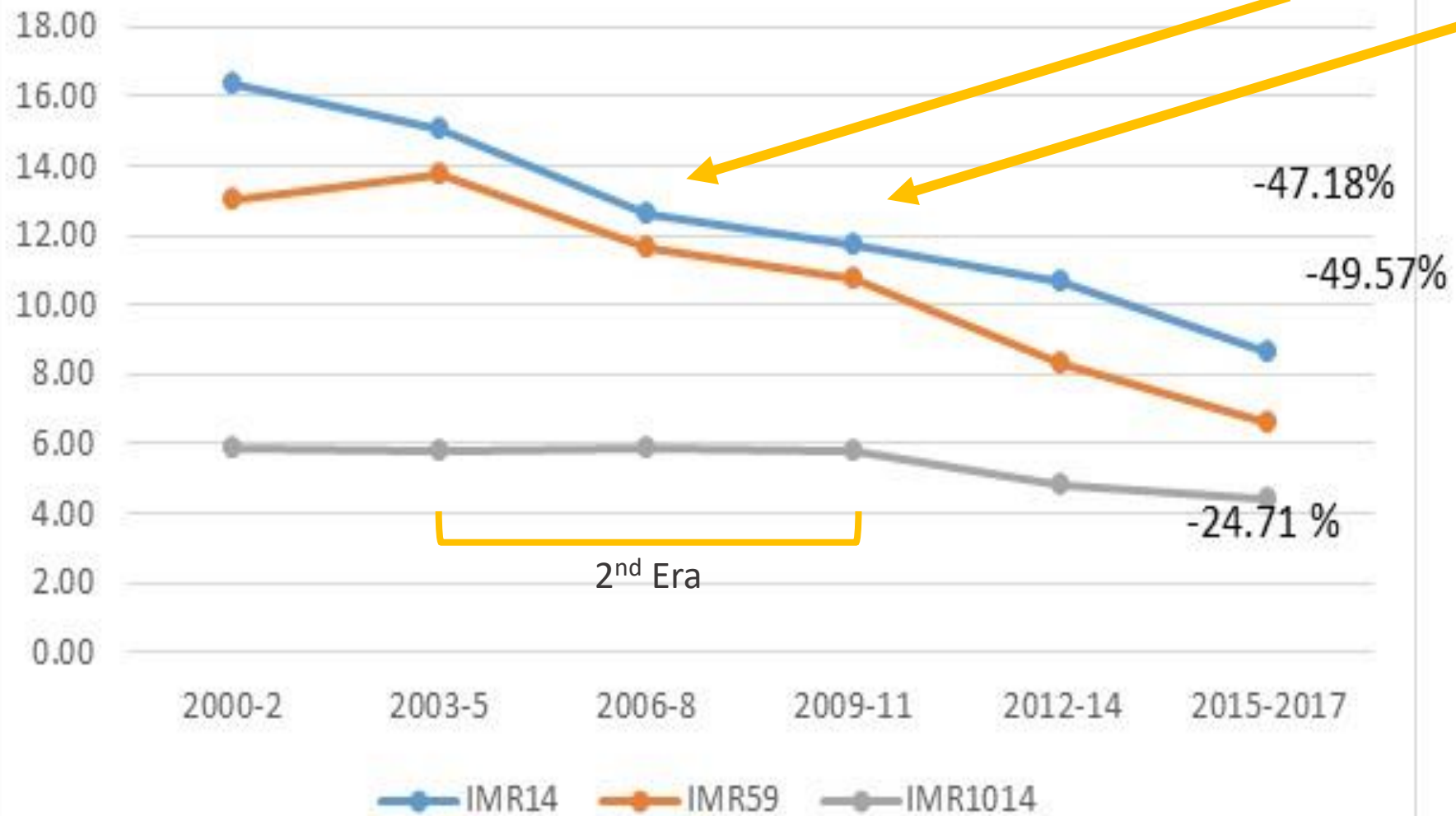
- Developed the model of home visit for risk identification and environmental modification aimed to install within the Well Child Care Program
- We developed the “Home –Safety Equipment Pack” and introduced to parent through Well Child Care Service



Safety equipment



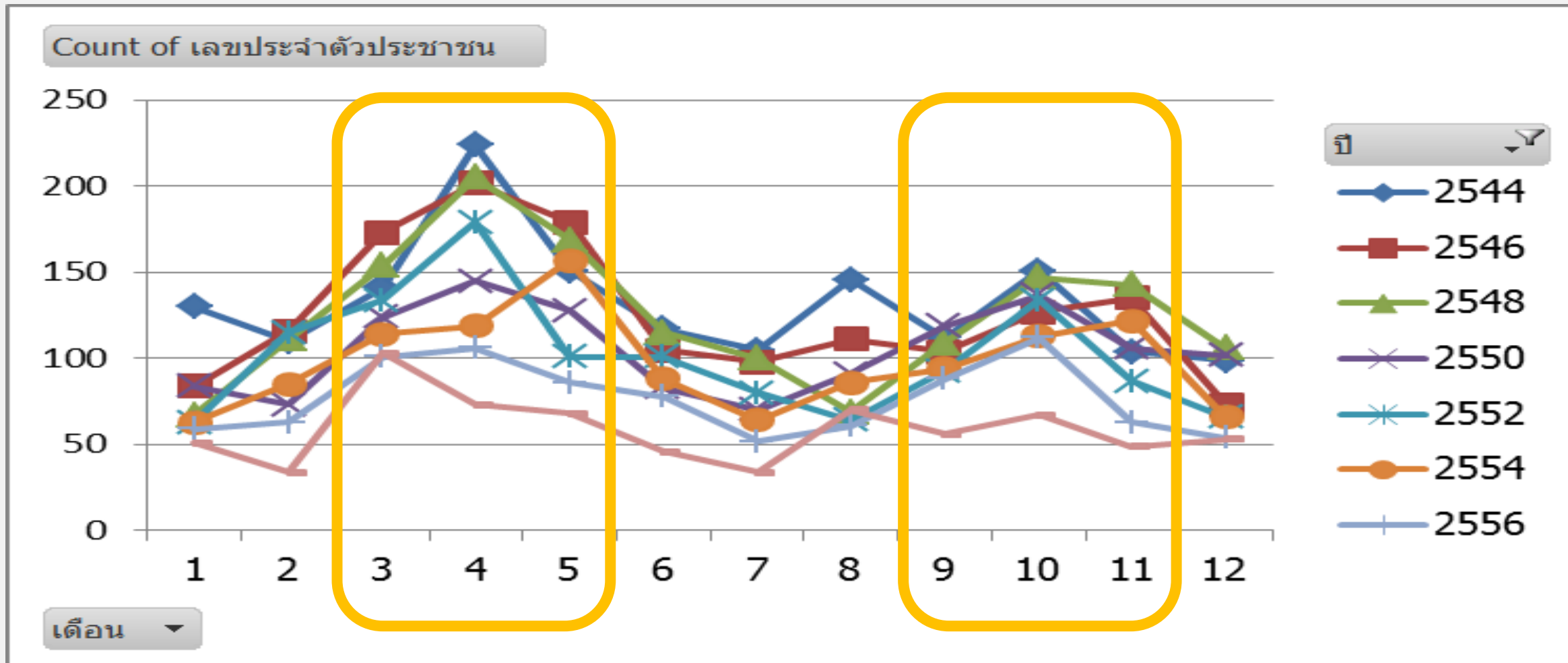
Trends of drowning mortality in 18 years



3rd Era: Combating with Drowning in School-aged Children

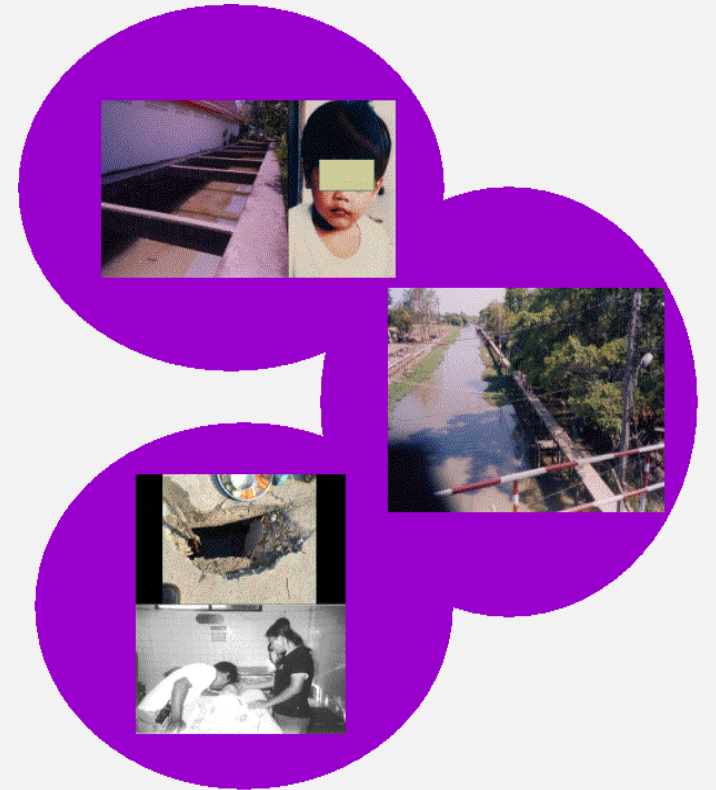
School-aged children are in the schools and communities.

School Holidays: Drowning is endemic!



Drowning in school-aged children is different!

- 47% of drowning among children are caused by falls into pools, ponds, dams or natural water sources in neighborhood area while no adult supervision (over expectation of caretaker).
- Most cases are children 4 to 9 yrs, however some are toddlers.



Drowning prevention for late preschoolers and school-aged children

Prevention for school aged child and adolescent should focus on:

- 1. Water safety education and skills*
- 2. Community safe play area + fencing all risky places*

Drowning prevention for late preschoolers and school-aged children

Water Safety Skills

- Identifying the risky spots
- Floating in the water for 3 mins
- Swimming to the shore for a short distance (15 m).
- “Shout, Throw, Hand on”, never jump into the water to save others”
- Always put on life saving jackets

But, How???

Water Safety Skills Box

Water Safety Skills Box

- Focus on 5-9 yo children
- Run in 25 primary schools, 935 students recruited
- For teachers and community volunteers
- Consists: Manual, Program planning, Knowledge contents, Board game
- Pre- & Post- evaluation (Knowledge and Practice)
- Flexible

ขั้นตอนทำงานพัฒนา ทักษะความปลอดภัยทางน้ำ

1. ชวน

ชวนเพื่อนและผู้บริหารที่สนใจ
มาทำงานร่วมกัน

2. เช็ค

สำรวจความพร้อมของ
โรงเรียนและครูในการสอน

5. สรุปผล

สรุปผลเพื่อสื่อสารผลงานการพัฒนา
ทักษะความปลอดภัยทางน้ำของทีม

4. ทดสอบ

ความรู้และทักษะนักเรียน
ทำได้จริง

3. สอน

ก่อนสอนต้องเตรียมความรู้จาก
หนังสือคู่มือการสอน และ
นำเล่นเกมเกี่ยวกับน้ำ

ทักษะที่ 1

วิเคราะห์แหล่งน้ำและพฤติกรรมเสี่ยง

ทักษะที่ 2

ใช้เสื้อชูชีพอย่างถูกต้อง

ทักษะที่ 3

ช่วยคนตกน้ำหรือจมน้ำ

ทักษะที่ 5

เคลื่อนตัวในน้ำอย่างน้อย 15 เมตร

ทักษะที่ 4

ลอยตัวในน้ำนานอย่างน้อย 3 นาที

ตะโกน

โยน

ยื่น

ช่วยด้วย
มีเด็กตกน้ำ

มีเด็กตกน้ำ"
จั่วลากเข้าฝั่ง

ปะพริ้วว

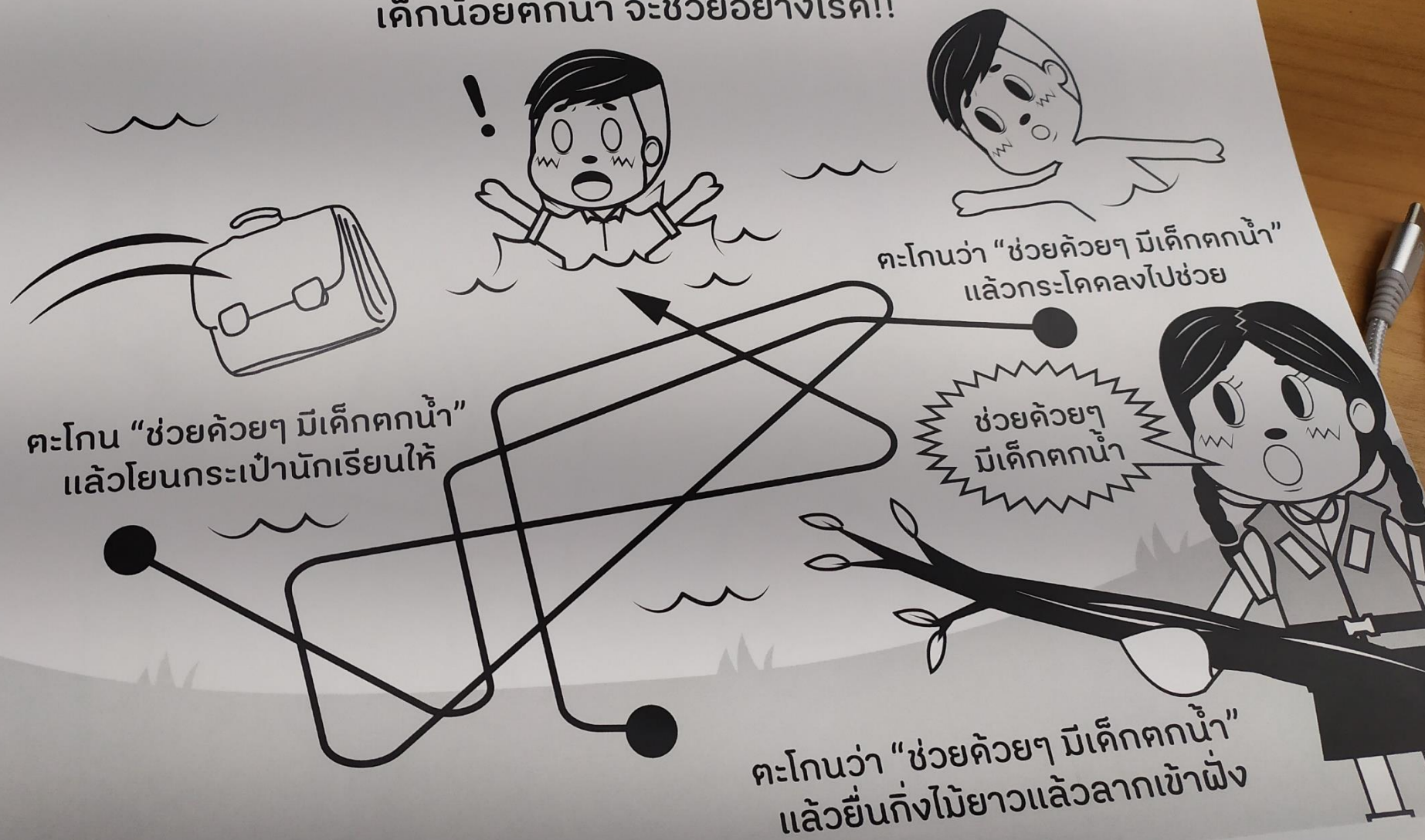
คู่มือการเรียนรู้ 5 ทักษะ
ความปลอดภัยทางน้ำ
เน้นกลุ่มอายุ 5-9 ปี

คู่มือการใช้กล่อง 5 ทักษะ
ความปลอดภัยทางน้ำ



ตัวอย่างแบบฝึกหัด

เด็กน้อยตกน้ำ จะช่วยอย่างไรดี!!



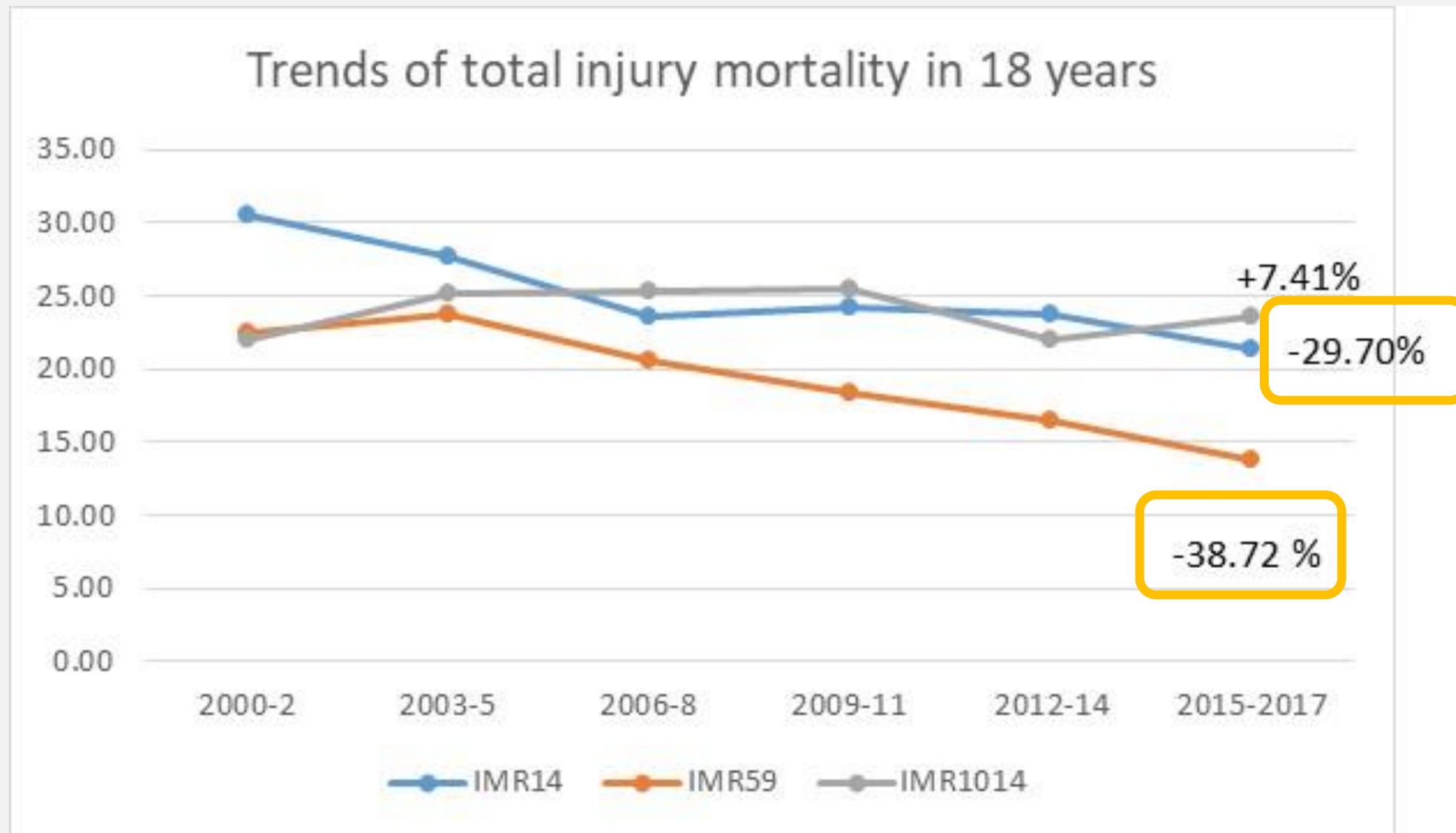
Drowning prevention for late preschoolers and school-aged children

Community Engagement

- Work with grass-root coalition (create knowledge and safety skills to community members)
 - Community injury surveillance
 - Risk factors and root causes analysis
 - Planning and implementing the programs for risk behavior and environment modification
 - Assessment in local level

Drowning prevention for late preschoolers and school-aged children

- Related programs included:
 - Safe community programs
 - Safe school programs
 - Safe daycare center programs
 - and the program of child participation in injury risk management



The number of children deaths decreased from 3600/yr to 2200/yr.



THANK
YOU

www.csip.org

Contact: chatchai.imm@mahidol.ac.th

Safety Learning Center for School age children



គ្រែងព្យាបាលបរិស្ថានធនធាន

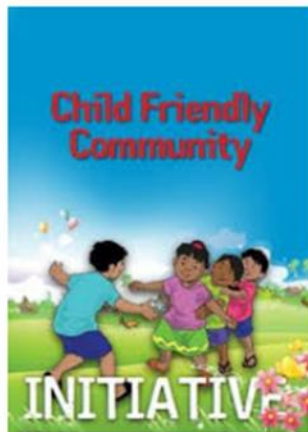
Workshop គាំទ្រដល់ការងារ
គាំទ្រដល់ការងារ

ប្រើប្រាស់ធនធាន

- Play based learning
- Child space



โครงการจัดการพื้นที่ทางกายภาพของเด็กและครอบครัว (**Child and family space**) แท้จริงมีเป้าหมายเปลี่ยนกระบวนการตัดสินใจชุมชนให้มุ่งเน้นการสร้างคามเข้มแข็งครอบครัวและให้ความสำคัญกับการพัฒนาเด็ก เสมือนเป็นศูนย์กลางการพัฒนาชุมชนและการพัฒนาเมือง



The city (or community) of inclusive learning-friendly environment for children and family



SAFETY EDUCATION HEALTH BELONGING ACTIVE PARTICIPATION PLAY & LEISURE

Safe School



Safe Day care

