

Question on Notice
No. 491
Asked on Thursday, 15 March 2007

MR WENDT asked the Minister for Emergency Services (MR PURCELL) -

QUESTION:

What safety messages is the Department of Emergency Services advocating for children over the coming Easter holidays?

ANSWER:

The Department of Emergency Services, in partnership with Queensland Health, has developed a communication campaign titled Child Safety at Home – Mission Possible.

Child Safety at Home – Mission Possible was officially launched in Mount Isa and Mackay on 3 April and will be implemented initially in these two communities from 15 April 2007.

The campaign has been developed to assist parents and carers of children 0-4 years of age to identify potential risks within the home environment to reduce the high incidence of child injury in Queensland.

Child Safety at Home – Mission Possible consists of a television and radio advertisement, print coverage through Media Releases and a comprehensive Home Safety Checklist designed to assist parents and carers to make the home and its surrounding environment safer.

Further information, access to the Home Safety Checklist and links to other relevant websites will be available through the Safer Queensland website (<http://www.safer.qld.gov.au/>), sponsored by the Department of Emergency Services as well as the State Government Call Centre.

Child Safety at Home – Mission Possible has been developed to support the ongoing initiatives of the Child Injury Prevention Project (CHIPP).

CHIPP has been delivered in Mackay and Mt Isa over the past five years and concludes on 30 June 2007. CHIPP is a Department of Emergency Services/Queensland Health sponsored pilot project which is focused on reducing the incidence and severity of injury in children 0-4 years of age, in both a rural and regional area of Queensland.