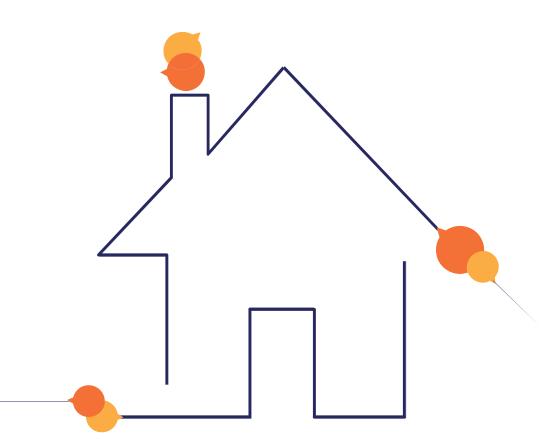


Community Safety: 2019/20 Annual Report

April 2020



About RoSPA

The Royal Society for the Prevention of Accidents (RoSPA) has been at the heart of accident prevention in the UK for over 100 years. Through awareness-raising campaigns, research, expert consultancy, education and training, RoSPA is committed to standing up for safety at home, on the road, in or near water, in the workplace, at leisure and through safety education. Every accident statistic **represents a real person**, a life lost or affected, often severely – and a family left enduring the consequences. Our work, therefore, is focused on preventing unnecessary injuries.



Scotland's Community Safety Team

RoSPA's community safety team for Scotland is located at Heriot Watt Research Park in Edinburgh and is managed by RoSPA's public

health adviser. Current grant funding from the Scottish Government's Safer Communities and Cashback Unit allows work programmes to be carried out in respect of home and water safety under the "community safety" umbrella.

Those employed in 2018/19 to deliver on home and water safety grant-funded programmes in Scotland include:

- a community safety manager (Elizabeth Lumsden)
- a community safety development manager (Carlene McAvoy)

Our Work

Our work is directly relevant to both local safety and home safety within the wider community safety picture. We focus our attention on dealing with home and water safety issues.

We believe in a whole person, whole life approach but mainly focus our activities on the 0-5 and 65+ age groups. We are subject matter experts and cover the following topic areas:

- Falls
- Burns and Scalds
- Drowning
- Poisoning
- Choking and Suffocation
- Strangulation



Key Challenges

General accident and injury prevention

Accidents and injuries are a major – and usually avoidable – challenge in Scotland. The overall impact is most significant for the very young, the very old and those living in our most deprived communities, as well as being a significant burden on our public services. There is a strong evidence base which demonstrates the impact of accidental injuries on the people of Scotland:

Injury Pyramid Scotland 2017/18



RoSPA's work programme

To help ensure a life free from serious accidental injury, we work with a range of partners who have a role to play in injury prevention by:

- Providing safety information, support and training for practitioners
- Public promotion and awareness raising
- Strategic influencing and awareness raising at a local, national and European level
- Gathering and disseminating evidence and research
- Facilitating specialist projects where additional funding allows.

This report outlines a snapshot of RoSPA's activities in home and water safety in each of the above areas during 2019/20.

1. Providing safety information, support and training for practitioners.

Safety information

- Homeword is our Scottish newsletter, which highlights all our community safety news and information. During the year, we released twelve editions of Homeword. These can all be accessed here: https://www.rospa.com/home-safety/uk/scotland/newsletter/
- RoSPA staff also provide a direct telephone advice service across Scotland and answer email enquiries.

Training

Training was delivered to 10 delegates on 18 April 2019 to Lomond and Clyde Care and Repair. All delegates passed the City and Guilds exam and gave the course an overall satisfaction mark of 87.5%

We also worked with RoSPA's occupational safety team to update the course "From the workplace to the home" which can be used within workplaces to highlight the issues of home safety.



2 Public promotion and awareness raising

Press releases

We issued nine press releases to local and national media contacts during the 2018/19 period:

- Charities and local authorities gather to discuss drowning prevention in Scotland https://www.rospa.com/media-centre/press-office/press-releases/detail/?id=1627
- Keeping Kids Safe in the Home project https://www.rospa.com/media-centre/press-office/press-releases/detail/?id=1643
- Three in ten parents don't know how dangerous button batteries can be to under 5s https://www.rospa.com/Media-Centre/Press-Office/Press-Releases/Detail?ItemID=858
- Do you know what cold water shock is? https://www.rospa.com/Media-Centre/Press-Office/Press-Releases/Detail?ItemID=859
- Whirlpool tumble dryer recall https://www.rospa.com/Media-Centre/Press-Office/Press-Releases/Detail?ItemID=861
- Cold water shock https://www.rospa.com/Media-Centre/Press-Office/Press-Releases/Detail?ItemID=859
- OPSS/RoSPA campaign on blind cord safety https://www.rospa.com/Media-Centre/Press-Office/Press-Neleases/Detail?ItemID=877
- Role of landlords regarding blind cords https://www.rospa.com/Media-Centre/Press-Office/Press-Releases/Detail?ItemID=878
- The launch of RoSPA's Safer by design framework https://www.rospa.com/Media-Centre/Press-Office/Press-Releases/Detail?ItemID=888

RoSPA also prepared the following press releases for Water Safety Scotland:

- Progress being made on drowning prevention in Scotland
- Preventing Future Fatalities

Articles

We produced the following:

- An article on water safety policies for the Building Safer Communities Hub:
 - https://harmandinjuryhub.scot/news/managing-watersafety
- An article on the UNCRC and article 24 (e) which was published in the Home Safety Journal autumn edition along with an article on Keeping Kids Safe and our Scottish Parliam
- with an article on Keeping Kids Safe and our Scottish Parliament exhibition
 Two articles on the Glasgow Life Belts campaign and RoSPA's inflatable campaign with RNLI, HMCG and SCOTSS which was published in the summer edition of RoSPA's Leisure Safety Journal
- We wrote a further two articles for RoSPA's Leisure Safety Journal and two for the Home Safety Journal on our Christmas tips and the BSC Unintentional Harm and Injury Hub.



Blogs

Nine blogs were published during the year:

- Working together to prevent drowning in Scotland https://www.rospa.com/lets-talk-about/2019/april/working-together-to-prevent-drowning-in-scotland/
- 'Take Action Today, Put Them Away' comes to Scotland https://www.rospa.com/lets-talk-about/2019/may/take-action-today,-put-them-away/
- Keep inflatables for the pool https://www.rospa.com/lets-talk-about/2019/june-2019/keep-inflatables-for-the-pool/
- Avoidable deaths in Scotland https://www.rospa.com/lets-talk-about/2019/August-2019/Avoidable-deaths"-in-Scotland
- Lifelines Glasgow project https://www.rospa.com/lets-talk-about/2019/July/Life-lines-for-River-Clyde
- Keeping Kids Safe in the Home blog https://www.rospa.com/lets-talk-about/2019/July/Keeping-Kids-Safe-in-Edinburgh
- Keeping Kids Safe in the Home evaluation https://www.rospa.com/en/lets-talk-about/2019/November/Keeping-Kids-Safe-in-Scotland-update
- Water Safety Workshops evaluation https://www.rospa.com/en/lets-talk-about/2019/November/Water-Safety-Workshops
- RoSPA Scotland's Christmas Tips https://www.rospa.com/lets-talk-about/2019/December-2019/Top-festive-tips-for-families-in-Scotland
- We published a new blog on Public Health which can be accessed here https://www.rospa.com/lets-talk-about/2020/January-2020/Moving-forward-together. The blog was also rewritten in a shorter format for Public Health Reform and can be accessed online https://publichealthreform.scot/latest-reform-news-and-blogs/moving-forward-together-rospa-and-the-public-health-agenda-in-scotland

Case studies

Two case studies were researched and published during the year:

- Our first case study from Lesley Nish can be found online https://www.rospa.com/lets-talk-about/2019/November/Lesley-Nish-talks-accident-prevention. In this case study Lesley discussed her work in accident prevention, links with public health and working with RoSPA
- Our second case study from Fiona Black, Specialised Community Public Health Nurse (Health Visiting) who participated in the Keeping Kids Safe in the Home project in Edinburgh and the Lothians can be found online https://www.rospa.com/lets-talk-about/2020/January-2020/Health-visiting-and-accident-prevention

Social media

- Progress has being made with our @RoSPAScotland Twitter handle. At the end of the financial period, we had 600 followers. We now have a complete financial years' worth of data that can be used as a baseline going forward.
- The diagram to the right shows the Twitter statistics over the period and the table below shows our key impressions over the 12 month period.





Resources

We created a number of RoSPA-specific resources this year for Scotland including:

- A number of new infographics with important facts on injury prevention for use in reports and social media were created
- What we do leaflet
- Child safety video leaflet







3 Strategic influencing and awareness raising at a local, national and European level

We attended a number of key events and meetings including the following:

- Presenting on the Keeping Kids Safe in the home project at the June Cross Party Group on accident prevention and safety awareness. The presentation can be viewed here
- Attended the Children's Rights Café held on April 29, and highlighted the importance of including Article 24 (e) and the prevention of accidents
- Attended the Safe and Well stakeholders workshop in May which was run by the fire and rescue service and considered the arrangements for referrals from partner agencies as well as the content of the future safe and well visits
- Attended Home Safety Scotland meetings
- Attended the first international conference on Place and the Place Standard in Glasgow in June
- Attended National Home Safety Committee meetings in London
- Met with Maurice Corry, MSP in order to continue conversations on water safety in Scotland
- RoSPA signed up to be an unfeartie for the Children's Parliament and to help highlight the UNCRC
 Article 24 (e) regarding accident prevention
- Attended the SCSN Masterclass on Public Health and Community Safety in September to network build and highlight the importance of accident prevention
- Attended the Resilient Communities Conference in Cambuslang in September
- Attended numerous water safety meetings including Glasgow's
 Water Safety Group meetings, the National Water Safety conference
 in London and presenting to the Keep Scotland Beautiful beach
 managers forum



- Attended East Ayrshire's play day on August 7, to highlight water safety and drowning prevention
- Represented RoSPA at the Scottish Chamber of Safety's improving workplace mental health event
- Presented and fulfilled a moderator role at the European conference on Injury Prevention and Safety Promotion in Luxembourg from October 3 & 4. The presentation highlighted the findings of RoSPA's recent research into water safety policies in Scotland
- Attended the YCW2020 Industry Launch event in November to represent RoSPA

Scottish Parliament

September 17-19, 2019, RoSPA exhibited at the Scottish Parliament. Clare Adamson, MSP sponsored the event which took place in the Members Lobby of the Parliament. This location was perfect for RoSPA's community safety team to engage with officials and MSPs to talk about RoSPA's community safety work.

RoSPA highlighted key research papers and campaigns bringing particular attention to the Keeping Kids Safe in the Home project





as well as the UNCRC Article 24(e). Overall, 22 MSPs stopped to visit including Ash Denham, Minister for Community Safety and Nicola Sturgeon, First Minister of Scotland.

NHS GGC Child and Unintentional Injury Strategy Group

RoSPA attended several NHS GGC Unintentional Injuries Steering Group meetings. The group has now come to an end due to a change in role of the chair. There has been little or no funding associated with this group for some time it is unlikely that future projects will take place as part of the activities of the group.

Cross Party Group on Accident Prevention and Safety Awareness

RoSPA staff continue to provide the Secretariat to this group which sees average attendance numbers of around 45. During the year, we continued to liaise with all members and the Convenor, Clare Adamson, MSP's team to prepare the programmes, liaise with speakers, invite members, prepare and distribute the minutes, prepare the Secretary's report and pull together the headlines newsletter in relation to the following CPGs:

- June 6 2019 Child safety
- November 20 2019 Data and research
- February 52020 joint CPG on Visual impairment

All presentations can be found online here.

"What an amazing, thought-provoking meeting that gave a platform to voices we rarely hear" on Feb 5 CPG

Cross Party Groups

RoSPA is an active member of and attends the following CPGs:

- Recreational Boating and Marine Tourism
- Older People, Age and Ageing
- Children and Young People
- Health Inequalities

Building Safer Communities

- Provided four exemplars to the Unintentional Injuries Hub
- Provided feedback to the Executive Group on the scoping exercise in May
- Presented to the Executive group on data and evidence
- Presented along with the Scottish Government at the BSC June event on taking a strategic approach to unintentional harm and injury.

Water Safety Scotland (WSS)

Three Water Safety Scotland meetings took place in 2018/19.

Water Safety Scotland (Secretariat)

- Steering Group Reports were created by RoSPA for all full WSS meetings
- All minutes, actions and position tables were collated and published by RoSPA. These can be found online
- An annual Situational Analysis was undertaken by RoSPA for Water Safety Scotland and can be accessed online
- Provided submission from Water Safety Scotland on PE1770

RoSPA for Water Safety Scotland (Steering Group)

- WSS website and Twitter were updated regularly
- Attended four Steering Group meetings and ensured minutes and position tables were recorded and accurate
- Worked with Steering Group to update the Terms of Reference and Roles and Responsibilities due to a change in Vice Chair
- Worked with Steering Group to create event guidance, environmental position statement and updated the existing branding guidance
- Created a campaign communications plan for Water Safety Scotland which can accessed online https://watersafetyscotland.org.uk/media/1455/comms-plan-june-2019.pdf
- Worked with Education Subgroup to help draft an initial education standard
- Worked with YCW2020 subgroup to help in the creation of a generic water safety message which can be accessed online https://www.watersafetyscotland.org.uk/information/

Chair of Water Safety Scotland's Data Subgroup

- Chaired three data subgroup meetings
- Published "Preventing Future Fatalities Improving Water Related Fatality Data in Scotland"
- Led initial research into Public Rescue Equipment in Scotland

Chair of Water Safety Scotland's Two Year Review Subgroup

- Organized and chaired four meetings
- Led the review of Scotland's Drowning Prevention Strategy
- Designed and printed the document which has been put on hold for release due to COVID-19. It will be released in the next financial year.



Consultations

Responses given to consultation during this period include:

- 'A consultation on fireworks in Scotland'
- Falls and Fracture Prevention Strategy for Scotland, 2019-2024
- Review of Strategic Police Priorities: Consultation
- Children's Rights: Consultation on incorporating the United Nations Convention on the Rights of the
 Child into our domestic law in Scotland
- Crown Office and Procurator Fiscal Service Consultation on securing justice: draft strategic plan 2020 23

The following survey was also completed:

2019 'State of Children's Rights in Scotland' survey

4 Gathering and disseminating evidence and research

Data releases

Injury Pyramid Scotland 2017/18



An Injury Pyramid was released for Scotland for the data released in 2017/18. The pyramid shows fatality data for road, home, workplace and water as well as serious injury data.

The pyramid along with the data notes can be viewed and downloaded here: https://www.rospa.com/about/around-the-uk/scotland/injury-pyramid/

- Published <u>Bridging the Gap: Injury Surveillance</u> which looked at current available data in home injuries and consisted of five year averages overall, for the under-fives and the over 65s.
- Published "Bridging the gap: injury surveillance in Scotland's Local Authorities: An analysis of currently available data focusing on home injury rates in Scotland". The report focused on admission rates of home injuries only and breaks down injury by local authority. It can be accessed online https://www.rospa.com/rospaweb/media/Documents/Home%20safety/Bridging-the-gap-injury-surveillance-in-Scotlands-Local-Authorities.pdf

ISD data

RoSPA Scotland met with colleagues from ISD to discuss improving the data around unintentional injuries. RoSPA agreed that we would want to be involved in any future meetings on improving data. RoSPA received specific data on the following:

- Choking data
- Drowning data
- Poisoning data

WAID data

The 2018 WAID figures were published on 01/05/2019 and can be accessed here: https://www.nationalwatersafety.org.uk/media/1184/waid-fatalincidentreport-2018xlxs.xlsx

Data report

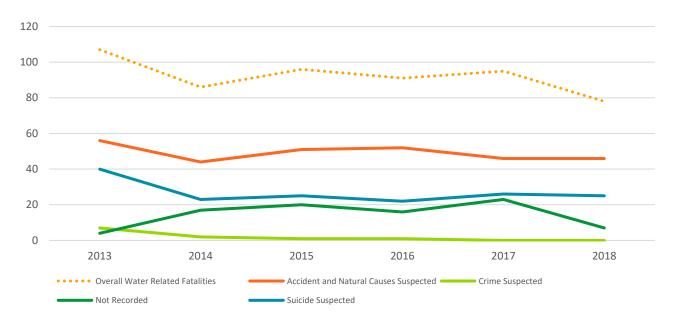
As part of Scotland's Drowning Prevention Strategy, RoSPA collated and released figures and an analysis of the 2018 WAID data. The report can be found online:

https://www.nationalwatersafety.org.uk/media/1184/waid_fatalincidentreport_2018xlxs.xlsx

Key headlines include:

- The total number of water related fatalities in Scotland is decreasing
- The number of not recorded water related fatalities is still a challenge, although there has been some improvements

2018 saw inland water accounting for the majority of accidental fatalities



Seven organisations have now signed up to WAID with another six in the process.

Preventing Future Fatalities

As chair of the Data Subgroup for Water Safety Scotland, we led the report into how to prevent future fatalities in Scotland. The full report - Preventing Future Fatalities -Improving Water Related Fatality Data In Scotland- can be accessed online: https://www.watersafetyscotland.org.uk/resources/preventing-future-fatalities/



The document brings together information on the current legal landscape and explores potential solutions to help prevent accidental water fatalities in Scotland by suggesting three options:

- An amendment to the current law in Scotland and specifically The Inquiries into Fatal Accidents and Sudden Deaths etc. (Scotland) Act 2016
- To introduce a statutory review process such as the Child Death Review process which could be put in place for drowning fatalities
- To create a voluntary review process which is led by the Scottish Government or Crown Office and Procurator Fiscal Office which is specific to water-related fatalities.

Scald research

RoSPA teamed up with COBIS and East Renfrewshire to carry out some research into the prevalence of scalds, their prevention and first aid knowledge. A survey was created and distributed across East Renfrewshire. The evaluation report for this project will be available online in the next financial year. The main findings from the research were:

- Prevention knowledge of scalds was high within the study population
- However, one in eight respondents had noted their child had been scalded in the past 12 months
- First aid knowledge of scalds was mixed. Only 15 per cent identified the correct time length to hold a scald under cold running water. This suggests that first aid knowledge of scalds could be improved.
- Respondents were very positive towards the coaster resource to remind them of the prevention of hot drink scalds, which provides weight for the continued provision of such a resource.

SCSN

The following activities were undertaken:

- Participated in the Contributory Factors meetings
- Presented with SCSN at the Health and Social Care Gathering 2019 Improving health and wellbeing across Scotland: Shared and applied learning through the power of data and storytelling. The event took place on September 25
- We applied and were accepted onto SCSN/Evaluation Support Scotland's phase two of the Measuring What Matters Framework
- Elizabeth was accepted as a board member of SCSN

5 Facilitating specialist projects where additional funding allows

Keeping Kids Safe project

The Keeping Kids Safe in the Home project was a success. It launched on June 17 and ran until the end of August.

A short video was also created to provide parents with information on the key accidents, which happen to children. This includes poisoning, falls, burns and scalds, drowning, suffocation and choking. The video was filmed with a local mother and child (Carrie and Ollie) from Pilton and can be viewed at https://www.youtube.com/watch?v=exJTd5bCG4Y&feature=youtu.be



The final report of the Keeping Kids Safe project in the south of Edinburgh can be accessed here: https://www.rospa.com/media/documents/home-safety/powellite-cic-report.pdf

The project evaluation found the following key points:

- 84 per cent of parents found the packs helpful or very helpful
- 55 per cent of parents said the pack and information increased their knowledge about risks
- 25 per cent of parents reported making safety changes to their home
- When contacted –two to four weeks after receiving the pack 65 per cent of parents had used the wash cloth whilst 75 per cent had used, or were planning to use, the cupboard catch
- 31 per cent of parents were unware of all, or some of, the risks before the project
- The pack should be handed out around the four month mark
- The person centered approach of using the FNP and Health Visitors was considered "very effective" and "empowering"
- Health Visitors and FNP staff also highlighted that short video clips on specific topics could be useful for parents.

Water Safety Workshops

In response to last year's release of "Local Authority Approaches to Managing Water Safety — Scotland Five Years on" RoSPA and RNLI agreed to hold the very first policy orientated workshop. The aim of the workshop was to help local authorities understand water safety policy, the barriers to implementing a policy, and to share key information and advice.

The workshop was held in Perth on April 9, 2019 and featured presentations on the following:

- Issues to consider when developing your local policy - RoSPA
- Water Safety in Perth and Kinross, Perth and Kinross Council
- Coastal risk processes, RNLI



Overall, 24 attended with 15 local authorities represented. 75 per cent of those in attendance thought the workshop was 'very good' whilst a further 25 per cent thought it was 'good'.

The evaluation of the workshop was also part of testing the new Evaluation Support Scotland framework, supporting practitioners in measuring the impact of their work to tackle unintentional injury. The preliminary report can be found online here and the final report can be accessed here.

Overall we found that the workshop has shown a lasting effect on the local authorities and their focus on prevention.

Prior to the workshop, one local authority was signed up to WAID and according to the feedback six months later, this has increased to eight. In addition, five local authorities out of eight have said they are currently developing a water safety policy.

Take Action Today

The project ended in East Ayrshire and the Scottish Borders. Evaluation reports were published:

- East Ayrshire
- Scottish Borders

Overall, the project was highlighted as successful. In the Scottish Borders 100 per cent of respondents said that they liked the campaign material and 87 per cent said that they had or would share the information they had learned with friends and family.

In East Ayrshire, 100 per cent of respondents said that they liked the campaign materials and 100 per cent said that they had or would share the information they had learned with friends and family.

The feedback received from parents and carers was universally supportive of the campaign aims. I am sure as a result of our collaborative work with RoSPA that we were able to further raise awareness of the risks, and encourage the safe storage of household chemicals. — East Ayrshire Council

There was no hesitation in becoming involved. We have now distributed almost 3,000 safety message notepads across the Scottish Borders, which will hopefully help to reduce these types of hospital admissions. – Scottish Borders Council

Project Unicorn

RoSPA has been working with RNLI, HMCG and SCOTSS on the inflatables project. A number of social media assets were created with social media platforms used to raise awareness of the issues of inflatables.

RoSPA also published a blog here: https://www.rospa.com/lets-talk-about/2019/june-2019/keep-inflatables-for-the-pool/ and specific inflatable advice here: https://www.rospa.com/leisure-safety/water/advice/inflatables/

A press release (headed by RNLI) can be read here

The project reached an estimated total of 637,000 people and examined 270 items from retailers. The online report can be found here: https://www.rospa.com/media/documents/water-leisure/inflatables-campaign.pdf

Lifebelt campaign

RoSPA continued to support the Glasgow lifebelt campaign and attended the launch of the Glasgow Water Safety Group's lifebelt campaign 'Taking a lifebelt is taking a life'. RoSPA was involved in an advisory role. The campaign will see new signage placed near lifebelt stations and includes education in local schools. There is also an accompanying video which can be seen here https://www.glasgow.gov.uk/article/24262/Taking-a-lifebelt-istaking-a-life

Beach guidance

RoSPA worked with the team in England to assist in the "Beach Safety Guidance". The purpose of the document is to inform what would be considered the minimum standards for identifying and addressing significant hazards on beaches around the UK. Carlene ensured the guidance is relevant to Scottish landowners.

The document was published on August 15 and can be accessed here: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/825463/ Managing_Beach_Safety_guidance_final.pdf

Water Safety Conference

Unfortunately, following a great deal of preparation, and due to the COVID 19 pandemic, the water safety conference, scheduled to take place in March with over 100 delegates signed up, has been postponed until September.

European Study Visit

Due to COVID 19 pandemic, this is also on hold. A full week study visit has been planned with delegates coming from Norway, Austria, Lithuania and Ireland.

Loch Lomond

Our project with Loch Lomond and the Trossachs National Park was due to begin in March, but due to ongoing COVID-19, the project will now take place in the next financial year.



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