

# THE AWFUL TRUTH

Everyday in Australia 5000 kids are involved in accidents. Of these 170 will be admitted to hospital and sadly... **ONE CHILD WILL DIE TODAY**. Road/Traffic Accidents and drownings are the greatest cause of Child deaths in Australia.

Our Children are our Greatest Assets and our primary source of Joy, unfortunately they too are among the most vulnerable.

**Don't let Your Child become A Statistic.**

**Parents please read these daily Child Safety Messages to your children**

**The latest figures show in 2001-2003:**

815 Children Died from Injury.

327 Children Died from Transport Accidents.

139 Children Died from Drowning.

73 Children Died from Assault.

20 Children Died from Falls.

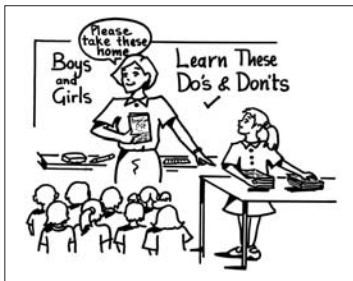
## **Hospitalisation:**

In 2002-2003, there were **65,651 hospitalisations for injury**.

**Falls** were the most common external cause of hospitalisation for injury among children; followed by **pedal cycle accidents** and **accidental poisonings**. Hospitalisations for accidental poisoning and burns and scalds were most common among **children aged 1-4 years**. **Children aged 5-9 years** had the highest hospitalisation rates for falls, while pedal cycle accidents were most common among **children aged 10-14 years**.

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## VIEW THE CAMPAIGN IN ACTION



The Child Safety Campaign of Australia would like to acknowledge and thank the Australian Bureau of Statistics (ABS) and The Australian Institute of Health and Welfare (AIHW) for their contribution and assistance in supplying the statistical data mentioned above. A key reference document was *A picture of Australia's children. AIHW (2005) AIHW cat. no. PHE 58 Canberra.*