

Kids Can't Fly Campaign

With the on-going success of the AWA Kids Can't Fly Campaign, Alspec and three time boxing champion, Danny "The Machine" Green, visited children at the Westmead Childrens Hospital, to not only spread the word about Alspecs Invisi-Gard but raise awareness of the critical child safety issue across our country.

From 1998 to 2008, the Children's Hospital at Westmead in Sydney saw 171 incidences of children brought to hospital as a result of falls from windows and balconies. These incidences included two deaths and 169 injuries of varying severity, and the repercussions in terms of emotional stress on families and communities directly affected cannot be understated.

Alspec has taken the initiative to get involved in eliminating these tragic events by taking a leading role in the Australian Windows Association "Kids Can't Fly" campaign. This campaign aims to raise awareness of this critical child safety issue across the country.

Moreover, through their range of Invisi-Gard Stainless Steel Security Products, Alspec is in a position to directly assist in the provision of a window and balcony treatment solution which eliminates the possibility of a fall.

In order to maximize awareness of this vitally important issue, Alspec has leveraged their association with Danny Green, the three times World Boxing Champion. Danny was chosen by Alspec as the

spokesperson for the Invisi-Gard Brand, spearheading the Marketing push through 2012, and was pleased to attend an event held at Westmead Childrens Hospital. The event included interviews with the medical staff charged with attending to these unfortunate accidents, as well as a walk through the children's wards, and was televised on Channel 10.

In terms of the background to these injuries, nearly all falls happen in the family home. When parents were asked how the fall occurred, often the response was that their child was in their bedroom, had appeared to climb on a piece of furniture close to the window, and that the window was open at the time. Frequently, while there was a fly screen, in many cases it was loose fitting, broken or broke on contact.

Clearly a flyscreen is insufficient to resist impact from a child, and clearly having the windows closed at all times is not an option. Whilst there is no substitute for parental supervision, there are further steps that can be taken to ensure child safety.

Invisi-Gard Stainless Steel Screens are manufactured from Marine Grade Stain-



less Steel Mesh retained in an aluminium frame with a patented EGP Extreme Grip Pressure System. The screen forms a formidable barrier that easily withstands the impact requirements of Australian Standards for Security Doors and Windows. As such, installation of these screens on residential windows will easily cope with the bumps and knocks of children's horseplay. The screens allow natural ventilation and do not impede the view as would be the case with large unsightly metal bar grilles. Further, the construction of these screens and the high quality of the selected materials ensures they retain their good looks and their functionality for many years.

Alspec & Danny Green are justifiably proud to take part in and directly assist Australian communities by raising awareness of this critical issue, and providing solutions to prevent families from having to go through the trauma of losing or seeing a loved child seriously injured.

