

Child Accident Prevention Trust

Child Safety Week 2026



Making prevention possible

#ChildSafetyWeek

What is Child Safety Week?



Child Safety Week is the Child Accident Prevention Trust's annual community education campaign, acting as a catalyst for thousands of safety conversations and activities UK-wide.

We help families feel **empowered** to **manage risks** to children's safety **without overwhelm**.

We want all children to have the freedom to grow and learn, safe from serious harm.

This year Child Safety Week runs from **Monday 1 to Sunday 7 June**.

We would like to thank our official funders who make Child Safety Week possible



LEIGH DAY

Thanks to the **British Blind and Shutter Association (BBSA)** for their funding in support of window blind safety.

Making prevention possible



This Child Safety Week we're building capacity for safety behaviour. That's why our theme is **Making prevention possible**.

Empowering families to make simple changes without feeling overwhelmed.

Helping you get involved with easy wins and free resources to share:

Download our
Parents' Pack and
share it with families

Create a display
in your setting by
putting up our posters

Follow us for quick
content you can share
in your communities

Join our webinar to
learn how to make
maximum impact

Plus, don't forget to [sign up to our emails](#) for more ideas for making prevention possible this Child Safety Week and beyond.

What free resources can I get?



Did you know we offer a complete library of free downloadable resources covering all serious accidents? You can search by topic or type of resource and find exactly what you need and more...

Resources to give to parents...



Fact Sheets



Translated Fact Sheets



Free Printed Resources

Resources to help your activity...



Session Plans



Activity Sheets



Social Media Pack

What else can I get?



Backseat Boss – free road safety initiative for children

Backseat Boss is a fun and educational safer driving initiative for primary-school-aged children, brought to you by AXA UK and supported by the Child Accident Prevention Trust.

Perfect for schools as well as after-school, holiday and community clubs. The ready-to-go pack makes road safety rules stick, with:

- Fun lessons, games and activities
- Simple, memorable, safe driving rules
- All lesson materials provided

[Get your resources now](#)

Bitrex Taste Test kits - the perfect conversation starter

The bittering agent Bitrex is added to products to help prevent children from swallowing them. You can find it in cleaning products and on washing pods and button batteries.

Bitrex Taste Test kits are the perfect ice-breaker and give parents the chance to taste the bitterest substance on earth, then eat milk chocolate, all in aid of poisoning prevention.

They're free to order and easy to use for your session.

[Request your free taste test kit](#)

New button battery recycling download

Parents are often unaware that even used button batteries can hold enough charge to cause children serious harm if swallowed.

Some bigger supermarkets are making it easier than ever to recycle used batteries.

Our new download adds to our suite of free button battery resources. They all help you start the conversation about both battery dangers and simple solutions to keep children safe.

[Take me to the button battery download](#)

Safety alerts to keep you up to date

Timely alerts throughout the year on seasonal or emerging issues with links to related free resources. It's simple to sign up and to encourage colleagues and parents to sign up too.

Content for your social channels

By simply following us and sharing our posts, you know the parents who follow you are getting the essential advice they need to keep their children safe.

What we achieve together



In our recent survey, here's what you told us CAPT does for you...

Helps you start safety conversations

"Your resources help me have conversations about safety with families."

"Translated resources help conversations with resettled refugee families."

Helps you to change parents' behaviour

"Families have put items out of reach — batteries, hot drinks, laundry products."

"Stopped buying slushie drinks and unsafe sleeping bags."

Provides free content that keeps you up to date and saves you time

"CAPT is my first go to."

"You are a trusted source and up to date and a good point of reference."

"Helps us raise awareness. Simple, easy-to-use resources that save staff time."

"Your posters are fab... we share links every month."

"We share your social posts and create our own from your content."

"We have posters up in clinics, baby hubs and outpatients."

And this is what you do for us:

"We have 3.4k followers and we share your resources."

"Over 1,000 people reached through our social media."

"Shared with thousands of families."

"Hundreds, as I work over a large section of North Bristol with multiple families every day."

"We interact with hundreds of families every year."

"Shared with over 400 families... included in newsletters."

This is what saves children and families unnecessary suffering from preventable accidents.

About the Child Accident Prevention Trust

The Child Accident Prevention Trust is the only UK charity to focus on preventing death and serious injury to children from avoidable accidents.

Our vision is a safer world for all our children.

 **Join us** capt.org.uk/sign-up/

 **Follow us**  @ChildAccidentPreventionTrust
 @capt_charity

 **Donate** capt.org.uk/donate/

Registered charity in England and Wales (no. 1053549) and Scotland (SC051312)

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