

The Safer Homes Programme

Developing strategy, improving partnership, stimulating action, changing behaviour



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Rationale

A Clear Rationale

“A Clear Rationale for Intervention to Prevent Accidents.”
Independent Evaluation, ICF, 2015

Home accidents in the UK are responsible for:

- The deaths of more than 6,000 people every year.
 - More than 700,000 hospital admissions
 - The principal cause of death for people aged under 40 in the UK.
 - Falls and fractures in people aged over 65 account for more than 4 million bed days each year in England and are the leading cause of accident-related mortality in older people.
 - Almost 1 million children experience accidents in the home requiring emergency care, almost half are under the age of four.
- The responsibilities for public health assumed by local authorities as a result of the Health and Social Care Act 2012 have been described as one of the most significant extensions of local government powers and duties in a generation.



Accident prevention is a key public health responsibility

Evidence

- NICE Guidance PH29, PH30, CG21 etc. www.nice.org.uk/
- Injury profiles - Essential injury data www.apho.org.uk/
- Public Health Outcomes Framework www.phoutcomes.info
- Hospital Episodes Statistics (HES) www.hscic.gov.uk/hes
- Indices of Multiple Deprivation www.gov.uk/.../english-indices-of-deprivation
- Local injury data and plans

Evidence summarised in...

- Public Health - The Big Book of Accident Prevention
- Accident Prevention Handbook



The Programme

The programme was funded by the Department of Health for three years to support the development of home injury prevention programmes in targeted areas across England. The programme offered:

- Improved partnership approach - robust injury prevention plans
- Measurable increase in local injury prevention activity
- Measurable changes in safety behaviour and attitudes in a targeted local community
- Improvement in the local capacity among local staff
- Reduction in health inequalities through better targeting
- Improvement of local data collection and dissemination
- Development of a package with national application



Training

Providing local practitioners with knowledge and skills to plan, implement and evaluate effective local interventions.

- Home safety for children under-five
- Home safety for older people
- City and Guilds qualification
- Supported interventions and ongoing home safety activity

Consultancy

Working with strategic leads, health and wellbeing boards etc. to assess injury prevention priorities, gaps and training needs.

Examples

- Accident prevention strategies (e.g. Nottinghamshire, Blackburn-with Darwen)
- Consultation responses
- Falls strategies (e.g. Halton, Salford, Birmingham)
- Child injury prevention strategies (e.g. Salford, Bolton)
- Business cases for Home safety equipment schemes (e.g. Notts, Lincolnshire, Lambeth and Southwark)



“A much better understanding of what to look for and how to remove the hazards and identify the hazards, and how better to communicate that to the owner or the resident.”
(LA Housing Improvement Officer)

“I have been able to assess homes and make parents aware of the risks and dangers of equipment.”
(Health Visitor)

“I use it every time I go to somebody's house... And if you think that I do three or four appointments a day usually.”
(Older people's Outreach Worker)

“I checked all staff training records and carried out training for accident prevention and risk assessments.”
(Residential Home Manager)

Intervention

Community Intervention

A practical local intervention addressing the needs of a community within the local area.

Examples

Slipper Swap



- The reason for provision of slippers was evenly spread across poor fitting, no footwear and inappropriately fitting footwear.
- Of the 107 people who accepted the slippers the slippers comfort/style/aesthetic and stability were rated as 12% Good, 82 % Very Good and 6% Excellent on fitting of the slippers.
- When reviewed 14-21 days later the slippers comfort/style/aesthetic stability were rated as 8% Good 75% Very Good and 11% Excellent
- When the podiatrist assessed gait of the sample the following was found:

Gait	Poor	Fair	Good	Very Good	Excellent
Pre slippers	4%	58%	36%	2%	0%
At review	0%	24%	70%	4%	2%

Footwear Audit in Liverpool

“The overall functionality of patients has improved with provision of slippers that meet certain requirements such as, fixation, sole, grip and depth.”



Falls Prevention Film



Alan Coyne and Elizabeth Jones feature in the film

Brilliant Falls Prevention Film from RoSPA

by Steve Richardson on July 29, 2013

Facing up to Falls is a short film produced by RoSPA that tells the story of local residents in the boroughs of Hackney, Islington and Newham in London. Including personal anecdotes, practical advice for falls prevention and several illustrations of how the simplest of home activities can cause a fall, there is a strong emotional content and is ideal for viewing by any person who is 'getting on a bit' as a way to encourage them to reduce these risks and improve their lives.

ProFaNE (Prevention of Falls Network Earth)

Safer Homes in Numbers

- 31 local authority areas
- 29 areas completed community interventions
- 741 frontline practitioners trained
- 245 took City and Guilds Certificate
- 166,000 service users benefitted

Hair Straightener Campaign



Get it Straight

RoSPA's 2014 National Home Safety Congress

Koon Lan Chan - Public Health Development Manager,
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Proportion of people who have changed how they store and use hair straighteners Sefton n: 158

Response	Count	Percentage
Ambivalent	20	13%
No	9	6%
Yes	129	81%

Figure 1: Use and storage of Hair Straighteners

Child Safety Projects

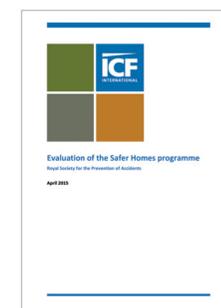
Keeping Children Safe at Home Injury Prevention Briefing training events, Nottinghamshire

Attendee views on promoting child home injury prevention following the training	Strongly agree	Agree	Disagree
I learned something new from the session	28 (31%)	53 (59%)	8 (9%)
I now feel more confident about presenting child injury prevention	16 (18%)	61 (69%)	12 (13%)
I will promote child injury prevention to parents/carers more as a result of today	38 (43%)	45 (50%)	7 (7%)



Evaluation

Independent National Evaluation



- Scoping interviews
- Review of all management information
- Eight case studies including interviews with project stakeholders, training beneficiaries and community participants
- Telephone interviews with stakeholders from the remaining 22 local authorities.
- A short e-survey training participants
- Semi-structured follow-up telephone interviews with training participants

“[Safer Homes has] stopped [accident prevention] falling off the agenda... it has made some things happen because more operational staff have been able to [carry out work in this area]... Strategy wise, it has made us look at some of the data.”



Report Findings

- Consultancy support has generated significant strategic impact
- Training increased participants' knowledge and confidence in delivering home safety interventions
- Community interventions were successful in installing home safety equipment, raising awareness and changing home safety behaviours in vulnerable groups
- Strategic impacts are likely to be sustained; financial pressures present a challenge to the sustainability of some community interventions
- The policy context presents both opportunities and challenges

“It's made us form links with people that we wouldn't have usually worked with. We would really like to keep those links open as well if we do ever get funding in the future.”

“I do think there is a legacy there of the strategy and action plan up to 2017. That was a direct result of RoSPA having contacted us.”



Enablers

- A home safety champion or dedicated staff resources
- Linking home injury prevention to other key public health targets

Barriers

- Administrative challenges related to the transition from PCTs to local authorities
- Staff changes
- The ability of quality local data to make the case to the commissioners
- Financial pressures.

“Within public health the unavoidable injuries agenda is a priority for the next year. It's now visible, its importance is recognised throughout the senior management team. Whereas in the past it wasn't as paramount, it is now and I think that's the biggest [outcome] really.”

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