

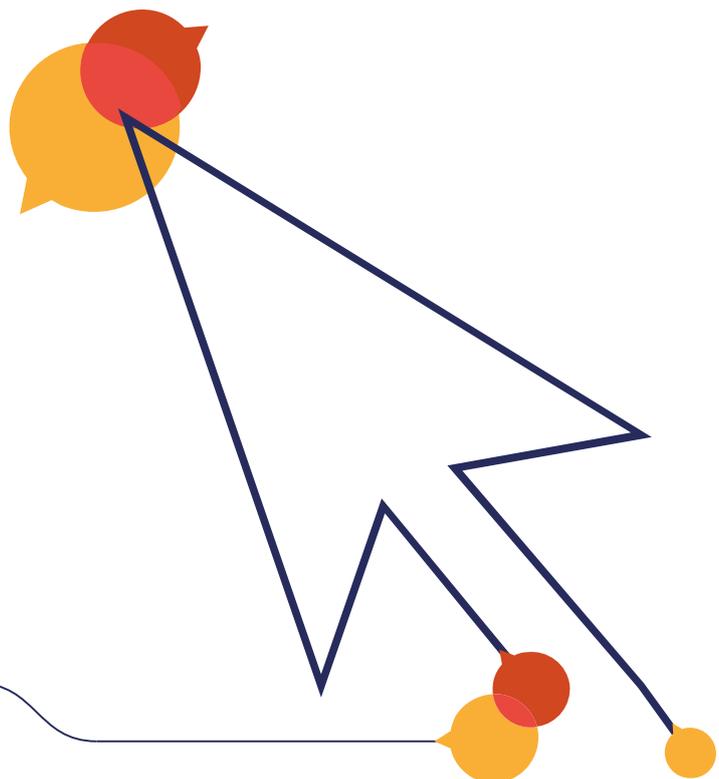


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Evaluation of Keeping Kids Safe in Dundee

Distribution of child home safety advice and equipment

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Author: Jen Foley, RoSPA



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Executive Summary

Aim

The aim of this report is to evaluate how parents of very young children respond to being given child home safety information and equipment by a health professional.

Approach

The Royal Society for the Prevention of Accidents (RoSPA) in Scotland received funding from Scottish & Southern Electricity Networks (SSEN) to undertake a project to collaborate with Health Visitor and Family Nurse Partnership Teams in Dundee City. These partners distributed 300 Keeping Kids Safe (KKS) packs to parents in identified localities with a child of approximately four months of age (July-Dec 2021). As well as receiving the KKS packs, families were encouraged to sign up to SSEN Priority Services Register (PSR), which gives registered households priority in the event of e.g. a power cut. The packs were given at a routine appointment along with home safety advice and then a series of questions about the pack was asked by the health professional (see Appendix 1). The responses to this question set will make up the bulk of this report. These are the main insights that we aimed to collect:

- Whether parents of young children are aware of the main risks in the home that can affect young children
- How helpful they find the safety pack
- Which items they will/will not use

Conclusions

The Keeping Kids Safe project combined practical safety items and a dedicated safety discussion by a trusted professional. The nurses of the Family Nurse Partnership and the Health Visitors felt that the packs offered an educational opportunity to increase parents' knowledge about injury prevention. The person-centred approach used by the healthcare professionals in this project empowered parents to make informed decisions about their child's safety at home and opened an avenue for discussion that may not otherwise have presented itself. 80% of the recipients said they found the packs helpful or very helpful with high percentages reporting the intention to use all of the items contained within the pack.

Keeping Kids Safe Packs

The 'Keeping Kids Safe' (KKS) project was developed to provide parents and carers of children under the age of five with simple advice and information on how to keep their children safe from unintentional injury in the home. The KKS pack was designed by RoSPA and items within the pack were procured using funding provided by SSEN. Each individual pack comprises:

- Door stopper (to prevent trapped fingers)
- Weaning spoon (with choking safety messaging)
- Bath cloth (with bath safety messaging)
- Cupboard catch (to store household chemicals and medicines safely)
- Coaster (with scalds safety messaging)
- Height chart
- Room thermometer

All of the above were contained within a reusable tote bag, along with a leaflet giving poisoning and choking prevention advice.

Delivery of the pack, either by a health visitor or family nurse, offered an individual person-centred approach which previous similar projects has proven to be effective in increasing parents' knowledge about home safety.



Distribution of the Keeping Kids Safe Packs in Dundee City

The data for this project was collected between July and December 2021 and during this period 250 KKS packs were handed out by Health Visitors and 50 by Family Nurses working out of Ryehill and Wallacetown Medical Centres in Dundee, respectively.

During routine visits, health visitors/family nurses provided safety information and explained how the contents of the packs could be used. At the end of the visit the parent was asked if they would be willing to complete a feedback form (Appendix 1) together with them about the packs and safety information. 110 parents (36%) completed the form. Participating parents were asked to indicate if they would be available for a phone call to discuss the pack after they had time to look at the safety information and safety items in the pack. All responses are set out in this report.



Initial parental response to receiving Keeping Kids Safe Packs

As previous outlined, parents receiving the KKS packs were given the option to answer a series of evaluation questions (see Appendix 1). 36% of parents completed this form with their health professional, which is considered a good response rate. 37% of those receiving their pack from a health visitor completed the evaluation form, with 34% of those who received a pack from their family nurse responding. Parental responses to the questions are set out below.

Areas targeted for distribution

SSEN identified areas with the Dundee City postcode where they wanted to see increased sign-up to PSR, which broadly correlates with areas high on the Scottish Index of Multiple Deprivation (SIMD). Studies have shown that there is a link between areas high on SIMD and increased child home injury rate ([https://www.thelancet.com/journals/lanep/article/PIIS2666-7762\(21\)00094-6/fulltext](https://www.thelancet.com/journals/lanep/article/PIIS2666-7762(21)00094-6/fulltext)).

Distribution areas

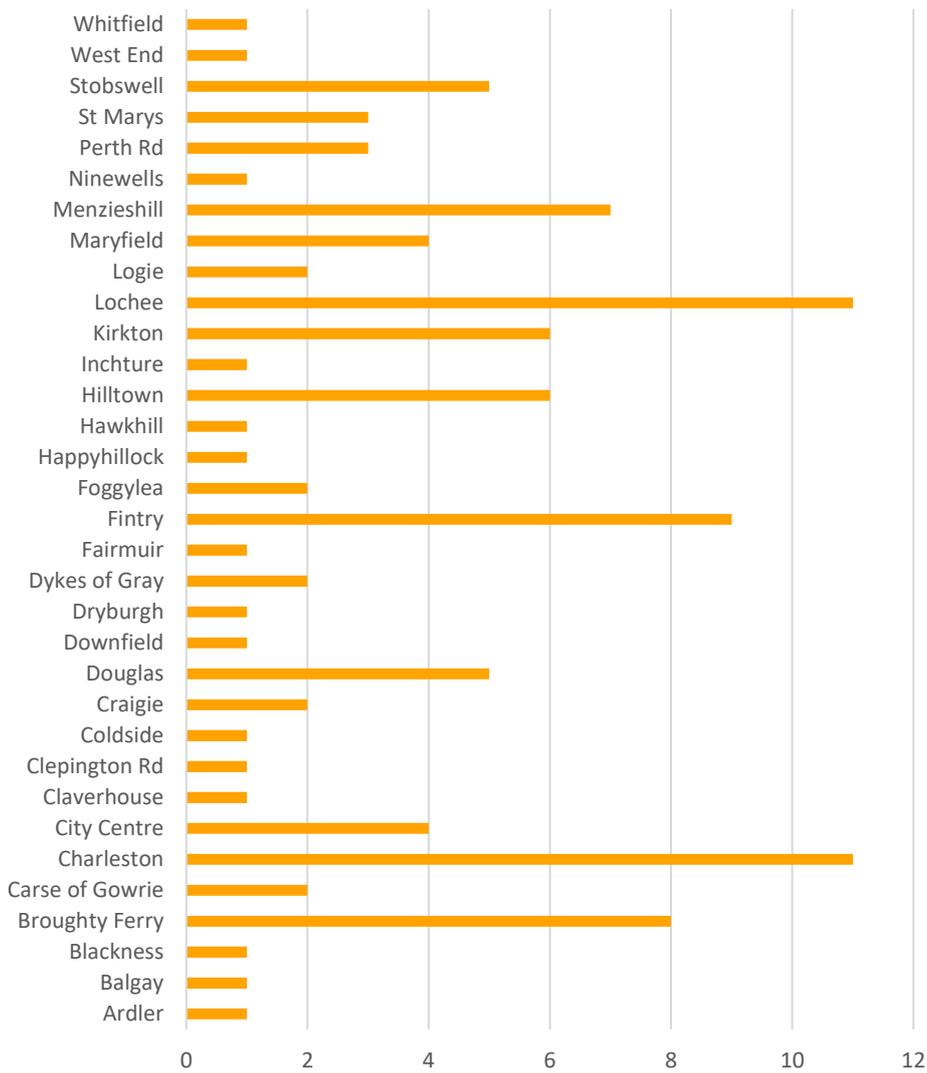


Figure 1: Distribution by area (evaluation respondents)

It was identified that the optimum age of the child in a household in order to get the most benefit from the items contained within the pack is four-six months of age. This targeting was well-achieved by the delivery partners, as can be seen from Fig. 2.

Age (youngest child)

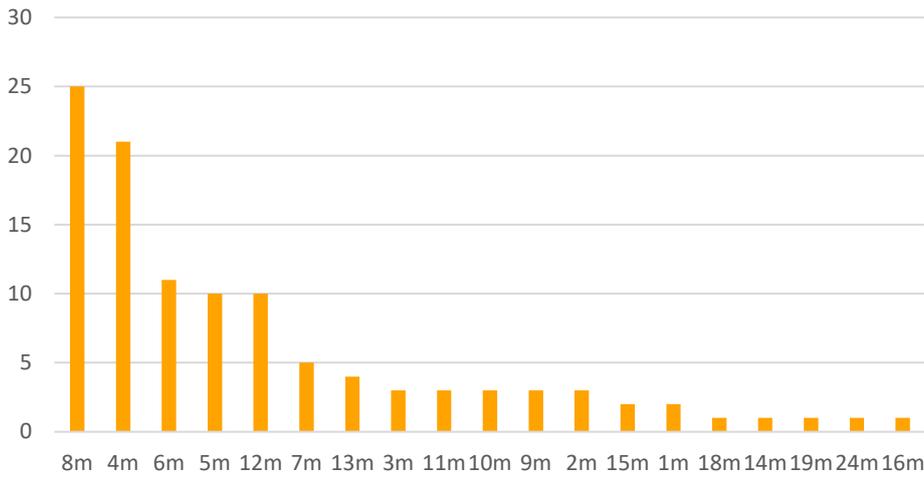


Figure 2: Age distribution of youngest child in household

How well-informed parents are about home injury risk factors

Through this project, we wanted to gain insight into the existing child home safety knowledge of participating parents. As can be seen from Figure 3, parents reported to being aware of most of risks they were asked about. The risk that had the lowest level of awareness was ‘suffocation from nappy sacks and plastic bags’, which 10% of respondents weren’t aware of. This was followed by ‘suffocation from clutter in cot’, which 5% of respondents weren’t aware of, but 97-99% of parents reported to being aware of all other risks.

% of parents aware of risk

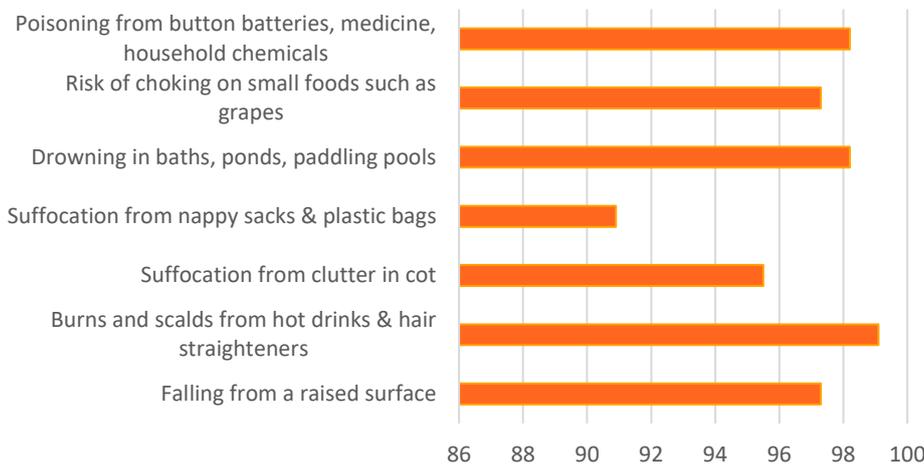


Figure 4: Risk awareness

Initial response to the safety items in the pack

From the 110 responses given immediately after receiving the safety items, most parents replied they would use the cupboard catch (87%), the door stopper (82%) and the bath cloth (77%). The item that the least amount of parents said they would use was the coaster (49%). See figure 5 for the full breakdown.

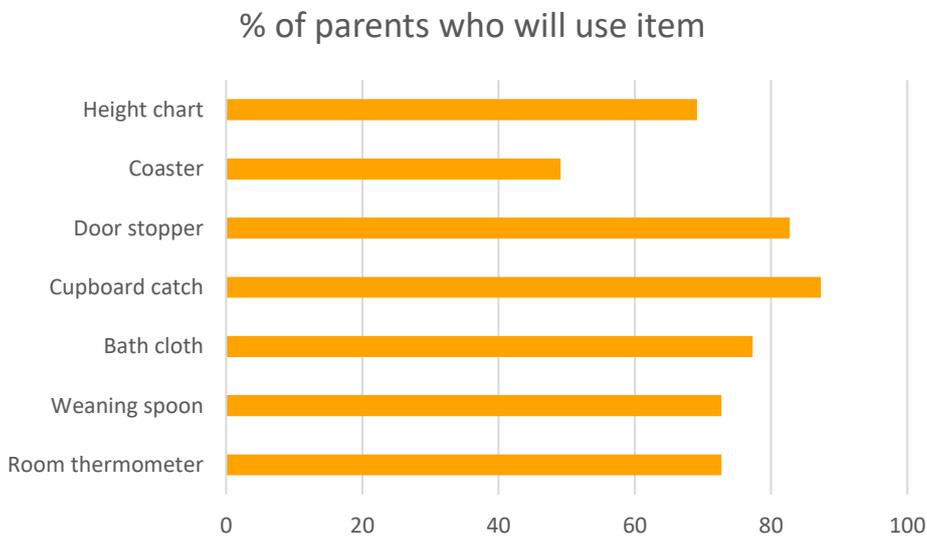


Figure 5: Parental response to items upon receiving them

Further to this, 80% of parents stated they found the pack helpful or very helpful.

Use of safety equipment 6-8 weeks after receiving the pack

Parents who had provided their phone number on the evaluation form were contacted to take part in a semi-structured interview. The aim of this was to find out: which items they were/were not using; which they found most and least useful; whether there were any risks that they were not aware of before receiving the pack; whether their child had ever had an accident/near miss at home, and; whether there was anything else they would like to have been given to help keep their child safe at home.

100% of those interviewed were using the cupboard catch and room thermometer with the majority finding the cupboard catch the most useful item they were given. The least popular item was the coaster (only 30% of those interviewed were using) followed by the height chart at 50%. All of those interviewed stated that they already knew about the dangers in the home but "it's good to be made aware e.g. the hot drinks advice". One mother reported a 10-year age gap between her children and so for her the information was a "handy reminder".

When asked about whether their child had ever had an accident or near miss at home, one parent reported their child tripping down stairs and trapping fingers in the past but no medical treatment was necessary. When asked whether there could've been other items included, most said no, one stating the project "had it covered" and two stating "maybe bigger things such as bed guard/safety gates".

All of those interviewed were very grateful to have received the items and information.

"Everything in the pack was brilliant, I had just moved home and had left safety things at old home"

"So helpful and useful – thank you so much"

Conclusion

The Keeping Kids Safe project combined practical safety items and a dedicated safety discussion by a trusted professional. This approach was very effective at increasing parents' knowledge about home safety and enabling parents to make informed decisions about safety changes to their home. The packs offered an educational opportunity to increase parents' knowledge about home safety – an opportunity that may not have otherwise presented itself. In their initial response after receiving the pack 80% parents said the pack was helpful or very helpful. Six to eight weeks later 100% of parents responded that the pack was very helpful and 100% of parents had started using the safety items. The cupboard catch, thermometer and door stopper were identified as key safety items in the Keeping Kids Safe packs and should be included in future initiatives, as well as the highly effective delivery route of family nurses and health visitors.

Appendix 1 – Evaluation form (completed by HV/FN with participating parents)



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Keeping Kids Safe Pack

Feedback form

Thank you very much for your help. Your answers will be used in an anonymised way to help prevent accidents to children.

Key messages with safety pack

- **Prevent falls:** Use highchair and buggy straps
- **Prevent scalds:** Keep hot drinks and pots away from babies and check bath temperature
- **Prevent drowning:** Keep child within arm's reach when in the bath
- **Prevent poisoning:** Keep cleaning materials and medicines out of reach
- **Prevent suffocation:** Keep nappy sacks and plastic bags away and tie up blind cords/cables

1. This Keeping Kids Safe Pack was given by the:
Tick one only

Health Visitor on Date

Family Nurse Partnership on Date

2. What is the area you live in? e.g. Lochee

3. How old is your child? (years and months)

4. If you have other children, how old are they? (years and months)

KKSSEP v2

5. Before today, did you know about any of the following risks to young children?

	Yes	No
• Falling from a raised surface	<input type="checkbox"/>	<input type="checkbox"/>
• Burns and scalds from hot drinks, hot pots, hair straighteners	<input type="checkbox"/>	<input type="checkbox"/>
• Danger of looped cords on blinds	<input type="checkbox"/>	<input type="checkbox"/>
• Suffocation by clutter in cots	<input type="checkbox"/>	<input type="checkbox"/>
• Risk of choking on small foods such as grapes	<input type="checkbox"/>	<input type="checkbox"/>
• Suffocation from nappy sacks and plastic bags	<input type="checkbox"/>	<input type="checkbox"/>
• Drowning in baths, ponds and paddling pools	<input type="checkbox"/>	<input type="checkbox"/>
• Poisoning from button cell batteries, medicines, cleaning chemicals and laundry liquid capsules	<input type="checkbox"/>	<input type="checkbox"/>

6. Do you think this Keeping Kids Safe Pack is helpful?
Tick one only

1 2 3 4 5

Not helpful Very helpful

7. Which parts of the pack do you think you will use?
Tick all that apply

	Yes	Maybe	No
• Room thermometer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Feeding spoon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Bath cloth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Cupboard catch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Door stopper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Coaster	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Height chart	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Staying in touch
If you are happy for RoSPA to contact you in 8-12 weeks time to see if you have any queries or thoughts about the pack, or to talk about anything else regarding child safety in the home, please provide your phone number:

Your personal data will be used by RoSPA to contact you regarding the feedback provided. Further information about how RoSPA use personal data and your rights can be found in our Privacy Policy (<https://www.rospa.com/help-information/privacy/>)

Thank you for your help.



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RoSPA Head Office

28 Calthorpe Road
Birmingham
B15 1RP

t +44 (0)121 248 2000

RoSPA Scotland

43 Discovery Terrace
Livingstone House
Heriot-Watt University Research Park
Edinburgh
EH14 4AP

t +44 (0)131 449 9378/79

RoSPA Wales

2nd Floor
2 Cwrt-y-Parc
Parc Ty Glas
Cardiff Business Park
Llanishen
Cardiff
CF14 5GH

t +44 (0)2920 250600

General Enquiries

t +44 (0)121 248 2000

t +44 (0)121 248 2001

e help@rospa.com

t twitter.com/rospa

f facebook.com/rospa

in linkedin.com/rospa

www.rospa.com

Registered Charity No. 207823
VAT Registration No. 655 131649

