

SAFEPOINT

INFORMING THE NEXT GENERATION

WHO? SafePoint is a charity that aims to use information to solve basic healthcare problems.

WHAT? SafePoint focuses on injection safety: Our aim is to educate people to ensure that the 40+ billion medical injections given each year are given safely.

WHY?



One child dies every 24 seconds as a result of an unsafe injection.



Syringes like these are re-used. People are NOT aware of the danger: that a used syringe could kill them.

230,000
HIV INFECTIONS

21,000,000
HEPATITIS B INFECTIONS

1,000,000
HEPATITIS C INFECTIONS

1,300,000
DEATHS

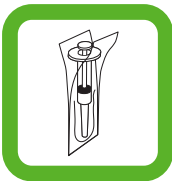
Each & every year due to unsafe injections

WHERE? SafePoint is a UK based charity that predominately delivers it's message throughout the developing world.

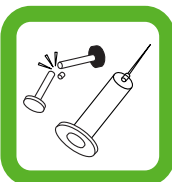
WHEN? SafePoint founder Marc Koska, awarded an OBE in 2006 for his Contribution to Global Healthcare, has successfully pushed to table legislation to prevent syringe re-use in over 15 countries. Pakistan was the first to pass this into law in 2005.

HOW?

WORLD HEALTH ORGANISATION GUIDELINES



New packet



Used once



Safely disposed

SafePoint publicises the simple World Health Organisation guidelines and gives people the basic information they need to protect themselves. As simple as telling people to look and listen before they cross the road.

SafePoint tell people to follow the WHO guidelines and insist on three things when they have an injection.

A safe injection means there are no negative side effects: no harm is done to the patient, healthcare worker, or the environment.

SafePoint uses partners to distribute the message to local communities. These range from global opinion leaders like Save the Children and Rotary International, to tiny, dedicated NGOs working locally like the Urban Health Trust in Indore, India.

SafePoint Films (www.safepointfilms.org) pushes public awareness through the biggest scale media: TV, cinema and radio. SafePoint make dedicated short films (1-3 minutes) for countries or cultural regions that spark reaction, inform and change behaviour. The first film was made in India in May 2007 and has been endorsed by the President Dr Kalam for nationwide distribution, as part of an intensive safe injection campaign in India.

SafePoint was formally registered in 2006 as a charity in the UK but its work has been long established in its focus regions of India, Indonesia, Vietnam, East Africa and Pakistan.

YOU?

SafePoint seeks partners sponsors for the public information campaigns it runs, for resources for the short films it produces, and for lobbying the national and international public health bodies that can make rules to make this hidden epidemic history.