Somerset Safeguarding Children Partnership

Partnership Comms Release:

**Somerset Safeguarding Children Partnership Campaign Launch**

**Non-Accidental Injury Awareness Week July 2024 - #nurturing\_all\_infants**

The SSCP are launching a new campaign! **"SSCP NAI Awareness Week 2024"** will be launched in the first week of July (1st to 5th), aimed at raising awareness about non-accidental injuries to babies and support services for families.

Across the UK over the last few years there has been a significant rise in non-accidental injuries (NAIs), particularly in very young babies under the age of 1 year old, evidenced in reports from [national charities](https://learning.nspcc.org.uk/news/covid/non-accidental-head-injuries-in-infants#:~:text=Recent%20data%20on%20non%2Daccidental%20injuries&text=et%20al%2C%202020)6.,same%20period%20the%20previous%20year.), the [National Child Safeguarding Practice Review Panel](https://assets.publishing.service.gov.uk/media/61405f98d3bf7f05b166a5b8/National_Review_of_Non-Accidental_Injury_in_under_1s.pdf), and more locally in numerous Rapid Reviews and [Child Safeguarding Practice Reviews (CSPRs)](https://somersetsafeguardingchildren.org.uk/learning/).

The campaign **#nurture\_all\_infants** is a collaboration between the SSCP and Somerset's Public Health and aims to provide practitioners working with families to have an increased awareness of risk factors associated with non-accidental injuries (NAIs), provide links, resources and support for families to access and information and guidance for parents and carers with the launch of a new [Non-accidental Injury webpage on the SSCP website](https://somersetsafeguardingchildren.org.uk/non-accidental-injury/).

Get involved and support this important campaign by downloading and sharing the NAI Awareness Week campaignresources [**HERE**](https://somersetsafeguardingchildren.org.uk/sscp-campaign-launch-non-accidental-injury-awareness-week-2024/) to raise awareness of the key campaign messages of **#nurturing\_all\_infants** Non-Accidental Injury Awareness **Week!**

Look out for and share our **#nurturing\_all\_infants** Non-Accidental Injury Awareness Week 2024 themed social media posts and the special NAI themed edition of the SSCP Learning Bulletin - [*subscribe to our newsletter NOW so you don't miss out!*](https://somersetsafeguardingchildren.org.uk/newsletter/)