



accidents don't have to happen

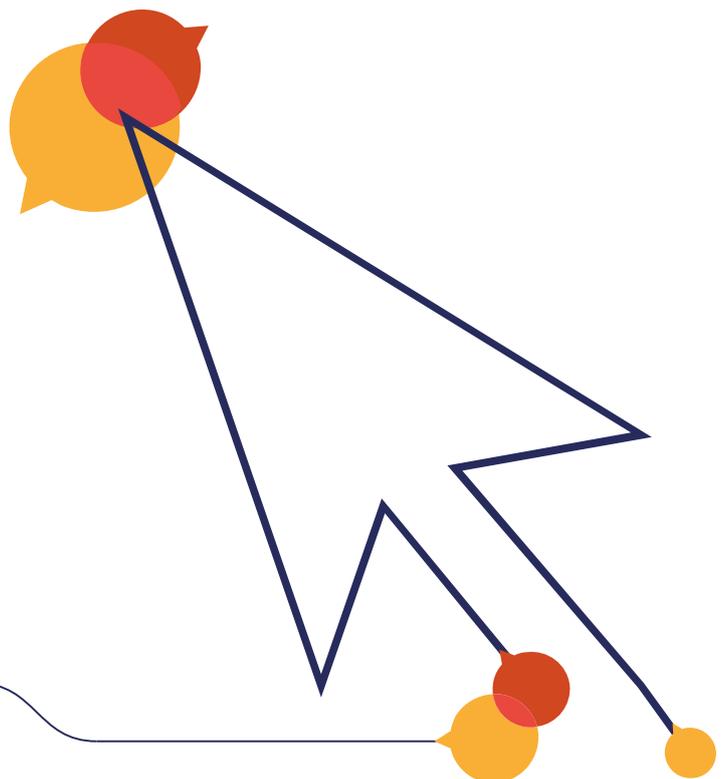
'Be Aware' Carbon Monoxide Campaign

Evaluation Report

Version: 1
Final Draft: Carlene McAvoy
Date: March 2018



SCOTTISH
FIRE AND RESCUE SERVICE
Working together for a safer Scotland



'Be Aware' Evaluation Report

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Introduction

The 'Be Aware' project was a successful project which aimed to raise awareness of carbon monoxide poisoning in the North East of Glasgow. This report details the project and its evaluation.

Background

RoSPA is a charity whose work centres on two simple statements – our mission and our vision.

Our vision: Life, free from serious accidental injury

Our mission: Exchanging life-enhancing skills and knowledge to reduce serious accidental injuries

RoSPA's vision is drawn from our respect for life and all that it contains – the freedom to enjoy personal choices, health, happiness, wellbeing, relationships, and a huge variety of life-affirming activities. Serious accidental injuries are a burden – a burden which afflicts too many, preventing them from enjoying life to its fullest – and one we are determined to free people from.

Our mission is how we intend to realise this vision. We know that we are not alone in our goals, that without others we cannot succeed, and so we collaborate with large numbers of experts, ranging from individuals affected by accidents and their families to multinational corporations. In doing so we want to enable healthy, active lives through our skills and knowledge, while also seeking reasonable limits to potential harms that ensure these lives can be lived unhindered, and unburdened by fatal and life-changing accidents.

Context

Every year in the UK more than 6,000 people die in home accidents and 2.7million turn up at accident and emergency departments seeking treatment. However, because the accidents happen behind closed doors in isolated incidents they rarely attract public and media attention. RoSPA is one of the few national voices speaking out on this issue.

National Outcomes

The 'Be Aware' project fits in with the Scottish Government Building Safer Communities vision "of a flourishing, optimistic Scotland in which resilient individuals, families and communities live safe from crime, disorder, danger and harm", and Scotland's National Outcomes which include:

- We live longer and healthier lives
- Our children have the best start in life and are ready to succeed
- We have improved the life chances for children, young people and families at risk
- We live our lives free from crime, disorder and danger
- We live in well-designed sustainable places where we are able to access the amenities and services we need
- We have strong, resilient and supportive communities where people take responsibility for their



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own actions and how they affect others.



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Description of the Project

The Gas Distribution Networks' Carbon Monoxide Charity Fund Grant awarded RoSPA £2,000 to run a small project to help raise awareness of carbon monoxide in the community.

RoSPA partnered with NG homes to run the project in four areas of Glasgow – Possilpark, Springburn, Parkhouse and Balornock. The project launched on November 24 2017 and ended on March 31 2018.



Project Outcomes

There were two main outcomes that we hoped to accomplish from this project:

Outcome one: People in the project area will be less likely to be affected by carbon monoxide poisoning.

Indicators:

- Number of people targeted
- Participants will be signposted to relevant information and advice.

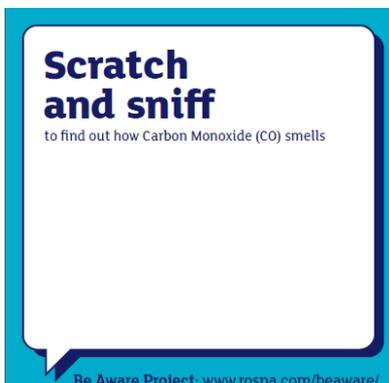
Outcome two: People in the project area will have improved levels of awareness and understanding of the potential dangers of carbon monoxide poisoning.

Indicators:

- Participants will be more aware of carbon monoxide issues
- Number of resources distributed
- Surveys to measure awareness.

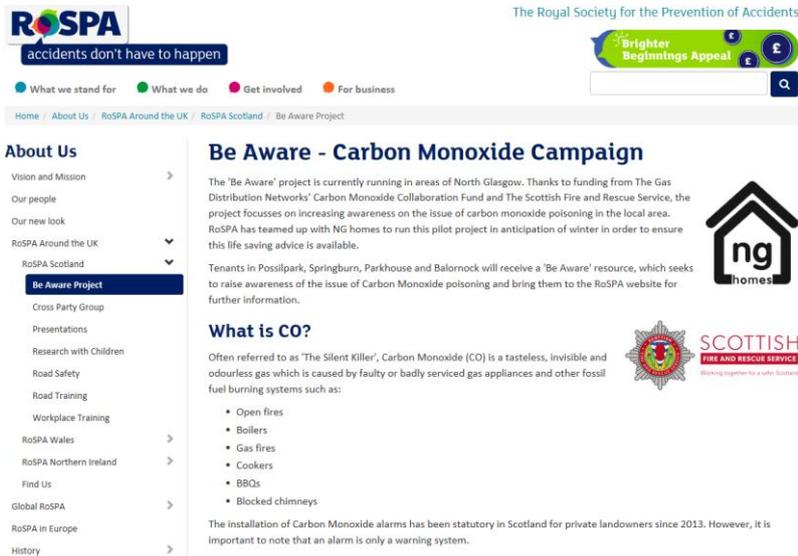
Resources

RoSPA created a “post-it” which utilised the concept of a scratch and sniff resource in order to highlight that there is no smell of carbon monoxide.



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RoSPA also created a specific webpage about the project to give in depth information and advice on carbon monoxide. The webpage can be found here: www.rospa.com/about/around-the-uk/scotland/be-aware-project/



The screenshot shows the RoSPA website page for the 'Be Aware - Carbon Monoxide Campaign'. The page features the RoSPA logo and tagline 'accidents don't have to happen' at the top left. The main heading is 'Be Aware - Carbon Monoxide Campaign'. The text describes the project's focus on increasing awareness of carbon monoxide poisoning in North Glasgow, funded by the Gas Distribution Networks' Carbon Monoxide Collaboration Fund and the Scottish Fire and Rescue Service. It mentions that tenants in Possilpark, Springburn, Parkhouse, and Balornock will receive a 'Be Aware' resource. A section titled 'What is CO?' explains that Carbon Monoxide (CO) is a tasteless, invisible, and odourless gas caused by faulty or badly serviced gas appliances and other fossil fuel burning systems. A list of examples includes open fires, boilers, gas fires, cookers, BBQs, and blocked chimneys. The page also notes that the installation of Carbon Monoxide alarms has been statutory for private landowners since 2013. The page includes logos for NG homes and the Scottish Fire and Rescue Service.



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Description of the evaluation method

The evaluation was twofold and centred on stakeholder and public perspectives. Firstly, the partner organisations which were involved in distributing the resources were surveyed on their thoughts on the project. The survey was online and five stakeholders responded.

A survey was also created for tenants which was provided with the resource. Overall, 27 responded to the survey.

Data from both surveys were then analysed separately. The survey responses were analysed in a univariate way. Charts and graphs have been used to help illustrate the data in a clear and straightforward manner. All open ended questions were analysed thematically and categorised.

Where possible, all data is reported; if this is not possible we indicate the number of records counted in the analysis, i.e. n=22.



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Cost Analysis

The Gas Distribution Networks' Carbon Monoxide Charity Fund Grant awarded RoSPA £2,000. The Scottish Fire and Rescue Service also provided a further £750 to the project. A breakdown of the final costs of the project can be found below:

Item	Cost
Resource	2650
Project set up and evaluation	50
Delivery and travel costs	50
Total	2750



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Project Findings

Overall, 1,850 "post-it" resources were printed and handed out to NG homes tenants within these areas. The resource signposted people to information on carbon monoxide and how to prevent carbon monoxide poisoning.

42 per cent of those surveyed felt that the project was "very helpful" and a further 54 per cent rated it as "helpful" (see figure 1).

59 per cent expressed that they visited the RoSPA webpage for further information (see figure 2) on carbon monoxide poisoning. In addition 91 per cent noted that they planned to speak to family and friends about the issues of carbon monoxide poisoning and how to overcome the concern (see figure 3).

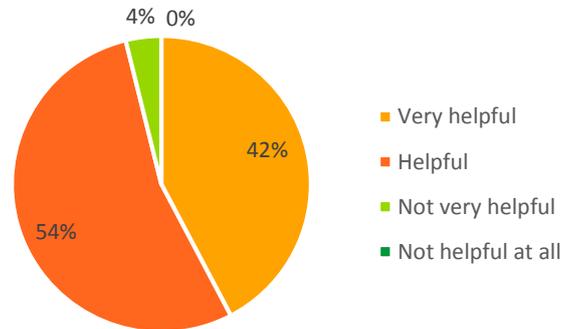


Figure 1: Overall thoughts. N= 26

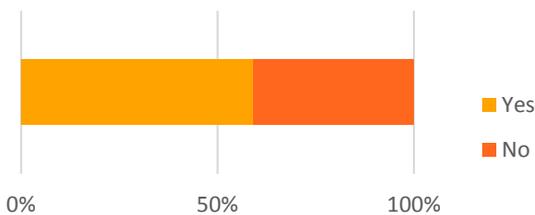


Figure 2: Visits to the website. N = 27

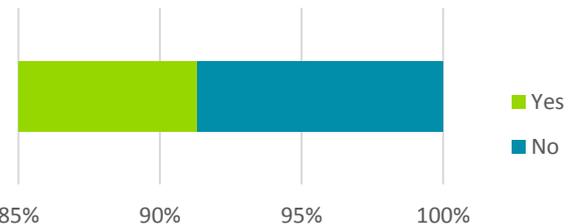


Figure 3: Plans to share information. N = 23

Awareness levels of carbon monoxide issues did increase due to the project. Participants were asked since receiving the campaign info, had their understanding of carbon monoxide poisoning increased. 56 per cent noted that their understanding as a result was "Very good" whilst a further 32 per cent noted it was "good" (see figure 4).

Understanding of how to prevent carbon monoxide also increased with 64 per cent stating their knowledge was "very good" as a result of the project.

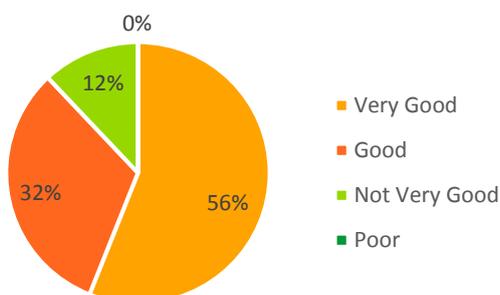


Figure 4: Understanding of CO. N = 25

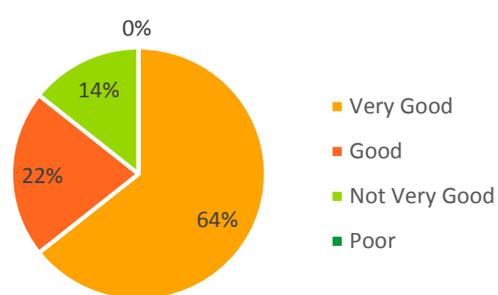
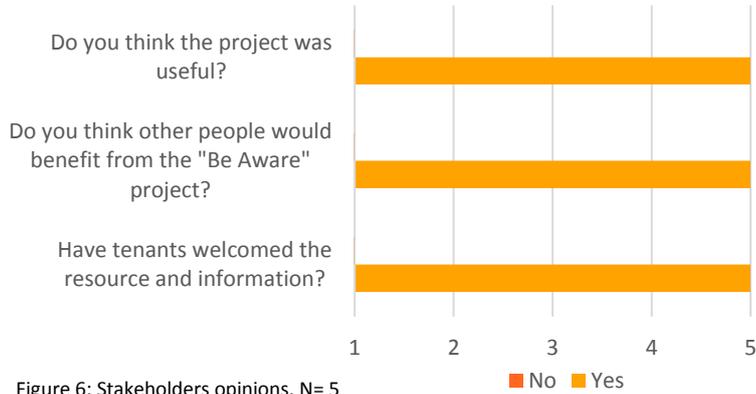


Figure 5: Understanding of CO prevention. N = 14



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In addition to understanding the public's view, we also asked our stakeholders their opinions. Results were very promising with 100 per cent of the stakeholders agreeing that the project was useful and that the tenants welcomed the resource and information; 100 per cent also believed that the project would be useful to run in further areas (see figure 6).



Conclusions

Overall the project was successful in its outcomes. In total, 1,850 people participated in the project. Each received a "post-it" resource and a website link for further information.

The project was seen as a success by the participants and the stakeholders.

- 42 per cent of the public felt the project was "very helpful" whilst another 54 per cent thought it was "helpful"
- 100 per cent of stakeholders surveyed believed the project was useful and welcomed by the public
- All stakeholders surveyed thought the project should run in further areas.

Awareness of carbon monoxide poisoning and its prevention was increased.

- 100 per cent of stakeholders believed the project was welcomed by the public
- 59 per cent of the public visited the RoSPA website for further information
- 91 per cent of the public planned to speak to their friends and families about the issues
- 56 per cent of the public felt their awareness of carbon monoxide poisoning had increased to a very good awareness level
- 64 per cent felt their awareness to prevent poisoning had reached a very good awareness level.

The project was a success in the Glasgow North East. It is hoped that further funding will be found to continue the project in additional areas.





accidents don't have to happen

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