

Buy Wise Be Safe

A free child safety film aimed at new parents.

Every year more than 1 million children under 15 are treated in hospital for injuries caused by preventable accidents in and around the home.

Those children most at risk from a home accident are the youngest and most vulnerable group, those between 0-4 years age.

Buy Wise Be Safe (BWBS) is a 20 minute film aimed at those expecting children, new parents and carers of young children. It gives practical guidance on how to purchase safe child equipment, prepare your home for a new arrival and how to make your home safer for under 3's. It also gives advice on obtaining a range of equipment including child car seats and buggies. The film advises parents on avoiding safety pitfalls when purchasing second hand equipment.

The film which is in DVD format is being distributed free to parents and carers via midwives, health visitors and local maternity units. Local baby and toddler groups and nurseries have also found it a useful and entertaining film to feature and distribute. A booklet with further information and guidance is also available as well as a detailed support pack for trainers.



If you would like free copies of the film on DVD for use by your organisation or need more information please contact tsadvice@devon.gov.uk or ring 01392 381381.

The film can also be viewed online at www.swercots.org.uk follow the link "Safety Advice for Consumers".



Note: The BWBS DVD is provided free to Devon residents by Devon Trading Standards Service. It was produced by the Trading Standards Service partnership in the South West (SWERCOTS) with support from the DTI (now Department for Business and Enterprise).