

**NOTHING IS  
EVERYTHING**



**CHILDHOOD INJURY  
PREVENTION  
COMMUNITY  
AWARENESS KIT**



# NOTHING IS EVERYTHING

In 2020, 32 Victorian children died from an unintentional and preventable injury. That's one child every 11 days.

Our 'Nothing is Everything' campaign highlights the world which we're trying to create – a world where nothing bad happens to kids – by reminding everyone of the little measures we can all take to help prevent unintentional injury.

The resources in this kit will assist you to raise awareness of common childhood injury hazards and practical measures that can help to reduce the risk, amongst parents, carers and the local community. By doing so, you can help us to ensure that 'nothing happens'.

*Because when nothing happens, children aren't admitted to hospital due to serious injury. When nothing happens, children don't have to live with the lasting impacts from preventable injuries. When nothing happens, parents don't have to deal with a lifetime of loss.*

*Quite simply, when it comes to our children, when nothing happens there's everything to celebrate. And that's down to all of us.*



# CAMPAIGN VIDEOS



NOTHING IS EVERYTHING



BUTTON BATTERIES



DRIVEWAY SAFETY



WATER SAFETY



CHILD CAR RESTRAINTS



CHILDREN LEFT UNATTENDED IN CARS

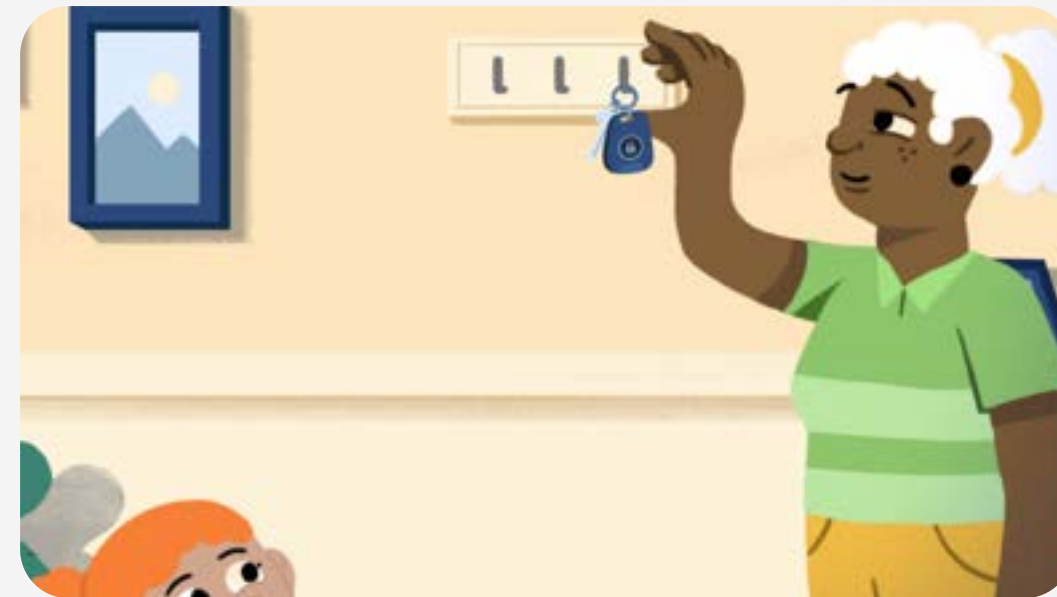
# CAMPAIGN IMAGES



*Please click on the image titles to download a copy*



[BURNS AND SCALDS](#)



[BUTTON BATTERIES](#)



[DRIVEWAY SAFETY](#)



[WATER SAFETY](#)



[CHILD CAR RESTRAINTS](#)



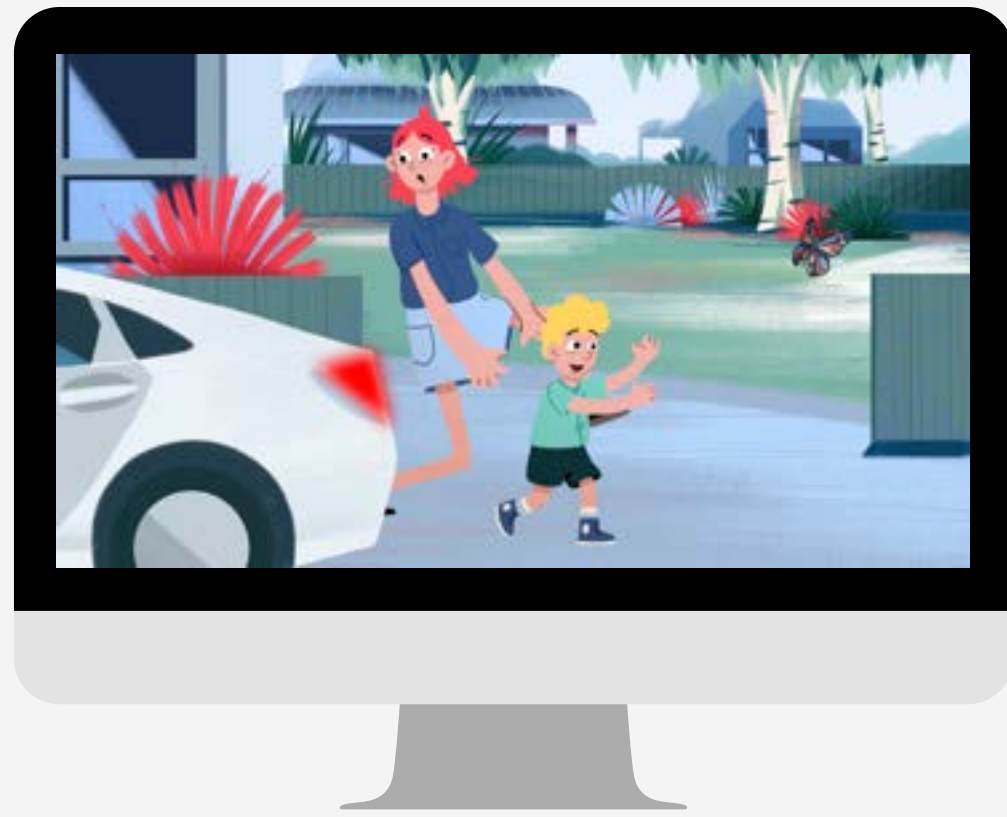
[CHILDREN LEFT UNATTENDED IN CARS](#)

# SOCIAL MEDIA & WEB CONTENT



One way that you can assist in raising awareness is to share our campaign resources through your social media and communications channels.

To help you get started, we have a range of materials you can download from the links below



[LINK TO OUR CAMPAIGN WEBSITE PAGE](#)



[EMBED OUR CAMPAIGN VIDEOS ON YOUR WEBSITE](#)



[NEWSLETTER ARTICLES](#)



[SOCIAL MEDIA POST CONTENT](#)



[CAMPAIGN STILL IMAGES](#)



# STAY CONNECTED



We have a range of childhood injury prevention resources, campaigns, information and advice to help parents and carers make sure that nothing happens to their children. To keep up to date, please follow and subscribe to our channels below.



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[DONATE TO HELP US MAKE SURE NOTHING HAPPENS](#)



Together we can keep kids safe